## La Jolla Village Merchant Association Balance Sheet

As of April 30, 2022

	Apr 30, 22
ASSETS	
Current Assets	
Checking/Savings	
First Republic	17,827.00
Wells Fargo	134,335.23
Total Checking/Savings	152,162.23
Accounts Receivable	
Accounts Receivable	2,388.27
Total Accounts Receivable	2,388.27
Other Current Assets	
Security Deposit	1,358.00
Tech Assistance/Acctg. Rcvbl.	2,000.00
<b>Total Other Current Assets</b>	3,358.00
Total Current Assets	157,908.50
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	157,908.50
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	20,034.66
SBEP Advance	3,137.12
Total Other Current Liabilities	23,171.78
Total Current Liabilities	23,171.78
Total Liabilities	23,171.78
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Perm. Restricted-Beg Balance	16,625.00
Unrestricted Net Assets	94,491.20
Net Income	2,820.52
Total Equity	134,736.72
TOTAL LIABILITIES & EQUITY	157,908.50

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

July 2021 through April 2022

Income		Jul '21 - Apr 22	Budget	Variance	% of Budget
Co-op Newsletter Sponsorship         0.00         2,500.00         -2,500.00         0.0%           Newsletter Sponsorship         0.00         2,750.00         2,750.00         0.0%           Total Advertising         0.00         10,250.00         -10,250.00         0.0%           Associate Membership         17.00         4,170.00         4,183.00         0.41%           Banner Income         5,575.00         11,670.00         -6,095.00         47.77%           Bild CarryForward         0.00         2,580.00         -2,580.00         0.0%           BiD Income         116,875.85         166,800.00         -49,924.15         70.07%           Grant Income         30,00.00         9,270.00         -6,270.00         32,36%           Hotel Booking Income         324.1         420.00         -387.59         7.72%           Other Income         308.05         38EP         21,590.88         17,510.00         4,080.88         123,31%           Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         12,500.00         -12,500.00         0.0%	Income				
Newsletter Sponsorship         0.00         2,750.00         -2,750.00         0.0%           Website Ads         0.00         5,000.00         -5,000.00         0.0%           Total Advertising         0.00         10,250.00         -5,000.00         0.0%           Associate Membership         17.00         4,170.00         -4,153.00         0.41%           Banner Income         5,575.00         11,870.00         -6,095.00         47.77%           Bid CarryForward         0.00         2,580.00         -2,580.00         0.0%           BID Income         116,875.85         16,800.00         -49,924.15         70,07%           Grant Income         3,000.00         9,270.00         -6,270.00         32,96%           Hotel Booking Income         32,41         420.00         -387.59         7.72%           Other Income         308.05         5         SBEP         21,599.88         17,510.00         4,080.88         123.31%           Special Events.         0.00         10,000.00         -10,000.00         -0.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         1,670.00	Advertising				
Website Ads         0.00         5,000.00         -5,000.00         0.0%           Total Advertising         0.00         10,250.00         -10,250.00         0.0%           Associate Membership         17.00         4,170.00         -6,995.00         47,77%           Bid CarryForward         0.00         2,580.00         -2,580.00         0.0%           BID Income         118,875.85         168,800.00         -49,924.15         70,07%           Grant Income         3000.00         9,270.00         -5,270.00         32,86%           Hotel Booking Income         32.41         420.00         -387.59         7,72%           Other Income         308.05         SBEP         21,590.88         17,510.00         4,080.88         123,31%           Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -85,270.81         63,35%           Expense         Cortingency Funds         0.00         1,670.00         -12,500.00         0.0%           Design/Beautification         7,647.00         16,670.00         -7,353.00         50,98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00 <td>Со-ор</td> <td>0.00</td> <td>2,500.00</td> <td>-2,500.00</td> <td>0.0%</td>	Со-ор	0.00	2,500.00	-2,500.00	0.0%
Total Advertising	Newsletter Sponsorship	0.00	2,750.00	-2,750.00	0.0%
Associate Membership	Website Ads	0.00	5,000.00	-5,000.00	0.0%
Banner Income         5,575.00         11,670.00         -6,095.00         47.77%           Bid CarryForward         0.00         2,580.00         -2,580.00         0.0%           BID Income         116,875.85         166,800.00         -49,924.15         70.07%           Grant Income         3,000.00         9,270.00         -6,270.00         32,36%           Hotel Booking Income         32,41         420.00         -387.59         7.72%           Other Income         308.05         3         -7,510.00         4,080.88         123,31%           SBEP         21,590.88         17,510.00         4,080.88         123,31%           Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         7,647.00         15,000.00         -1,670.00         0.0%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%	Total Advertising	0.00	10,250.00	-10,250.00	0.0%
