

# La Jolla Village Merchant Association

## Balance Sheet

As of August 31, 2022

Aug 31, 22

### ASSETS

#### Current Assets

##### Checking/Savings

First Republic 17,827.00

Wells Fargo 152,380.82

Total Checking/Savings 170,207.82

##### Accounts Receivable

Accounts Receivable 2,388.27

Total Accounts Receivable 2,388.27

##### Other Current Assets

Prepaid Insurance 1,349.83

Security Deposit 1,358.00

Total Other Current Assets 2,707.83

Total Current Assets 175,303.92

#### Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

**TOTAL ASSETS 175,303.92**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

BID Assessment 12,554.36

Total Other Current Liabilities 12,554.36

Total Current Liabilities 12,554.36

Total Liabilities 12,554.36

#### Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 120,820.22

Net Income 4,504.34

Total Equity 162,749.56

**TOTAL LIABILITIES & EQUITY 175,303.92**

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
 July through August 2022

	<u>Jul - Aug 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
<b>Income</b>				
Advertising				
Co-op	0.00	500.00	-500.00	0.0%
Newsletter Sponsorship	0.00	550.00	-550.00	0.0%
Website Ads	0.00	1,000.00	-1,000.00	0.0%
Total Advertising	0.00	2,050.00	-2,050.00	0.0%
Associate Membership	0.00	834.00	-834.00	0.0%
Banner Income	5,408.00	2,334.00	3,074.00	231.71%
BID Income	32,083.17	35,900.00	-3,816.83	89.37%
Donations				
Jigsaw Puzzle.	0.00	2,000.00	-2,000.00	0.0%
Total Donations	0.00	2,000.00	-2,000.00	0.0%
Grant Income	0.00	1,854.00	-1,854.00	0.0%
Hotel Booking Income	0.00	84.00	-84.00	0.0%
SBEP	0.00	3,494.00	-3,494.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	840.00	-840.00	0.0%
Special Events.				
Merchant Events	0.00	2,000.00	-2,000.00	0.0%
Total Special Events.	0.00	2,000.00	-2,000.00	0.0%
<b>Total Income</b>	<b>37,491.17</b>	<b>51,390.00</b>	<b>-13,898.83</b>	<b>72.95%</b>
<b>Expense</b>				
Contingency Funds	230.00	2,500.00	-2,270.00	9.2%
Design/Beautification				
Banner	0.00	334.00	-334.00	0.0%
Holiday DecorRoof Line Lighting	2,640.54	3,000.00	-359.46	88.02%
Total Design/Beautification	2,640.54	3,334.00	-693.46	79.2%
Office /Administration				
Accounting/Bookkeeping	2,000.00	2,500.00	-500.00	80.0%
Audit	0.00	4,168.00	-4,168.00	0.0%
Bank/Merchant Account Fees	0.00	84.00	-84.00	0.0%
Dues/Subscriptions/Fees	300.00	408.00	-108.00	73.53%
Election Costs	332.39	168.00	164.39	197.85%
Equipment & Furniture	0.00	168.00	-168.00	0.0%
Insurance	0.00	834.00	-834.00	0.0%
Internet	0.00	116.00	-116.00	0.0%
Meeting	0.00	168.00	-168.00	0.0%
Office Maintenance Expense	0.00	34.00	-34.00	0.0%
Office Supplies	0.00	150.00	-150.00	0.0%
Postage & Delivery	0.00	112.00	-112.00	0.0%
Professional Fees	0.00	168.00	-168.00	0.0%
Rent	2,636.80	2,800.00	-163.20	94.17%
Technical Assistance	0.00	334.00	-334.00	0.0%
Telephone	465.70	400.00	65.70	116.43%
Utilities	211.36	234.00	-22.64	90.33%
<b>Total Office /Administration</b>	<b>5,946.25</b>	<b>12,846.00</b>	<b>-6,899.75</b>	<b>46.29%</b>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
 July through August 2022

