La Jolla Village Merchant Association
Balance Sheet
As of December 31, 2016

	Dec 31, 16
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	34,831.63
Total Checking/Savings	34,831.63
Accounts Receivable	
Accounts Receivable	9,286.04
Total Accounts Receivable	9,286.04
Other Current Assets	
BID Receivable	10,044.72
Prepaid Insurance	5,046.00
Tech Assistance/Acctg. Rcvbl.	600.00
Total Other Current Assets	15,690.72
Total Current Assets	59,808.39
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-54,398.00
Website	21,050.00
Total Fixed Assets	6,014.89
TOTAL ASSETS	**65,823.28**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
SBEP Advance	19,229.00
Total Other Current Liabilities	19,229.00
Total Current Liabilities	19,229.00
Total Liabilities	19,229.00
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	28,128.34
Net Income	3,665.94
Total Equity	46,594.28
TOTAL LIABILITIES & EQUITY	**65,823.28**

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July through December 2016

	Jul - Dec 16	Budget	$ Over Budget
Income			
Advertising			
92037 Mini Magazine	0.00	11,250.00	-11,250.00
Website Ads	0.00	504.00	-504.00
Total Advertising	0.00	11,754.00	-11,754.00
Associate Membership	0.00	504.00	-504.00
Banner Income	7,880.00	3,750.00	4,130.00
Bid CarryForward	0.00	9,990.00	-9,990.00
BID Income	89,296.40	105,875.00	-16,578.60
Hotel Booking Income	146.59	48.00	98.59
LJC A & P Admin/Audit Fee	7,200.00	10,374.00	-3,174.00
PROW	0.00	252.00	-252.00
SBEP	2,600.00	8,400.00	-5,800.00
SBEP City Fees & Services	0.00	1,200.00	-1,200.00
SBEP Tech. Assistance/Acctg.	0.00	2,502.00	-2,502.00
Sparkle & Shine.	5,895.74	6,600.00	-704.26
Special Events.			
Fashion Week SD	0.00	350.00	-350.00
Holiday Festival	0.00	8,000.00	-8,000.00
LJ Food/Spirits/Tourn of Chefs	0.00	750.00	-750.00
Padres La Jolla Day	0.00	1,000.00	-1,000.00
So Fine Kline Chilli Cook Off	0.00	600.00	-600.00
Village Art Nights/2nd Saturday	0.00	1,002.00	-1,002.00
Total Special Events.	0.00	11,702.00	-11,702.00
Sponsorship			
WF Sponsorship			
LJ Concours D'Elegence	425.00		
Total WF Sponsorship	425.00		
Total Sponsorship	425.00		
Technical Assistance/Acctg.	600.00		
Total Income	114,043.73	172,951.00	-58,907.27
Expense			
Contingency Funds	0.00	15,000.00	-15,000.00
Design/Beautification			
Banner	11,130.34	504.00	10,626.34
Bench Expense			
Donor Benches	1,516.60	504.00	1,012.60
LJVMA Benches	0.00	498.00	-498.00
Total Bench Expense	1,516.60	1,002.00	514.60
Decorative (Roof Line) Lighting	0.00	6,000.00	-6,000.00
Landscaping	9,063.00	9,996.00	-933.00
Total Design/Beautification	21,709.94	17,502.00	4,207.94
Office /Administration			
Accounting/Bookkeeping	7,200.00	7,200.00	0.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	169.37	600.00	-430.63
Bankcard Equipment Lease	257.06	252.00	5.06
Dues/Subscriptions/Fees	510.00	2,004.00	-1,494.00
Election Costs	1,926.32	2,000.00	-73.68
Gift	0.00	48.00	-48.00
Insurance	2,338.00	2,190.00	148.00
Internet	1,377.00	552.00	825.00
Office & Cell Phone	945.80	1,500.00	-554.20
Office Maintenance Expense	0.00	264.00	-264.00
Office Supplies	534.49	1,002.00	-467.51
Parking	42.50	390.00	-347.50

