La Jolla Village Merchant Association Balance Sheet As of September 30, 2019

ASSETS		Sep 30, 19
Checking/Savings 70,353.83 Total Checking/Savings 70,353.83 Accounts Receivable 1,980.00 Total Accounts Receivable 1,980.00 Other Current Assets 3,237.73 Prepaid Insurance 3,237.73 Security Deposit 1,842.00 Total Other Current Assets 5,079.73 Total Current Assets 77,413.56 Fixed Assets 90,412.89 Furniture & Equipment 39,362.89 less Accumulated Depreciation -80,412.89 Website 21,050.00 Total Fixed Assets 0,00 TOTAL ASSETS 77,413.56 LIABILITIES & EQUITY Liabilities Current Liabilities 0,00 Current Liabilities 3,030.17 Payroll Liabilities 339.28 Federal Income Tax 863.20 Medicare 90.62 Social Security 387.50 Total Other Current Liabilities 1,763.10 Total Other Current Liabilities 4,793.27 Total Liabilities 4,793.27 <td>ASSETS</td> <td></td>	ASSETS	
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Other Current Assets 3,237.73 Security Deposit 1,842.00 Total Other Current Assets 5,079.73 Total Current Assets 77,413.56 Fixed Assets 77,413.56 Fixed Assets 9,362.89 less Accumulated Depreciation Website -60,412.89 Total Fixed Assets 0.00 Total Fixed Assets 0.00 TOTAL ASSETS 77,413.56 LIABILITIES & EQUITY Liabilities Current Liabilities Current Liabilities Other Current Liabilities 3,030.17 Payroll Liabilities 62.50 GA Disability 62.50 GA Disability 62.50 GA Income Tax 833.20 Medicare 90.62 Social Security 387.50 Total Payroll Liabilities 1,763.10 Total Other Current Liabilities 4,793.27 Total Current Liabilities 4,793.27 Total Liabilities 4,793.27 Total Liabilities 4,793.27 Equity 2,800.00		1,980.00
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Total Fixed Assets 0.00 TOTAL ASSETS 77,413.56 LIABILITIES & EQUITY Liabilities Current Liabilities Other Current Liabilities BID Assessment 3,030.17 Payroll Liabilities CA Disability 62.50 CA Income Tax 339.28 Federal Income Tax 883.20 Medicare 90.62 Social Security 387.50 Total Payroll Liabilities 1,763.10 Total Other Current Liabilities 4,793.27 Total Current Liabilities 4,793.27 Total Liabilities 4,793.27 Total Liabilities 4,793.27 Equity Equity Prior Period Adjustment 11,618.60 Interfund-Cost of Admin LJCAP 20,800.00 Unrestricted Net Assets 63,835.04 Net Income -396.15 Total Equity 72,620.29	less Accumulated Depreciation	-60,412.89
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LIABILITIES & EQUITY Liabilities Current Liabilities Other Current Liabilities BID Assessment Payroll Liabilities CA Disability CA Income Tax Federal Income Tax Medicare Social Security Total Payroll Liabilities Total Other Current Liabilities 1,763.10 Total Current Liabilities 4,793.27 Total Liabilities 4,793.27 Total Liabilities 4,793.27 Equity Equity Prior Period Adjustment Interfund-Cost of Admin LJCAP Unrestricted Net Assets Net Income -396.15 Total Equity 72,620.29	Total Fixed Assets	0.00
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Total Other Current Liabilities 4,793.27 Total Current Liabilities 4,793.27 Total Liabilities 4,793.27 Equity Equity Prior Period Adjustment 11,618.60 1,618.60 1,618.60 20,800.00 1,618.60 20,800.00 20,80	Social Security	387.30
Total Current Liabilities 4,793.27 Total Liabilities 4,793.27 Equity Equity Prior Period Adjustment -11,618.60 Interfund-Cost of Admin LJCAP 20,800.00 Unrestricted Net Assets 63,835.04 Net Income -396.15 Total Equity 72,620.29	Total Payroll Liabilities	1,763.10
Total Liabilities 4,793.27 Equity Equity Prior Period Adjustment -11,618.60 Interfund-Cost of Admin LJCAP 20,800.00 Unrestricted Net Assets 63,835.04 Net Income -396.15 Total Equity 72,620.29	Total Other Current Liabilities	4,793.27
Equity Equity Prior Period Adjustment Interfund-Cost of Admin LJCAP Unrestricted Net Assets Net Income Total Equity -11,618.60 20,800.00 43,835.04 -396.15	Total Current Liabilities	4,793.27
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Interfund-Cost of Admin LJCAP		-11,618.60
Net Income -396.15 Total Equity 72,620.29		•
Net Income -396.15 Total Equity 72,620.29	Unrestricted Net Assets	63,835.04
		-396.15
TOTAL LIABILITIES & EQUITY 77,413.56	Total Equity	72,620.29
	TOTAL LIABILITIES & EQUITY	77,413.56

