

**La Jolla Village Merchant Association**

**Balance Sheet**

As of July 31, 2019

	Jul 31, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Wells Fargo	36,375.15
<b>Total Checking/Savings</b>	<u>36,375.15</u>
Accounts Receivable	
Accounts Receivable	1,803.00
<b>Total Accounts Receivable</b>	<u>1,803.00</u>
<b>Other Current Assets</b>	
BID Receivable	29,931.99
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
<b>Total Other Current Assets</b>	<u>35,011.72</u>
<b>Total Current Assets</b>	<u>73,189.87</u>
<b>Fixed Assets</b>	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
<b>Total Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<u><u>73,189.87</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Line of Credit BizX	8,395.47
Payroll Liabilities	
CA Disability	33.14
CA Income Tax	169.64
Federal Income Tax	441.60
Medicare	43.42
Social Security	193.75
<b>Total Payroll Liabilities</b>	<u>881.55</u>
<b>Total Other Current Liabilities</b>	<u>9,277.02</u>
<b>Total Current Liabilities</b>	<u>9,277.02</u>
<b>Total Liabilities</b>	<u>9,277.02</u>
<b>Equity</b>	
Equity Prior Period Adjustment	-11,618.60
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	55,089.57
Net Income	-358.12
<b>Total Equity</b>	<u>63,912.85</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>73,189.87</u></u>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July 2019**

	Jul 19	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
<b>Advertising</b>				
Co-op	0.00	500.00	-500.00	0.0%
Newsletter Sponsorship	0.00	275.00	-275.00	0.0%
<b>Total Advertising</b>	0.00	775.00	-775.00	0.0%
<b>Associate Membership</b>	840.00	417.00	423.00	201.4%
<b>Banner Income</b>	0.00	1,167.00	-1,167.00	0.0%
<b>BID Income</b>	12,345.89	16,677.00	-4,331.11	74.0%
<b>Grant Income</b>	0.00	1,250.00	-1,250.00	0.0%
<b>Hotel Booking Income</b>	7.41	42.00	-34.59	17.6%
<b>SBEP City Fees &amp; Services</b>	0.00	1,100.00	-1,100.00	0.0%
<b>SBEP Tech. Assistance/Acctg.</b>	0.00	455.00	-455.00	0.0%
<b>Special Events.</b>				
La Jolla After Dark.	0.00	1,000.00	-1,000.00	0.0%
LJ Concours D'Elegance	0.00	417.00	-417.00	0.0%
<b>Total Special Events.</b>	0.00	1,417.00	-1,417.00	0.0%
<b>Sponsorship</b>	5,250.00			
<b>Total Income</b>	18,443.30	23,300.00	-4,856.70	79.2%
<b>Expense</b>				
<b>Contingency Funds</b>	0.00	1,667.00	-1,667.00	0.0%
<b>Design/Beautification</b>				
Holiday Decor/Line Lighting	0.00	834.00	-834.00	0.0%
Landscaping & Maintenance	1,800.00	417.00	1,383.00	431.7%
<b>Total Design/Beautification</b>	1,800.00	1,251.00	549.00	143.9%
<b>Office /Administration</b>				
Accounting/Bookkeeping	1,200.00	1,250.00	-50.00	96.0%
Audit	0.00	384.00	-384.00	0.0%
Bank/Merchant Account Fees	0.00	42.00	-42.00	0.0%
Bankcard Equipment Lease	0.00	42.00	-42.00	0.0%
Dues/Subscriptions/Fees	1,050.00	168.00	882.00	625.0%
Election Costs	0.00	84.00	-84.00	0.0%
Equipment & Furniture	0.00	84.00	-84.00	0.0%
Insurance	3,565.00	417.00	3,148.00	854.9%
Internet	200.00	59.00	141.00	339.0%
Meeting	0.00	84.00	-84.00	0.0%
Office & Cell Phone	451.41	100.00	351.41	451.4%
Office Maintenance Expense	0.00	18.00	-18.00	0.0%
Office Supplies	50.54	64.00	-33.46	60.2%
Parking	90.00	125.00	-35.00	72.0%
Postage & Delivery	0.00	125.00	-125.00	0.0%
Printing	-50.00	0.00	-50.00	100.0%
Professional Fees	0.00	84.00	-84.00	0.0%
Rent	1,793.00	1,750.00	43.00	102.5%
Utilities	89.82	100.00	-10.18	89.8%
<b>Total Office /Administration</b>	8,439.77	5,000.00	3,439.77	168.8%
<b>Outreach/Promotion</b>				
Co-Op Advertising	0.00	1,043.00	-1,043.00	0.0%
E-Newsletter	70.00			
Marketing/PR	0.00	417.00	-417.00	0.0%
Promotional Materials	0.00	417.00	-417.00	0.0%
Website Design Maintenance	0.00	400.00	-400.00	0.0%
<b>Total Outreach/Promotion</b>	70.00	2,277.00	-2,207.00	3.1%

