

La Jolla Village Merchant Association
Balance Sheet
As of May 31, 2019

	May 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	59,291.12
Total Checking/Savings	59,291.12
Accounts Receivable	
Accounts Receivable	1,783.00
Total Accounts Receivable	1,783.00
Other Current Assets	
City Fees & Services.	3,000.00
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	2,000.00
Total Other Current Assets	10,079.73
Total Current Assets	71,153.85
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	71,153.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	7,441.64
Total Other Current Liabilities	7,441.64
Total Current Liabilities	7,441.64
Total Liabilities	7,441.64
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	34,224.83
Net Income	8,667.38
Total Equity	63,712.21
TOTAL LIABILITIES & EQUITY	71,153.85

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2018 through May 2019

	Jul '18 - May 19	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	13,750.00	-13,750.00
Collateral Material Sales	0.00	4,587.00	-4,587.00
Website Ads	1,675.00		
Total Advertising	1,675.00	18,337.00	-16,662.00
Associate Membership	144.00	0.00	144.00
Banner Income	12,033.00	6,875.00	5,158.00
Bid CarryForward	0.00	18,370.00	-18,370.00
BID Income	144,454.71	184,447.00	-39,992.29
Hotel Booking Income	284.86	462.00	-177.14
LJC A & P Admin/Audit Fee	1,200.00	14,860.00	-13,660.00
Rent Income	0.00	3,025.00	-3,025.00
SBEP	21,731.00	19,261.00	2,470.00
SBEP City Fees & Services	3,000.00	3,000.00	0.00
SBEP Tech. Assistance/Acctg.	5,000.00	5,000.00	0.00
Special Events.			
LJ Concours D'Elegence	0.00	1,000.00	-1,000.00
LJ Winter Gala	0.00	1,500.00	-1,500.00
Padres La Jolla Day	0.00	9,000.00	-9,000.00
Total Special Events.	0.00	11,500.00	-11,500.00
Village Nights	1,070.00		
Total Income	190,592.57	285,137.00	-94,544.43
Expense			
Contingency Funds	0.00	18,337.00	-18,337.00
Design/Beautification			
Banner	0.00	4,587.00	-4,587.00
Bench Expense	0.00	913.00	-913.00
Holiday DecorRoof Line Lighting	7,850.00	15,125.00	-7,275.00
Landscaping & Maintenance	0.00	11,924.00	-11,924.00
Total Design/Beautification	7,850.00	32,549.00	-24,699.00
Office /Administration			
Accounting/Bookkeeping	13,200.00	13,450.00	-250.00
Audit	4,600.00	4,600.00	0.00
Bank/Merchant Account Fees	265.00	462.00	-197.00
Bankcard Equipment Lease	445.12	462.00	-16.88
Dues/Subscriptions/Fees	2,255.00	3,674.00	-1,419.00
Election Costs	896.07	2,000.00	-1,103.93
Equipment & Furniture	0.00	913.00	-913.00
Gift	0.00	100.00	-100.00
Insurance	6,105.00	4,587.00	1,518.00
Internet	4,484.11	1,100.00	3,384.11
Meeting	32.85	0.00	32.85
Office & Cell Phone	1,177.71	1,100.00	77.71
Office Maintenance Expense	29.58	88.00	-58.42
Office Supplies	1,253.26	913.00	340.26
Parking	1,346.96	1,375.00	-28.04
Postage & Delivery	93.53	1,375.00	-1,281.47
Printing	629.80	2,750.00	-2,120.20
Professional Fees	0.00	913.00	-913.00
Rent	19,155.79	16,962.00	2,193.79
Utilities	1,130.78	1,100.00	30.78
Total Office /Administration	57,100.56	57,924.00	-823.44

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2018 through May 2019

	Jul '18 - May 19	Budget	\$ Over Budget
Outreach/Promotion			
Co-Op Advertising	2,786.00	12,419.00	-9,633.00
E-Newsletter	770.00	600.00	170.00
Fees For Website Maintenance	1,050.00	2,200.00	-1,150.00
Marketing/PR	5,688.57	5,813.00	-124.43
Promotional Materials	0.00	1,837.00	-1,837.00
Website Design Maintenance	2,000.00	2,000.00	0.00
Total Outreach/Promotion	12,294.57	24,869.00	-12,574.43
Personnel			
Employer Taxes - Federal	5,148.09	6,100.00	-951.91
Employer Taxes - State	1,113.26	1,200.00	-86.74
Executive Director	54,912.83	68,299.00	-13,386.17
Health Insurance	5,412.50	6,149.00	-736.50
LJCAP Administration	1,000.00	11,000.00	-10,000.00
Payroll Fees	1,242.94	1,375.00	-132.06
Salaries	9,720.00	22,924.00	-13,204.00
Workers Compensation	4,821.40	3,399.00	1,422.40
Total Personnel	83,371.02	120,446.00	-37,074.98
Special Events			
Brake in the Village	2,871.07		
City Fees & Services	3,279.00	3,000.00	279.00
Concours D'Elegance	2,400.00		
Enjoya La Jolla	10,877.10	11,462.00	-584.90
LJ Winter Gala	0.00	5,000.00	-5,000.00
Padres La Jolla Day.	0.00	8,300.00	-8,300.00
Pillage The Village	1,271.00		
Quarterly Merchant Mixers	590.87	2,750.00	-2,159.13
Total Special Events	21,289.04	30,512.00	-9,222.96
Total Expense	181,905.19	284,637.00	-102,731.81
Net Income	8,687.38	500.00	8,187.38

