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

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	116,593.42
Total Checking/Savings	116,593.42
Accounts Receivable	
Accounts Receivable	1,580.00
Total Accounts Receivable	1,580.00
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	790.00
Total Other Current Assets	5,869.73
Total Current Assets	124,043.15
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	**124,043.15**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	18,820.55
SBEP Advance	12,898.26
Total Other Current Liabilities	31,718.81
Total Current Liabilities	31,718.81
Total Liabilities	31,718.81
Equity	
Equity Prior Period Adjustment	-11,618.60
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	63,835.04
Net Income	19,307.90
Total Equity	92,324.34
TOTAL LIABILITIES & EQUITY	**124,043.15**

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

	Jul - Dec 19	Budget	$ Over Budget
Income			
Advertising			
Co-op	0.00	3,000.00	-3,000.00
Newsletter Sponsorship	0.00	1,650.00	-1,650.00
Total Advertising	0.00	4,650.00	-4,650.00
Associate Membership	3,424.50	2,502.00	922.50
Banner Income	17,150.00	7,002.00	10,148.00
BID Income	85,321.66	102,358.00	-17,036.34
Grant Income	0.00	7,500.00	-7,500.00
Hotel Booking Income	333.32	252.00	81.32
LJC A & P Admin/Audit Fee	1,300.00	0.00	1,300.00
SBEP	8,729.74	9,612.00	-882.26
SBEP City Fees & Services	0.00	2,250.00	-2,250.00
SBEP Tech. Assistance/Acctg.	975.00	2,730.00	-1,755.00
Special Events.			
Enjoya La Jolla.	0.00	6,000.00	-6,000.00
LJ Concours D'Elegence	0.00	2,502.00	-2,502.00
Sponsorship	5,250.00		
Total Special Events.	5,250.00	8,502.00	-3,252.00
Technical Assistance/Acctg.	340.00		
Total Income	122,824.22	147,358.00	-24,533.78
Expense			
Contingency Funds	0.00	10,002.00	-10,002.00
Design/Beautification			
Holiday DecorRoof Line Lighting	7,745.00	5,004.00	2,741.00
Landscaping & Maintenance	1,800.00	2,502.00	-702.00
Total Design/Beautification	9,545.00	7,506.00	2,039.00
Office /Administration			
Accounting/Bookkeeping	7,200.00	7,500.00	-300.00
Audit	5,200.00	4,600.00	600.00
Bank/Merchant Account Fees	0.00	252.00	-252.00
Bankcard Equipment Lease	0.00	252.00	-252.00
Dues/Subscriptions/Fees	1,070.83	1,008.00	62.83
Election Costs	0.00	504.00	-504.00
Equipment & Furniture	0.00	504.00	-504.00
Insurance	3,565.00	2,502.00	1,063.00
Internet	2,671.87	354.00	2,317.87
Meeting	0.00	504.00	-504.00
Office & Cell Phone	1,893.88	600.00	1,293.88
Office Maintenance Expense	0.00	108.00	-108.00
Office Supplies	158.53	504.00	-345.47
Parking	558.50	750.00	-191.50
Postage & Delivery	297.30	750.00	-452.70
Professional Fees	0.00	504.00	-504.00
Rent	10,807.00	10,500.00	307.00
Utilities	667.56	600.00	67.56
Total Office /Administration	34,090.47	32,296.00	1,794.47
Outreach/Promotion			
Co-Op Advertising	4,983.15	6,258.00	-1,274.85
Marketing/PR	434.54	2,502.00	-2,067.46
Promotional Materials	1,305.72	2,502.00	-1,196.28
Website Design Maintenance	915.00	2,400.00	-1,485.00
Total Outreach/Promotion	7,638.41	13,662.00	-6,023.59

