

**La Jolla Village Merchant Association**  
**Balance Sheet**  
As of April 30, 2018

	Apr 30, 18
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Wells Fargo	41,353.76
<b>Total Checking/Savings</b>	41,353.76
Accounts Receivable	
Accounts Receivable	9,292.00
<b>Total Accounts Receivable</b>	9,292.00
<b>Other Current Assets</b>	
Prepaid Insurance	5,283.77
<b>Total Other Current Assets</b>	5,283.77
<b>Total Current Assets</b>	55,929.53
<b>Fixed Assets</b>	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-54,398.00
Website	21,050.00
<b>Total Fixed Assets</b>	6,014.89
<b>TOTAL ASSETS</b>	<b>61,944.42</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
BID Assessment	-7,200.62
Deferred Income	1,000.00
Payroll Liabilities	
Workers Compensation	262.09
<b>Total Payroll Liabilities</b>	262.09
<b>Total Other Current Liabilities</b>	-5,938.53
<b>Total Current Liabilities</b>	-5,938.53
<b>Total Liabilities</b>	-5,938.53
<b>Equity</b>	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	7,960.60
<b>Total Equity</b>	67,882.95
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>61,944.42</b>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July 2017 through April 2018**

	Jul '17 - Apr 18	Budget	\$ Over Budget
<b>Income</b>			
Advertising			
Co-op	0.00	12,510.00	-12,510.00
Collateral Material Sales	0.00	4,170.00	-4,170.00
<b>Total Advertising</b>	<b>0.00</b>	<b>16,680.00</b>	<b>-16,680.00</b>
Banner Income	5,128.00	6,906.00	-1,778.00
Bid CarryForward	19,589.26	16,670.00	2,919.26
BID Income	134,335.03	168,389.00	-34,053.97
Donations	910.00	0.00	910.00
Hotel Booking Income	7.55	90.00	-82.45
LJC A & P Admin/Audit Fee	12,600.00	17,700.00	-5,100.00
PROW	0.00	420.00	-420.00
Rent Income	1,100.00		
SBEP	21,787.00	16,800.00	4,987.00
SBEP City Fees & Services	0.00	3,000.00	-3,000.00
SBEP Tech. Assistance/Acctg.	5,000.00	4,400.00	600.00
Sparkle & Shine.	5,527.82	11,000.00	-5,472.18
Special Events.			
LJ Concours D'Elegence	291.00	0.00	291.00
LJ Winter Gala	150.00	15,000.00	-14,850.00
Padres La Jolla Day	7,125.00	0.00	7,125.00
So Fine Kline Chillli Cook Off	0.00	1,000.00	-1,000.00
<b>Total Special Events.</b>	<b>7,566.00</b>	<b>16,000.00</b>	<b>-8,434.00</b>
<b>Total Income</b>	<b>213,550.66</b>	<b>278,055.00</b>	<b>-64,504.34</b>
<b>Expense</b>			
Contingency Funds	3,500.00	16,670.00	-13,170.00
Design/Beautification			
Banner	0.00	4,170.00	-4,170.00
Bench Expense	0.00	840.00	-840.00
Holiday DecorRoof Line Lighting	12,808.67	14,590.00	-1,781.33
Landscaping & Maintenance	11,908.26	11,000.00	908.26
<b>Total Design/Beautification</b>	<b>24,716.93</b>	<b>30,600.00</b>	<b>-5,883.07</b>
Office /Administration			
Accounting/Bookkeeping	12,000.00	11,900.00	100.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	180.71	420.00	-239.29
Bankcard Equipment Lease	407.22	420.00	-12.78
Dues/Subscriptions/Fees	1,981.45	3,340.00	-1,358.55
Election Costs	1,148.49	2,000.00	-851.51
Equipment & Furniture	0.00	1,000.00	-1,000.00
Gift	107.72	100.00	7.72
Insurance	2,523.00	3,650.00	-1,127.00
Internet	2,953.86	1,670.00	1,283.86
Office & Cell Phone	1,325.23	2,500.00	-1,174.77
Office Maintenance Expense	509.00	440.00	69.00
Office Supplies	2,121.93	840.00	1,281.93
Parking	283.00	650.00	-367.00
Postage & Delivery	237.00	1,319.00	-1,082.00
Printing	0.00	2,500.00	-2,500.00
Professional Fees	0.00	1,340.00	-1,340.00
Rent	19,152.94	12,500.00	6,652.94
<b>Total Office /Administration</b>	<b>49,531.55</b>	<b>51,089.00</b>	<b>-1,557.45</b>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July 2017 through April 2018**

