## La Jolla Village Merchant Association Balance Sheet

As of September 30, 2021

	Sep 30, 21
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	122,348.73
Total Checking/Savings	122,348.73
Accounts Receivable	
Accounts Receivable	2,253.27
Total Accounts Receivable	2,253.27
Other Current Assets	
Prepaid Insurance	3,237.73
<b>Total Other Current Assets</b>	3,237.73
<b>Total Current Assets</b>	127,839.73
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	127,839.73
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	10,534.35
Total Other Current Liabilities	10,534.35
Total Current Liabilities	10,534.35
Total Liabilities	10,534.35
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	97,033.93
Net Income	-528.55
Total Equity	117,305.38
TOTAL LIABILITIES & EQUITY	127,839.73

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

July through September 2021

Newsetter Sponsorship		Jul - Sep 21	Budget	Variance	% of Budget
Co-op	Income				
Co-op Newsletter Sponsorship         0.00         750.00         -750.00         0.0% A25.00         -825.00         0.0% 0.0% 0.0%           Website Ads         0.00         1,500.00         -1,500.00         0.0% 0.0%           Total Advertising         0.00         3,075.00         -3,075.00         0.0% 0.0% 0.0% Banner Income         0.00         1,251.00         -1,251.00         0.0% 0.0% 0.0% Bid CarryForward         0.00         5,966.00         -696.00         0.0% 0.0% 0.0% 0.0% BID Income         36,543.00         50,040.00         -13,497.00         73,03% 0.73,03% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0					
Website Ads         0.00         1,500.00         -1,500.00         0.0%           Total Advertising         0.00         3,075.00         -3,075.00         0.0%           Associate Membership         0.00         3,051.00         -1,251.00         0.0%           Banner Income         0.00         3,501.00         -3,501.00         0.0%           Bib CarryForward         0.00         696.00         -696.00         0.0%           Bib Income         36,543.00         50,040.00         -13,497.00         73.03%           Grant Income         32,41         126.00         -93.59         25,72%           SBEP         0.00         3,000.00         -5,253.00         0.0%           Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -3,000.00         0.0%           Expense         2         2         2         1,000.00         -5,001.00         0.0%           Design/Beautification         0.00         3,753.00         -5,001.00         0.0%         0.0%         0.0%         0.0%         0.0%	•	0.00	750.00	-750.00	0.0%
Website Ads         0.00         1,500.00         -1,500.00         0.0%           Total Advertising         0.00         3,075.00         -3,075.00         0.0%           Associate Membership         0.00         3,051.00         -1,251.00         0.0%           Banner Income         0.00         3,501.00         -3,501.00         0.0%           Bid CarryForward         0.00         696.00         -696.00         0.0%           Bid Dincome         36,543.00         50,040.00         -13,497.00         73.03%           Grant Income         32,41         126.00         -93.59         25,72%           SBEP         0.00         3,000.00         -3,000.00         0.0%           Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -30,000.00         0.0%           Expense         2         0.00         5,001.00         -5,001.00         0.0%           Expense         2         0.00         3,753.00         0.0%         0.0%         0.0%           Design/Beautification         0.00         3,753.00         -5,001.00         0.0%         0.0%         0.0%         0.0%         0.0	Newsletter Sponsorship	0.00	825.00	-825.00	0.0%
Associate Membership         0.00         1,251.00         -1,251.00         0.0%           Banner Income         0.00         3,501.00         -3,501.00         0.0%           Bid CarryForward         0.00         696.00         -696.00         0.0%           BID Income         36,543.00         50,040.00         -13,497.00         73,03%           Grant Income         1,000.00         2,781.00         -1,781.00         35,96%           Hotel Booking Income         32,41         126.00         -93,59         25,72%           SBEP         0.00         5,253.00         -5,253.00         0.0%           Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Expense         0.00         3,000.00         -3,000.00         0.0%           Expense         0.00         5,001.00         -5,010.00         0.0%           Design/Beautification         0.00         5,001.00         -5,010.00         0.0%           Design/Beautification         0.00         5,001.00         -3,753.00         0.0%           Total Design/Beautification         0.00         5,001.00	, ,	0.00	1,500.00	-1,500.00	0.0%
