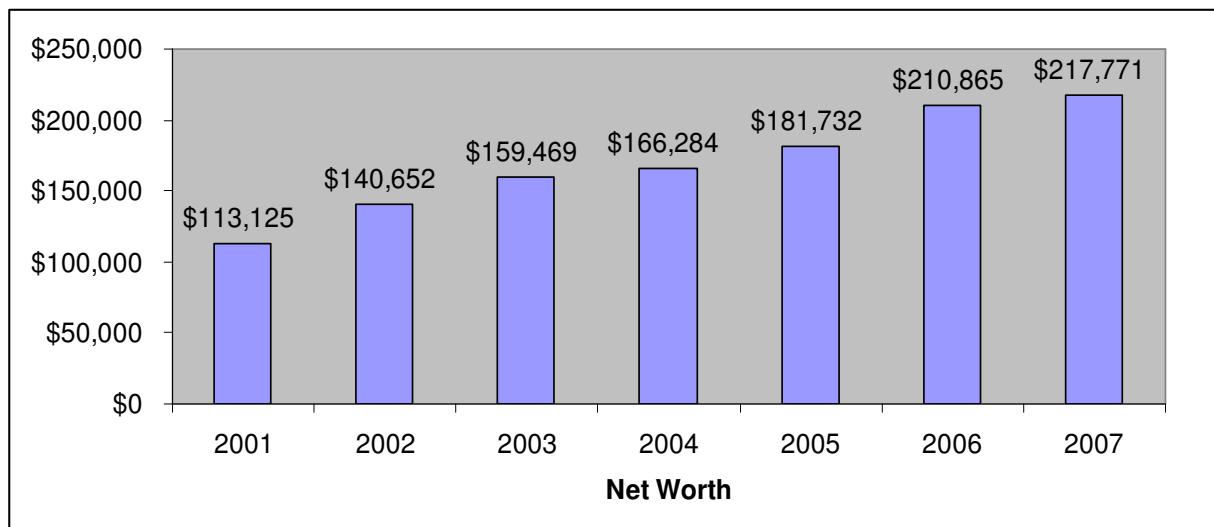


**Date: 10/17/07**

**To: Willo Board Members**

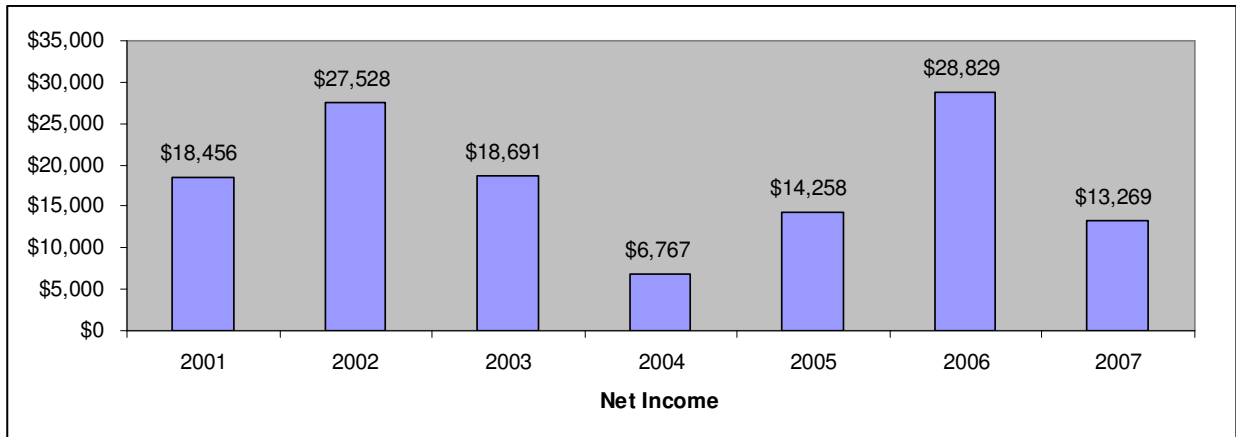
**The assets and liabilities of the Willo Neighborhood Association as of 04/30/07:**

