

La Jolla Village Merchant Association

Balance Sheet

As of September 30, 2022

Sep 30, 22

ASSETS

Current Assets

Checking/Savings

First Republic 17,827.00

Wells Fargo 145,558.06

Total Checking/Savings 163,385.06

Other Current Assets

Prepaid Insurance 1,349.83

Security Deposit 1,358.00

Total Other Current Assets 2,707.83

Total Current Assets 166,092.89

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 166,092.89

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

BID Assessment 9,559.44

Total Other Current Liabilities 9,559.44

Total Current Liabilities 9,559.44

Total Liabilities 9,559.44

Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 118,431.95

Net Income 676.50

Total Equity 156,533.45

TOTAL LIABILITIES & EQUITY 166,092.89

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

	Jul - Sep 22	Budget	Variance	% of Budget
Income				
Advertising				
Co-op	0.00	750.00	-750.00	0.0%
Newsletter Sponsorship	0.00	825.00	-825.00	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	1,251.00	-1,251.00	0.0%
Banner Income	5,408.00	3,501.00	1,907.00	154.47%
BID Income	46,774.86	53,850.00	-7,075.14	86.86%
Donations				
Jigsaw Puzzle.	0.00	3,000.00	-3,000.00	0.0%
Total Donations	0.00	3,000.00	-3,000.00	0.0%
Grant Income	0.00	2,781.00	-2,781.00	0.0%
Hotel Booking Income	0.00	126.00	-126.00	0.0%
SBEP	0.00	5,241.00	-5,241.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	1,260.00	-1,260.00	0.0%
Special Events.				
Merchant 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	52,182.86	77,085.00	-24,902.14	67.7%
Expense				
Contingency Funds	0.00	3,750.00	-3,750.00	0.0%
Design/Beautification				
Banner	0.00	501.00	-501.00	0.0%
Holiday DecorRoof Line Lighting	2,640.54	4,500.00	-1,859.46	58.68%
Total Design/Beautification	2,640.54	5,001.00	-2,360.46	52.8%
Office /Administration				
Accounting/Bookkeeping	2,000.00	3,750.00	-1,750.00	53.33%
Audit	2,400.00	6,252.00	-3,852.00	38.39%
Bank/Merchant Account Fees	0.00	126.00	-126.00	0.0%
Dues/Subscriptions/Fees	300.00	612.00	-312.00	49.02%
Election Costs	332.39	252.00	80.39	131.9%
Equipment & Furniture	0.00	252.00	-252.00	0.0%
Insurance	0.00	1,251.00	-1,251.00	0.0%
Internet	0.00	174.00	-174.00	0.0%
Meeting	0.00	252.00	-252.00	0.0%
Office Maintenance Expense	0.00	51.00	-51.00	0.0%
Office Supplies	0.00	225.00	-225.00	0.0%
Postage & Delivery	0.00	168.00	-168.00	0.0%
Professional Fees	149.90	252.00	-102.10	59.48%
Rent	3,955.20	4,200.00	-244.80	94.17%
Technical Assistance	0.00	501.00	-501.00	0.0%
Telephone	698.80	600.00	98.80	116.47%
Utilities	317.04	351.00	-33.96	90.33%

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

	Jul - Sep 22	Budget	Variance	% of Budget
Total Office /Administration	10,153.33	19,269.00	-9,115.67	52.69%
Outreach/Promotion				
Advertising & Publicity	3,600.00	2,124.00	1,476.00	169.49%
Email Marketing	300.00	177.00	123.00	169.49%
IT Maintenance	946.00	627.00	319.00	150.88%
Jigsaw Puzzle	3,238.90	1,500.00	1,738.90	215.93%
Marketing/Graphic Design	0.00	501.00	-501.00	0.0%
Printing	0.00	252.00	-252.00	0.0%
Promotional Materials	377.62	750.00	-372.38	50.35%
Website Design Maintenance	1,150.00	252.00	898.00	456.35%
Total Outreach/Promotion	9,612.52	6,183.00	3,429.52	155.47%
Personnel				
Employer Taxes - Federal	1,639.02	2,091.00	-451.98	78.39%
Employer Taxes - State	0.00	351.00	-351.00	0.0%
Executive Director	21,424.50	22,692.00	-1,267.50	94.41%
Health Insurance	4,049.49	3,900.00	149.49	103.83%
Payroll Fees	331.25	750.00	-418.75	44.17%
Workers Compensation	-196.00	750.00	-946.00	-26.13%
Total Personnel	27,248.26	30,534.00	-3,285.74	89.24%
Special Events				
Merchant Events	1,851.71	3,750.00	-1,898.29	49.38%
Total Special Events	1,851.71	3,750.00	-1,898.29	49.38%
Total Expense	51,506.36	68,487.00	-16,980.64	75.21%
Net Income	676.50	8,598.00	-7,921.50	7.87%

La Jolla Village Merchant Association

Profit & Loss by Class

July through September 2022

	BID	Discretionary	TOTAL
Income			
Banner Income	0.00	5,408.00	5,408.00
BID Income	46,774.86	0.00	46,774.86
Total Income	46,774.86	5,408.00	52,182.86
Expense			
Design/Beautification			
Holiday DecorRoof Line Lighting	2,640.54	0.00	2,640.54
Total Design/Beautification	2,640.54	0.00	2,640.54
Office /Administration			
Accounting/Bookkeeping	2,000.00	0.00	2,000.00
Audit	2,400.00	0.00	2,400.00
Dues/Subscriptions/Fees	300.00	0.00	300.00
Election Costs	332.39	0.00	332.39
Professional Fees	149.90	0.00	149.90
Rent	3,955.20	0.00	3,955.20
Telephone	698.80	0.00	698.80
Utilities	317.04	0.00	317.04
Total Office /Administration	10,153.33	0.00	10,153.33
Outreach/Promotion			
Advertising & Publicity	3,600.00	0.00	3,600.00
Email Marketing	300.00	0.00	300.00
IT Maintenance	946.00	0.00	946.00
Jigsaw Puzzle	0.00	3,238.90	3,238.90
Promotional Materials	338.51	39.11	377.62
Website Design Maintenance	1,150.00	0.00	1,150.00
Total Outreach/Promotion	6,334.51	3,278.01	9,612.52
Personnel			
Employer Taxes - Federal	1,639.02	0.00	1,639.02
Executive Director	21,424.50	0.00	21,424.50
Health Insurance	2,400.00	1,649.49	4,049.49
Payroll Fees	331.25	0.00	331.25
Workers Compensation	0.00	-196.00	-196.00
Total Personnel	25,794.77	1,453.49	27,248.26
Special Events			
Merchant Events	1,851.71	0.00	1,851.71
Total Special Events	1,851.71	0.00	1,851.71
Total Expense	46,774.86	4,731.50	51,506.36
	0.00	676.50	676.50