La Jolla Village Merchant Association Balance Sheet

As of January 31, 2022

	Jan 31, 22
ASSETS	
Current Assets	
Checking/Savings	
First Republic	17,827.00
Wells Fargo	131,203.39
Total Checking/Savings	149,030.39
Accounts Receivable	
Accounts Receivable	388.27
Total Accounts Receivable	388.27
Other Current Assets	
Security Deposit	1,358.00
Tech Assistance/Acctg. Rcvbl.	500.00
Total Other Current Assets	1,858.00
Total Current Assets	151,276.66
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	151,276.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	6,329.70
SBEP Advance	13,112.12
Total Other Current Liabilities	19,441.82
Total Current Liabilities	19,441.82
Total Liabilities	19,441.82
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Perm. Restricted-Beg Balance	16,625.00
Unrestricted Net Assets	94,491.20
Net Income	-81.36
Total Equity	131,834.84
TOTAL LIABILITIES & EQUITY	151,276.66

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

July 2021 through January 2022

Income		Jul '21 - Jan 22	Budget	Variance	% of Budget
Co-op Newsletter Sponsorship 0.00 1,750.00 -1,750.00 0.0% Newsletter Sponsorship 0.00 1,925.00 -1,925.00 0.0% Total Advertising 0.00 7,175.00 -7,175.00 0.0% Associate Membership 17.00 2,919.00 -2,902.00 0.68% Banner Income 3.087.50 8,189.00 -5,081.50 37.8% Bid CarryForward 0.00 1,624.00 -1,624.00 0.0% BID Income 87,761.87 116,760.00 -28,998.13 75.16% Grant Income 1,000.00 6,489.00 -5,489.00 15.41% Hotel Booking Income 32.41 294.00 -26,159 11.02% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 -0.0% Total Income 101,014.66 12,687.00 -61,672.34 62.09% Expense C 11,169.00 -11,169.00 0.0% 7,000.00 -7,000.00 6,67,072.34	Income				
Newsletter Sponsorship 0.00 1,925.00 -1,925.00 0.0% Website Ads 0.00 3,500.00 -3,500.00 0.0% Total Advertising 0.00 7,175.00 -7,775.00 0.0% Associate Membership 17.00 2,919.00 -2,902.00 0.58% Banner Income 3.087.50 8,169.00 -5.081.50 37.8% Bid CarryForward 0.00 1,624.00 -1,624.00 0.0% BID Income 17,761.87 116,760.00 -28,998.13 75.18% Grant Income 1,000.00 6,489.00 -5,489.00 15.41% Hotel Booking Income 32.41 294.00 -281.59 11.02% SBEP 9,15.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Expense 0.00 11,669.00 -1,169.00 0.0% Expense 0.00 1,169.00	Advertising				
Website Ads 0.00 3,500.00 -3,500.00 0.0% Total Advertising 0.00 7,175,00 -7,175,00 0.0% Associate Membership 17,00 2,919.00 -2,902.00 0,58% Banner Income 3,087.50 8,169.00 -5,081.50 37.8% Bid CarryForward 0.00 1,624.00 -1,624.00 0.0% BID Income 87,761.87 116,760.00 -28,998.13 75,164.4% Grant Income 1,000.00 6,489.00 -5,489.00 15,44% Hotel Booking Income 32,41 294.00 -261.59 110.2% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Expense 0 11,669.00 -7,000.00 0.0% Design/Beautification 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00	Со-ор	0.00	1,750.00	-1,750.00	0.0%
Total Advertising 0.00 7,175.00 -7,175.00 0.0% Associate Membership 17.00 2,919.00 -2,902.00 0.5% Banner Income 3,087.50 8,169.00 -5,081.50 37.8% Bid CarryForward 0.00 1,624.00 -1,624.00 0.0% BID Income 87,761.87 116,760.00 -28,998.13 75.16% Grant Income 1,000.00 6,489.00 -5,489.00 15.41% Hotel Booking Income 32.41 294.00 -26.59 11.02% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Expense 101,014.66 162,687.00 -61,672.34 62.09% Expense 2 11,669.00 -1,169.00 0.0% Design/Beautification 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00	Newsletter Sponsorship	0.00	1,925.00	-1,925.00	0.0%
Associate Membership 17.00 2.919.00 -2.902.00 0.56%% Banner Income 3,087.50 8,169.00 -5,081.50 37.8% Bid CarryForward 0.00 1,624.00 -1,624.00 0.0% BID Income 87.781.87 116,760.00 -28,998.13 75.16% Grant Income 1,000.00 6,489.00 -5,489.00 15.41% Hotel Booking Income 32.41 294.00 -261.59 11.02% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Expense 0.00 7,000.00 -7,000.00 0.0% Expense 0.00 11,669.00 -11,669.00 0.0% Design/Beautification 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 67.32% Office /Administration 2,647.0	Website Ads	0.00	3,500.00	-3,500.00	0.0%
Banner Income 3,087.50 8,169.00 -5,081.50 37.8% Bild CarryForward 0,00 1,624.00 -1,624.00 0,0% BID Income 87,761.87 116,760.00 -28,998.13 75.16% Grant Income 1,000.00 6,489.00 -5,489.00 15,41% Hotel Booking Income 32.41 294.00 -261.59 110.2% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0,00 7,000.00 -7,000.00 0.0% Total Special Events. 0,00 7,000.00 -7,000.00 0.0% Expense 101,014.66 162,687.00 -81,672.34 62.09% Expense 2 1,169.00 -11,699.00 0.0% Design/Beautification 7,647.00 8,757.00 -11,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 8,757.00 -1,110.00 87.32% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration<	Total Advertising	0.00	7,175.00	-7,175.00	0.0%
