

La Jolla Village Merchant Association
Balance Sheet
As of March 31, 2018

	Mar 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	44,897.54
Total Checking/Savings	44,897.54
Accounts Receivable	
Accounts Receivable	7,817.00
Total Accounts Receivable	7,817.00
Other Current Assets	
Prepaid Insurance	5,339.81
Total Other Current Assets	5,339.81
Total Current Assets	58,054.35
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	64,069.24
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	-5,486.91
Deferred Income	1,000.00
Payroll Liabilities	
Workers Compensation	262.09
Total Payroll Liabilities	262.09
Total Other Current Liabilities	-4,224.82
Total Current Liabilities	-4,224.82
Total Liabilities	-4,224.82
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	8,371.71
Total Equity	68,294.06
TOTAL LIABILITIES & EQUITY	64,069.24

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

	Jul '17 - Mar 18	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	11,265.00	-11,265.00
Collateral Material Sales	0.00	3,753.00	-3,753.00
Total Advertising	0.00	15,018.00	-15,018.00
Banner Income	5,128.00	6,606.00	-1,478.00
Bid CarryForward	19,589.26	15,003.00	4,586.26
BID Income	120,269.28	153,566.00	-33,296.72
Donations	910.00	0.00	910.00
Hotel Booking Income	7.55	85.00	-77.45
LJC A & P Admin/Audit Fee	11,400.00	16,180.00	-4,780.00
PROW	0.00	378.00	-378.00
Rent Income	825.00		
SBEP	21,787.00	14,700.00	7,087.00
SBEP City Fees & Services	0.00	3,000.00	-3,000.00
SBEP Tech. Assistance/Acctg.	5,000.00	4,100.00	900.00
Sparkle & Shine.	5,527.82	9,900.00	-4,372.18
Special Events.			
LJ Winter Gala	150.00	10,000.00	-9,850.00
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
Total Special Events.	7,275.00	11,000.00	-3,725.00
Total Income	197,718.91	249,536.00	-51,817.09
Expense			
Contingency Funds	3,500.00	15,003.00	-11,503.00
Design/Beautification			
Banner	0.00	3,753.00	-3,753.00
Bench Expense	0.00	756.00	-756.00
Holiday DecorRoof Line Lighting	12,608.67	13,131.00	-522.33
Landscaping & Maintenance	11,908.26	11,000.00	908.26
Total Design/Beautification	24,516.93	28,640.00	-4,123.07
Office /Administration			
Accounting/Bookkeeping	10,800.00	10,650.00	150.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	160.71	378.00	-217.29
Bankcard Equipment Lease	369.50	378.00	-8.50
Dues/Subscriptions/Fees	1,981.45	3,006.00	-1,024.55
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	3,285.00	-762.00
Internet	2,650.81	1,503.00	1,147.81
Office & Cell Phone	1,234.13	2,250.00	-1,015.87
Office Maintenance Expense	509.00	396.00	113.00
Office Supplies	1,869.02	756.00	1,113.02
Parking	268.00	585.00	-317.00
Postage & Delivery	237.00	1,228.00	-991.00
Printing	0.00	2,250.00	-2,250.00
Professional Fees	0.00	1,206.00	-1,206.00
Rent	17,246.55	11,250.00	5,996.55
Total Office /Administration	45,705.38	46,721.00	-1,015.62