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

	Jul - Dec 19	Budget	$ Over Budget
Personnel			
Employer Taxes - Federal	2,971.79	4,094.00	-1,122.21
Employer Taxes - State	27.36	708.00	-680.64
Executive Director	37,500.00	35,612.00	1,888.00
Health Insurance	6,495.00	4,130.00	2,365.00
Janitorial	570.00	3,432.00	-2,862.00
Marketing Assistant	0.00	12,504.00	-12,504.00
Payroll Fees	773.37	750.00	23.37
Workers Compensation	-1,055.00	1,500.00	-2,555.00
Total Personnel	47,282.52	62,730.00	-15,447.48
Special Events			
City Fees & Services	0.00	2,250.00	-2,250.00
Enjoya La Jolla	4,609.92	9,000.00	-4,390.08
Merchant Mixers	0.00	1,500.00	-1,500.00
Pillage The Village	350.00		
Total Special Events	4,959.92	12,750.00	-7,790.08
Total Expense	103,516.32	138,946.00	-35,429.68
Net Income	**19,307.90**	**8,412.00**	**10,895.90**

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

	BID	Discretionary	SBEP	TOTAL
Income				
Associate Membership	0.00	3,424.50	0.00	3,424.50
Banner Income	0.00	17,150.00	0.00	17,150.00
BID Income	85,321.66	0.00	0.00	85,321.66
Hotel Booking Income	0.00	333.32	0.00	333.32
LJC A & P Admin/Audit Fee	0.00	1,300.00	0.00	1,300.00
SBEP	0.00	0.00	8,729.74	8,729.74
SBEP Tech. Assistance/Acctg.	0.00	0.00	975.00	975.00
Special Events.				
Sponsorship	0.00	5,250.00	0.00	5,250.00
Total Special Events.	0.00	5,250.00	0.00	5,250.00
Technical Assistance/Acctg.	0.00	0.00	340.00	340.00
Total Income	85,321.66	27,457.82	10,044.74	122,824.22
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	7,745.00	0.00	0.00	7,745.00
Landscaping & Maintenance	1,800.00	0.00	0.00	1,800.00
Total Design/Beautification	9,545.00	0.00	0.00	9,545.00
Office /Administration				
Accounting/Bookkeeping	6,800.00	0.00	400.00	7,200.00
Audit	3,900.00	1,300.00	0.00	5,200.00
Dues/Subscriptions/Fees	1,050.00	20.83	0.00	1,070.83
Insurance	1,500.00	2,065.00	0.00	3,565.00
Internet	2,671.87	0.00	0.00	2,671.87
Office & Cell Phone	1,893.88	0.00	0.00	1,893.88
Office Supplies	106.22	52.31	0.00	158.53
Parking	556.00	2.50	0.00	558.50
Postage & Delivery	297.30	0.00	0.00	297.30
Rent	10,807.00	0.00	0.00	10,807.00
Utilities	667.56	0.00	0.00	667.56
Total Office /Administration	30,249.83	3,440.64	400.00	34,090.47
Outreach/Promotion				
Co-Op Advertising	4,804.22	178.93	0.00	4,983.15
Marketing/PR	420.00	14.54	0.00	434.54
Promotional Materials	1,305.72	0.00	0.00	1,305.72
Website Design Maintenance	0.00	0.00	915.00	915.00
Total Outreach/Promotion	6,529.94	193.47	915.00	7,638.41
Personnel				
Employer Taxes - Federal	2,607.79	0.00	364.00	2,971.79
Employer Taxes - State	27.36	0.00	0.00	27.36
Executive Director	25,600.00	3,534.26	8,365.74	37,500.00
Health Insurance	5,953.75	541.25	0.00	6,495.00
Janitorial	570.00	0.00	0.00	570.00
Payroll Fees	773.37	0.00	0.00	773.37
Workers Compensation	-1,055.00	0.00	0.00	-1,055.00
Total Personnel	34,477.27	4,075.51	8,729.74	47,282.52
Special Events				
Enjoya La Jolla	4,169.62	440.30	0.00	4,609.92
Pillage The Village	350.00	0.00	0.00	350.00
Total Special Events	4,519.62	440.30	0.00	4,959.92
Total Expense	85,321.66	8,149.92	10,044.74	103,516.32
Net Income	**0.00**	**19,307.90**	**0.00**	**19,307.90**