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July 2019**

	<u>Jul 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Personnel</b>				
Employer Taxes - Federal	273.71	571.00	-297.29	47.9%
Employer Taxes - State	20.16	118.00	-97.84	17.1%
Executive Director	6,250.00	5,000.00	1,250.00	125.0%
Health Insurance	1,082.50	355.00	727.50	304.9%
Janitorial	0.00	342.00	-342.00	0.0%
Marketing Assistant	0.00	2,084.00	-2,084.00	0.0%
Payroll Fees	118.98	125.00	-6.02	95.2%
Salaries	420.00	0.00	420.00	100.0%
Workers Compensation	0.00	250.00	-250.00	0.0%
<b>Total Personnel</b>	<b>8,165.35</b>	<b>8,845.00</b>	<b>-679.65</b>	<b>92.3%</b>
<b>Special Events</b>				
Brake in the Village	43.26			
City Fees & Services	0.00	1,100.00	-1,100.00	0.0%
Enjoya La Jolla	283.04	0.00	283.04	100.0%
La Jolla After Dark	0.00	1,500.00	-1,500.00	0.0%
Quarterly Merchant Mixers	0.00	250.00	-250.00	0.0%
<b>Total Special Events</b>	<b>326.30</b>	<b>2,850.00</b>	<b>-2,523.70</b>	<b>11.4%</b>
<b>Total Expense</b>	<b>18,801.42</b>	<b>21,890.00</b>	<b>-3,088.58</b>	<b>85.9%</b>
<b>Net Income</b>	<b>-358.12</b>	<b>1,410.00</b>	<b>-1,768.12</b>	<b>-25.4%</b>

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
**July 2019**

	BID	Discretionary	TOTAL
<b>Income</b>			
Associate Membership	0.00	840.00	840.00
BID Income	12,345.89	0.00	12,345.89
Hotel Booking Income	0.00	7.41	7.41
Sponsorship	0.00	5,250.00	5,250.00
<b>Total Income</b>	<b>12,345.89</b>	<b>6,097.41</b>	<b>18,443.30</b>
<b>Expense</b>			
<b>Design/Beautification</b>			
Landscaping & Maintenance	1,800.00	0.00	1,800.00
<b>Total Design/Beautification</b>	<b>1,800.00</b>	<b>0.00</b>	<b>1,800.00</b>
<b>Office /Administration</b>			
Accounting/Bookkeeping	1,200.00	0.00	1,200.00
Dues/Subscriptions/Fees	1,050.00	0.00	1,050.00
Insurance	1,500.00	2,065.00	3,565.00
Internet	200.00	0.00	200.00
Office & Cell Phone	451.41	0.00	451.41
Office Supplies	11.82	38.72	50.54
Parking	90.00	0.00	90.00
Printing	0.00	-50.00	-50.00
Rent	1,793.00	0.00	1,793.00
Utilities	89.82	0.00	89.82
<b>Total Office /Administration</b>	<b>6,386.05</b>	<b>2,053.72</b>	<b>8,439.77</b>
<b>Outreach/Promotion</b>			
E-Newsletter	70.00	0.00	70.00
<b>Total Outreach/Promotion</b>	<b>70.00</b>	<b>0.00</b>	<b>70.00</b>
<b>Personnel</b>			
Employer Taxes - Federal	273.71	0.00	273.71
Employer Taxes - State	20.16	0.00	20.16
Executive Director	2,715.74	3,534.26	6,250.00
Health Insurance	541.25	541.25	1,082.50
Payroll Fees	118.98	0.00	118.98
Salaries	420.00	0.00	420.00
<b>Total Personnel</b>	<b>4,089.84</b>	<b>4,075.51</b>	<b>8,165.35</b>
<b>Special Events</b>			
Brake in the Village	0.00	43.26	43.26
Enjoya La Jolla	0.00	283.04	283.04
<b>Total Special Events</b>	<b>0.00</b>	<b>326.30</b>	<b>326.30</b>
<b>Total Expense</b>	<b>12,345.89</b>	<b>6,455.53</b>	<b>18,801.42</b>
<b>Net Income</b>	<b>0.00</b>	<b>-358.12</b>	<b>-358.12</b>