



Annual Performance Report

Horological Society of New York
2021/2022

Published on 11 May 2022

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Executive Summary

Fiscal Year 2021/2022 was a year of recovery after the challenging prior fiscal year. After their cancellation in the prior fiscal year, HSNY's gala, auction and in-person classes resumed. This report shows some negative trends, which are enhanced due to exceptional donations in the prior fiscal year. When compared to Fiscal Year 2019/2020, positive trends are seen. For example, Fiscal Year 2021/2022 saw a 11% revenue increase from Fiscal Year 2019/2020.

REVENUE

Revenue \$759,756 (Last year \$862,116)

Negative trend downwards.

PROFITABILITY

Profitability Ratio -2.49% (Last year 33.08%)

Negative trend downwards. Strategies to improve profitability include: increasing price, increasing sales volume, reducing cost of sales and reducing operating expenses

CASH FLOW

Free Cash Flow (\$41,605)

Free Cash Flow is negative. After paying its operating expenses and capital expenditure investments the business has not generated positive cash flow.

KPI Results

	RESULT		TREND
A PROFITABILITY	2021/2022	2020/2021	vs 2020/2021
Sponsorships	\$215,835	\$209,078	▲ 3.2%
Donation	\$158,313	\$475,137	▼ -66.7%
Membership	\$144,614	\$114,106	▲ 26.7%
Total Revenue	\$759,756	\$862,116	▼ -11.9%
B CASH FLOW			
Cash on Hand	\$358,019	\$448,284	▼ -20.1%
C GROWTH			
Revenue Growth	-11.87%	26.72%	▼ -38.59%
Gross Profit Growth	-12.03%	26.72%	▼ -38.75%

Profitability

REVENUE

\$759,756

A measure of the total amount of money received by the organization for goods sold or services provided.

EXPENSES TO REVENUE RATIO

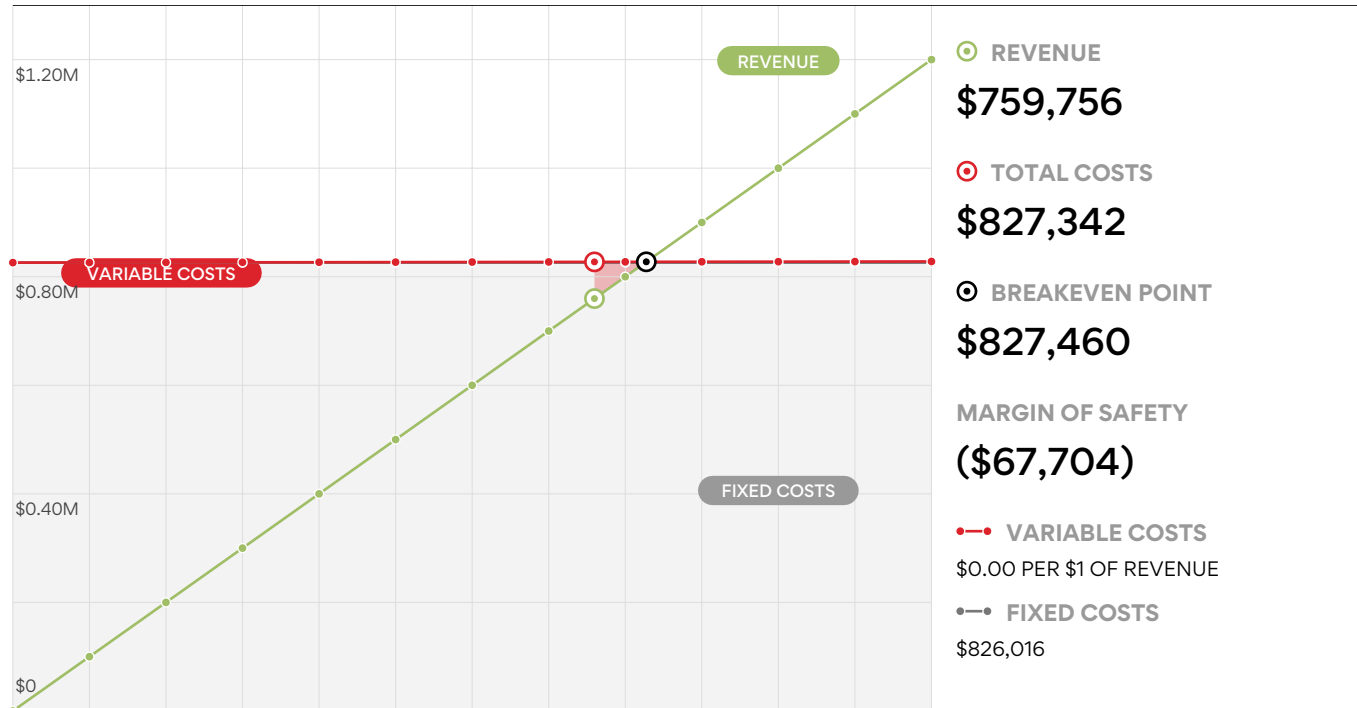
108.9%

A measure of how efficiently the organization is conducting its operations.