La Jolla Village Merchant Association
Profit & Loss by Class
 July 2018 through May 2019

	BID	Discretionary	SBEP	TOTAL
Income				
Advertising				
Website Ads	0.00	1,675.00	0.00	1,675.00
Total Advertising	0.00	1,675.00	0.00	1,675.00
Associate Membership	0.00	144.00	0.00	144.00
Banner Income	0.00	12,033.00	0.00	12,033.00
BID Income	144,454.71	0.00	0.00	144,454.71
Hotel Booking Income	0.00	284.86	0.00	284.86
LJC A & P Admin/Audit Fee	0.00	1,200.00	0.00	1,200.00
SBEP	0.00	0.00	21,731.00	21,731.00
SBEP City Fees & Services	0.00	0.00	3,000.00	3,000.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	3,600.00	3,600.00
Technical Assistance/Acctg.	0.00	0.00	1,400.00	1,400.00
Village Nights	0.00	1,070.00	0.00	1,070.00
Total Income	144,454.71	16,406.86	29,731.00	190,592.57
Expense				
Design/Beautification				
Holiday Decor/Line Lighting	7,850.00	0.00	0.00	7,850.00
Total Design/Beautification	7,850.00	0.00	0.00	7,850.00
Office /Administration				
Accounting/Bookkeeping	10,200.00	0.00	3,000.00	13,200.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	265.00	0.00	265.00
Bankcard Equipment Lease	0.00	445.12	0.00	445.12
Dues/Subscriptions/Fees	2,245.00	10.00	0.00	2,255.00
Election Costs	896.07	0.00	0.00	896.07
Insurance	6,105.00	0.00	0.00	6,105.00
Internet	4,368.74	115.37	0.00	4,484.11
Meeting	0.00	32.85	0.00	32.85
Office & Cell Phone	1,170.03	7.68	0.00	1,177.71
Office Maintenance Expense	0.00	29.58	0.00	29.58
Office Supplies	1,169.44	83.82	0.00	1,253.26
Parking	1,335.20	11.76	0.00	1,346.96
Postage & Delivery	93.53	0.00	0.00	93.53
Printing	629.80	0.00	0.00	629.80
Rent	19,155.79	0.00	0.00	19,155.79
Utilities	1,130.78	0.00	0.00	1,130.78
Total Office /Administration	53,099.38	1,001.18	3,000.00	57,100.56
Outreach/Promotion				
Co-Op Advertising	2,786.00	0.00	0.00	2,786.00
E-Newsletter	770.00	0.00	0.00	770.00
Fees For Website Maintenance	1,050.00	0.00	0.00	1,050.00
Marketing/PR	4,460.07	1,228.50	0.00	5,688.57
Website Design Maintenance	0.00	0.00	2,000.00	2,000.00
Total Outreach/Promotion	9,066.07	1,228.50	2,000.00	12,294.57
Personnel				
Employer Taxes - Federal	4,498.09	0.00	650.00	5,148.09
Employer Taxes - State	1,004.76	0.00	108.50	1,113.26
Executive Director	33,940.33	0.00	20,972.50	54,912.83
Health Insurance	5,412.50	0.00	0.00	5,412.50
LJCAP Administration	0.00	1,000.00	0.00	1,000.00
Payroll Fees	1,242.94	0.00	0.00	1,242.94
Salaries	9,720.00	0.00	0.00	9,720.00
Workers Compensation	4,821.40	0.00	0.00	4,821.40
Total Personnel	60,640.02	1,000.00	21,731.00	83,371.02

La Jolla Village Merchant Association
Profit & Loss by Class
 July 2018 through May 2019

	BID	Discretionary	SBEP	TOTAL
Special Events				
Brake in the Village	2,871.07	0.00	0.00	2,871.07
City Fees & Services	146.00	133.00	3,000.00	3,279.00
Concours D'Elegance	2,400.00	0.00	0.00	2,400.00
Enjoya La Jolla	6,520.30	4,356.80	0.00	10,877.10
Pillage The Village	1,271.00	0.00	0.00	1,271.00
Quarterly Merchant Mixers	590.87	0.00	0.00	590.87
Total Special Events	13,799.24	4,489.80	3,000.00	21,289.04
Total Expense	144,454.71	7,719.48	29,731.00	181,905.19
Net Income	0.00	8,687.38	0.00	8,687.38