Bid CarryForward 0.00 1,624,00 −1,624,00 0.0% BID Income 87,761.87 116,760,00 −28,998.13 75.16% Grant Income 1,000,00 6,489,00 −5,489,00 15.41% Hotel Booking Income 32.41 294,00 −261,59 11.02% SBEP 9,115.88 12,257,00 −3,141.12 74.37% Special Events. 0.00 7,000.00 −7,000.00 0.0% Total Special Events. 0.00 7,000.00 −7,000.00 0.0% Total Income 101,014.66 162,687.00 −61,672.34 62.09% Expense Contingency Funds 0.00 11,689.00 −11,689.00 0.0% Expense Contingency Funds 0.00 11,689.00 −1,169.00 0.0% Banner 0.00 11,689.00 −1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 7,588.00 59.00 100.0% <th< td=""><td>Associate Membership</td><td>17.00</td><td>2,919.00</td><td>-2,902.00</td><td>0.58%</td></th<>	Associate Membership	17.00	2,919.00	-2,902.00	0.58%
BID Income 87,761.87 116,760.00 28,998.13 75.16% Grant Income 1,000.00 6,489.00 -5,489.00 15,41% Hotel Booking Income 32.41 294.00 -261.59 11,02% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Income 101,014.66 162,687.00 -61,672.34 62.09% Expense Contingency Funds 0.00 11,689.00 -11,699.00 0.0% Design/Beautification 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 7,558.00 59.00 100.78% Total Cycle Administration 7,647.00 8,757.00 -1,110.00 87.32% Office Administration 2,000.00 5,663.00 -3,683.00 35.23% <td>Banner Income</td> <td>3,087.50</td> <td>8,169.00</td> <td>-5,081.50</td> <td>37.8%</td>	Banner Income	3,087.50	8,169.00	-5,081.50	37.8%
Grant Income 1,000.00 6,489.00 -5,489.00 15.41% Hotel Booking Income 32.41 294.00 -261.59 11.02% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Income 101,014.66 162,687.00 -61,672.34 62.09% Expense Contingency Funds 0.00 11,669.00 -11,669.00 0.0% Design/Beautification 7,647.00 7,588.00 59.00 100.78% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 7,588.00 59.00 100.78% Accounting/Bookkeeping 6,000.00 7,000.00 -1,110.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.2% Bank/Merchant Account Fees 5.69 294.00 -288.31 11.84%	Bid CarryForward	0.00	1,624.00	-1,624.00	0.0%
Hotel Booking Income 32.41 294.00 -261.59 11.02% SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. Enjoya La Jolla. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Income 101,014.66 162,687.00 -61,672.34 62.09% Expense	BID Income	87,761.87	116,760.00	-28,998.13	75.16%
SBEP 9,115.88 12,257.00 -3,141.12 74.37% Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Income 101,014.66 162,687.00 -61,672.34 62.09% Expense Contingency Funds 0.00 11,669.00 -11,669.00 0.0% Design/Beautification Banner 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100,78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% 35.32% Bank/Merchant Account Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -228.31 149.4% Dues/Subscriptions/F	Grant Income	1,000.00	6,489.00	-5,489.00	15.41%
Special Events. Enjoya La Jolla. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Income 101.014.66 162,687.00 -61,672.34 62.09% Expense Expense Contingency Funds 0.00 11,669.00 -11,669.00 0.0% Design/Beautification 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100,78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5,69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -22.919.00 0.0% Equipment & Furniture<	Hotel Booking Income	32.41	294.00	-261.59	11.02%
Enjoya La Jolla. 0.00 7,000.00 -7,000.00 0.0% Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Income 101,014.66 162,687.00 -61,672.34 62.09% Expense Contingency Funds 0.00 11,669.00 -11,669.00 0.0% Design/Beautification 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration 4,600.00 7,000.00 -1,000.00 85.71% Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5,69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -27.23 146	SBEP	9,115.88	12,257.00	-3,141.12	74.37%
Total Special Events. 0.00 7,000.00 -7,000.00 0.0% Total Income 101,014.66 162,687.00 -61,672.34 62.09% Expense Contingency Funds 0.00 11,669.00 -11,669.00 0.0% Design/Beautification Banner 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100,78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 413	Special Events.				
Total Income 101,014.66 162,687.00 -61,672.34 62.09%	Enjoya La Jolla.	0.00	7,000.00	-7,000.00	0.0%