	<b>Jul - Aug 22</b>	<b>Budget</b>	<b>Variance</b>	<b>% of Budget</b>
<b>Outreach/Promotion</b>				
Advertising & Publicity	3,600.00	1,416.00	2,184.00	254.24%
Email Marketing	200.00	118.00	82.00	169.49%
IT Maintenance	460.00	418.00	42.00	110.05%
Jigsaw Puzzle	0.00	1,000.00	-1,000.00	0.0%
Marketing/Graphic Design	0.00	334.00	-334.00	0.0%
Printing	0.00	168.00	-168.00	0.0%
Promotional Materials	338.51	500.00	-161.49	67.7%
Website Design Maintenance	0.00	168.00	-168.00	0.0%
<b>Total Outreach/Promotion</b>	<b>4,598.51</b>	<b>4,122.00</b>	<b>476.51</b>	<b>111.56%</b>
<b>Personnel</b>				
Employer Taxes - Federal	1,092.68	1,394.00	-301.32	78.39%
Employer Taxes - State	0.00	234.00	-234.00	0.0%
Executive Director	14,283.00	15,128.00	-845.00	94.41%
Health Insurance	2,699.66	2,600.00	99.66	103.83%
Payroll Fees	198.75	500.00	-301.25	39.75%
Workers Compensation	-196.00	500.00	-696.00	-39.2%
<b>Total Personnel</b>	<b>18,078.09</b>	<b>20,356.00</b>	<b>-2,277.91</b>	<b>88.81%</b>
<b>Special Events</b>				
Merchant Events	1,493.44	2,500.00	-1,006.56	59.74%
<b>Total Special Events</b>	<b>1,493.44</b>	<b>2,500.00</b>	<b>-1,006.56</b>	<b>59.74%</b>
<b>Total Expense</b>	<b>32,986.83</b>	<b>45,658.00</b>	<b>-12,671.17</b>	<b>72.25%</b>
<b>Net Income</b>	<b>4,504.34</b>	<b>5,732.00</b>	<b>-1,227.66</b>	<b>78.58%</b>

# La Jolla Village Merchant Association

## Profit & Loss by Class

August 2022

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
<b>Income</b>			
Banner Income	0.00	5,408.00	5,408.00
BID Income	20,276.12	0.00	20,276.12
<b>Total Income</b>	<u>20,276.12</u>	<u>5,408.00</u>	<u>25,684.12</u>
<b>Expense</b>			
<b>Design/Beautification</b>			
Holiday DecorRoof Line Lighting	2,640.54	0.00	2,640.54
<b>Total Design/Beautification</b>	<u>2,640.54</u>	<u>0.00</u>	<u>2,640.54</u>
<b>Office /Administration</b>			
Accounting/Bookkeeping	1,000.00	0.00	1,000.00
Dues/Subscriptions/Fees	300.00	0.00	300.00
Election Costs	332.39	0.00	332.39
Rent	1,318.40	0.00	1,318.40
Telephone	233.10	0.00	233.10
Utilities	105.68	0.00	105.68
<b>Total Office /Administration</b>	<u>3,289.57</u>	<u>0.00</u>	<u>3,289.57</u>
<b>Outreach/Promotion</b>			
Advertising & Publicity	3,600.00	0.00	3,600.00
Email Marketing	100.00	0.00	100.00
IT Maintenance	460.00	0.00	460.00
Promotional Materials	338.51	0.00	338.51
<b>Total Outreach/Promotion</b>	<u>4,498.51</u>	<u>0.00</u>	<u>4,498.51</u>
<b>Personnel</b>			
Employer Taxes - Federal	546.34	0.00	546.34
Executive Director	7,141.50	0.00	7,141.50
Health Insurance	800.00	549.83	1,349.83
Payroll Fees	66.25	0.00	66.25
Workers Compensation	0.00	-196.00	-196.00
<b>Total Personnel</b>	<u>8,554.09</u>	<u>353.83</u>	<u>8,907.92</u>
<b>Special Events</b>			
Merchant Events	1,293.41	0.00	1,293.41
<b>Total Special Events</b>	<u>1,293.41</u>	<u>0.00</u>	<u>1,293.41</u>
<b>Total Expense</b>	<u>20,276.12</u>	<u>353.83</u>	<u>20,629.95</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>5,054.17</u></u>	<u><u>5,054.17</u></u>