

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

	BID	Discretionary	TOTAL
Income			
Banner Income	0 00	1,000 00	1,000 00
BID Income	26,778 94	0 00	26,778 94
Hotel Booking Income	0 00	50 57	50 57
LJC A & P Admin/Audit Fee	0 00	1,200 00	1,200 00
Rent Income	0 00	0 00	0 00
Total Income	26,778 94	2,250 57	29,029 51
Expense			
Design/Beautification			
Holiday DecorRoof Line Lighting	200 00	0 00	200 00
Total Design/Beautification	200 00	0 00	200 00
Office /Administration			
Accounting/Bookkeeping	2,400 00	0 00	2,400 00
Audit	4,600 00	0 00	4,600 00
Bankcard Equipment Lease	0 00	105 64	105 64
Dues/Subscriptions/Fees	1,050 00	50 00	1,100 00
Election Costs	896 07	0 00	896 07
Insurance	2,573 00	0 00	2,573 00
Internet	192 84	9 25	202 09
IT Services	400 00	0 00	400 00
Meeting	0 00	528 46	528 46
Office & Cell Phone	213 53	1 26	214 79
Office Supplies	20 00	83 82	103 82
Parking	192 00	0 00	192 00
Printing	629 80	0 00	629 80
Rent	3,360 78	0 00	3,360 78
Total Office /Administration	16,528 02	778 43	17,306 45
Outreach/Promotion			
E-Newsletter	140 00	0 00	140 00
Fees For Website Maintenance	70 00	0 00	70 00
Website Design Maintenance	202 50	0 00	202 50
Total Outreach/Promotion	412 50	0 00	412 50
Personnel			
Employer Taxes - Federal	740 93	0 00	740 93
Employer Taxes - State	69 26	0 00	69 26
Executive Director	7,375 00	0 00	7,375 00
LJCAP Administration	0 00	1,000 00	1,000 00
Payroll Fees	124 50	0 00	124 50
Salaries	1,215 00	0 00	1,215 00
Total Personnel	9,524 69	1,000 00	10,524 69
Special Events			
Quarterly Merchant Mixers	113 73	0 00	113 73
Total Special Events	113 73	0 00	113 73
Total Expense	26,778 94	1,778 43	28,557 37
Net Income	0 00	472 14	472 14