Bid CarryForward         0.00         2,580.00         -2,580.00         0.0%           BID Income         116,875.85         186,800.00         -49,924.15         70.07%           Grant Income         3,000.00         9,270.00         -6,270.00         32.3%           Hotel Booking Income         32.41         420.00         -387.59         7.72%           Other Income         308.05         SBEP         21,590.88         17,510.00         4,080.88         123.31%           Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         7,647.00         16,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         16,670.00         -3,023.00         45.87%           Office /Administration         4,000.00         1,670.00         -1,000.00         -9,023.00         45.87%           Office /Administration         4,500.00 <td>Associate Membership</td> <td>17.00</td> <td>4,170.00</td> <td>-4,153.00</td> <td>0.41%</td>	Associate Membership	17.00	4,170.00	-4,153.00	0.41%
BID Income	Banner Income	5,575.00	11,670.00	-6,095.00	47.77%
Grant Income         3,000.00         9,270.00         -6,270.00         32.36%           Hotel Booking Income         32.41         420.00         -387.59         7.72%           Other Income         308.05         308.05         38EP         21,590.88         17,510.00         4,080.88         123.31%           Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         1,670.00         -12,500.00         0.0%           Design/Beautification         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.88%           Total Design/Beautification         7,647.00         16,670.00         -90.23.00         45.87%           Office /Administration         4,500.00         8,090.00         -3,590.00         56.62%           Bank/Merchant Account Fees         5,69         420.00         -414.31         1,36%           Election Costs         259.11	Bid CarryForward	0.00	2,580.00	-2,580.00	0.0%
Hotel Booking Income   32.41   420.00   -387.59   7.72%	BID Income	116,875.85	166,800.00	-49,924.15	70.07%
Other Income         308.05           SBEP         21,590.88         17,510.00         4,080.88         123.31%           Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         Banner         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         16,670.00         -9,023.00         45.87%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         56.2%           Bank/Merchant Account Fees         1,650.6         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89	Grant Income	3,000.00	9,270.00	-6,270.00	32.36%
SBEP         21,590.88         17,510.00         4,080.88         123.31%           Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5,68         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33           Election Costs         259.11         840.00	Hotel Booking Income	32.41	420.00	-387.59	7.72%
Special Events	Other Income	308.05			
Merchant Events         0.00         10,000.00         -10,000.00         0.0%           Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         56.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00 </td <td>SBEP</td> <td>21,590.88</td> <td>17,510.00</td> <td>4,080.88</td> <td>123.31%</td>	SBEP	21,590.88	17,510.00	4,080.88	123.31%
Total Special Events.         0.00         10,000.00         -10,000.00         0.0%           Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         Banner         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Internet	Special Events.				
Total Income         147,399.19         232,670.00         -85,270.81         63.35%           Expense         Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03 <td>Merchant Events</td> <td>0.00</td> <td>10,000.00</td> <td>-10,000.00</td> <td>0.0%</td>	Merchant Events	0.00	10,000.00	-10,000.00	0.0%
Expense   Contingency Funds   0.00   12,500.00   -12,500.00   0.0%	Total Special Events.	0.00	10,000.00	-10,000.00	0.0%
Contingency Funds         0.00         12,500.00         -12,500.00         0.0%           Design/Beautification         Banner         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03 <t< td=""><td>Total Income</td><td>147,399.19</td><td>232,670.00</td><td>-85,270.81</td><td>63.35%</td></t<>	Total Income	147,399.19	232,670.00	-85,270.81	63.35%
Design/Beautification         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0% </td <td>Expense</td> <td></td> <td></td> <td></td> <td></td>	Expense				
Banner         0.00         1,670.00         -1,670.00         0.0%           Holiday DecorRoof Line Lighting         7,647.00         15,000.00         -7,353.00         50.98%           Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%	Contingency Funds	0.00	12,500.00	-12,500.00	0.0%
