

carolina clay matters, inc.
Profit & Loss Budget vs. Actual
January through December 2025

	Jan - Dec 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Event Income				
Festival Booth fees	24,228.46	20,826.00	3,402.46	116.3%
Festival Net Income Carryover	-143.74	2,386.00	-2,529.74	-6.0%
Event Income - Other	0.00	0.00	0.00	0.0%
Total Event Income	24,084.72	23,212.00	872.72	103.8%
Investments				
Interest-Savings	0.00	240.00	-240.00	0.0%
Total Investments	0.00	240.00	-240.00	0.0%
Membership Dues	15,665.92	12,065.00	3,600.92	129.8%
Other Types of Income				
On-Line Sales Event Fees	0.00	200.00	-200.00	0.0%
Pop-Up Gallery	174.25	200.00	-25.75	87.1%
Total Other Types of Income	174.25	400.00	-225.75	43.6%
Program Income				
Winter Workshop Fees	1,555.32	1,500.00	55.32	103.7%
Program Income - Other	30.00	-	-	-
Total Program Income	1,585.32	1,500.00	85.32	105.7%
Total Income	41,510.21	37,417.00	4,093.21	110.9%
Gross Profit	41,510.21	37,417.00	4,093.21	110.9%
Expense				
Advertising				
Festival				
Festival Graphic Designer	1,600.00	1,600.00	0.00	100.0%
Festival Use of Prior Yr NI	0.00	2,386.00	-2,386.00	0.0%
Newspaper Ads	0.00	0.00	0.00	0.0%
Other Marketing	600.00	4,220.00	-3,620.00	14.2%
Postcards Printing Mailing	1,505.23	1,420.00	85.23	106.0%
Site Signage	949.19	200.00	749.19	474.6%
Social Media Ads	6,641.23	2,000.00	4,641.23	332.1%
Social Media Company	4,822.00	3,000.00	1,822.00	160.7%
Festival - Other	0.00	0.00	0.00	0.0%
Total Festival	16,117.65	14,826.00	1,291.65	108.7%
General Membership Social Media	0.00	200.00	-200.00	0.0%
Total Advertising	16,117.65	15,026.00	1,091.65	107.3%
Business Expenses				
Bank Fees	220.00	0.00	220.00	100.0%
Business Registration Fees	5.00	5.00	0.00	100.0%
Insurance - Liability, D and O				
Festival Insurance	0.00	1,000.00	-1,000.00	0.0%
Insurance General Liability	1,848.49	1,197.00	651.49	154.4%
Insurance - Liability, D and O - Other	1,138.80	1,068.00	70.80	106.6%
Total Insurance - Liability, D and O	2,987.29	3,265.00	-277.71	91.5%
Total Business Expenses	3,212.29	3,270.00	-57.71	98.2%
Contract Services				
Social Media Company	0.00	3,000.00	-3,000.00	0.0%
Technology				
Google Data Warehouse	35.88	36.00	-0.12	99.7%
IPage/I-Power Domain	351.80	300.00	51.80	117.3%
IPage/I-Power Hosting	22.99	20.99	2.00	109.5%
Software Upgrades	0.00	370.00	-370.00	0.0%
Wix website	371.88	521.88	-150.00	71.3%
zoom	198.88	192.00	6.88	103.6%
Technology - Other	0.00	0.00	0.00	0.0%
Total Technology	981.43	1,440.87	-459.44	68.1%
Contract Services - Other	7.00	-	-	-
Total Contract Services	988.43	4,440.87	-3,452.44	22.3%
Facilities and Equipment				
Rent, Parking, Utilities	100.00	1,150.00	-1,050.00	8.7%
Total Facilities and Equipment	100.00	1,150.00	-1,050.00	8.7%
Operations				
DVD Library				
Postage, Mailing Service	55.31	100.00	-44.69	55.3%
DVD Library - Other	0.00	50.00	-50.00	0.0%
Total DVD Library	55.31	150.00	-94.69	36.9%
Festival Supplies				
Booth and Site Preparation	2,091.00	3,700.00	-1,609.00	56.5%
Festival Gift and Certificates	500.00	400.00	100.00	125.0%
Festival Site Rent	1,380.00	2,300.00	-920.00	60.0%
Registration Form Web Support	1,206.00	900.00	306.00	134.0%
Festival Supplies - Other	2,596.99	450.00	2,146.99	577.1%
Total Festival Supplies	7,773.99	7,750.00	23.99	100.3%
Holiday Party	0.00	1,600.00	-1,600.00	0.0%
Member Services	442.37	500.00	-57.63	88.5%
Past President Gift	0.00	150.00	-150.00	0.0%
Program Expense				
On-Line Programming				
Slide Shows & Workshops	0.00	0.00	0.00	0.0%
On-Line Programming - Other	0.00	200.00	-200.00	0.0%
Total On-Line Programming	0.00	200.00	-200.00	0.0%

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Professional Develop. Workshops	0.00	200.00	-200.00	0.0%
Program Food	43.40	0.00	43.40	100.0%
Program Supplies	55.75	0.00	55.75	100.0%
Summer Workshop Artist	1,000.00	1,000.00	0.00	100.0%
Summer Workshop Supplies	305.13	500.00	-194.87	61.0%
Travel Artists and Other	532.54	500.00	32.54	106.5%
Winter Workshop Artist	988.39	0.00	988.39	100.0%
Winter Workshop Supplies	0.00	0.00	0.00	0.0%
Program Expense - Other	400.00			
Total Program Expense	3,325.21	2,400.00	925.21	138.6%
Student Art Show	350.00	400.00	-50.00	87.5%
Summer Picnic	2,021.89			
Operations - Other	0.00	0.00	0.00	0.0%
Total Operations	13,968.77	12,950.00	1,018.77	107.9%
Other Types of Expenses				
Pop-Up Gallery	0.00	200.00	-200.00	0.0%
Total Other Types of Expenses	0.00	200.00	-200.00	0.0%
Reconciliation Discrepancies	-0.10	0.00	-0.10	100.0%
Total Expense	34,387.04	37,036.87	-2,649.83	92.8%
Net Ordinary Income	7,123.17	380.13	6,743.04	1,873.9%
Net Income	7,123.17	380.13	6,743.04	1,873.9%