Associate Membership         0.00         1,251.00         -1,251.00         0.0%           Banner Income         0.00         3,501.00         -3,501.00         0.0%           Bid CarryForward         0.00         696.00         -696.00         0.0%           BID Income         36,543.00         50,040.00         -13,497.00         73,03%           Grant Income         1,000.00         2,781.00         -1,781.00         35,96%           Hotel Booking Income         32,41         126.00         -93,59         25,72%           SBEP         0.00         5,253.00         -5,253.00         0.0%           Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Expense         0.00         3,000.00         -3,000.00         0.0%           Expense         0.00         5,001.00         -5,010.00         0.0%           Design/Beautification         0.00         5,001.00         -5,010.00         0.0%           Design/Beautification         0.00         5,001.00         -3,753.00         0.0%           Total Design/Beautification         0.00         5,001.00	Total Advertising	0.00	3,075.00	-3,075.00	0.0%
Bid CarryForward         0.00         696.00         -696.00         0.0%           BID Income         36,543.00         50,040.00         -13,497.00         73.03%           Grant Income         1,000.00         2,781.00         -1,781.00         35,98%           Hotel Booking Income         32.41         126.00         -93.59         25,72%           SBEP         0.00         5,253.00         -5,253.00         0.0%           Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -3,000.00         0.0%           Expense         Contingency Funds         0.00         5,001.00         -5,001.00         0.0%           Design/Beautification         0.00         501.00         -5,01.00         0.0%           Holiday DecorRoof Line Lighting         0.00         501.00         -501.00         0.0%           Total Design/Beautification         0.00         501.00         -501.00         0.0%           Office /Administration         1,000.00         3,000.00         -2,001.00         33.33%           Accounting/Bookkee	•	0.00	·	·	0.0%
BID Income         36,543.00         50,040.00         -13,497.00         73.03%           Grant Income         1,000.00         2,781.00         -1,781.00         35.96%           Hotel Booking Income         32.41         126.00         -93.59         25,72%           SBEP         0.00         5,253.00         -5,253.00         0.0%           Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -32,147.59         53.89%           Expense         Contingency Funds         0.00         5,001.00         -5,001.00         0.0%           Design/Beautification         0.00         501.00         -5,001.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,753.00         -3,753.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office Administration         4         4         0.00         2,427.00         0.0%           Accounting/Bookkeeping         1,000.00         3,000.00         2,000.00         33.33%	Banner Income	0.00	3,501.00	-3,501.00	0.0%
BID Income         36,543.00         50,040.00         -13,497.00         73.03%           Grant Income         1,000.00         2,781.00         -1,781.00         35,98%           Hotel Booking Income         32.41         126.00         -99.59         25.72%           SBEP         0.00         5,253.00         -5,253.00         0.0%           Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Expense         Contingency Funds         0.00         5,001.00         -5,001.00         0.0%           Design/Beautification         0.00         5,001.00         -5,001.00         0.0%           Holiday DecorRoof Line Lighting         0.00         5,01.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,753.00         -3,753.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office Administration         4,00         2,427.00         -5,00         0.0%           Accounting/Bookkeeping         1,000.00         3,000.00         2,000.00         33,33%	Bid CarryForward	0.00	696.00	-696.00	0.0%
Hotel Booking Income   32.41   126.00   -93.59   25.72%   SBEP   0.00   5.253.00   -5.253.00   0.0%   Special Events.   Enjoya La Jolla.   0.00   3.000.00   -3.000.00   0.0%   Total Special Events.   0.00   3.000.00   -3.000.00   0.0%   Total Special Events.   0.00   3.000.00   -3.000.00   0.0%   Total Income   37.575.41   69,723.00   -32.147.59   53.89%   Expense   Contingency Funds   0.00   5.001.00   -5.001.00   0.0%   Design/Beautification   Banner   0.00   3.050.00   -5.001.00   0.0%   Holiday DecorRoof Line Lighting   0.00   3.252.00   -3.252.00   0.0%   Total Design/Beautification   0.00   3.753.00   -3.753.00   0.0%   Office /Administration   Accounting/Bookkeeping   1.000.00   3.000.00   -2.000.00   33.33%   Audit   0.00   2.427.00   -2.427.00   0.0%   Dues/Subscriptions/Fees   988.55   363.00   625.55   272.33%   Election Costs   0.00   1.250.00   -126.00   0.0%   Dues/Subscriptions/Fees   988.55   363.00   625.55   272.33%   Election Costs   0.00   1.251.00   -1.251.00   0.0%   Dies/Subscriptions/Fees   988.55   363.00   625.55   272.33%   Election Costs   0.00   1.251.00   -1.251.00   0.0%   Dies/Subscriptions/Fees   988.55   363.00   625.55   272.33%   Election Costs   0.00   1.251.00   1.251.00   0.0%   Dies/Subscriptions/Fees   988.55   363.00   625.55   272.33%   Election Costs   0.00   1.251.00   1.251.00   0.0%   Dies/Subscriptions/Fees   0.00   2.52.00   0.0%   Dies/Subscriptions/Fees   0.00   0.551.00   0.0		36,543.00	50,040.00	-13,497.00	73.03%
