**Studio B Pilates/Amy Beversdorf**

**Profit/Loss 2023**

***GROSS REVENUE: $96, 905.85***

***STUDIO OPERATION and PROGRAM EXPENSES****:*

**Expense Detail:**

**Paid Teaching Consultants:**

Margaret L.

Pamela L.

Gina M.

Angie N.

Amy H.

Additional consultants (non 1099 each made less than $600): $5000.00 (social media, marketing, maintenance)

**TOTAL: $ 59718.75**

**Water Street Studio:**

**Rent: $10,320.00**

**Utilities: $3648.00**

**Home/Virtual Studio:**

**Charter Internet: $1726.00**

**Utilities: $1750.00**

**Business Insurance: $438**

**Self-Employed Insurance Benefits (life/health): $1548**

**Professional Liability: $176**

**City Taxes: 230.00**

**State of Wisconsin – EAP: $600**

**Marketing:**

Constant Contact: $60.00

Printing: $1200

Web design: $1500.00 (virtual studio website maintenance)

GoDaddy: $1100 (website hosting and design)

Social Media Marketing Tool: $1000

Google: $500

**TOTAL: $**

**Virtual Studio Expenses:**

Zoom: $158.00

Vimeo: $0.00

Lighting: $200.00

**Total: $**

**Transportation/Travel:**

Gas: $500.00

Parking: $300.00

Lodging: $1200.00

Air Fare: $800.00

baggage: $300.00

Food/Entertainment: $1000.00

**TOTAL: $**

**Donations:**

Church: $500.00

Goodwill: $2000.00

**TOTAL: $2500.00**

**Water Street Software/Internet:**

Momence: $2700.00

Internet: $2340.00

Cloud Storage: $300.00

**Supplies/Equipment/Merch:**

33 Threads: $2200.00

New Equipment: $4500.00

Equipment Maintenance: $300.00

Postage: $250.00

Music/iTunes: $300.00

Custom Ink: $3200.00

**Total: $**

**CC processing:**

**$3603.00**

**Window Cleaning:**

**$270.00**

**Dining/Entertainment/Staff Gifts/Catering:**

**$2000.00**

**Continuing Ed:**

Balanced Body Educator Summit:

$600

Pilates On Tour: $700

Pilates/Movement Classes:

$2000.00

**TOTAL: $**

**Subscriptions/Memberships:**

Pilates Style: $45.00

Pilates Anytime: $216.00

Professional Associations: $1400.00

PMA: $175.00

New York Times: $155.00

**SEP:**

**$3000.00**

**Phone/Video Services:**

**$1495.00**