Expense Contingency Funds 0.00 11,669.00 -11,669.00 0.0%	Total Special Events.	0.00	7,000.00	-7,000.00	0.0%
Contingency Funds 0.00 11,669.00 -11,669.00 0.0% Design/Beautification Banner 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 126.00 <	Total Income	101,014.66	162,687.00	-61,672.34	62.09%
Design/Beautification Banner 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Meeting 0.00 413.00 -413.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% <	Expense				
Banner 0.00 1,169.00 -1,169.00 0.0% Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% <t< td=""><td>Contingency Funds</td><td>0.00</td><td>11,669.00</td><td>-11,669.00</td><td>0.0%</td></t<>	Contingency Funds	0.00	11,669.00	-11,669.00	0.0%
Holiday DecorRoof Line Lighting 7,647.00 7,588.00 59.00 100.78% Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Meeting 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Deliver	Design/Beautification				
Total Design/Beautification 7,647.00 8,757.00 -1,110.00 87.32% Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 1	Banner	0.00	1,169.00	-1,169.00	0.0%
Office /Administration Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Rent 9,802.64 <th< td=""><td>Holiday DecorRoof Line Lighting</td><td>7,647.00</td><td>7,588.00</td><td>59.00</td><td>100.78%</td></th<>	Holiday DecorRoof Line Lighting	7,647.00	7,588.00	59.00	100.78%
Accounting/Bookkeeping 6,000.00 7,000.00 -1,000.00 85.71% Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Rent 9,802.64 9,800.00 2.64	Total Design/Beautification	7,647.00	8,757.00	-1,110.00	87.32%
Audit 2,000.00 5,663.00 -3,663.00 35.32% Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 10	Office /Administration				
Bank/Merchant Account Fees 5.69 294.00 -288.31 1.94% Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02	Accounting/Bookkeeping	6,000.00	7,000.00	-1,000.00	85.71%
Dues/Subscriptions/Fees 1,259.85 847.00 412.85 148.74% Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% <	Audit	2,000.00	5,663.00	-3,663.00	35.32%
Election Costs 259.11 588.00 -328.89 44.07% Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05	Bank/Merchant Account Fees	5.69	294.00	-288.31	1.94%
Equipment & Furniture 859.23 588.00 271.23 146.13% Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.0	Dues/Subscriptions/Fees	1,259.85	847.00	412.85	148.74%
Insurance 0.00 2,919.00 -2,919.00 0.0% Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion 4dvertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Election Costs	259.11	588.00	-328.89	44.07%
Internet 0.00 413.00 -413.00 0.0% Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Equipment & Furniture	859.23	588.00	271.23	146.13%
Meeting 0.00 588.00 -588.00 0.0% Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Insurance	0.00	2,919.00	-2,919.00	0.0%
Office Maintenance Expense 0.00 126.00 -126.00 0.0% Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Internet	0.00	413.00	-413.00	0.0%
Office Supplies 186.11 525.00 -338.89 35.45% Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Meeting	0.00	588.00	-588.00	0.0%
Parking 11.00 588.00 -577.00 1.87% Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Office Maintenance Expense	0.00	126.00	-126.00	0.0%
Postage & Delivery 0.00 392.00 -392.00 0.0% Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Office Supplies	186.11	525.00	-338.89	35.45%
Professional Fees 149.90 588.00 -438.10 25.49% Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Parking	11.00	588.00	-577.00	1.87%
Rent 9,802.64 9,800.00 2.64 100.03% Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Postage & Delivery	0.00	392.00	-392.00	0.0%
Telephone 1,684.02 1,400.00 284.02 120.29% Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Professional Fees	149.90	588.00	-438.10	25.49%
Utilities 0.00 819.00 -819.00 0.0% Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Rent	9,802.64	9,800.00	2.64	100.03%
Total Office /Administration 22,217.55 33,138.00 -10,920.45 67.05% Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Telephone	1,684.02	1,400.00	284.02	120.29%
Outreach/Promotion Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Utilities	0.00	819.00	-819.00	0.0%
Advertising & Publicity 2,648.60 6,587.00 -3,938.40 40.21%	Total Office /Administration	22,217.55	33,138.00	-10,920.45	67.05%
	Outreach/Promotion				
Email Marketing 544.00 413.00 131.00 131.72%	Advertising & Publicity	2,648.60	6,587.00	-3,938.40	40.21%
	Email Marketing	544.00	413.00	131.00	131.72%

