

La Jolla Village Merchant Association Profit & Loss by Class

	BID	Discretionary	TOTAL
Income			
Banner Income	0.00	1,375.00	1,375.00
BID Income	21,512.23	0.00	21,512.23
Events			
Haute LJ Nights	0.00	776.00	776.00
Total Events	0.00	776.00	776.00
Rent Income	0.00	275.00	275.00
Sponsorship			
WF Sponsorship			
LJ Art & Wine Festival	0.00	40,000.00	40,000.00
SD Film Festival	0.00	15,000.00	15,000.00
Total WF Sponsorship	0.00	55,000.00	55,000.00
Total Sponsorship	0.00	55,000.00	55,000.00
Total Income	21,512.23	57,426.00	78,938.23
Expense			
Design/Beautification			
Banner	334.36	0.00	334.36
Bench Expense			
LJVMA Benches	1,114.18	0.00	1,114.18
Total Bench Expense	1,114.18	0.00	1,114.18
Landscaping	775.00	0.00	775.00
Total Design/Beautification	2,223.54	0.00	2,223.54
Office /Administration			
Accounting/Bookkeeping	2,617.50	0.00	2,617.50
Cell Phone	122.54	0.00	122.54
Dues/Subscriptions/Fees	244.95	0.00	244.95
Election Costs	1,008.07	0.00	1,008.07
Equipment	63.56	0.00	63.56
Insurance	1,499.00	0.00	1,499.00
Internet	40.00	0.00	40.00
IT Services	61.95	0.00	61.95
Office Supplies	173.13	0.00	173.13
Parking	81.00	0.00	81.00
Postage & Delivery	7.94	0.00	7.94
Rent	1,040.00	0.00	1,040.00
Telephone	103.69	0.00	103.69
Total Office /Administration	7,063.33	0.00	7,063.33
Outreach/Promotion			

**La Jolla Village Merchant Association
Profit & Loss by Class**

July 2012

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
Newsletter	45.00	0.00	45.00
Website Maintenance	1,050.00	0.00	1,050.00
Total Outreach/Promotion	<u>1,095.00</u>	<u>0.00</u>	<u>1,095.00</u>
Personnel			
Employer Taxes - Federal	382.50	0.00	382.50
Payroll Fees	124.00	0.00	124.00
Salaries	5,000.00	0.00	5,000.00
Total Personnel	<u>5,506.50</u>	<u>0.00</u>	<u>5,506.50</u>
Special Events			
2011 Gallery & Wine	820.00	0.00	820.00
Haute La Jolla Nights	4,803.86	0.00	4,803.86
Total Special Events	<u>5,623.86</u>	<u>0.00</u>	<u>5,623.86</u>
Total Expense	<u>21,512.23</u>	<u>0.00</u>	<u>21,512.23</u>
Net Income	<u><u>0.00</u></u>	<u><u>57,426.00</u></u>	<u><u>57,426.00</u></u>