

# La Jolla Village Merchant Association

## Profit & Loss by Class

March 2012

	BID	Discretionary	SBEF	TOTAL
<b>Income</b>				
Banner Income	0.00	759.08	0.00	759.08
BID Income	6,600.14	0.00	0.00	6,600.14
<b>Donnation</b>				
Green Team	0.00	6,250.00	0.00	6,250.00
<b>Total Donnation</b>	0.00	6,250.00	0.00	6,250.00
Hotel Booking Income	0.00	71.48	0.00	71.48
PROW	0.00	400.00	0.00	400.00
Rent Income	0.00	275.00	0.00	275.00
<b>Total Income</b>	6,600.14	7,755.56	0.00	14,355.70
<b>Expense</b>				
<b>Design/Beautification</b>				
Banner Program	0.00	1,800.00	0.00	1,800.00
Flower Baskets	775.00	0.00	0.00	775.00
<b>Total Design/Beautification</b>	775.00	1,800.00	0.00	2,575.00
<b>Office /Administration</b>				
Accounting/Bookkeeping	0.00	0.00	817.50	817.50
Admin Assistant	296.25	0.00	0.00	296.25
Dues/Subscriptions/Fees	8.95	0.00	0.00	8.95
Insurance	27.00	0.00	0.00	27.00
IT Services	94.60	0.00	0.00	94.60
Office Supplies	183.75	0.00	0.00	183.75
Postage & Delivery	463.61	0.00	0.00	463.61
Rent	950.00	0.00	0.00	950.00
Telephone	125.73	0.00	0.00	125.73
Website Maintenance	75.00	0.00	0.00	75.00
<b>Total Office /Administration</b>	2,224.89	0.00	817.50	3,042.39
<b>Outreach/Promotion</b>				
Newsletter	70.00	0.00	0.00	70.00
Website Design	450.00	0.00	0.00	450.00
<b>Total Outreach/Promotion</b>	520.00	0.00	0.00	520.00
<b>Personnel</b>				
ED Benefits	200.00	0.00	0.00	200.00
Employer Taxes - Federal	191.25	0.00	191.25	382.50
Monthly Parking Pass	65.00	0.00	0.00	65.00
Payroll Fees	124.00	0.00	0.00	124.00
Salaries	2,500.00	0.00	2,500.00	5,000.00
<b>Total Personnel</b>	3,080.25	0.00	2,691.25	5,771.50
<b>Total Expense</b>	6,600.14	1,800.00	3,508.75	11,908.89

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**March 2012**

**BID Discretionary SBEP TOTAL**

**Net Income**

**0.00 5,955.56 -3,508.75 2,446.81**