

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

	<u>BID</u>	<u>CEP Grant</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income					
Advertising					
Information Ctr. Advertising	0.00	0.00	400.00	0.00	400.00
Total Advertising	0.00	0.00	400.00	0.00	400.00
Associate Membership	0.00	0.00	350.00	0.00	350.00
BID Income	14,922.10	0.00	0.00	0.00	14,922.10
Grant Income	0.00	5,000.00	0.00	0.00	5,000.00
Hotel Booking Income	0.00	0.00	44.14	0.00	44.14
PROW	0.00	0.00	500.00	0.00	500.00
Rent Income	0.00	0.00	275.00	0.00	275.00
Sale of Merchandise	0.00	0.00	1,001.00	0.00	1,001.00
SBEP	0.00	0.00	0.00	24,742.00	24,742.00
SD Convis EDTS Funds	0.00	0.00	10,963.82	0.00	10,963.82
Sponsorship					
WF Sponsorship					
LJ Art & Wine Festival	0.00	0.00	40,000.00	0.00	40,000.00
Total WF Sponsorship	0.00	0.00	40,000.00	0.00	40,000.00
Total Sponsorship	0.00	0.00	40,000.00	0.00	40,000.00
Total Income	14,922.10	5,000.00	53,533.96	24,742.00	98,198.06
Expense					
Commission paid on sales	0.00	0.00	507.60	0.00	507.60
Office /Administration					
Accounting/Bookkeeping	2,275.50	0.00	0.00	0.00	2,275.50
Audit	500.00	0.00	0.00	0.00	500.00
Bank Charges					
Merchant Account Fees	0.00	0.00	47.08	0.00	47.08
Total Bank Charges	0.00	0.00	47.08	0.00	47.08
Bankcard Equipment Lease	0.00	0.00	37.81	0.00	37.81
Cell Phone	124.06	0.00	0.00	0.00	124.06
Dues/Subscriptions/Fees	79.10	0.00	8.00	0.00	87.10
Internet	40.00	0.00	0.00	0.00	40.00
Misc Office Expense	0.00	0.00	277.52	0.00	277.52
Office Supplies	268.89	0.00	0.00	0.00	268.89
Parking	65.00	0.00	130.00	0.00	195.00
Postage & Delivery	9.08	0.00	0.00	0.00	9.08
Printing	47.20	0.00	0.00	0.00	47.20
Professional Fees	275.00	0.00	0.00	0.00	275.00
Rent	1,000.00	0.00	8,500.00	0.00	9,500.00
Telephone	139.20	0.00	0.00	0.00	139.20

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Utilities	265.03	0.00	0.00	0.00	265.03
Total Office /Administration	5,088.06	0.00	9,000.41	0.00	14,088.47
Outreach/Promotion					
Fees For Website Maintenance	550.00	0.00	0.00	0.00	550.00
Newsletter	70.00	0.00	0.00	0.00	70.00
Website Design	0.00	1,000.00	0.00	0.00	1,000.00
Total Outreach/Promotion	620.00	1,000.00	0.00	0.00	1,620.00
Personnel					
Employer Taxes - Federal	541.88	0.00	272.12	0.00	814.00
Employer Taxes - State	8.00	0.00	32.73	0.00	40.73
Health Insurance	500.00	0.00	0.00	0.00	500.00
Payroll Fees	124.00	0.00	9.00	0.00	133.00
Salaries	7,083.34	0.00	3,463.16	0.00	10,546.50
Workers Compensation	294.00	0.00	0.00	0.00	294.00
Total Personnel	8,551.22	0.00	3,777.01	0.00	12,328.23
Special Events					
Haute La Jolla Nights	662.82	0.00	0.00	0.00	662.82
LJ Art & Wine Festival	0.00	0.00	40,000.00	0.00	40,000.00
Total Special Events	662.82	0.00	40,000.00	0.00	40,662.82
Total Expense	14,922.10	1,000.00	53,285.02	0.00	69,207.12
Net Income	<u>0.00</u>	<u>4,000.00</u>	<u>248.94</u>	<u>24,742.00</u>	<u>28,990.94</u>