

carolina clay matters, inc.
Profit & Loss Budget vs. Actual
January through December 2024

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Event Income				
Festival Booth fees	20,198.59	17,980.00	2,218.59	112.3%
Festival Net Income Carryover	0.00	0.00	0.00	0.0%
Total Event Income	20,198.59	17,980.00	2,218.59	112.3%
Investments				
Interest-Savings	0.00	275.51	-275.51	0.0%
Total Investments	0.00	275.51	-275.51	0.0%
Membership Dues	14,173.44	11,141.00	3,032.44	127.2%
Other Types of Income				
Miscellaneous Revenue	4.19			
On-Line Sales Event Fees	0.00	160.00	-160.00	0.0%
Pop-Up Gallery	196.40	400.00	-203.60	49.1%
Total Other Types of Income	200.59	560.00	-359.41	35.8%
Program Income				
Summer Workshop Fees	895.08	1,750.00	-854.92	51.1%
Winter Workshop Fees	0.00	0.00	0.00	0.0%
Total Program Income	895.08	1,750.00	-854.92	51.1%
Total Income	35,467.70	31,706.51	3,761.19	111.9%
Gross Profit	35,467.70	31,706.51	3,761.19	111.9%
Expense				
Advertising				
Festival				
Festival Use of Prior Yr NI	0.00	0.00	0.00	0.0%
Newspaper Ads	0.00	850.00	-850.00	0.0%
Other Marketing	3,879.30	3,100.00	779.30	125.1%
Postcards Printing Mailing	268.07	400.00	-131.93	67.0%
Site Signage	724.70	400.00	324.70	181.2%
Social Media Ads	2,114.73	2,200.00	-85.27	96.1%
Social Media Company	3,200.00	3,290.00	-90.00	97.3%
Total Festival	10,186.80	10,240.00	-53.20	99.5%
On-Line Sales Event Marketing	0.00	0.00	0.00	0.0%
Advertising - Other	0.00	0.00	0.00	0.0%
Total Advertising	10,186.80	10,240.00	-53.20	99.5%
Business Expenses				
Bank Fees	10.00	50.00	-40.00	20.0%
Business Registration Fees	5.00	15.00	-10.00	33.3%
Insurance - Liability, D and O				
Insurance General Liability	2,070.71	1,600.00	470.71	129.4%
Insurance - Liability, D and O - Other	1,105.68	1,100.00	5.68	100.5%
Total Insurance - Liability, D and O	3,176.39	2,700.00	476.39	117.6%
Business Expenses - Other	453.93			
Total Business Expenses	3,645.32	2,765.00	880.32	131.8%
Contract Services				
Technology				
Google Data Warehouse	72.43	120.00	-47.57	60.4%
I-Power Domain	319.91	300.00	19.91	106.6%
I-Power Hosting	20.99	40.00	-19.01	52.5%
Software Upgrades	42.89	115.00	-72.11	37.3%
Wix website	371.88	315.00	56.88	118.1%
zoom	191.88	192.00	-0.12	99.9%
Total Technology	1,019.98	1,082.00	-62.02	94.3%
Total Contract Services	1,019.98	1,082.00	-62.02	94.3%
Facilities and Equipment				
Rent, Parking, Utilities	400.00	2,840.00	-2,440.00	14.1%
Sanitary & other Equipment	0.00	1,050.00	-1,050.00	0.0%
Total Facilities and Equipment	400.00	3,890.00	-3,490.00	10.3%
Operations				
DVD Library				
Postage, Mailing Service	14.60			
DVD Library - Other	0.00	200.00	-200.00	0.0%
Total DVD Library	14.60	200.00	-185.40	7.3%
Festival Supplies				
Booth and Site Preparation	4,214.02	735.00	3,479.02	573.3%
Festival Gift and Certificates	330.00	300.00	30.00	110.0%
Registration Form Web Support	835.50	540.00	295.50	154.7%
Festival Supplies - Other	2,522.49	425.00	2,097.49	593.5%
Total Festival Supplies	7,902.01	2,000.00	5,902.01	395.1%
Holiday Party				
Membership Raffle Gifts	0.00	500.00	-500.00	0.0%
Holiday Party - Other	1,317.94	500.00	817.94	263.6%
Total Holiday Party	1,317.94	1,000.00	317.94	131.8%
Member Services	259.70	250.00	9.70	103.9%
Past President Gift	191.28	200.00	-8.72	95.6%
Program Expense				
On-Line Programming				
Slide Shows & Workshops	1,000.00	510.00	490.00	196.1%
Total On-Line Programming	1,000.00	510.00	490.00	196.1%

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Professional Develop. Workshops	400.00			
Program Food	0.00	300.00	-300.00	0.0%
Program Supplies	0.00	800.00	-800.00	0.0%
Summer Workshop Artist	0.00	700.00	-700.00	0.0%
Summer Workshop Supplies	389.25			
Travel Artists and Other	630.62	1,150.00	-519.38	54.8%
Winter Workshop Artist	600.00	600.00	0.00	100.0%
Winter Workshop Supplies	476.30	0.00	476.30	100.0%
Program Expense - Other	309.29			
Total Program Expense	3,805.46	4,060.00	-254.54	93.7%
Student Art Show	400.00	400.00	0.00	100.0%
Total Operations	13,890.99	8,110.00	5,780.99	171.3%
Other Types of Expenses				
Community Involvement Costs	0.00	500.00	-500.00	0.0%
Pop-Up Gallery	94.05	400.00	-305.95	23.5%
Other Types of Expenses - Other	0.00	800.00	-800.00	0.0%
Total Other Types of Expenses	94.05	1,700.00	-1,605.95	5.5%
Total Expense	29,237.14	27,787.00	1,450.14	105.2%
Net Ordinary Income	6,230.56	3,919.51	2,311.05	159.0%
Net Income	6,230.56	3,919.51	2,311.05	159.0%