	Jul '17 - Apr 18	Budget	\$ Over Budget
<b>Outreach/Promotion</b>			
Business Mixer	116.00		
Co-Op Advertising	0.00	12,796.00	-12,796.00
Collateral Materials	0.00	2,090.00	-2,090.00
E-Newsletter	700.00	840.00	-140.00
Fees For Website Maintenance	600.00	1,500.00	-900.00
Marketing/PR	4,323.63	8,340.00	-4,016.37
Website Design Maintenance	5,866.00	4,500.00	1,366.00
<b>Total Outreach/Promotion</b>	<b>11,605.63</b>	<b>30,066.00</b>	<b>-18,460.37</b>
<b>Personnel</b>			
Employer Taxes - Federal	7,553.70	5,950.00	1,603.70
Employer Taxes - State	515.17	920.00	-404.83
Executive Director	71,150.00	73,180.00	-2,030.00
Health Insurance	5,329.20	3,680.00	1,649.20
LJCAP Administration	12,822.09	14,170.00	-1,347.91
Payroll Fees	1,263.50	1,170.00	93.50
Salaries	2,934.00	4,500.00	-1,566.00
Sparkle & Shine Administration	4,278.00	11,670.00	-7,392.00
Workers Compensation	2,533.80	2,510.00	23.80
<b>Total Personnel</b>	<b>108,379.46</b>	<b>117,750.00</b>	<b>-9,370.54</b>
<b>Special Events</b>			
City Fees & Services	0.00	3,000.00	-3,000.00
Holiday Festival	0.00	2,500.00	-2,500.00
LJ Concours D'Elegance	1,830.00		
LJ Music & Art Walk	1,000.00		
LJ Winter Gala	4,155.18	10,000.00	-5,844.82
Pillage The Village	587.02	3,000.00	-2,412.98
Quarterly Merchant Mixers	284.29	3,750.00	-3,465.71
<b>Total Special Events</b>	<b>7,856.49</b>	<b>22,250.00</b>	<b>-14,393.51</b>
<b>Total Expense</b>	<b>205,590.06</b>	<b>268,425.00</b>	<b>-62,834.94</b>
<b>Net Income</b>	<b>7,960.60</b>	<b>9,630.00</b>	<b>-1,669.40</b>

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
**July 2017 through April 2018**