SBEP         0.00         5,253.00         -5,253.00         0.0%           Special Events.         Enjoya La Jolla.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -32,147.59         53.89%           Expense         Contingency Funds         0.00         5,01.00         -5,001.00         0.0%           Design/Beautification         Banner         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         9.00         126.00         -1,260.0         0.0%           Dues/Subscriptions/Fees         98.55         363.00         625.55         272.33%           Election Costs	Grant Income	1,000.00	2,781.00	-1,781.00	35.96%
SBEP         0.00         5,253.00         -5,253.00         0.0%           Special Events.         Enjoya La Jolla.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -32,147.59         53.89%           Expense         Contingency Funds         0.00         5,01.00         -5,001.00         0.0%           Design/Beautification         Banner         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         9.00         126.00         -1,260.0         0.0%           Dues/Subscriptions/Fees         98.55         363.00         625.55         272.33%           Election Costs	Hotel Booking Income	32.41	126.00	-93.59	25.72%
Enjoya La Jolla.         0.00         3,000.00         -3,000.00         0.0%           Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -32,147.59         53.88%           Expense         Total Income         0.00         5,001.00         -5,001.00         0.0%           Design/Beautification         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         607.23         340.96%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%	_	0.00	5,253.00	-5,253.00	0.0%
Total Special Events.         0.00         3,000.00         -3,000.00         0.0%           Total Income         37,575.41         69,723.00         -32,147.59         53.89%           Expense         South General Strain Strain         0.00         5,001.00         -5,001.00         0.0%           Design/Beautification         Banner         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         252.00         -252.00 <th>Special Events.</th> <td></td> <td></td> <td></td> <td></td>	Special Events.				
Total Income         37,575,41         69,723.00         -32,147.59         53.89%           Expense           Contingency Funds         0.00         5,001.00         -5,001.00         0.0%           Design/Beautification         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         252.00         607.23         340.96%           Meeting         0.00         252.00         -252.00         0.0% </td <th>Enjoya La Jolla.</th> <td>0.00</td> <td>3,000.00</td> <td>-3,000.00</td> <td>0.0%</td>	Enjoya La Jolla.	0.00	3,000.00	-3,000.00	0.0%
Expense         Contingency Funds         0.00         5,001.00         -5,001.00         0.0%           Design/Beautification         Banner         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Supplies         28.13         225.00         -54.00         0.0% <th>Total Special Events.</th> <td>0.00</td> <td>3,000.00</td> <td>-3,000.00</td> <td>0.0%</td>	Total Special Events.	0.00	3,000.00	-3,000.00	0.0%
Contingency Funds         0.00         5,001.00         −5,001.00         0.0%           Design/Beautification         Banner         0.00         501.00         −501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         −3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         −3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         −2,000.00         33.33%           Audit         0.00         2,427.00         −2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         −126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,751.00         -1,251.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%	Total Income	37,575.41	69,723.00	-32,147.59	53.89%
Design/Beautification         Banner         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -252.00         0.0% <th>Expense</th> <td></td> <td></td> <td></td> <td></td>	Expense				
Banner         0.00         501.00         -501.00         0.0%           Holiday DecorRoof Line Lighting         0.00         3,252.00         -3,252.00         0.0%           Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -554.00         0.0%           Postage & Delive	Contingency Funds	0.00	5,001.00	-5,001.00	0.0%
Holiday DecorRoof Line Lighting   0.00   3,252.00   -3,252.00   0.0%	Design/Beautification				
