

La Jolla Village Merchant Association
Profit & Loss by Class
December 2013

	<u>BID</u>	<u>CEP Grant</u>	<u>Discretionary</u>	<u>EDTS</u>	<u>SBEP</u>	<u>TOTAL</u>
Income						
Banner Income	0.00	0.00	813.00	0.00	0.00	813.00
BID Income	13,634.84	0.00	0.00	0.00	0.00	13,634.84
Donnation						
Christmas Decoration	0.00	0.00	1,400.00	0.00	0.00	1,400.00
Total Donnation	0.00	0.00	1,400.00	0.00	0.00	1,400.00
Events						
FI Golf Tourn	0.00	0.00	200.00	0.00	0.00	200.00
Total Events	0.00	0.00	200.00	0.00	0.00	200.00
Hotel Booking Income	0.00	0.00	38.79	0.00	0.00	38.79
Sale of Merchandise	0.00	0.00	40.00	0.00	0.00	40.00
Total Income	13,634.84	0.00	2,491.79	0.00	0.00	16,126.63
Expense						
Design/Beautification						
Decorative (Roof Line) Lighting	4,020.00	0.00	1,400.00	0.00	0.00	5,420.00
Landscaping	1,095.00	0.00	0.00	0.00	0.00	1,095.00
Total Design/Beautification	5,115.00	0.00	1,400.00	0.00	0.00	6,515.00
Office /Administration						
Accounting/Bookkeeping	2,117.50	0.00	0.00	0.00	0.00	2,117.50
Bank Charges						
Merchant Account Fees	0.00	0.00	78.21	0.00	0.00	78.21
Total Bank Charges	0.00	0.00	78.21	0.00	0.00	78.21
Bankcard Equipment Lease	0.00	0.00	37.81	0.00	0.00	37.81
Cell Phone	124.06	0.00	0.00	0.00	0.00	124.06
Dues/Subscriptions/Fees	8.95	0.00	0.00	0.00	0.00	8.95
Internet	40.00	0.00	63.00	0.00	0.00	103.00
Misc Office Expense	0.00	0.00	30.00	0.00	0.00	30.00

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Office Supplies	470.86	0.00	0.00	0.00	0.00	470.86
Parking	65.00	0.00	65.00	0.00	0.00	130.00
Printing	0.00	0.00	45.04	0.00	0.00	45.04
Rent	1,000.00	0.00	5,000.00	0.00	0.00	6,000.00
Telephone	147.87	0.00	224.73	0.00	0.00	372.60
Total Office /Administration	<u>3,974.24</u>	<u>0.00</u>	<u>5,543.79</u>	<u>0.00</u>	<u>0.00</u>	<u>9,518.03</u>
Outreach/Promotion						
Fees For Website Maintenance	50.00	0.00	0.00	0.00	0.00	50.00
Marketing	0.00	712.02	0.00	0.00	0.00	712.02
Newsletter	70.00	0.00	0.00	0.00	0.00	70.00
Total Outreach/Promotion	<u>120.00</u>	<u>712.02</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>832.02</u>
Personnel						
Employer Taxes - Federal	270.93	0.00	0.00	212.36	270.94	754.23
Employer Taxes - State	3.00	0.00	0.00	21.64	2.75	27.39
Health Insurance	250.00	0.00	0.00	0.00	0.00	250.00
Payroll Fees	62.00	0.00	6.75	0.00	62.00	130.75
Salaries	3,541.67	0.00	251.58	2,712.70	3,541.67	10,047.62
Workers Compensation	298.00	0.00	0.00	0.00	0.00	298.00
Total Personnel	<u>4,425.60</u>	<u>0.00</u>	<u>258.33</u>	<u>2,946.70</u>	<u>3,877.36</u>	<u>11,507.99</u>
Total Expense	<u>13,634.84</u>	<u>712.02</u>	<u>7,202.12</u>	<u>2,946.70</u>	<u>3,877.36</u>	<u>28,373.04</u>
Net Income	<u><u>0.00</u></u>	<u><u>-712.02</u></u>	<u><u>-4,710.33</u></u>	<u><u>-2,946.70</u></u>	<u><u>-3,877.36</u></u>	<u><u>-12,246.41</u></u>