

Pacific Northwest Booksellers Assn.
Profit & Loss [Budget Analysis]
 January 2017 through December 2017

	Selected Period	Budgeted	\$ Difference	2018
Income				
Program Service Income				
Fall Trade Show	\$86,001.00	\$80,000.00	\$6,001.00	\$82,000.00
Dravaae	\$27,685.00	\$26,500.00	\$1,185.00	\$27,500.00
Mailing List	\$960.00	\$900.00	\$60.00	\$900.00
BINC Support Donation	\$5,690.00	\$5,000.00	\$690.00	\$6,000.00
Spring Event Income	\$1,800.00	\$0.00	\$1,800.00	\$2,400.00
Adv-Footnotes	\$1,225.00	\$3,000.00	(\$1,775.00)	\$1,400.00
Adv-Trade Show Program	\$1,625.00	\$1,200.00	\$425.00	\$1,500.00
Adv-Stuff-Its	\$3,100.00	\$1,000.00	\$2,100.00	\$2,400.00
Adv-NW New Title Preview	\$4,750.00	\$5,500.00	(\$750.00)	\$4,500.00
Adv-Buzz Books	\$1,800.00	\$2,100.00	(\$300.00)	\$1,800.00
Adv-NW Booklovers	\$2,212.00	\$3,000.00	(\$788.00)	\$2,500.00
Adv-Bookseller Blast	\$29,425.00	\$18,000.00	\$11,425.00	\$26,000.00
Author Promos	\$26,525.00	\$27,000.00	(\$475.00)	\$26,000.00
Promotional Sponsorships	\$3,700.00	\$6,000.00	(\$2,300.00)	\$3,000.00
Holiday Catalog	\$234,400.00	\$235,000.00	(\$600.00)	\$234,000.00
Total Program Service Income	\$430,898.00	\$414,200.00	\$16,698.00	\$421,900.00
Membership Dues - Renewal	\$29,550.00	\$31,500.00	(\$1,950.00)	\$30,000.00
Membership Dues - New	\$8,150.00	\$8,000.00	\$150.00	\$8,000.00
Interest Income - MM/Check	\$235.69	\$365.00	(\$129.31)	\$300.00
Interest Income - CD	\$1,515.99	\$265.00	\$1,250.99	\$1,500.00
Total Income	\$470,349.68	\$454,330.00	\$16,019.68	\$461,700.00
Expenses				
Program Service Expense				
Member Communication	\$485.25	\$600.00	(\$114.75)	\$600.00
NW Booklovers	\$5,762.15	\$7,000.00	(\$1,237.85)	\$6,000.00
Awards	\$6,445.01	\$8,500.00	(\$2,054.99)	\$7,000.00
Dravaae	\$7,883.51	\$8,000.00	(\$116.49)	\$8,000.00
Fall Trade Show	\$59,342.06	\$76,000.00	(\$16,657.94)	\$80,000.00
Fall Show Professional Fees	\$27,335.43	\$30,000.00	(\$2,664.57)	\$30,000.00
Trade Show Programs	\$3,036.25	\$0.00	\$3,036.25	\$3,500.00
Buzz Books	\$300.00	\$450.00	(\$150.00)	\$300.00
Education	\$2,992.55	\$9,500.00	(\$6,507.45)	\$6,000.00
Rural Library Project	\$675.59	\$700.00	(\$24.41)	\$750.00
BINC Support Programs	\$10,070.00	\$5,000.00	\$5,070.00	\$6,000.00
Literacy Donation	\$0.00	\$500.00	(\$500.00)	\$1,000.00
Industry Promotion (IBD)	\$0.00	\$500.00	(\$500.00)	\$500.00
Indies Forward	\$150.00	\$1,500.00	(\$1,350.00)	\$150.00
Spring Event	\$1,662.06	\$0.00	\$1,662.06	\$1,500.00
HC Travel	\$2,416.78	\$3,500.00	(\$1,083.22)	\$3,500.00
HC Desian	\$7,622.65	\$6,000.00	\$1,622.65	\$7,000.00
HC Mailers	\$365.64	\$0.00	\$365.64	\$400.00
HC Print/Plate	\$80,007.15	\$80,000.00	\$7.15	\$82,000.00
HC Promotional Material	\$908.25	\$1,000.00	(\$91.75)	\$1,000.00
HC Freight	\$11,465.82	\$12,000.00	(\$534.18)	\$12,000.00
HC Distribution CO-OP to Store	\$0.00	\$30,000.00	(\$30,000.00)	\$36,000.00
Total Program Service Expense	\$228,926.15	\$280,750.00	(\$51,823.85)	\$293,200.00

Management Expense

Accounting/Taxes	\$0.00	\$1,000.00	(\$1,000.00)	\$1,000.00
Board Expense	\$12,974.32	\$13,000.00	(\$25.68)	\$14,000.00
Office Staff	\$24,094.00	\$37,000.00	(\$12,906.00)	\$27,000.00
Director's Wages	\$80,700.00	\$77,700.00	\$3,000.00	\$84,000.00
Payroll Taxes	\$9,815.80	\$11,000.00	(\$1,184.20)	\$10,000.00
Payroll Processing	\$1,612.63	\$1,740.00	(\$127.37)	\$1,800.00
Office Supplies/Copies/Fees	\$1,859.83	\$2,000.00	(\$140.17)	\$2,000.00
Computer Software	\$2,632.16	\$1,500.00	\$1,132.16	\$2,000.00
Telephone	\$2,084.90	\$1,900.00	\$184.90	\$2,200.00
Internet & WWW	\$1,001.40	\$2,000.00	(\$998.60)	\$1,200.00
Postage/Shipping	\$78.09	\$500.00	(\$421.91)	\$300.00
Credit Card Merchant Fees	\$4,845.45	\$5,000.00	(\$154.55)	\$5,000.00
Director's Travel/Mileage	\$4,860.62	\$6,000.00	(\$1,139.38)	\$6,000.00
Dues/Subscriptions	\$0.00	\$40.00	(\$40.00)	\$100.00
Office Equipment	\$1,829.00	\$1,000.00	\$829.00	\$700.00
Regional Meetings	\$1,985.51	\$4,500.00	(\$2,514.49)	\$3,000.00
Legal/Professional Fees	\$610.00	\$500.00	\$110.00	\$600.00
Insurance	\$2,692.00	\$2,400.00	\$292.00	\$2,800.00
Office Rent	\$4,810.68	\$4,800.00	\$10.68	\$4,800.00
Total Management Expense	\$158,486.39	\$173,580.00	(\$15,093.61)	\$168,500.00
Total Expenses	\$387,412.54	\$454,330.00	(\$66,917.46)	\$461,700.00
Net Profit/(Loss)	\$82,937.14	\$0.00	\$82,937.14	\$0.00