

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual - BID**  
 July 2018 through June 2019

	Jul '18 - Jun 19	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
Bid CarryForward	0.00	20,000.00	-20,000.00	0.0%
BID Income	102,333.73	200,000.00	-97,666.27	51.2%
<b>Total Income</b>	<b>102,333.73</b>	<b>220,000.00</b>	<b>-117,666.27</b>	<b>46.5%</b>
<b>Expense</b>				
Contingency Funds	0.00	20,000.00	-20,000.00	0.0%
<b>Design/Beautification</b>				
Holiday DecorRoof Line Lighting	7,850.00	15,000.00	-7,150.00	52.3%
Landscaping & Maintenance	0.00	13,000.00	-13,000.00	0.0%
<b>Total Design/Beautification</b>	<b>7,850.00</b>	<b>28,000.00</b>	<b>-20,150.00</b>	<b>28.0%</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	8,800.00	11,400.00	-2,600.00	77.2%
Audit	4,600.00	4,600.00	0.00	100.0%
Bank/Merchant Account Fees	0.00	500.00	-500.00	0.0%
Dues/Subscriptions/Fees	1,085.00	2,000.00	-915.00	54.3%
Election Costs	896.07	2,000.00	-1,103.93	44.8%
Equipment & Furniture	0.00	1,000.00	-1,000.00	0.0%
Insurance	2,573.00	5,000.00	-2,427.00	51.5%
Internet	3,950.43	1,200.00	2,750.43	329.2%
Office & Cell Phone	932.09	1,200.00	-267.91	77.7%
Office Maintenance Expense	0.00	100.00	-100.00	0.0%
Office Supplies	1,072.14	1,000.00	72.14	107.2%
Parking	924.00	1,500.00	-576.00	61.6%
Postage & Delivery	11.85	1,500.00	-1,488.15	0.8%
Printing	629.80	3,000.00	-2,370.20	21.0%
Professional Fees	0.00	1,000.00	-1,000.00	0.0%
Rent	17,362.79	18,500.00	-1,137.21	93.9%
Utilities	1,067.29	1,200.00	-132.71	88.9%
<b>Total Office /Administration</b>	<b>43,904.46</b>	<b>56,700.00</b>	<b>-12,795.54</b>	<b>77.4%</b>
<b>Outreach/Promotion</b>				
Co-Op Advertising	0.00	11,000.00	-11,000.00	0.0%
E-Newsletter	700.00	600.00	100.00	116.7%
Fees For Website Maintenance	1,050.00	2,400.00	-1,350.00	43.8%
Marketing/PR	4,460.07	5,400.00	-939.93	82.6%
Promotional Materials	0.00	2,000.00	-2,000.00	0.0%
<b>Total Outreach/Promotion</b>	<b>6,210.07</b>	<b>21,400.00</b>	<b>-15,189.93</b>	<b>29.0%</b>
<b>Personnel</b>				
Employer Taxes - Federal	3,110.33	5,200.00	-2,089.67	59.8%
Employer Taxes - State	947.16	1,200.00	-252.84	78.9%
Executive Director	26,712.84	57,300.00	-30,587.16	46.6%
Health Insurance	4,330.00	4,400.00	-70.00	98.4%
Payroll Fees	1,117.75	1,500.00	-382.25	74.5%
Salaries	8,520.00	0.00	8,520.00	100.0%
Workers Compensation	1,585.40	3,000.00	-1,414.60	52.8%
<b>Total Personnel</b>	<b>46,323.48</b>	<b>72,600.00</b>	<b>-26,276.52</b>	<b>63.8%</b>
<b>Special Events</b>				
Enjoya La Jolla	0.00	12,500.00	-12,500.00	0.0%
LJ Winter Gala	0.00	5,000.00	-5,000.00	0.0%
Padres La Jolla Day.	0.00	800.00	-800.00	0.0%
Pillage The Village	1,271.00			
Quarterly Merchant Mixers	590.87	3,000.00	-2,409.13	19.7%
<b>Total Special Events</b>	<b>1,861.87</b>	<b>21,300.00</b>	<b>-19,438.13</b>	<b>8.7%</b>
<b>Total Expense</b>	<b>106,149.88</b>	<b>220,000.00</b>	<b>-113,850.12</b>	<b>48.2%</b>
<b>Net Income</b>	<b>-3,816.15</b>	<b>0.00</b>	<b>-3,816.15</b>	<b>100.0%</b>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual - SBEP**  
**July 2018 through June 2019**

	Jul '18 - Jun 19	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
<b>SBEP</b>	11,408.50	21,000.00	-9,591.50	54.3%
<b>SBEP City Fees &amp; Services</b>	0.00	3,000.00	-3,000.00	0.0%
<b>SBEP Tech. Assistance/Acctg.</b>	3,000.00	5,000.00	-2,000.00	60.0%
<b>Total Income</b>	14,408.50	29,000.00	-14,591.50	49.7%
<b>Expense</b>				
<b>Office /Administration</b>				
Accounting/Bookkeeping	2,000.00	3,000.00	-1,000.00	66.7%
<b>Total Office /Administration</b>	2,000.00	3,000.00	-1,000.00	66.7%
<b>Outreach/Promotion</b>				
Website Design Maintenance	1,400.00	2,000.00	-600.00	70.0%
<b>Total Outreach/Promotion</b>	1,400.00	2,000.00	-600.00	70.0%
<b>Personnel</b>				
Employer Taxes - Federal	600.00	1,500.00	-900.00	40.0%
Employer Taxes - State	108.50			
Executive Director	10,700.00	17,200.00	-6,500.00	62.2%
Health Insurance	0.00	2,300.00	-2,300.00	0.0%
<b>Total Personnel</b>	11,408.50	21,000.00	-9,591.50	54.3%
<b>Special Events</b>				
City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
<b>Total Special Events</b>	0.00	3,000.00	-3,000.00	0.0%
<b>Total Expense</b>	14,808.50	29,000.00	-14,191.50	51.1%
<b>Net Income</b>	<b>-400.00</b>	<b>0.00</b>	<b>-400.00</b>	<b>100.0%</b>