<b><u>Assets:</u></b>	<b><u>04/30/07</u></b>	<b><u>04/30/06</u></b>
Cash		
Cash-Chase Checking Account	\$ 9,514.94	\$ 42,601.66
Cash-Chase Money Market Account	95,129.98	123,465.26
Cash-Chase CD	25,000.00	0.00
Cash-Edward Jones CD's	99,981.26	50,303.95
Total Cash	\$ 229,626.18	\$ 216,370.87
Unrecognized Expenses (Prepaid Expenses)	\$ 0.00	\$ 0.00
Accounts Receivable	0.00	94.50
Deposits Pending	0.00	0.00
<b>Total Assets:</b>	<b>\$ 229,626.18</b>	<b>\$ 216,465.37</b>
<b><u>Liabilities:</u></b>		
Unrecognized Income (Prepaid Ads)	\$ 9,729.75	\$ 5,600.75
Current Expenses (Bills Pending)	2,125.85	0.00
<b>Total Liabilites:</b>	<b>\$ 11,855.60</b>	<b>\$ 5,600.75</b>
<b>Net Worth:</b>	<b>\$ 217,770.58</b>	<b>\$ 210,864.62</b>



**Profit and Loss:**

	<b>Year Ended 04/30/07</b>	<b>Year Ended 04/30/06</b>
Block Watch	(37.43)	(259.08)
Historic Registration	609.44	60.00
Home Tour	36,027.42	31,294.92
Luminaria	(1,898.69)	(1,372.67)
Newsletter	2,469.27	1,761.94
Interest Income	5,350.68	4,094.36
Legal	(19,199.60)	0.00
Miscellaneous	(10,412.51)	(6,750.86)
Streetscape	(96.40)	0.00
Zoning Committee	(236.75)	0.00
Adjustments	<u>693.87</u>	<u>0.00</u>
<b>Net Income (Loss)</b>	<b>\$ 13,269.30</b>	<b>\$ 28,828.61</b>



**Note 1 – Fiscal Year**

The operating year of May 1st through April 30th was chosen to allow time to tabulate the income and expenses from the annual Home Tour in February – the major source of income for the neighborhood. The Board of Director elections are held semi-annually (2007, 2009, etc) in March with new officers beginning in April.

**Note 2 – Financial Summary**

Page 1 of this report provides a complete financial summary of all Willo Neighborhood Association activities – provided on an accrual basis. Income is recognized when earned and expenses are recognized when incurred. This primarily affects the neighborhood newsletter “Inside Willo”. Prepaid advertising is identified as income received but not yet earned and is deducted as a liability from assets. Expenses that are paid in advance are identified as prepaid expenses and are included as an asset.

### Note 3 – Block Watch

The Block Watch program is a volunteer organization helping to fight crime in the Willo Neighborhood. The expenses incurred are paid from the general fund for the betterment of the neighborhood.

	Year Ended 04/30/07	Year Ended 04/30/06
<b>Income:</b>		
FQ Story	\$ 100.00	\$ 100.00
Encanto Palmcroft Historic	0.00	200.00
Roosevelt Action Association	<u>0.00</u>	<u>200.00</u>
<b>Total Income:</b>	<b>\$ 100.00</b>	<b>\$ 500.00</b>
<b>Expenses:</b>		
Advertising	\$ 137.43	\$ 133.40
Helium Refill	0.00	28.46
Supplies	0.00	103.79
GAIN event	<u>0.00</u>	<u>493.43</u>
<b>Total Expenses:</b>	<b>\$ 137.43</b>	<b>\$ 759.08</b>
<b>Net Income (Loss)</b>	<b>(\$ 37.43)</b>	<b>(\$ 259.08)</b>

### Note 4 – Historic Registration

For several years, Board Member Gene Nance has helped Willo Neighborhood residents complete the Historic Registration applications.

