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

	Jul 31, 19
ASSETS	
Current Assets	
Checking/Savings Wells Fargo	36,375.15
Total Checking/Savings	36,375.15
Accounts Receivable	
Accounts Receivable	1,803.00
Total Accounts Receivable	1,803.00
Other Current Assets	
BID Receivable	29,931.99
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Total Other Current Assets	35,011.72
Total Current Assets	73,189.87
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	73,189.87
LIABILITIES & EQUITY	The first has been as a single on a surviving of the first section of th
Liabilities	
Current Liabilities	
Other Current Liabilities	
Line of Credit BizX	8,395.47
Payrolf Liabilities	0,000
CA Disability	33.14
CA Income Tax	169.64
Federal Income Tax	441.60
Medicare	43.42
Social Security	193.75
Total Payroll Liabilities	881.55
Total Other Current Liabilities	9,277.02
Total Current Liabilities	9,277.02
Total Liabilities	9,277.02
Equity	
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
Total Equity	63,912.85
TOTAL LIABILITIES & EQUITY	73,189.87
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La Jolla Village Merchant Association Profit & Loss Budget vs. Actual July 2019

	Jul 19	Budget	\$ Over Budget	% of Budget
ncome Advertising				
Co-op	0.00	500.00	-500.00	0.0%
Newsletter Sponsorship	0.00	275.00	-275.00	0.0%
• •	0.00	775.00	-775.00	0.0
Total Advertising				
Associate Membership	840.00	417,00	423.00	201.4
Banner Income	0.00	1,167.00	-1,167.00	0.0
BID Income	12,345.89	16,677.00	-4,331.11	74.0
Grant Income	0.00	1,250.00	-1,250.00	0.0
Hotel Booking Income	7.41	42.00	-34.59	17.6
SBEP City Fees & Services	0.00	1,100.00	-1,100.00	0.0
SBEP Tech. Assistance/Acctg.	0.00	455.00	-455.00	0.0
Special Events.				
La Jolla After Dark.	0.00	1,000.00	-1,000.00	0.0%
LJ Concours D'Elegence	0.00	417.00	-417.00	0.0%
Total Special Events.	0.00	1,417.00	-1,417.00	0.0
Sponsorship	5,250.00			
Fotal Income	18,443.30	23,300.00	-4,856.70	79.2
Expense				
Contingency Funds Design/Beautification	0.00	1,667.00	-1,667.00	0.0
Holiday DecorRoof Line Lighting	0.00	834.00	-834.00	0.0%
Landscaping & Maintenance	1,800.00	417.00	1,383.00	431.7%
Total Design/Beautification	1,800.00	1,251.00	549.00	143.9
Office /Administration				
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%
- · · · · · ·	0.00	84.00	-84.00	0.0%
Election Costs			-84.00 -84.00	0.0%
Equipment & Furniture	0.00	84.00		
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	84.00	-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%
		1.750.00	43.00	102.5%
Rent Utilities	1,793.00 89.82	100.00	-10.18	89.8%
Total Office /Administration	8,439.77	5,000.00	3,439.77	168.8
Outreach/Promotion				- 44
Co-Op Advertising	0.00	1,043.00	-1,043.00	0.0%
E-Newsletter	70.00			
	0.00	417.00	-4 17.00	0.0%
Marketing/PR				0.0%
Marketing/PR Promotional Materials	0.00	417.00	-417.00	0.076
Marketing/PR Promotional Materials Website Design Maintenance	0.00	417.00 400.00	-417.00 -400.00	0.0%

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

	Jul 19	Budget	\$ Over Budget	% of Budget
Personnel				
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%
Total Personnel	8,165.35	8,845.00	-679.65	92.39
Special Events				
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%
Total Special Events	326.30	2,850.00	-2,523.70	11.49
Total Expense	18,801.42	21,890.00	-3,088.58	85.9%
t Income	-358.12	1,410.00	-1,768.12	-25.4%