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

	Jul '17 - Mar 18	Budget	\$ Over Budget
Outreach/Promotion			
Co-Op Advertising	0.00	11,441.00	-11,441.00
Collateral Materials	0.00	1,881.00	-1,881.00
E-Newsletter	630.00	756.00	-126.00
Fees For Website Maintenance	540.00	1,350.00	-810.00
Marketing/PR	4,093.30	7,506.00	-3,412.70
Website Design Maintenance	5,686.00	4,250.00	1,436.00
Total Outreach/Promotion	10,949.30	27,184.00	-16,234.70
Personnel			
Employer Taxes - Federal	6,856.08	5,325.00	1,531.08
Employer Taxes - State	475.84	828.00	-352.16
Executive Director	63,975.00	65,518.00	-1,543.00
Health Insurance	4,725.29	3,266.00	1,459.29
LJCAP Administration	11,622.09	12,753.00	-1,130.91
Payroll Fees	1,139.00	1,053.00	86.00
Salaries	2,244.00	2,250.00	-6.00
Sparkle & Shine Administration	4,278.00	10,503.00	-6,225.00
Workers Compensation	2,533.80	2,259.00	274.80
Total Personnel	97,849.10	103,755.00	-5,905.90
Special Events			
City Fees & Services	0.00	3,000.00	-3,000.00
Concours D'Elegance	800.00		
Holiday Festival	0.00	2,500.00	-2,500.00
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
Total Special Events	6,826.49	22,250.00	-15,423.51
Total Expense	189,347.20	243,553.00	-54,205.80
Net Income	8,371.71	5,983.00	2,388.71

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

	BID	Discretionary	SBEP	TOTAL
Income				
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	120,269.28	0.00	0.00	120,269.28
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	11,400.00	0.00	11,400.00
Rent Income	0.00	825.00	0.00	825.00
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
Special Events.				
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
Total Special Events.	0.00	7,275.00	0.00	7,275.00
Total Income	139,858.54	31,073.37	26,787.00	197,718.91
Expense				
Contingency Funds	3,500.00	0.00	0.00	3,500.00
Design/Beautification				
Holiday Decor/Roof Line Lighting	11,108.67	1,500.00	0.00	12,608.67
Landscaping & Maintenance	11,908.26	0.00	0.00	11,908.26
Total Design/Beautification	23,016.93	1,500.00	0.00	24,516.93
Office /Administration				
Accounting/Bookkeeping	7,800.00	0.00	3,000.00	10,800.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	160.71	0.00	160.71
Bankcard Equipment Lease	0.00	369.50	0.00	369.50
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	2,542.81	108.00	0.00	2,650.81
Office & Cell Phone	1,220.59	13.54	0.00	1,234.13
Office Maintenance Expense	509.00	0.00	0.00	509.00
Office Supplies	1,819.02	50.00	0.00	1,869.02
Parking	138.00	130.00	0.00	268.00
Postage & Delivery	237.00	0.00	0.00	237.00
Rent	16,696.55	550.00	0.00	17,246.55
Total Office /Administration	41,020.91	1,684.47	3,000.00	45,705.38
Outreach/Promotion				
E-Newsletter	630.00	0.00	0.00	630.00
Fees For Website Maintenance	540.00	0.00	0.00	540.00
Marketing/PR	1,921.30	2,172.00	0.00	4,093.30
Website Design Maintenance	3,686.00	0.00	2,000.00	5,686.00
Total Outreach/Promotion	6,777.30	2,172.00	2,000.00	10,949.30
Personnel				
Employer Taxes - Federal	4,886.58	406.03	1,563.47	6,856.08
Employer Taxes - State	475.84	0.00	0.00	475.84
Executive Director	44,794.81	0.00	19,180.19	63,975.00
Health Insurance	3,681.95	0.00	1,043.34	4,725.29
LJCAP Administration	0.00	11,622.09	0.00	11,622.09
Payroll Fees	1,139.00	0.00	0.00	1,139.00
Salaries	2,244.00	0.00	0.00	2,244.00
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
Total Personnel	59,339.27	16,722.83	21,787.00	97,849.10

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

	BID	Discretionary	SBEP	TOTAL
Special Events				
Concours D'Elegance	800.00	0.00	0.00	800.00
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
Total Special Events	<u>6,204.13</u>	<u>622.36</u>	<u>0.00</u>	<u>6,826.49</u>
Total Expense	<u>139,858.54</u>	<u>22,701.66</u>	<u>26,787.00</u>	<u>189,347.20</u>
Net Income	<u><u>0.00</u></u>	<u><u>8,371.71</u></u>	<u><u>0.00</u></u>	<u><u>8,371.71</u></u>