Each year, residents wishing to take advantage of the Historic Tax Exemption are required to register by completing an application, having their signature notarized and forwarding pictures of their home to the Historic Registration office. As a community service, Gene Nance takes pictures of the home and notarizes the signatures on the applications. For this service, he collects a \$10.00 donation from each resident applicant.

	Year Ended 04/30/07	Year Ended 04/30/06
Income	\$ 675.00	\$ 60.00
Expenses	<u>\$ 65.56</u>	<u>\$ 0.00</u>
<b>Net Income (Loss)</b>	<b>\$ 609.44</b>	<b>\$ 60.00</b>

## Note 5 – Home Tour

The annual Willo Neighborhood Association Home Tour is the largest single fund-raising project of the neighborhood. Held in February, the tour generally features 12-14 homes for viewing by the general public. Admission is charged and the funds are used for the betterment of the neighborhood. Attendance has averaged 3,000 people over the past several years.

	<b>2007</b>	<b>2006</b>
	<b>Home Tour</b>	<b>Home Tour</b>
<b>Income:</b>		
Ticket Sales:	\$ 33,832.00	\$ 29,680.00
Credit Card Sales	6,162.75	6,206.00
Less Returned Checks	0.00	( 20.00)
Pre-Sale Tickets	0.00	3,708.00
Internet Sales	13,831.79	6,550.51
Less Change	<u>( 3,000.00)</u>	<u>( 3,000.00)</u>
<b>Total Ticket Sales:</b>	<b>\$ 50,826.54</b>	<b>\$ 43,124.51</b>
Brochure Ads	\$ 4,600.00	\$ 3,975.00
Vendor Checks	2,122.50	3,820.00
Bank Fees	0.00	0.00
T-Shirt/Poster Sales	69.05	333.00
Less Change	0.00	0.00
Unbudgeted Income	675.00	0.00
Less Refunds	<u>(50.00)</u>	<u>0.00</u>
<b>Total Gross Income:</b>	<b>\$ 58,243.09</b>	<b>\$ 51,252.51</b>
<b>Expenses:</b>		
Administrative Expenses:		
Cell Phone	\$ 302.13	\$ 286.32
Postage	0.00	9.75
Bank Charges	399.61	282.69
Pre-Sale Ticket Printing	<u>72.64</u>	<u>0.00</u>
<b>Total Admin Expenses:</b>	<b>\$ 774.38</b>	<b>\$ 578.76</b>
Tour Day Expenses:		
Signage	\$ 0.00	\$ 220.64
Trolley	2,397.20	2,187.00
Table and Chair Rental	136.30	601.63
Street Closure	463.65	0.00
Port-a-Potties	526.48	526.48
Music	1,000.00	800.00
TP/Wipes, etc.	0.00	26.16
Police Officers	150.00	150.00
Insurance (75% of Policy)	745.37	774.38
Misc – not itemized	<u>209.82</u>	<u>1,681.20</u>
<b>Total Tour Day Expenses:</b>	<b>\$ 5,628.82</b>	<b>\$ 6,967.49</b>