Total Design/Beautification         0.00         3,753.00         -3,753.00         0.0%           Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -252.00         0.0%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11	Banner	0.00	501.00	-501.00	0.0%
Office /Administration         Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.33%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Meeting         0.00         177.00         -1,777.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -54.00         0.0%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00<	Holiday DecorRoof Line Lighting	0.00	3,252.00	-3,252.00	0.0%
Accounting/Bookkeeping         1,000.00         3,000.00         -2,000.00         33.3%           Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Meeting         0.00         177.00         -1,777.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -54.00         0.0%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00 <th< td=""><th>Total Design/Beautification</th><td>0.00</td><td>3,753.00</td><td>-3,753.00</td><td>0.0%</td></th<>	Total Design/Beautification	0.00	3,753.00	-3,753.00	0.0%
Audit         0.00         2,427.00         -2,427.00         0.0%           Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         98.76%           Telephone         434.23         600.00         -55.20         98.76%     <	Office /Administration				
Bank/Merchant Account Fees         0.00         126.00         -126.00         0.0%           Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%	Accounting/Bookkeeping	1,000.00	3,000.00	-2,000.00	33.33%
Dues/Subscriptions/Fees         988.55         363.00         625.55         272.33%           Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%	Audit	0.00	2,427.00	-2,427.00	0.0%
Election Costs         0.00         252.00         -252.00         0.0%           Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%	Bank/Merchant Account Fees	0.00	126.00	-126.00	0.0%
Equipment & Furniture         859.23         252.00         607.23         340.96%           Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00	Dues/Subscriptions/Fees	988.55	363.00	625.55	272.33%
Insurance         0.00         1,251.00         -1,251.00         0.0%           Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         40         2,823.00         -2,769.40         1.9%	Election Costs	0.00	252.00	-252.00	0.0%
Internet         0.00         177.00         -177.00         0.0%           Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion           Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	<b>Equipment &amp; Furniture</b>	859.23	252.00	607.23	340.96%
Meeting         0.00         252.00         -252.00         0.0%           Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion           Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Insurance	0.00	1,251.00	-1,251.00	0.0%
Office Maintenance Expense         0.00         54.00         -54.00         0.0%           Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Internet	0.00	177.00	-177.00	0.0%
Office Supplies         28.13         225.00         -196.87         12.5%           Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Meeting	0.00	252.00	-252.00	0.0%
Parking         0.00         252.00         -252.00         0.0%           Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Office Maintenance Expense	0.00	54.00	-54.00	0.0%
Postage & Delivery         259.11         168.00         91.11         154.23%           Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Office Supplies	28.13	225.00	-196.87	12.5%
Professional Fees         0.00         252.00         -252.00         0.0%           Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Parking	0.00	252.00	-252.00	0.0%
Rent         4,147.80         4,200.00         -52.20         98.76%           Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion           Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Postage & Delivery	259.11	168.00	91.11	154.23%
Telephone         434.23         600.00         -165.77         72.37%           Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Professional Fees	0.00	252.00	-252.00	0.0%
Utilities         0.00         351.00         -351.00         0.0%           Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Rent	4,147.80	4,200.00	-52.20	98.76%
Total Office /Administration         7,717.05         14,202.00         -6,484.95         54.34%           Outreach/Promotion         Advertising & Publicity         53.60         2,823.00         -2,769.40         1.9%	Telephone	434.23	600.00	-165.77	72.37%
Outreach/Promotion         53.60         2,823.00         -2,769.40         1.9%	Utilities	0.00	351.00	-351.00	0.0%
<b>Advertising &amp; Publicity</b> 53.60 2,823.00 -2,769.40 1.9%	<b>Total Office /Administration</b>	7,717.05	14,202.00	-6,484.95	54.34%
	Outreach/Promotion				
<b>Co-Op Advertising</b> 950.00 0.00 950.00 100.0%	Advertising & Publicity	53.60	2,823.00	-2,769.40	1.9%
	Co-Op Advertising	950.00	0.00	950.00	100.0%

