La Jolla Village Merchant Association
Profit & Loss by Class
July 2014 through March 2015

	BID	CEP Grant	Discretionary	EDTS	SBEP	TOTAL
Income						
Administration Fee	0.00	0.00	6,000.00	0.00	0.00	6,000.00
Advertising						
Information Ctr. Advertising	0.00	0.00	7,500.00	0.00	0.00	7,500.00
Website Ads	0.00	0.00	250.00	0.00	0.00	250.00
Total Advertising	0.00	0.00	7,750.00	0.00	0.00	7,750.00
Associate Membership	0.00	0.00	700.00	0.00	0.00	700.00
Banner Income	0.00	0.00	14,881.00	0.00	0.00	14,881.00
BID Income	124,022.83	0.00	0.00	0.00	0.00	124,022.83
EDTS Income	0.00	0.00	0.00	41,116.80	0.00	41,116.80
Events						
Padres La Jolla Day	0.00	0.00	754.00	0.00	0.00	754.00
Total Events	0.00	0.00	754.00	0.00	0.00	754.00
Grant Income	0.00	1,431.85	1,000.00	0.00	0.00	2,431.85
Hotel Booking Income	0.00	0.00	672.50	0.00	0.00	672.50
PROW	0.00	0.00	750.00	0.00	0.00	750.00
Rent Income	0.00	0.00	68,000.00	0.00	0.00	68,000.00
SBEP	0.00	0.00	0.00	0.00	14,105.49	14,105.49
Technical Assistance	0.00	0.00	1,681.86	0.00	0.00	1,681.86
Total Income	124,022.83	1,431.85	102,189.36	41,116.80	14,105.49	282,866.33
Expense						
Commission paid on sales	0.00	0.00	42.00	0.00	0.00	42.00
Design/Beautification						
Banner	0.00	0.00	11,520.00	0.00	0.00	11,520.00
Bench Expense						
LJVMA Benches	200.00	0.00	0.00	0.00	0.00	200.00
Total Bench Expense	200.00	0.00	0.00	0.00	0.00	200.00
Decorative (Roof Line) Lighting	10,319.00	0.00	0.00	0.00	0.00	10,319.00
Landscaping	13,265.00	0.00	0.00	0.00	0.00	13,265.00
Sparkle & Shine	0.00	0.00	698.90	0.00	0.00	698.90
Total Design/Beautification	23,784.00	0.00	12,218.90	0.00	0.00	36,002.90
Office /Administration						
Accounting/Bookkeeping	6,742.50	0.00	3,981.25	0.00	2,300.00	13,023.75
Audit	6,500.00	0.00	0.00	0.00	0.00	6,500.00
Bank/Merchant Account Fees	0.00	0.00	751.97	0.00	0.00	751.97
Bankcard Equipment Lease	0.00	0.00	370.49	0.00	0.00	370.49
Cell Phone	1,129.60	0.00	6.39	0.00	0.00	1,135.99
Dues/Subscriptions/Fees	551.85	0.00	17.55	0.00	0.00	569.40
Election Costs	1,212.30	0.00	0.00	0.00	0.00	1,212.30
Equipment & Furniture	0.00	0.00	184.61	0.00	0.00	184.61
Internet	1,029.00	0.00	177.00	0.00	0.00	1,206.00
Meeting	270.09	0.00	0.00	0.00	0.00	270.09
Office Maintenance Expense	407.00	0.00	245.00	0.00	0.00	652.00
Office Supplies	861.77	0.00	282.61	0.00	0.00	1,144.38
Parking	165.00	0.00	1,218.50	0.00	0.00	1,383.50
Postage & Delivery	120.21	0.00	5.95	0.00	0.00	126.16
Printing	33.70	0.00	41.63	0.00	0.00	75.33
Professional Fees	312.50	0.00	0.00	0.00	0.00	312.50
Rent	8,964.71	600.00	68,000.00	6,900.00	0.00	84,464.71

La Jolla Village Merchant Association
Profit & Loss by Class
July 2014 through March 2015

	BID	CEP Grant	Discretionary	EDTS	SBEP	TOTAL
Technical Assistance	62.50	0.00	1,619.36	0.00	0.00	1,681.86
Telephone	1,943.18	0.00	191.41	0.00	0.00	2,134.59
Total Office /Administration	30,305.91	600.00	77,093.72	6,900.00	2,300.00	117,199.63
Outreach/Promotion						
Fees For Website Maintenance	450.00	0.00	-100.00	0.00	0.00	350.00
Marketing	0.00	831.85	46.95	0.00	0.00	878.80
Newsletter	455.00	0.00	0.00	0.00	0.00	455.00
Website Design	0.00	0.00	0.00	5,000.00	0.00	5,000.00
Total Outreach/Promotion	905.00	831.85	-53.05	5,000.00	0.00	6,683.80
Personnel						
Employer Taxes - Federal	4,511.22	0.00	1,981.30	0.00	1,909.84	8,402.36
Employer Taxes - State	658.99	0.00	980.59	0.00	283.35	1,922.93
Health Insurance	2,309.30	0.00	0.00	0.00	302.05	2,611.35
Payroll Fees	938.00	0.00	60.75	0.00	110.25	1,109.00
Salaries	58,612.47	0.00	5,000.00	29,216.80	9,200.00	102,029.27
Workers Compensation	1,709.49	0.00	0.00	0.00	0.00	1,709.49
Total Personnel	68,739.47	0.00	8,022.64	29,216.80	11,805.49	117,784.40
Special Events						
Festival of Trees	288.45	0.00	0.00	0.00	0.00	288.45
Total Special Events	288.45	0.00	0.00	0.00	0.00	288.45
Total Expense	124,022.83	1,431.85	97,324.21	41,116.80	14,105.49	278,001.18
Net Income	**0.00**	**0.00**	**4,865.15**	**0.00**	**0.00**	**4,865.15**