PR Expenses:		
Magnets	\$ 85.00	\$ 85.00
Brochure Printing	2,299.47	2,570.71
T-Shirts	1,478.55	0.00
Poster Printing	1,001.00	951.00
Promo Fliers	130.02	0.00
Banner Stands & Signage	299.34	0.00
Pre-Sale Posters	0.00	137.70
Advertising	<u>3,570.55</u>	<u>3,032.25</u>
<b>Total PR Expenses:</b>	<b>\$ 8,863.93</b>	<b>\$ 6,776.66</b>
Vendor Expenses:		
Vendor Mailings	\$ 0.00	\$ 171.83
Vendor Fliers	0.00	115.53
Paper and Name Badges	16.73	0.00
Homeowner Door Hangers	16.94	0.00
Misc	<u>81.03</u>	<u>0.00</u>
<b>Total Vendor Expenses:</b>	<b>\$ 114.70</b>	<b>\$ 287.36</b>
Homeowner Expenses:		
Name Tags	\$ 0.00	\$ 17.25
Gifts	1,638.55	1,367.34
Prospecting Fliers	<u>38.03</u>	<u>0.00</u>
<b>Total Homeowner Expenses:</b>	<b>\$ 1,676.58</b>	<b>\$ 1,384.59</b>
Party Expenses:		
Brunch	\$ 1,030.17	\$ 826.21
Pre-Tour Party	<u>4,127.09</u>	<u>3,136.53</u>
<b>Total Party Expenses:</b>	<b>\$ 5,157.26</b>	<b>\$ 3,962.74</b>
<b>Total Expenses:</b>	<b>\$ 22,215.67</b>	<b>\$ 19,957.60</b>
<b>Gross Profit:</b>	<b>\$ 36,027.42</b>	<b>\$ 31,294.91</b>

## Note 6 – Luminaria

The Willo Luminaria are a neighborhood tradition. Streets throughout the neighborhood are lined with luminarias each year on the three days preceding Christmas.

	Year Ended 04/30/07	Year Ended 04/30/06
<b>Income:</b>		
Contributions	<u>\$ 585.50</u>	<u>\$ 905.00</u>
<b>Total Income:</b>	<b>\$ 585.50</b>	<b>\$ 905.00</b>
Expenses:		
Insurance	\$ 248.45	\$ 258.13
Sand	191.48	213.97
Bags, Candles, supplies	2,044.26	1,696.93
Fliers and Misc.	<u>0.00</u>	<u>108.64</u>
<b>Total Expenses:</b>	<b>\$ 2,484.19</b>	<b>\$ 2,277.67</b>
<b>Net Income (Loss)</b>	<b>(\$ 1,898.69)</b>	<b>(\$ 1,372.67)</b>

**Note 7 – “Inside Willo” – the Willo Neighborhood Newsletter**

The Willo Neighborhood publishes a newsletter for the benefit of the community. Any revenues received over expenses are added to the general fund to be used for the benefit of the neighborhood. The cost of publication is intended to be offset by the sale of advertising. The Editor and Sales Ad Representative is Kelli Ramirez.

	<b>Year Ended 04/30/07</b>	<b>Year Ended 04/30/06</b>
<b>Newsletter Summary:</b>		
Advertising Sales	\$ 38,223.00	\$ 32,926.59
Color Sales	1,230.00	855.50
Accounts Receivable – Ads	0.00	94.50
Accounts Receivable – Color	<u>0.00</u>	<u>0.00</u>
<b>Total Sales:</b>	<b>\$ 39,453.00</b>	<b>\$ 33,876.59</b>
Editor’s Salary	\$ 2,750.00	\$ 2,250.00
Ad Commissions	8,432.28	7,320.79
Ad Lay-Out Salary	3,250.00	2,700.00
Printing Expense	20,989.06	15,754.43
Other Expenses	<u>1,102.64</u>	<u>4,089.43</u>
<b>Total Expenses:</b>	<b>\$ 36,523.98</b>	<b>\$ 32,114.65</b>
<b>Adjustments:</b>		
Refunds of overpayments	\$ 428.25	\$ 0.00
Payment applied to Luminaria	25.50	0.00
NSF fee (was reimbursed by merchant)	<u>6.00</u>	<u>0.00</u>
<b>Total Adjustments:</b>	<b>(\$ 459.75)</b>	<b>\$ 0.00</b>
<b>Net Income (Loss):</b>	<b>\$ 2,469.27</b>	<b>\$ 1,761.94</b>

Advertising rates for “Inside Willo” are listed below:

- Full page color is an additional \$50.00.
- Half-page color is an additional \$45.00.
- Quarter-page color is an additional \$40.00.
- Color is not available for Business Card ads.

