

Pacific Northwest Booksellers Assn.

338 West 11th Ave. #108

Eugene, OR 97401

Profit & Loss [Budget Analysis]

January 2017 through December 2017

2/5/18

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	Selected Period	Budgeted	\$ Difference	% Difference
Income	\$0.00	\$0.00	\$0.00	NA
Program Service Income				
Fall Trade Show	\$85,701.00	\$80,000.00	\$5,701.00	7.1%
Drayage	\$27,685.00	\$26,500.00	\$1,185.00	4.5%
Mailing List	\$960.00	\$900.00	\$60.00	6.7%
BINC Support Donation	\$5,690.00	\$5,000.00	\$690.00	13.8%
Spring Event Income	\$1,800.00	\$0.00	\$1,800.00	NA
Adv-Footnotes	\$1,225.00	\$3,000.00	-\$1,775.00	(59.2%)
Adv-Handbook	\$0.00	\$0.00	\$0.00	NA
Adv-Trade Show Program	\$1,625.00	\$1,200.00	\$425.00	35.4%
Adv-Stuff-Its	\$875.00	\$1,000.00	-\$125.00	(12.5%)
Adv-NW New Title Preview	\$4,750.00	\$5,500.00	-\$750.00	(13.6%)
Adv-Buzz Books	\$1,800.00	\$2,100.00	-\$300.00	(14.3%)
Adv-Fall Special	\$0.00	\$0.00	\$0.00	NA
Adv-NW Booklovers	\$2,212.00	\$3,000.00	-\$788.00	(26.3%)
Book Awards	\$0.00	\$0.00	\$0.00	NA
Adv-Bookseller Blast	\$29,425.00	\$18,000.00	\$11,425.00	63.5%
Adv-Title Wave Pkg.	\$0.00	\$0.00	\$0.00	NA
Education	\$0.00	\$0.00	\$0.00	NA
Author Promos	\$28,750.00	\$27,000.00	\$1,750.00	6.5%
Promotional Sponsorships	\$3,700.00	\$6,000.00	-\$2,300.00	(38.3%)
Holiday Catalog	\$234,400.00	\$235,000.00	-\$600.00	(0.3%)
Total Program Service Income	\$430,598.00	\$414,200.00	\$16,398.00	4.0%
Membership Dues - Renewal	\$29,550.00	\$31,500.00	-\$1,950.00	(6.2%)
Membership Dues - New	\$8,150.00	\$8,000.00	\$150.00	1.9%
Interest Income - MM/Check	\$235.69	\$365.00	-\$129.31	(35.4%)
Interest Income - CD	\$1,515.99	\$265.00	\$1,250.99	472.1%
Misc Income	\$0.00	\$0.00	\$0.00	NA
Total Income	\$470,049.68	\$454,330.00	\$15,719.68	3.5%
Expenses				
Program Service Expense				
Member Communication	\$485.25	\$600.00	-\$114.75	(19.1%)
NW Booklovers	\$5,762.15	\$7,000.00	-\$1,237.85	(17.7%)
Handbook	\$0.00	\$0.00	\$0.00	NA
Awards	\$6,445.01	\$8,500.00	-\$2,054.99	(24.2%)
Drayage	\$7,883.51	\$8,000.00	-\$116.49	(1.5%)
Fall Trade Show	\$59,342.06	\$76,000.00	-\$16,657.94	(21.9%)
Fall Show Professional Fees	\$27,335.43	\$30,000.00	-\$2,664.57	(8.9%)
Trade Show Programs	\$3,036.25	\$0.00	\$3,036.25	NA
Free Speech	\$0.00	\$0.00	\$0.00	NA
Buzz Books	\$300.00	\$450.00	-\$150.00	(33.3%)
Education	\$2,992.55	\$9,500.00	-\$6,507.45	(68.5%)
Rural Library Project	\$675.59	\$700.00	-\$24.41	(3.5%)
BINC Support Programs	\$10,070.00	\$5,000.00	\$5,070.00	101.4%
Literacy Donation	\$0.00	\$500.00	-\$500.00	(100.0%)
Independent Bookstore Day	\$0.00	\$0.00	\$0.00	NA
Industry Promotion	\$0.00	\$500.00	-\$500.00	(100.0%)
Indies Forward	\$150.00	\$1,500.00	-\$1,350.00	(90.0%)
Spring Event	\$1,662.06	\$0.00	\$1,662.06	NA
Advertising	\$0.00	\$0.00	\$0.00	NA
Mailing List	\$0.00	\$0.00	\$0.00	NA