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

July through September 2021

	Jul - Sep 21	Budget	Variance	% of Budget
Email Marketing	264.00	177.00	87.00	149.15%
IT Maintenance	935.52	627.00	308.52	149.21%
Marketing/Graphic Design	0.00	501.00	-501.00	0.0%
Printing	1,033.56	252.00	781.56	410.14%
<b>Promotional Materials</b>	0.00	750.00	-750.00	0.0%
Website Design Maintenance	1,150.00	252.00	898.00	456.35%
Total Outreach/Promotion	4,386.68	5,382.00	-995.32	81.51%
Personnel				
Employer Taxes - Federal	1,618.27	2,091.00	-472.73	77.39%
<b>Employer Taxes - State</b>	0.00	354.00	-354.00	0.0%
<b>Executive Director</b>	20,250.00	23,004.00	-2,754.00	88.03%
Health Insurance	3,756.96	3,591.00	165.96	104.62%
Payroll Fees	375.00	750.00	-375.00	50.0%
Workers Compensation	0.00	750.00	-750.00	0.0%
Total Personnel	26,000.23	30,540.00	-4,539.77	85.14%
Special Events				
Enjoya La Jolla	0.00	3,000.00	-3,000.00	0.0%
Merchant Events	0.00	750.00	-750.00	0.0%
Total Special Events	0.00	3,750.00	-3,750.00	0.0%
Total Expense	38,103.96	62,628.00	-24,524.04	60.84%
Net Income	-528.55	7,095.00	-7,623.55	-7.45%

## La Jolla Village Merchant Association Profit & Loss by Class

July through September 2021

	BID	Discretionary	TOTAL
Income			
BID Income	36,543.00	0.00	36,543.00
Grant Income	0.00	1,000.00	1,000.00
Hotel Booking Income	0.00	32.41	32.41
Total Income	36,543.00	1,032.41	37,575.41
Expense			
Office /Administration			
Accounting/Bookkeeping	1,000.00	0.00	1,000.00
Dues/Subscriptions/Fees	988.55	0.00	988.55
<b>Equipment &amp; Furniture</b>	859.23	0.00	859.23
Office Supplies	28.13	0.00	28.13
Postage & Delivery	259.11	0.00	259.11
Rent	4,147.80	0.00	4,147.80
Telephone	434.23	0.00	434.23
<b>Total Office /Administration</b>	7,717.05	0.00	7,717.05
Outreach/Promotion			
Advertising & Publicity	53.60	0.00	53.60
Co-Op Advertising	950.00	0.00	950.00
Email Marketing	210.00	54.00	264.00
IT Maintenance	935.52	0.00	935.52
Printing	1,033.56	0.00	1,033.56
Website Design Maintenance	1,150.00	0.00	1,150.00
Total Outreach/Promotion	4,332.68	54.00	4,386.68
Personnel			
<b>Employer Taxes - Federal</b>	1,618.27	0.00	1,618.27
<b>Executive Director</b>	20,250.00	0.00	20,250.00
Health Insurance	2,250.00	1,506.96	3,756.96
Payroll Fees	375.00	0.00	375.00
Total Personnel	24,493.27	1,506.96	26,000.23
Total Expense	36,543.00	1,560.96	38,103.96
Income	0.00	-528.55	-528.55