Ad Size	1 Issue	3 Issues	6 Issues
Business Card	\$ 30.00	\$ 81.00	\$ 153.00
¼ Page	\$ 70.00	\$189.00	\$ 357.00
½ Page	\$105.00	\$283.50	\$ 535.50
Full Page	\$165.00	\$445.50	\$ 841.50
Back Cover	\$215.00	\$580.50	\$1,096.50

Ad Sales compensation is calculated at 25% of ad sales.  
 Editor Salary is \$300.00 per issue (revised Dec 06).  
 Lay-Out Salary is \$350.00 per issue (revised Dec 06).  
 Previous increases were approved by the Board on 03/97 and 12/02.

## Note 8 – Interest Income

The Willo Neighborhood maintains a regular checking account and an interest bearing Money Market account at JP Morgan Chase. CD's are currently invested at Edward Jones. Copies of monthly statements are available upon request.

### Interest Earned Summary – Chase #43986236:

	Year Ended 04/30/07	Year Ended 04/30/06
May	\$ 276.25	\$ 115.24
June	144.37	128.23
July	137.53	127.65
August	115.06	120.51
September	140.05	155.15
October	119.79	155.48
November	116.21	218.71
December	110.48	258.93
January	110.39	285.19
February	118.04	291.06
March	103.00	269.60
April	<u>173.55</u>	<u>301.00</u>
<b>Total Interest – Chase:</b>	<b>\$ 1,664.72</b>	<b>\$ 2,426.75</b>

### Interest Earned Summary – Edward Jones CD's:

July	\$ 0.00	\$ 342.81
August	0.00	254.86
September	0.00	129.52
November	3,685.96	0.00
January	0.00	441.10
April	<u>0.00</u>	<u>499.32</u>
<b>Total Interest – Edward Jones:</b>	<b>\$ 3,685.96</b>	<b>\$ 1,667.61</b>
<b>Total Interest Income – all accounts:</b>	<b>\$ 5,350.68</b>	<b>\$ 4,094.36</b>

## Note 9 – Zoning Committee

The Zoning Committee reviews issues and projects that could impact the neighborhood. In past years, expenses incurred were absorbed by individual members of the neighborhood.

	Year Ended 04/30/07	Year Ended 04/30/06
<b>Income</b>	\$ 0.00	\$ 0.00
<b>Expenses</b>	<u>\$ 236.75</u>	<u>\$ 0.00</u>
<b>Net Income (Loss)</b>	<b>(\$ 236.75)</b>	<b>\$ 0.00</b>

## Note 10 – Streetscape

On 08/08/05, the Willo Board committed to spending \$150,000 in Willo Neighborhood funds to calm the traffic on 3<sup>rd</sup> and 5<sup>th</sup> Avenues by narrowing the entrances and exits to McDowell and Thomas Roads. Expenses incurred were for printing and mailing ballots to the members of the neighborhood at the request of the City of Phoenix.

	<b>Year Ended 04/30/07</b>	<b>Year Ended 04/30/06</b>
<b>Income</b>	\$ 0.00	\$ 0.00
<b>Expenses</b>	<u>\$ 96.40</u>	<u>\$ 0.00</u>
<b>Net Income (Loss)</b>	<b>(\$ 96.40)</b>	<b>\$ 0.00</b>

## Note 11 – Legal

The Willo Neighborhood Association incurred Legal Expenses as a result of a lawsuit filed on 06/16/06 by a neighborhood resident requesting copies of ballots for the Streetscape project. The civil case was filed in the Superior Court of Maricopa County, case #CV2006-009197.

Other Legal expenses were incurred for Zoning issues, By-Laws revisions and for advice from a Legal Attorney related to the neighborhood's Non-Profit status.