Holiday DecorRoof Line Lighting   7,647.00   15,000.00   -7,353.00   50,98%     Total Design/Beautification   7,647.00   16,670.00   -9,023.00   45,87%     Office /Administration   Accounting/Bookkeeping   9,000.00   10,000.00   -1,000.00   90.0%     Audit   4,500.00   8,090.00   -3,590.00   55,62%     Bank/Merchant Account Fees   5.69   420.00   -414.31   1.36%     Dues/Subscriptions/Fees   1,455.06   2,040.00   -584.94   71.33%     Election Costs   259.11   840.00   -580.89   30.85%     Equipment & Furniture   859.23   840.00   19.23   102.29%     Insurance   3,954.00   4,170.00   -216.00   94.82%     Internet   396.88   590.00   -193.12   67.27%     Meeting   24.97   840.00   -815.03   2.97%     Office Maintenance Expense   0.00   180.00   -180.00   0.0%     Office Supplies   222.56   750.00   -527.44   29.68%     Postage & Delivery   0.00   560.00   -560.00   0.0%     Professional Fees   149.90   840.00   -690.10   17.85%     Rent   13,969.20   14,000.00   -30.80   99.78%     Telephone   2,307.04   2,000.00   307.04   115.35%     Utilities   105.68   1,170.00   -1,064.32   9.03%     Total Office /Administration   37,209.32   47,330.00   -7,041.40   27.33%     Outreach/Promotion   Advertising & Publicity   2,648.60   9,690.00   -7,041.40   27.33%     Outreach/Promotion   Advertising & Publicity   2,648.60   9,690.00   -7,041.40   27.33%     Office Supplicity   2,648.60   9,690.00   -7,041.40   27.33%     Outreach/Promotion   Advertising & Publicity   2,648.60   9,690.00   -7,041.40   27.33%     Outreach/Promotion   2,648.60   9,690.00   -7,041.40   27.33%	Design/Beautification				
Total Design/Beautification         7,647.00         16,670.00         -9,023.00         45.87%           Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Profess	Banner	0.00	1,670.00	-1,670.00	0.0%
Office /Administration         Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55,62%           Bank/Merchant Account Fees         5,69         420.00         -414.31         1,36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13	Holiday DecorRoof Line Lighting	7,647.00	15,000.00	-7,353.00	50.98%
Accounting/Bookkeeping         9,000.00         10,000.00         -1,000.00         90.0%           Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00	Total Design/Beautification	7,647.00	16,670.00	-9,023.00	45.87%
Audit         4,500.00         8,090.00         -3,590.00         55.62%           Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.	Office /Administration				
Bank/Merchant Account Fees         5.69         420.00         -414.31         1.36%           Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,0	Accounting/Bookkeeping	9,000.00	10,000.00	-1,000.00	90.0%
Dues/Subscriptions/Fees         1,455.06         2,040.00         -584.94         71.33%           Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.	Audit	4,500.00	8,090.00	-3,590.00	55.62%
Election Costs         259.11         840.00         -580.89         30.85%           Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         2,648.60         9,690.00	Bank/Merchant Account Fees	5.69	420.00	-414.31	1.36%
Equipment & Furniture         859.23         840.00         19.23         102.29%           Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Dues/Subscriptions/Fees	1,455.06	2,040.00	-584.94	71.33%
Insurance         3,954.00         4,170.00         -216.00         94.82%           Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Election Costs	259.11	840.00	-580.89	30.85%
Internet         396.88         590.00         -193.12         67.27%           Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Equipment & Furniture	859.23	840.00	19.23	102.29%
Meeting         24.97         840.00         -815.03         2.97%           Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Insurance	3,954.00	4,170.00	-216.00	94.82%
Office Maintenance Expense         0.00         180.00         -180.00         0.0%           Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Internet	396.88	590.00	-193.12	67.27%
Office Supplies         222.56         750.00         -527.44         29.68%           Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Meeting	24.97	840.00	-815.03	2.97%
Postage & Delivery         0.00         560.00         -560.00         0.0%           Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Office Maintenance Expense	0.00	180.00	-180.00	0.0%
Professional Fees         149.90         840.00         -690.10         17.85%           Rent         13,969.20         14,000.00         -30.80         99.78%           Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Office Supplies	222.56	750.00	-527.44	29.68%
Rent       13,969.20       14,000.00       -30.80       99.78%         Telephone       2,307.04       2,000.00       307.04       115.35%         Utilities       105.68       1,170.00       -1,064.32       9.03%         Total Office /Administration       37,209.32       47,330.00       -10,120.68       78.62%         Outreach/Promotion         Advertising & Publicity       2,648.60       9,690.00       -7,041.40       27.33%	Postage & Delivery	0.00	560.00	-560.00	0.0%
Telephone         2,307.04         2,000.00         307.04         115.35%           Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Professional Fees	149.90	840.00	-690.10	17.85%
Utilities         105.68         1,170.00         -1,064.32         9.03%           Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Rent	13,969.20	14,000.00	-30.80	99.78%
Total Office /Administration         37,209.32         47,330.00         -10,120.68         78.62%           Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Telephone	2,307.04	2,000.00	307.04	115.35%
Outreach/Promotion         Advertising & Publicity         2,648.60         9,690.00         -7,041.40         27.33%	Utilities	105.68	1,170.00	-1,064.32	9.03%
<b>Advertising &amp; Publicity</b> 2,648.60 9,690.00 -7,041.40 27.33%	Total Office /Administration	37,209.32	47,330.00	-10,120.68	78.62%
	Outreach/Promotion				
<b>Email Marketing</b> 789.00 590.00 199.00 133.73%	Advertising & Publicity	2,648.60	9,690.00	-7,041.40	27.33%
	Email Marketing	789.00	590.00	199.00	133.73%

