

Profit and Loss Statement 2011 - Last year

1/1/2011 through 12/31/2011 (Cash Basis)

1/12/2012

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Category Description	1/1/2011- 12/31/2011
INCOME	
Cash Receipt	50.00
Grants & Donations	
Donation	85.80
Grant	500.00
Seedling Cards	400.00
St. Charles Parish Subsidy	30,000.00
TOTAL Grants & Donations	30,985.80
Interest Income	74.70
Sales - Market Welcome Booth	
Sales - Books	
8th Anniversary Book	25.00
From Our Mama's an 'nem	484.00
Germans of Louisiana	132.00
Historic Churches	76.00
How Sportsmen Cook	45.00
Jambalaya, Crawfish Pie, File' Gumbo	330.00
LA Italians, Foods, Recipes & Folkways	136.00
Louisiana Temptations Cookbook	34.00
MamPapaul's Cookbook	65.00
Plantations By The River	84.00
TOTAL Sales - Books	1,411.00
Sales - Items	
Gloves	95.00
Shirts	40.00
Tote Bags	21.00
TOTAL Sales - Items	156.00
TOTAL Sales - Market Welcome Booth	1,567.00
Vendor Revenue	
Booth Rent	
Art Booth Rent	385.00
Regular Booth Rent	14,695.00
TOTAL Booth Rent	15,080.00
Membership	
Arts Membership	120.00
Regular Membership	900.00
Seasonal Membership	50.00
TOTAL Membership	1,070.00
TOTAL Vendor Revenue	16,150.00
TOTAL INCOME	48,827.50
EXPENSES	
Bank Charges	3.22
Contracted Services	
Bookkeeper	609.00
Coordinator	21,420.00
Legal Services	656.48
Technical Assistant	4,635.00
TOTAL Contracted Services	27,320.48
Gifts & Acknowledgements	471.79

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Category Description	1/1/2011- 12/31/2011
Insurance	
Liability	2,166.50
TOTAL Insurance	2,166.50
Licenses & Permits	5.00
Marketing & Promotion	
Advertising	
Church Bulletins	190.00
Flyers	31.61
Internet Ads	2,000.00
Magazines	698.00
Newspapers	2,612.45
TV	1,500.00
Other Marketing & Promotion:Advertising	6.52
TOTAL Advertising	7,038.58
Memberships	
American Farmland Trust	25.00
TOTAL Memberships	25.00
Online Patron Survey	48.00
Prizes	11.00
Promotional Gift Items	
Magnets	135.52
Pens	170.10
TOTAL Promotional Gift Items	305.62
Shirts	612.36
Signs	1,600.68
Website	
Website Annual Fee	609.96
Other Marketing & Promotion:Website	82.95
TOTAL Website	692.91
TOTAL Marketing & Promotion	10,334.15
Petty Cash	50.00
Sales Tax	191.35
Special Events 1	
Entertainment	4,050.00
Supplies	295.00
TOTAL Special Events 1	4,345.00
Supplies & Equipment	
Market	
Equipment Purchases	506.48
Site Maintenance	363.75
Supplies	815.31
TOTAL Market	1,685.54
Merchandise	
Book Purchases	
8th Anniversary Book	25.00
From Our Mama's an 'nem	286.24
Jambalaya, Crawfish Pie, File' Gumbo	287.28
LA Italians, Foods, Recipes & Folkways	-17.00
Mam Papaul's Cookbook	-24.00
Plantations By The River	315.00
TOTAL Book Purchases	872.52

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Category Description	1/1/2011- 12/31/2011
Gloves	83.98
TOTAL Merchandise	956.50
Office	
Post Office Box Fee	42.00
Supplies	399.14
TOTAL Office	441.14
TOTAL Supplies & Equipment	3,083.18
Training	
Market Training	306.78
TOTAL Training	306.78
Utilities	
Electricity	572.94
TOTAL Utilities	572.94
TOTAL EXPENSES	48,850.39
OVERALL TOTAL	-22.89