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

Total Income 12,345.89 6,097.41 18,443.30		BID	Discretionary	TOTAL
BID Income				
Hotel Booking Income	•	*		
Sponsorship 0.00 5,250.00 5,250.00 5,250.00	—- 	,		
Total Income 12,345.89 6,097.41 18,443.30	Hotel Booking Income	0.00		7 4 1
Expense Design/Beautification Landscaping & Maintenance 1,800.00 0.00 1,800.	Sponsorship	0.00	5,250.00	5,250.00
Design/Beautification	Total Income	12,345.89	6,097.41	18,443.30
Landscaping & Maintenance 1,800.00 0.00 1,800.00				
Total Design/Beautification				4 000 00
Office /Administration 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 Parking 0.00 -50.00 -50.00 Printing 0.00 -50.00 -50.00 Rent 1,793.00 0.00 1,793.00 Utilities 89.82 0.00 89.82 Total Office /Administration 6,386.05 2,053.72 8,439.77 Outreach/Promotion 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel Employer Taxes - Federal 273.71 0.00 273.71 Employer Taxes - State 20.16 0.00 20.16	Landscaping & Maintenance	1,800.00		1,800.00
Accounting/Bookkeeping	Total Design/Beautification	1,800.00	0.00	1,800.00
Dues/Subscriptions/Fees	Office /Administration			
Insurance				-
Internet	Dues/Subscriptions/Fees	1,050.00		•
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 Total Office /Administration 6,386.05 2,053.72 8,439.77 Outreach/Promotion 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events </td <td>Insurance</td> <td>1,500.00</td> <td></td> <td>•</td>	Insurance	1,500.00		•
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 89.62 0.00 89.62 Total Office /Administration 6,386.05 2,053.72 8,439.77 Outreach/Promotion 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 0.00 116.98 Salaries 420.00 0.00 420.00 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 0.00 283.04 283.04 Total Special Events<	Internet	200.00	0.00	
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 Total Office /Administration 6,386.05 2,053.72 8,439.77 Outreach/Promotion 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 326.30	Office & Cell Phone	451.41	0.00	451.41
Printing 0.00 -50.00 -50.00 Rent 1,793.00 0.00 1,793.00 Utilities 89.62 0.00 89.62 Total Office /Administration 6,386.05 2,053.72 8,439.77 Outreach/Promotion 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	Office Supplies	11.82	38.72	50.54
Rent Utilities 1,793.00 0.00 1,793.00 89.82 0.00 89.82 89.82 0.00 89.82 89.82 0.00 89.82 89.82 0.00 89.82 89.82 0.00 89.82 89.82 0.00 89.82 89.82 0.00 89.82 89.82 0.00 89.82 89.82 0.00 89.82 0.00 89.82 0.00 89.82 0.00 89.82 0.00 89.82 0.00 70.00 0.00 70.00 0.00 70.00 0.00 70.00 0.00 70.00 0.00 70.00 0.00 70.00	Parking	90.00	0.00	90.00
Rent 1,793.00 0.00 1,793.00 89.82 Total Office /Administration 6,386.05 2,053.72 8,439.77 Outreach/Promotion 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8	Printing	0.00	-50.00	
Total Office /Administration 6,386.05 2,053.72 8,439.77 Outreach/Promotion 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8rake in the Village 0.00 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 Total Expense 12,345.89 6,455.53 18,801.42	•	1,793.00	0.00	1,793.00
Outreach/Promotion E-Newsletter 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel Employer Taxes - Federal Employer Taxes - State 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8 6,250.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	Utilities	89.82	0.00	89.82
E-Newsletter 70.00 0.00 70.00 Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8rake in the Village 0.00 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	Total Office /Administration	6,386.05	2,053.72	8,439.77
Total Outreach/Promotion 70.00 0.00 70.00 Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8rake in the Village 0.00 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42				
Personnel 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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 0.00 43.26 43.26 Enjoya La Jolla 0.00 263.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	E-Newsletter	70.00	0.00	70.00
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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8rake in the Village 0.00 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	Total Outreach/Promotion	70.00	0.00	70.00
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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events Brake in the Village 0.00 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42				070.74
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 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 58.72 8,165.35 18,165.35 Special Events 0.00 43.26 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	• •	_, _, .		
Health Insurance 541.25 541.25 1,082.50 Payroll Fees 118.98 0.00 118.98 Salaries 420.00 0.00 420.00 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8rake in the Village 0.00 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42				
Payroll Fees Salaries 118.98 420.00 0.00 420.00 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events Brake in the Village Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42		-1		-1
Salaries 420.00 0.00 420.00 Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 8rake in the Village	• • • • • • • • • • • • • • • • • • • •		*	
Total Personnel 4,089.84 4,075.51 8,165.35 Special Events 0.00 43.26 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 283.04 Total Special Events 0.00 326.30 <th< td=""><td>Payroll Fees</td><td></td><td></td><td></td></th<>	Payroll Fees			
Special Events 0.00 43.26 43.26 Brake in the Village Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	Salaries	420.00	0.00	420.00
Brake in the Village Enjoya La Jolla 0.00 43.26 43.26 Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42	Total Personnel	4,089.84	4,075.51	8,165.35
Enjoya La Jolla 0.00 283.04 283.04 Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42			40.00	42.26
Total Special Events 0.00 326.30 326.30 Total Expense 12,345.89 6,455.53 18,801.42				
Total Expense 12,345.89 6,455.53 18,801.42	Enjoya La Jolia			
250 40	Total Special Events	0.00	326.30	326.30
et Income 0.00 -358.12 -358.12	Total Expense	12,345.89	6,455.53	18,801.42
	et Income	0.00	-358.12	-358.12