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July through December 2016

	Jul - Dec 16	Budget	$ Over Budget
Postage & Delivery	913.08	750.00	163.08
Printing	129.00	1,500.00	-1,371.00
Professional Fees	500.00	804.00	-304.00
Rent	1,375.00	10,800.00	-9,425.00
Total Office /Administration	22,817.62	36,356.00	-13,538.38
Outreach/Promotion			
92037 Mini Magazine	0.00	6,504.00	-6,504.00
Fees For Website Maintenance	485.00	1,500.00	-1,015.00
Marketing	413.79	852.00	-438.21
Newsletter	270.00	504.00	-234.00
Website Design	0.00	2,502.00	-2,502.00
Total Outreach/Promotion	1,168.79	11,862.00	-10,693.21
Personnel			
Employer Taxes - Federal	4,347.59	3,504.00	843.59
Employer Taxes - State	83.90	450.00	-366.10
Executive Director	35,875.00	42,532.00	-6,657.00
Health Insurance	2,842.23	2,624.00	218.23
LJCAP Administration	7,200.00	8,502.00	-1,302.00
Payroll Fees	690.00	504.00	186.00
Salaries	7,175.00	0.00	7,175.00
Sparkle & Shine Admnistration	6,457.00	6,600.00	-143.00
Workers Compensation	-1,210.00	1,500.00	-2,710.00
Total Personnel	63,460.72	66,216.00	-2,755.28
Special Events			
City Fees & Services	0.00	1,200.00	-1,200.00
Fashion Week SD	0.00	100.00	-100.00
FI Golf Tourn	0.00	1,500.00	-1,500.00
Holiday Festival	0.00	10,000.00	-10,000.00
LJ Food/Spirits Tourn of Chefs	0.00	5,004.00	-5,004.00
Musicians Fees	0.00	1,002.00	-1,002.00
Pillage The Village	1,220.72		
Quarterly Merchant Mixeers	0.00	2,004.00	-2,004.00
Village Art Nights/2nd Saturday	0.00	762.00	-762.00
Total Special Events	1,220.72	21,572.00	-20,351.28
Total Expense	110,377.79	168,508.00	-58,130.21
Net Income	**3,665.94**	**4,443.00**	**-777.06**

La Jolla Village Merchant Association
Profit & Loss by Class
July through December 2016

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	7,880.00	0.00	7,880.00
BID Income	89,296.40	0.00	0.00	89,296.40
Hotel Booking Income	0.00	146.59	0.00	146.59
LJC A & P Admin/Audit Fee	0.00	7,200.00	0.00	7,200.00
SBEP	0.00	0.00	2,600.00	2,600.00
Sparkle & Shine.	0.00	5,895.74	0.00	5,895.74
Sponsorship				
WF Sponsorship				
LJ Concours D'Elegence	0.00	425.00	0.00	425.00
Total WF Sponsorship	0.00	425.00	0.00	425.00
Total Sponsorship	0.00	425.00	0.00	425.00
Technical Assistance/Acctg.	0.00	0.00	600.00	600.00
Total Income	89,296.40	21,547.33	3,200.00	114,043.73
Expense				
Design/Beautification				
Banner	9,630.34	1,500.00	0.00	11,130.34
Bench Expense				
Donor Benches	0.00	1,516.60	0.00	1,516.60
Total Bench Expense	0.00	1,516.60	0.00	1,516.60
Landscaping	9,063.00	0.00	0.00	9,063.00
Total Design/Beautification	18,693.34	3,016.60	0.00	21,709.94
Office /Administration				
Accounting/Bookkeeping	6,600.00	0.00	600.00	7,200.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	169.37	0.00	169.37
Bankcard Equipment Lease	0.00	257.06	0.00	257.06
Dues/Subscriptions/Fees	500.00	10.00	0.00	510.00
Election Costs	1,926.32	0.00	0.00	1,926.32
Insurance	2,338.00	0.00	0.00	2,338.00
Internet	1,350.00	27.00	0.00	1,377.00
Office & Cell Phone	944.81	0.99	0.00	945.80
Office Supplies	480.99	53.50	0.00	534.49
Parking	40.00	2.50	0.00	42.50
Postage & Delivery	913.08	0.00	0.00	913.08
Printing	129.00	0.00	0.00	129.00
Professional Fees	500.00	0.00	0.00	500.00
Rent	1,375.00	0.00	0.00	1,375.00
Total Office /Administration	21,697.20	520.42	600.00	22,817.62
Outreach/Promotion				
Fees For Website Maintenance	485.00	0.00	0.00	485.00
Marketing	313.79	100.00	0.00	413.79
Newsletter	270.00	0.00	0.00	270.00
Total Outreach/Promotion	1,068.79	100.00	0.00	1,168.79
Personnel				
Employer Taxes - Federal	3,844.12	503.47	0.00	4,347.59
Employer Taxes - State	0.00	83.90	0.00	83.90
Executive Director	33,275.00	0.00	2,600.00	35,875.00
Health Insurance	2,842.23	0.00	0.00	2,842.23
LJCAP Administration	0.00	7,200.00	0.00	7,200.00
Payroll Fees	690.00	0.00	0.00	690.00
Salaries	7,175.00	0.00	0.00	7,175.00
Sparkle & Shine Admnistration	0.00	6,457.00	0.00	6,457.00
Workers Compensation	-1,210.00	0.00	0.00	-1,210.00
Total Personnel	46,616.35	14,244.37	2,600.00	63,460.72
Special Events				
Pillage The Village	1,220.72	0.00	0.00	1,220.72
Total Special Events	1,220.72	0.00	0.00	1,220.72
Total Expense	89,296.40	17,881.39	3,200.00	110,377.79
Net Income	**0.00**	**3,665.94**	**0.00**	**3,665.94**