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

	Jul - Sep 19	Budget	\$ Over Budget	% of Budget
ncome				
Advertising	0.00	4 500 00	4 500 00	0.0%
Co-op	0.00	1,500.00	-1,500.00	U.U%
Information Ctr. Advertising Newsletter Sponsorship	114.00 0.00	825.00	-825.00	0.0%
Total Advertising	114.00	2,325.00	-2,211.00	4.99
Associate Membership	2,110.00	1,251.00	859.00	168.79
Banner Income	0.00	3,501.00	-3,501.00	0.0
BID income	43,553.79	50,031.00	-6,477.21	87.19
Grant Income	0.00	3,750.00	-3,750.00	0.0
Hotel Booking Income	90.01	126.00	-35.99	71.4
SBEP	0.00	2,334.00	-2,334.00	0.0
SBEP City Fees & Services	0.00	3,300.00	-3,300.00	0.0
SBEP Tech. Assistance/Acctg.	0.00	1,365.00	-1,365.00	0.0
Special Events.	0.00	1,000.00	1,555.55	5.5
Enjoya La Jolia.	0.00	3.000.00	-3.000.00	0.0%
LJ Concours D'Elegence	0.00	1,251.00	-1,251.00	0.0%
Sponsorship	5,250.00	1,201.00	-1,201.00	
Total Special Events.	5,250.00	4,251.00	999.00	123.5
Total Income	51,117.80	72,234.00	-21,116.20	70.8
Expense				
Contingency Funds	0.00	5,001.00	-5,001.00	0.0
Design/Beautification				
Holiday DecorRoof Line Lighting	0.00	2,502.00	-2,502.00	0.0%
Landscaping & Maintenance	1,800.00	1,251.00	549.00	143.9%
Total Design/Beautification	1,800.00	3,753.00	-1,9 5 3. 00	48.09
Office /Administration			450.00	00.000
Accounting/Bookkeeping	3,600.00	3,750.00	-150.00	96.0%
Audit	5,200.00	1,152.00	4,048.00	451.4%
Bank/Merchant Account Fees	0.00	126.00	-126.00	0.0%
Bankcard Equipment Lease	0.00	126.00	-126.00	0.0%
Dues/Subscriptions/Fees	1,060.00	504.00	556.00	210.3%
Election Costs	0.00	252.00	-252.00	0.0%
Equipment & Furniture	0.00	252.00	-252.00	0.0%
Insurance	3,565.00	1,251.00	2,314.00	285.0%
Internet	1,870.00	177.00	1,693.00	1,056.5%
Meetina	0.00	252.00	-252.00	0.0%
Office & Cell Phone	1,039.32	300.00	739.32	346.4%
Office Maintenance Expense	0.00	54.00	-54.00	0.0%
Office Supplies	64.13	252.00	-187.87	25.4%
Parking	272.50	375.00	-102.50	72.7%
Postage & Delivery	297.30	375.00	-77.70	79.3%
Printing	-50.00	0.00	-50.00	100.0%
Professional Fees	0.00	252.00	-252.00	0.0%
Rent	5,379.00	5,250.00	129.00	102.5%
Utilities	314.04	300.00	14.04	104.7%
Total Office /Administration	22,611.29	15,000.00	7,611.29	150.79
Outreach/Promotion			00° 00	70 70/
Co-Op Advertising	2,493.31	3,129.00	-635.69	79.7%
Marketing/PR	224.54	1,251.00	-1,026.46	17.9%
Promotional Materials	0.00	1,251.00	-1,251.00	0.0%
		4 200 00	-1,200.00	0.0%
Website Design Maintenance	0.00	1,200.00	-1,200.00	