MARGIN OF SAFETY

(\$67,704)

The breakeven safety margin represents the gap between the actual revenue level and the breakeven point.



Profitability can be further improved by improving price, volume, cost of sales and operating expense management.

Top 10 Revenue Accounts

Sponsorships	\$215,835
Donations	\$158,313
Membership	\$144,614
Gala Revenue	\$142,251
Education Revenue	\$58,876
Traveling Education	\$19,700
Discounts/Refunds Given	\$8,785
Donation for scholarship	\$5,500
Venue Rental	\$3,500
Chronometer Certification	\$1,950

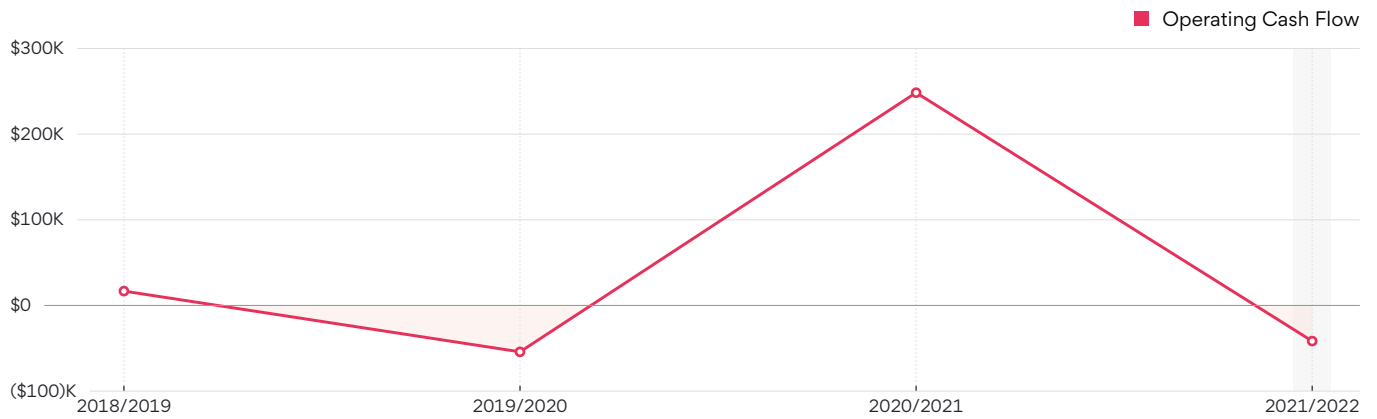
Top 10 Expense Accounts

Wages	\$259,194
Scholarship expense	\$142,200
Rent & Lease	\$139,013
Library	\$64,909
Contractors	\$50,878
Taxes	\$25,315
Reimbursements	\$24,379
Gala Expense	\$21,955
Office Supplies & Software	\$19,649
Advertising & Marketing	\$11,470

Cash Flow

	2021/2022	2020/2021	2019/2020	2018/2019
Operating Cash Flow	(\$41,605)	\$248,405	(\$54,146)	\$16,772
Cash on Hand	\$358,019	\$448,284	\$146,719	\$192,466

Operating Cash Flow



Financials

PROFIT & LOSS	2021/2022	2020/2021	Variance %
Revenue			
Amazon Smile	\$42	\$21	103.65%
Chronometer Certification	\$1,950	\$0	-
Discounts/Refunds Given	\$8,785	\$0	-
Donations	\$158,313	\$475,137	-66.68%
Donation for scholarship	\$5,500	\$24,755	-77.78%
Education Revenue	\$58,876	\$9,160	542.74%
Gala Revenue	\$142,251	\$0	-
Grant	\$0	\$2,000	-100.00%
Membership	\$144,614	\$114,106	26.74%
Miscellaneous Income	\$0	\$5,011	-100.00%
Non-Profit Revenue	\$383	\$148	158.76%
Sponsorships	\$215,835	\$209,078	3.23%
Traveling Education	\$19,700	(\$300)	6,666.67%
Uncategorized Income	\$6	\$0	-
Venue Rental	\$3,500	\$0	-
Noncash contributions	\$0	\$23,000	-100.00%
Total Revenue	\$759,756	\$862,116	-11.87%
Cost of Sales			
Build-a-Watch Expense	\$1,326	\$0	-
Gross Profit	\$758,430	\$862,116	-12.03%
Expenses			
Advertising & Marketing	\$11,470	\$4,142	176.90%
Bank Charges & Fees	\$974	\$426	128.38%
Contractors	\$50,878	\$3,051	1,567.57%
Depreciation	\$0	\$4,047	-100.00%
Furniture	\$228	\$933	-75.56%
Gala Expense	\$21,955	\$0	-
Gratuity	\$1,034	\$44	2,257.69%
Insurance	\$9,533	\$5,668	68.18%
Legal & Professional Services	\$10,167	\$8,798	15.56%
Library	\$64,909	\$14,849	337.14%
Meals & Entertainment	\$1,738	\$398	336.37%
Dues & Membership Expenses	\$194	\$213	-9.02%
Miscellaneous Expense	\$5,995	\$2,515	138.35%
Office Supplies & Software	\$19,649	\$22,697	-13.43%
Office/General Administrative Expenditures	\$1,402	\$3,065	-54.27%
Other Business Expenses	\$0	\$2,029	-100.00%
Payroll Expenses	\$293,672	\$285,990	2.69%
Postage and Shipping	\$1,882	\$881	113.67%
QuickBooks Payments Fees	\$3,555	\$0	-
Reimbursable Expenses	\$586	\$1,607	-63.53%
Reimbursements	\$24,379	\$2,694	805.07%
Rent & Lease	\$139,013	\$137,875	0.83%
Repairs & Maintenance	\$3,380	\$1,684	100.73%
Scholarship expense	\$142,200	\$5,000	2,743.99%
Security	\$1,175	\$1,348	-12.84%
Shipping, Freight & Delivery	\$445	\$4,612	-90.35%
Supplies & Materials	\$2,601	\$41	6,206.55%
Travel	\$3,417	\$1,586	115.49%
Utilities	\$1,556	\$2,777	-43.97%
Watch Design	\$1,998	\$0	-

