

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

	May 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	38,649.87
Total Checking/Savings	38,649.87
Accounts Receivable	
Accounts Receivable	10,419.91
Total Accounts Receivable	10,419.91
Other Current Assets	
Prepaid Insurance	5,227.73
Total Other Current Assets	5,227.73
Total Current Assets	54,297.51
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	60,312.40
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	-7,119.95
Deferred Income	1,000.00
Total Other Current Liabilities	-6,119.95
Total Current Liabilities	-6,119.95
Total Liabilities	-6,119.95
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	6,510.00
Total Equity	66,432.35
TOTAL LIABILITIES & EQUITY	60,312.40

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

	Jul '17 - May 18	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	13,755.00	-13,755.00
Collateral Material Sales	0.00	4,587.00	-4,587.00
Total Advertising	0.00	18,342.00	-18,342.00
Banner Income	10,788.00	7,206.00	3,582.00
Bid CarryForward	19,589.26	17,750.00	1,839.26
BID Income	145,238.76	184,012.00	-38,773.24
Donations	910.00	0.00	910.00
Hotel Booking Income	89.85	95.00	-5.15
LJC A & P Admin/Audit Fee	13,800.00	19,220.00	-5,420.00
PROW	0.00	462.00	-462.00
Rent Income	1,375.00		
SBEP	21,787.00	18,900.00	2,887.00
SBEP City Fees & Services	0.00	3,000.00	-3,000.00
SBEP Tech. Assistance/Acctg.	5,000.00	4,700.00	300.00
Sparkle & Shine.	5,527.82	12,100.00	-6,572.18
Special Events.			
LJ Concours D'Elegence	291.00	0.00	291.00
LJ Winter Gala	150.00	20,000.00	-19,850.00
Padres La Jolla Day	7,125.00	9,000.00	-1,875.00
So Fine Kline Chillii Cook Off	0.00	1,000.00	-1,000.00
Total Special Events.	7,566.00	30,000.00	-22,434.00
Total Income	231,671.69	315,787.00	-84,115.31
Expense			
Contingency Funds	3,500.00	18,337.00	-14,837.00
Design/Beautification			
Banner	0.00	4,587.00	-4,587.00
Bench Expense	0.00	924.00	-924.00
Holiday DecorRoof Line Lighting	12,808.67	16,049.00	-3,240.33
Landscaping & Maintenance	11,908.26	11,000.00	908.26
Total Design/Beautification	24,716.93	32,560.00	-7,843.07
Office /Administration			
Accounting/Bookkeeping	13,200.00	13,150.00	50.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	213.29	462.00	-248.71
Bankcard Equipment Lease	444.94	462.00	-17.06
Dues/Subscriptions/Fees	1,981.45	3,674.00	-1,692.55
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	5,773.00	4,015.00	1,758.00
Internet	3,253.91	1,837.00	1,416.91
Office & Cell Phone	1,325.23	2,750.00	-1,424.77
Office Maintenance Expense	509.00	484.00	25.00
Office Supplies	1,903.02	924.00	979.02
Parking	283.00	715.00	-432.00
Postage & Delivery	237.00	1,410.00	-1,173.00
Printing	59.91	2,750.00	-2,690.09
Professional Fees	0.00	1,474.00	-1,474.00
Rent	20,980.94	13,750.00	7,230.94
Total Office /Administration	56,020.90	55,457.00	563.90