	<b>Year Ended 04/30/07</b>	<b>Year Ended 04/30/06</b>
<b>Income:</b>		
April	<u>\$ 20.00</u>	<u>\$ 0.00</u>
<b>Total Income:</b>	<b>\$ 20.00</b>	<b>\$ 0.00</b>
<b>Expenses:</b>		
August	\$ 4,582.00	\$ 0.00
September	3,009.60	0.00
October	2,993.68	0.00
November	1,545.07	0.00
December	80.00	0.00
January	180.00	0.00
February	0.00	0.00
March	1,650.00	0.00
April	<u>5,179.25</u>	<u>0.00</u>
<b>Total Expenses:</b>	<b>\$ 19,219.60</b>	<b>\$ 0.00</b>
<b>Net Income (Loss)</b>	<b>(\$ 19,199.60)</b>	<b>\$ 0.00</b>

## Note 12 – Miscellaneous

All other financial activities of the Willo Neighborhood are charged to miscellaneous. Expenses are incurred for the benefit of the neighborhood.

	Year Ended 04/30/07	Year Ended 04/30/06
<b>Income:</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>Expenses:</b>		
Donations & Gifts	\$ 3,048.58	\$ 0.00
Accounting Software	0.00	162.02
Water Bills	264.16	247.59
Storage Unit/PO Box	1,541.43	1,054.56
Board Meetings	600.00	1,000.52
Computer Purchase	0.00	989.15
Website Hosting	2,379.35	1,379.35
Corporation Filing Fee	10.00	10.00
Stationery	328.67	373.45
Insurance	422.00	422.00
Misc	<u>1,818.32</u>	<u>1,112.22</u>
<b>Total Expenses:</b>	<b>\$ 10,412.51</b>	<b>\$ 6,750.86</b>
<b>Net Income (Loss)</b>	<b>\$ 10,412.51</b>	<b>\$ 6,750.86</b>

## Note 13 – Adjustments

	Year Ended 04/30/07	Year Ended 04/30/06
<b>Income:</b>		
Cash found in boxes – 2005 Home Tour	\$ 593.00	\$ 0.00
Overpayment – 2006 Home Tour	45.00	0.00
Interest paid on found cash	<u>55.87</u>	<u>0.00</u>
<b>Total Income:</b>	<b>\$ 693.87</b>	<b>\$ 0.00</b>
<b>Expenses:</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>Net Income (Loss):</b>	<b>\$ 693.87</b>	<b>\$ 0.00</b>

**Note 14 – Reconciliation of changes in cash:**

	<b>Year Ended 04/30/07</b>	<b>Year Ended 04/30/06</b>
Beginning Cash	\$216,370.87	\$187,693.72
Less Prepaid Ads	(9,729.75)	(6,140.16)
Plus Prepaid Expenses	<u>0.00</u>	<u>0.00</u>
Beginning Adjusted Cash	\$206,641.12	\$181,553.56
Plus Net Income by Group:		
Block Watch	(\$ 37.43)	(\$ 259.08)
Historic Registration	609.44	60.00
Home Tour	36,027.42	31,294.92
Luminaria	( 1,898.69)	( 1,372.67)
Newsletter	2,469.27	1,761.94
Less Accounts Receivable	0.00	( 94.50)
Interest	5,350.68	4,094.36
Zoning Committee	( 236.75)	0.00
Streetscape	( 96.40)	0.00
Legal	( 19,199.60)	0.00
Miscellaneous	( 10,412.51)	( 6,750.86)
Adjustments	693.87	0.00
Plus Unrecognized Income	9,729.75	5,600.75
Less Prepaid Expenses	0.00	0.00
Accounts Receivable from previous period	0.00	178.50
Accrued Interest	0.00	303.95
Write-off Ads from previous period	0.00	0.00
Unexplained Difference	<u>( 13.99)</u>	<u>0.00</u>
<b>Ending Cash Position</b>	<b>\$229,626.18</b>	<b>\$216,370.87</b>

**This repost is certified as true and correct to the best of my knowledge:**

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**Bill Rayner**  
**Treasurer, Willo Neighborhood Association**  
**10/17/07**