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	Selected Period	Budgeted	\$ Difference	% Difference
Misc Expense	\$0.00	\$0.00	\$0.00	NA
HC Travel	\$2,416.78	\$3,500.00	-\$1,083.22	(30.9%)
HC Design	\$7,622.65	\$6,000.00	\$1,622.65	27.0%
HC Mailers	\$365.64	\$0.00	\$365.64	NA
HC Print/Plate	\$80,007.15	\$80,000.00	\$7.15	0.0%
HC Promotional Material	\$908.25	\$1,000.00	-\$91.75	(9.2%)
HC Freight	\$11,465.82	\$12,000.00	-\$534.18	(4.5%)
HC Distribution CO-OP to Store	\$0.00	\$30,000.00	-\$30,000.00	(100.0%)
Bad Debt Expense	\$0.00	\$0.00	\$0.00	NA
Total Program Service Expense	<u>\$228,926.15</u>	<u>\$280,750.00</u>	<u>-\$51,823.85</u>	<u>(18.5%)</u>
Management Expense				
Accounting/Taxes	\$600.00	\$1,000.00	-\$400.00	(40.0%)
Board Expense	\$12,974.32	\$13,000.00	-\$25.68	(0.2%)
Office Staff	\$24,094.00	\$37,000.00	-\$12,906.00	(34.9%)
Director's Wages	\$80,700.00	\$77,700.00	\$3,000.00	3.9%
Employee Benefits	\$0.00	\$0.00	\$0.00	NA
Payroll Taxes	\$9,815.75	\$11,000.00	-\$1,184.25	(10.8%)
Payroll Processing	\$1,612.63	\$1,740.00	-\$127.37	(7.3%)
Office Supplies/Copies/Fees	\$1,859.83	\$2,000.00	-\$140.17	(7.0%)
Computer Software	\$2,632.16	\$1,500.00	\$1,132.16	75.5%
Printing	\$0.00	\$0.00	\$0.00	NA
Telephone	\$2,084.90	\$1,900.00	\$184.90	9.7%
Internet & WWW	\$1,001.40	\$2,000.00	-\$998.60	(49.9%)
Postage/Shipping	\$78.09	\$500.00	-\$421.91	(84.4%)
Credit Card Merchant Fees	\$4,845.45	\$5,000.00	-\$154.55	(3.1%)
Director's Travel/Mileage	\$4,860.62	\$6,000.00	-\$1,139.38	(19.0%)
Depreciation	\$0.00	\$0.00	\$0.00	NA
Dues/Subscriptions	\$0.00	\$40.00	-\$40.00	(100.0%)
Office Equipment	\$1,829.00	\$1,000.00	\$829.00	82.9%
Regional Meetings	\$1,985.51	\$4,500.00	-\$2,514.49	(55.9%)
Legal/Professional Fees	\$10.00	\$500.00	-\$490.00	(98.0%)
Insurance	\$2,692.00	\$2,400.00	\$292.00	12.2%
Office Rent	\$4,810.68	\$4,800.00	\$10.68	0.2%
Total Management Expense	<u>\$158,486.34</u>	<u>\$173,580.00</u>	<u>-\$15,093.66</u>	<u>(8.7%)</u>
Total Expenses	<u>\$387,412.49</u>	<u>\$454,330.00</u>	<u>-\$66,917.51</u>	<u>(14.7%)</u>
Net Profit/(Loss)	<u>\$82,637.19</u>	<u>\$0.00</u>	<u>\$82,637.19</u>	<u>NA</u>