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

	Jul '17 - May 18	Budget	\$ Over Budget
Outreach/Promotion			
Business Mixer	116.00		
Co-Op Advertising	0.00	14,151.00	-14,151.00
Collateral Materials	0.00	2,299.00	-2,299.00
E-Newsletter	770.00	924.00	-154.00
Fees For Website Maintenance	660.00	1,650.00	-990.00
Marketing/PR	4,343.83	9,174.00	-4,830.17
Website Design Maintenance	6,023.50	4,750.00	1,273.50
Total Outreach/Promotion	11,913.33	32,948.00	-21,034.67
Personnel			
Employer Taxes - Federal	8,314.42	6,575.00	1,739.42
Employer Taxes - State	598.11	1,012.00	-413.89
Executive Director	78,325.00	80,842.00	-2,517.00
Health Insurance	5,933.11	4,094.00	1,839.11
LJCAP Administration	14,022.09	15,587.00	-1,564.91
Payroll Fees	1,388.00	1,287.00	101.00
Salaries	4,389.00	6,750.00	-2,361.00
Sparkle & Shine Administration	4,278.00	12,837.00	-8,559.00
Workers Compensation	3,906.31	2,761.00	1,145.31
Total Personnel	121,154.04	131,745.00	-10,590.96
Special Events			
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
Padres La Jolla Day.	0.00	8,300.00	-8,300.00
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	7,856.49	30,550.00	-22,693.51
Total Expense	225,161.69	301,597.00	-76,435.31
Net Income	6,510.00	14,190.00	-7,680.00

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

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	10,788.00	0.00	10,788.00
Bid CarryForward	19,589.26	0.00	0.00	19,589.26
BID Income	145,238.76	0.00	0.00	145,238.76
Donations	0.00	910.00	0.00	910.00
Hotel Booking Income	0.00	89.85	0.00	89.85
LJC A & P Admin/Audit Fee	0.00	13,800.00	0.00	13,800.00
Rent Income	0.00	1,375.00	0.00	1,375.00
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 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
Total Special Events.	0.00	7,566.00	0.00	7,566.00
Total Income	164,828.02	40,056.67	26,787.00	231,671.69
Expense				
Contingency Funds	3,500.00	0.00	0.00	3,500.00
Design/Beautification				
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
Total Design/Beautification	23,216.93	1,500.00	0.00	24,716.93
Office /Administration				
Accounting/Bookkeeping	9,000.00	1,200.00	3,000.00	13,200.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	213.29	0.00	213.29
Bankcard Equipment Lease	0.00	444.94	0.00	444.94
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	3,250.00	0.00	5,773.00
Internet	3,145.91	108.00	0.00	3,253.91
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	1,853.02	50.00	0.00	1,903.02
Parking	153.00	130.00	0.00	283.00
Postage & Delivery	237.00	0.00	0.00	237.00
Printing	59.91	0.00	0.00	59.91
Rent	18,052.94	2,928.00	0.00	20,980.94
Total Office /Administration	44,380.41	8,640.49	3,000.00	56,020.90
Outreach/Promotion				
Business Mixer	0.00	116.00	0.00	116.00
E-Newsletter	770.00	0.00	0.00	770.00
Fees For Website Maintenance	660.00	0.00	0.00	660.00
Marketing/PR	2,171.35	2,172.48	0.00	4,343.83
Website Design Maintenance	4,023.50	0.00	2,000.00	6,023.50
Total Outreach/Promotion	7,624.85	2,288.48	2,000.00	11,913.33

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

	BID	Discretionary	SBEP	TOTAL
Personnel				
Employer Taxes - Federal	6,344.92	406.03	1,563.47	8,314.42
Employer Taxes - State	598.11	0.00	0.00	598.11
Executive Director	59,144.81	0.00	19,180.19	78,325.00
Health Insurance	4,889.77	0.00	1,043.34	5,933.11
LJCAP Administration	0.00	14,022.09	0.00	14,022.09
Payroll Fees	1,388.00	0.00	0.00	1,388.00
Salaries	4,389.00	0.00	0.00	4,389.00
Sparkle & Shine Administration	0.00	4,278.00	0.00	4,278.00
Workers Compensation	2,117.09	1,789.22	0.00	3,906.31
Total Personnel	78,871.70	20,495.34	21,787.00	121,154.04
Special Events				
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
Total Special Events	7,234.13	622.36	0.00	7,856.49
Total Expense	164,828.02	33,546.67	26,787.00	225,161.69
Net Income	0.00	6,510.00	0.00	6,510.00