La Jolla Village Merchant Association
Profit & Loss by Class
March 2015

	BID	Discretionary	EDTS	SBEP	TOTAL
Income					
BID Income	5,193.72	0.00	0.00	0.00	5,193.72
EDTS Income	0.00	0.00	14,196.01	0.00	14,196.01
Hotel Booking Income	0.00	51.70	0.00	0.00	51.70
SBEP	0.00	0.00	0.00	3,849.81	3,849.81
Technical Assistance	0.00	1,125.00	0.00	0.00	1,125.00
Total Income	5,193.72	1,176.70	14,196.01	3,849.81	24,416.24
Expense					
Design/Beautification					
Banner	0.00	1,280.00	0.00	0.00	1,280.00
Landscaping	2,080.00	0.00	0.00	0.00	2,080.00
Sparkle & Shine	0.00	698.90	0.00	0.00	698.90
Total Design/Beautification	2,080.00	1,978.90	0.00	0.00	4,058.90
Office /Administration					
Accounting/Bookkeeping	800.00	0.00	0.00	400.00	1,200.00
Bank/Merchant Account Fees	0.00	52.45	0.00	0.00	52.45
Bankcard Equipment Lease	0.00	37.81	0.00	0.00	37.81
Cell Phone	126.42	1.61	0.00	0.00	128.03
Internet	120.00	9.00	0.00	0.00	129.00
Meeting	270.09	0.00	0.00	0.00	270.09
Office Maintenance Expense	30.00	0.00	0.00	0.00	30.00
Office Supplies	145.00	0.00	0.00	0.00	145.00
Parking	25.00	130.00	0.00	0.00	155.00
Postage & Delivery	12.45	0.00	0.00	0.00	12.45
Rent	1,255.71	0.00	760.00	0.00	2,015.71
Technical Assistance	0.00	1,125.00	0.00	0.00	1,125.00
Telephone	234.05	0.00	0.00	0.00	234.05
Total Office /Administration	3,018.72	1,355.87	760.00	400.00	5,534.59
Outreach/Promotion					
Fees For Website Maintenance	50.00	0.00	0.00	0.00	50.00
Newsletter	45.00	0.00	0.00	0.00	45.00
Website Design	0.00	0.00	5,000.00	0.00	5,000.00
Total Outreach/Promotion	95.00	0.00	5,000.00	0.00	5,095.00
Personnel					
Employer Taxes - Federal	0.00	45.50	0.00	847.72	893.22
Employer Taxes - State	0.00	0.00	0.00	189.79	189.79
Health Insurance	0.00	0.00	0.00	302.05	302.05

La Jolla Village Merchant Association
Profit & Loss by Class
March 2015

	BID	Discretionary	EDTS	SBEP	TOTAL
Payroll Fees	0.00	0.00	0.00	110.25	110.25
Salaries	0.00	1,000.00	8,436.01	2,000.00	11,436.01
Total Personnel	0.00	1,045.50	8,436.01	3,449.81	12,931.32
Total Expense	5,193.72	4,380.27	14,196.01	3,849.81	27,619.81
Net Income	**0.00**	**-3,203.57**	**0.00**	**0.00**	**-3,203.57**