	2021/2022	2020/2021	Variance %
Watchmakers' Grant	\$0	\$101,001	-100.00%
Website Hosting Expense	\$1,128	\$119	848.08%
Stripe Fees	\$4,903	\$937	423.18%
Total Expenses	\$826,016	\$621,029	33.01%
Operating Profit	(\$67,586)	\$241,087	-128.03%
Other Income			
PPP Forgiveness debt income	\$48,942	\$44,089	11.01%
Other Expenses			
Other Miscellaneous Expenditure	\$300	\$0	-
Earnings Before Interest & Tax	(\$18,944)	\$285,176	-106.64%
Interest Income			
Interest income	\$282	\$170	66.35%
Earnings Before Tax	(\$18,662)	\$285,346	-106.54%
Tax Expenses			
Taxes & Licenses	\$83	\$100	-17.02%
Earnings After Tax	(\$18,745)	\$285,246	-106.57%
Net Income	(\$18,745)	\$285,246	-106.57%

BALANCE SHEET	2021/2022	2020/2021	Variance %
ASSETS			
Cash & Equivalents			
Axos Checking	\$0	\$250,138	-100.00%
BUS SELECT HY SAV (6781)	\$25,002	\$65,012	-61.54%
PERFBUS CHK (9323)	\$15,931	\$133,134	-88.03%
First Republic Checking	\$66,667	\$0	-
First Republic Savings	\$250,420	\$0	-
Total Cash & Equivalents	\$358,019	\$448,284	-20.14%
Accounts Receivable			
Accounts Receivable (A/R)	\$26,600	\$5,000	432.00%
Inventory			
Inventory Asset	\$28,500	\$28,500	0.00%
Other Current Assets			
Miscellaneous receivable	\$1,434	\$1,434	0.00%
Prepaid expense	\$10,800	\$10,800	0.00%
Total Other Current Assets	\$12,234	\$12,234	0.00%
Total Current Assets	\$425,354	\$494,019	-13.90%
Fixed Assets			
Accumulated Depreciation	(\$12,141)	(\$12,141)	0.00%
Program Equipment	\$20,234	\$20,234	0.00%
Total Fixed Assets	\$8,093	\$8,093	0.00%
Investments or Other Non-Current Assets			
Security Deposits	\$3,000	\$3,000	0.00%
Total Non-Current Assets	\$11,093	\$11,093	0.00%
Total Assets	\$436,447	\$505,112	-13.59%
LIABILITIES			
Short Term Debt			
PPP2 Grant/Loan	\$0	\$48,942	-100.00%
Other Current Liabilities			
Accrued expenses	\$4,500	\$4,500	0.00%
Payroll Liabilities	\$4,344	\$5,322	-18.38%
Total Other Current Liabilities	\$8,844	\$9,822	-9.96%
Total Current Liabilities	\$8,844	\$58,764	-84.95%
Total Non-Current Liabilities	\$0	\$0	-
Total Liabilities	\$8,844	\$58,764	-84.95%
EQUITY			

	2021/2022	2020/2021	Variance %
Retained Earnings			
Opening Balance Equity	\$45,054	\$45,054	0.00%
Retained Earnings	\$401,294	\$116,048	245.80%
Total Retained Earnings	\$446,348	\$161,103	177.06%
Current Earnings			
Net Revenue	(\$18,745)	\$285,246	-106.57%
Total Equity	\$427,603	\$446,348	-4.20%
Total Liabilities & Equity	\$436,447	\$505,112	-13.59%