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

	Jul - Sep 19	Budget	\$ Over Budget	% of Budget
Personnel				
Employer Taxes - Federal	1,003.27	1,880.00	-876.73	53.4%
Employer Taxes - State	27.36	354.00	-326.64	7.7%
Executive Director	18,750.00	16,334.00	2,416.00	114.8%
Health Insurance	3,247.50	1,565.00	1,682.50	207.5%
Janitorial	570.00	1,371.00	-801.00	41.6%
Marketing Assistant	0.00	6,252.00	-6,252.00	0.0%
Payroll Fees	297.45	375.00	-77.55	79.3%
Workers Compensation	-1,055.00	750.00	-1,805.00	-140.7%
Total Personnel	22,840.58	28,881.00	-6,040.42	79.19
Special Events				
City Fees & Services	0.00	3,300.00	-3,300.00	0.0%
Enjoya La Jolla	1,544.23	4,500.00	-2,955.77	34.3%
Quarterly Merchant Mixers	0.00	750.00	-750.00	0.0%
Total Special Events	1,544.23	8,550.00	-7,005.77	18.19
otal Expense	51,513.95	68,016.00	-16,502.05	7 5.7
Income	-396.15	4,218.00	-4,614.15	-9.4

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

	BID	Discretionary	TOTAL
Income			
Advertising Information Ctr. Advertising	0.00	114.00	114.00
Total Advertising	0.00	114.00	114.00
Associate Membership BID Income Hotel Booking Income Special Events.	0.00 43,553.79 0.00	2,110.00 0.00 90.01	2,110.00 43,553.79 90.01
Sponsorship	0.00	5,250.00	5,250.00
Total Special Events.	0.00	5,250.00	5,250.00
Total Income	43,553.79	7,564.01	51,117.80
Expense			
Design/Beautification Landscaping & Maintenance	1,800.00	0.00	1,800.00
Total Design/Beautification	1,800.00	0.00	1,800.00
Office /Administration Accounting/Bookkeeping Audit Dues/Subscriptions/Fees Insurance Internet Office & Cell Phone Office Supplies Parking Postage & Delivery Printing	3,600.00 3,900.00 1,050.00 1,500.00 1,870.00 1,039.32 11.82 270.00 297.30 0.00	0.00 1,300.00 10.00 2,065.00 0.00 52.31 2.50 0.00 -50.00	3,600.00 5,200.00 1,060.00 3,565.00 1,870.00 1,039.32 64.13 272.50 297.30 -50.00
Rent Utilities	5,379.00 314.04	0.00 0.00	5,379.00 314.04
Total Office /Administration	19,231.48	3,379.81	22,611.29
Outreach/Promotion Co-Op Advertising Marketing/PR	2,443.31 210.00	50.00 14.54	2,493.31 224.54
Total Outreach/Promotion	2,653.31	64.54	2,717.85
Personnel Employer Taxes - Federal Employer Taxes - State Executive Director Health Insurance Janitorial Payroll Fees Workers Compensation	1,003.27 27.36 15,215.74 2,706.25 570.00 297.45 -1,055.00	0.00 0.00 3,534.26 541.25 0.00 0.00 0.00	1,003.27 27.36 18,750.00 3,247.50 570.00 297.45 -1,055.00
Total Personnel	18,765.07	4,075.51	22,840.58
Speciał Events Enjoya La Jolla	1,103.93	440.30	1,544.23
Total Special Events	1,103.93	440.30	1,544.23
Total Expense	43,553.79	7,960.16	51,513.95
Net Income	0.00	-396.15	-396.15
101 11001110			