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2014 through March 2015

	Jul '14 - Mar 15	Budget	$ Over Budget
Income			
Administration Fee	6,000.00		
Advertising			
Information Ctr. Advertising	7,500.00	30,006.00	-22,506.00
La Jolla Monopoly Game	0.00	22,500.00	-22,500.00
Website Ads	250.00	2,250.00	-2,000.00
Total Advertising	7,750.00	54,756.00	-47,006.00
Associate Membership	700.00	4,653.00	-3,953.00
Banner Income	14,881.00	6,750.00	8,131.00
BID Income	124,022.83	110,593.00	13,429.83
Donations			
Christmas Decoration	0.00	1,500.00	-1,500.00
LJ Information Center	0.00	378.00	-378.00
Total Donations	0.00	1,878.00	-1,878.00
EDTS Income	41,116.80	37,675.00	3,441.80
Events			
Festival of Trees	0.00	10,000.00	-10,000.00
FI Golf Tourn	0.00	5,000.00	-5,000.00
Haute LJ Nights	0.00	10,000.00	-10,000.00
Padres La Jolla Day	754.00		
Total Events	754.00	25,000.00	-24,246.00
Grant Income	2,431.85	2,836.00	-404.15
Hotel Booking Income	672.50	378.00	294.50
PROW	750.00	3,753.00	-3,003.00
Rent Income	68,000.00	76,500.00	-8,500.00
SBEP	14,105.49	16,800.00	-2,694.51
Sponsorship			
WF Sponsorship	0.00	40,000.00	-40,000.00
Total Sponsorship	0.00	40,000.00	-40,000.00
Technical Assistance	1,681.86		
Total Income	282,866.33	381,572.00	-98,705.67
Expense			
Commission paid on sales	42.00	7,500.00	-7,458.00
Contingency Funds	0.00	5,859.00	-5,859.00
Design/Beautification			
Banner	11,520.00		
Bench Expense			
LJVMA Benches	200.00	900.00	-700.00
Total Bench Expense	200.00	900.00	-700.00
Decorative (Roof Line) Lighting	10,319.00	8,830.00	1,489.00
Landscaping	13,265.00	11,250.00	2,015.00
Sparkle & Shine	698.90		
Total Design/Beautification	36,002.90	20,980.00	15,022.90
Office /Administration			
Accounting/Bookkeeping	13,023.75	18,606.00	-5,582.25
Audit	6,500.00	4,000.00	2,500.00
Bank/Merchant Account Fees	751.97	1,512.00	-760.03
Bankcard Equipment Lease	370.49	378.00	-7.51
Cell Phone	1,135.99	1,125.00	10.99
Dues/Subscriptions/Fees	569.40	2,034.00	-1,464.60
Election Costs	1,212.30	2,000.00	-787.70
Equipment & Furniture	184.61	1,503.00	-1,318.39
Gift	0.00	100.00	-100.00
Internet	1,206.00	1,089.00	117.00
Meeting	270.09		
Office Maintenance Expense	652.00	1,503.00	-851.00
Office Supplies	1,144.38	2,259.00	-1,114.62
Parking	1,383.50	1,170.00	213.50
Postage & Delivery	126.16	216.00	-89.84

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2014 through March 2015

	Jul '14 - Mar 15	Budget	$ Over Budget
Printing	75.33	378.00	-302.67
Professional Fees	312.50	1,512.00	-1,199.50
Rent	84,464.71	88,074.00	-3,609.29
Technical Assistance	1,681.86		
Telephone	2,134.59	1,350.00	784.59
Utilities	0.00	2,025.00	-2,025.00
Total Office /Administration	117,199.63	130,834.00	-13,634.37
Outreach/Promotion			
Fees For Website Maintenance	350.00	756.00	-406.00
LJ VillageOpoly Game	0.00	15,000.00	-15,000.00
Marketing	878.80	2,988.00	-2,109.20
Newsletter	455.00	840.00	-385.00
Website Design	5,000.00	10,000.00	-5,000.00
Total Outreach/Promotion	6,683.80	29,584.00	-22,900.20
Personnel			
Employer Taxes - Federal	8,402.36	7,506.00	896.36
Employer Taxes - State	1,922.93	1,300.00	622.93
Health Insurance	2,611.35	3,753.00	-1,141.65
Payroll Fees	1,109.00	1,278.00	-169.00
Salaries	102,029.27	102,864.00	-834.73
Workers Compensation	1,709.49	1,881.00	-171.51
Total Personnel	117,784.40	118,582.00	-797.60
Special Events			
Festival of Trees	288.45	5,000.00	-4,711.55
FI Golf Tourn	0.00	4,000.00	-4,000.00
Haute La Jolla Nights	0.00	11,129.00	-11,129.00
LJ Art & Wine Festival	0.00	40,000.00	-40,000.00
Musician Fee	0.00	5,000.00	-5,000.00
Total Special Events	288.45	65,129.00	-64,840.55
Total Expense	278,001.18	378,468.00	-100,466.82
Net Income	**4,865.15**	**3,104.00**	**1,761.15**

La Jolla Village Merchant Association
Balance Sheet
As of March 31, 2015

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	25,846.31
Total Checking/Savings	25,846.31
Accounts Receivable	
Accounts Receivable	2,582.00
Total Accounts Receivable	2,582.00
Other Current Assets	
EDTS Receivable	18,562.41
Prepaid Insurance	4,609.00
Security Deposit	9,500.00
Technical Assistance Receivable	1,681.86
Total Other Current Assets	34,353.27
Total Current Assets	62,781.58
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-35,479.00
Website	21,050.00
Total Fixed Assets	24,933.89
TOTAL ASSETS	**87,715.47**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Accrued Expenses	2,500.00
BID Assessment	14,729.26
CEP Grant	2,568.15
SBEP Advance	10,644.51
Security Deposit.	8,500.00
Total Other Current Liabilities	38,941.92
Total Current Liabilities	38,941.92
Total Liabilities	38,941.92
Equity	
Unrestricted Net Assets	43,908.40
Net Income	4,865.15
Total Equity	48,773.55
TOTAL LIABILITIES & EQUITY	**87,715.47**