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

July 2021 through April 2022

	Jul '21 - Apr 22	Budget	Variance	% of Budget
IT Maintenance	2,361.77	2,090.00	271.77	113.0%
Marketing/Graphic Design	357.00	1,670.00	-1,313.00	21.38%
Printing	1,441.67	840.00	601.67	171.63%
<b>Promotional Materials</b>	149.95	2,500.00	-2,350.05	6.0%
Website Design Maintenance	1,311.80	840.00	471.80	156.17%
Total Outreach/Promotion	9,059.79	18,220.00	-9,160.21	49.72%
Personnel				
Employer Taxes - Federal	5,020.99	6,970.00	-1,949.01	72.04%
<b>Employer Taxes - State</b>	114.76	1,180.00	-1,065.24	9.73%
<b>Executive Director</b>	64,125.00	76,680.00	-12,555.00	83.63%
Health Insurance	14,263.07	11,970.00	2,293.07	119.16%
Payroll Fees	1,367.25	2,500.00	-1,132.75	54.69%
<b>Workers Compensation</b>	0.00	2,500.00	-2,500.00	0.0%
Total Personnel	84,891.07	101,800.00	-16,908.93	83.39%
Special Events				
Merchant Events	5,771.49	12,500.00	-6,728.51	46.17%
Total Special Events	5,771.49	12,500.00	-6,728.51	46.17%
Total Expense	144,578.67	209,020.00	-64,441.33	69.17%
Net Income	2,820.52	23,650.00	-20,829.48	11.93%

## La Jolla Village Merchant Association Profit & Loss by Class July 2021 through April 2022

	BID	Discretionary	SBEP	TOTAL
Income				
Associate Membership	0.00	17.00	0.00	17.00
Banner Income	0.00	5,575.00	0.00	5,575.00
BID Income	116,875.85	0.00	0.00	116,875.85
Grant Income	0.00	3,000.00	0.00	3,000.00
Hotel Booking Income	0.00	32.41	0.00	32.41
Other Income	0.00	308.05	0.00	308.05
SBEP	0.00	0.00	21,590.88	21,590.88
Total Income	116,875.85	8,932.46	21,590.88	147,399.19
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	6,000.00	0.00	3,000.00	9,000.00
Audit	4,500.00	0.00	0.00	4,500.00
Bank/Merchant Account Fees	0.00	5.69	0.00	5.69
Dues/Subscriptions/Fees	1,259.85	195.21	0.00	1,455.06
Election Costs	259.11	0.00	0.00	259.11
Equipment & Furniture	859.23	0.00	0.00	859.23
Insurance	3,954.00	0.00	0.00	3,954.00
Internet	396.88	0.00	0.00	396.88
Meeting	11.00	13.97	0.00	24.97
Office Supplies	222.56	0.00	0.00	222.56
Professional Fees	149.90	0.00	0.00	149.90
Rent	13,969.20	0.00	0.00	13,969.20
Telephone	2,307.04	0.00	0.00	2,307.04
Utilities	105.68	0.00	0.00	105.68
Total Office /Administration	33,994.45	214.87	3,000.00	37,209.32
Outreach/Promotion	0.000.00	45.00	0.00	0.040.00
Advertising & Publicity	2,603.60	45.00	0.00	2,648.60
Email Marketing	700.00	89.00	0.00	789.00
IT Maintenance	2,361.77	0.00	0.00	2,361.77
Marketing/Graphic Design	357.00	0.00	0.00	357.00
Printing  Promotional Materials	1,441.67	0.00	0.00	1,441.67
Website Design Maintenance	149.95 1,311.80	0.00	0.00	149.95 1,311.80
Total Outreach/Promotion				
Personnel	8,925.79	134.00	0.00	9,059.79
Employer Taxes - Federal	3,805.11	0.00	1,215.88	5,020.99
Employer Taxes - Pederal  Employer Taxes - State	114.76	0.00	0.00	114.76
Executive Director	46,750.00	0.00	17,375.00	64,125.00
Health Insurance	8,500.00	5,763.07	0.00	14,263.07
Payroll Fees	1,367.25	0.00	0.00	1,367.25
Total Personnel	60,537.12	5,763.07	18,590.88	84,891.07
Special Events	00,007.12	5,705.07	10,000.00	07,001.07
Merchant Events	5,771.49	0.00	0.00	5,771.49
Total Special Events	5,771.49	0.00	0.00	5,771.49
Total Expense	116,875.85	6,111.94	21,590.88	144,578.67
	0.00	2,820.52	0.00	2,820.52