	BID	Discretionary	SBEP	TOTAL
<b>Income</b>				
Banner Income	0.00	5,128.00	0.00	5,128.00
Bid CarryForward	19,589.26	0.00	0.00	19,589.26
BID Income	134,335.03	0.00	0.00	134,335.03
Donations	0.00	910.00	0.00	910.00
Hotel Booking Income	0.00	7.55	0.00	7.55
LJC A & P Admin/Audit Fee	0.00	12,600.00	0.00	12,600.00
Rent Income	0.00	1,100.00	0.00	1,100.00
SBEP	0.00	0.00	21,787.00	21,787.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	5,000.00	5,000.00
Sparkle & Shine.	0.00	5,527.82	0.00	5,527.82
<b>Special Events.</b>				
LJ Concours D'Elegence	0.00	291.00	0.00	291.00
LJ Winter Gala	0.00	150.00	0.00	150.00
Padres La Jolla Day	0.00	7,125.00	0.00	7,125.00
<b>Total Special Events.</b>	<b>0.00</b>	<b>7,566.00</b>	<b>0.00</b>	<b>7,566.00</b>
<b>Total Income</b>	<b>153,924.29</b>	<b>32,839.37</b>	<b>26,787.00</b>	<b>213,550.66</b>
<b>Expense</b>				
Contingency Funds	3,500.00	0.00	0.00	3,500.00
<b>Design/Beautification</b>				
Holiday DecorRoof Line Lighting	11,308.67	1,500.00	0.00	12,808.67
Landscaping & Maintenance	11,908.26	0.00	0.00	11,908.26
<b>Total Design/Beautification</b>	<b>23,216.93</b>	<b>1,500.00</b>	<b>0.00</b>	<b>24,716.93</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	9,000.00	0.00	3,000.00	12,000.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	180.71	0.00	180.71
Bankcard Equipment Lease	0.00	407.22	0.00	407.22
Dues/Subscriptions/Fees	1,786.45	195.00	0.00	1,981.45
Election Costs	1,148.49	0.00	0.00	1,148.49
Gift	0.00	107.72	0.00	107.72
Insurance	2,523.00	0.00	0.00	2,523.00
Internet	2,845.86	108.00	0.00	2,953.86
Office & Cell Phone	1,311.69	13.54	0.00	1,325.23
Office Maintenance Expense	509.00	0.00	0.00	509.00
Office Supplies	1,819.02	302.91	0.00	2,121.93
Parking	153.00	130.00	0.00	283.00
Postage & Delivery	237.00	0.00	0.00	237.00
Rent	18,052.94	1,100.00	0.00	19,152.94
<b>Total Office /Administration</b>	<b>43,986.45</b>	<b>2,545.10</b>	<b>3,000.00</b>	<b>49,531.55</b>
<b>Outreach/Promotion</b>				
Business Mixer	0.00	116.00	0.00	116.00
E-Newsletter	700.00	0.00	0.00	700.00
Fees For Website Maintenance	600.00	0.00	0.00	600.00
Marketing/PR	2,151.15	2,172.48	0.00	4,323.63
Website Design Maintenance	3,866.00	0.00	2,000.00	5,866.00
<b>Total Outreach/Promotion</b>	<b>7,317.15</b>	<b>2,288.48</b>	<b>2,000.00</b>	<b>11,605.63</b>

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
**July 2017 through April 2018**

	BID	Discretionary	SBEP	TOTAL
<b>Personnel</b>				
Employer Taxes - Federal	5,584.20	406.03	1,563.47	7,553.70
Employer Taxes - State	515.17	0.00	0.00	515.17
Executive Director	51,969.81	0.00	19,180.19	71,150.00
Health Insurance	4,285.86	0.00	1,043.34	5,329.20
LJCAP Administration	0.00	12,822.09	0.00	12,822.09
Payroll Fees	1,263.50	0.00	0.00	1,263.50
Salaries	2,934.00	0.00	0.00	2,934.00
Sparkle & Shine Administration	0.00	4,278.00	0.00	4,278.00
Workers Compensation	2,117.09	416.71	0.00	2,533.80
<b>Total Personnel</b>	<b>68,669.63</b>	<b>17,922.83</b>	<b>21,787.00</b>	<b>108,379.46</b>
<b>Special Events</b>				
LJ Concours D'Elegance	1,830.00	0.00	0.00	1,830.00
LJ Music & Art Walk	1,000.00	0.00	0.00	1,000.00
LJ Winter Gala	3,696.60	458.58	0.00	4,155.18
Pillage The Village	587.02	0.00	0.00	587.02
Quarterly Merchant Mixers	120.51	163.78	0.00	284.29
<b>Total Special Events</b>	<b>7,234.13</b>	<b>622.36</b>	<b>0.00</b>	<b>7,856.49</b>
<b>Total Expense</b>	<b>153,924.29</b>	<b>24,878.77</b>	<b>26,787.00</b>	<b>205,590.06</b>
<b>Net Income</b>	<b>0.00</b>	<b>7,960.60</b>	<b>0.00</b>	<b>7,960.60</b>