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

July 2021 through January 2022

	Jul '21 - Jan 22	Budget	Variance	% of Budget
IT Maintenance	1,721.77	1,463.00	258.77	117.69%
Marketing/Graphic Design	0.00	1,169.00	-1,169.00	0.0%
Printing	1,033.56	588.00	445.56	175.78%
Promotional Materials	149.95	1,750.00	-1,600.05	8.57%
Website Design Maintenance	1,150.00	588.00	562.00	195.58%
Total Outreach/Promotion	7,247.88	12,558.00	-5,310.12	57.72%
Personnel				
Employer Taxes - Federal	3,724.29	4,879.00	-1,154.71	76.33%
Employer Taxes - State	114.76	826.00	-711.24	13.89%
Executive Director	47,250.00	53,676.00	-6,426.00	88.03%
Health Insurance	10,213.58	8,379.00	1,834.58	121.9%
Payroll Fees	922.25	1,750.00	-827.75	52.7%
Workers Compensation	0.00	1,750.00	-1,750.00	0.0%
Total Personnel	62,224.88	71,260.00	-9,035.12	87.32%
Special Events				
Enjoya La Jolla	0.00	7,000.00	-7,000.00	0.0%
Merchant Events	1,758.71	1,750.00	8.71	100.5%
Total Special Events	1,758.71	8,750.00	-6,991.29	20.1%
otal Expense	101,096.02	146,132.00	-45,035.98	69.18%
	-81.36	16,555.00	-16,636.36	-0.49%

La Jolla Village Merchant Association Profit & Loss by Class

July 2021 through January 2022

	BID	Discretionary	SBEP	TOTAL
Income				
Associate Membership	0.00	17.00	0.00	17.00
Banner Income	0.00	3,087.50	0.00	3,087.50
BID Income	87,261.87	0.00	500.00	87,761.8
Grant Income	0.00	1,000.00	0.00	1,000.00
Hotel Booking Income	0.00	32.41	0.00	32.4
SBEP	0.00	0.00	9,115.88	9,115.88
Total Income	87,261.87	4,136.91	9,615.88	101,014.66
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	7,647.00	0.00	0.00	7,647.00
Total Design/Beautification	7,647.00	0.00	0.00	7,647.00
Office /Administration				
Accounting/Bookkeeping	5,000.00	0.00	1,000.00	6,000.00
Audit	2,000.00	0.00	0.00	2,000.00
Bank/Merchant Account Fees	0.00	5.69	0.00	5.69
Dues/Subscriptions/Fees	1,259.85	0.00	0.00	1,259.8
Election Costs	259.11	0.00	0.00	259.1
Equipment & Furniture	859.23	0.00	0.00	859.2
Office Supplies	186.11	0.00	0.00	186.1
Parking	11.00	0.00	0.00	11.0
Professional Fees	149.90	0.00	0.00	149.90
Rent	9,802.64	0.00	0.00	9,802.64
Telephone	1,684.02	0.00	0.00	1,684.02
Total Office /Administration	21,211.86	5.69	1,000.00	22,217.5
Outreach/Promotion	·		·	·
Advertising & Publicity	2,603.60	45.00	0.00	2,648.6
Email Marketing	490.00	54.00	0.00	544.00
IT Maintenance	1,721.77	0.00	0.00	1,721.7
Printing	1,033.56	0.00	0.00	1,033.50
Promotional Materials	149.95	0.00	0.00	149.9
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	7,148.88	99.00	0.00	7,247.8
Personnel	7,110.00	00.00	0.00	.,
Employer Taxes - Federal	3,108.41	0.00	615.88	3,724.29
Employer Taxes - State	114.76	0.00	0.00	114.70
Executive Director	39,250.00	0.00	8,000.00	47,250.00
Health Insurance	6,100.00	4,113.58	0.00	10,213.5
Payroll Fees	922.25	0.00	0.00	922.2
Total Personnel	49,495.42	4,113.58	8,615.88	
	43,430.42	4,113.36	0,010.00	62,224.8
Special Events	1 750 71	0.00	0.00	1 750 7
Merchant Events	1,758.71	0.00	0.00	1,758.7
Total Special Events	1,758.71	0.00	0.00	1,758.7
Total Expense	87,261.87	4,218.27 -81.36	9,615.88	101,096.02