La Jolla Village Merchant Association
Balance Sheet
As of October 31, 2022

	Oct 31, 22
ASSETS	
Current Assets	
Checking/Savings	
First Republic	17,827.00
Wells Fargo	179,346.00
Total Checking/Savings	197,173.00
Accounts Receivable	
Accounts Receivable	1,120.00
Total Accounts Receivable	1,120.00
Other Current Assets	
Prepaid Insurance	1,349.83
Security Deposit	1,358.00
Total Other Current Assets	2,707.83
Total Current Assets	201,000.83
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	**201,000.83**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	19,650.64
SBEP Advance	19,027.75
Total Other Current Liabilities	38,678.39
Total Current Liabilities	38,678.39
Total Liabilities	38,678.39
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Perm. Restricted-Beg Balance	16,625.00
Unrestricted Net Assets	118,228.95
Net Income	6,668.49
Total Equity	162,322.44
TOTAL LIABILITIES & EQUITY	**201,000.83**

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

	Jul - Oct 22	Budget	Variance	% of Budget
Income				
Advertising				
Co-op	0.00	1,000.00	-1,000.00	0.0%
Newsletter Sponsorship	0.00	1,100.00	-1,100.00	0.0%
Website Ads	0.00	2,000.00	-2,000.00	0.0%
Total Advertising	0.00	4,100.00	-4,100.00	0.0%
Associate Membership	0.00	1,668.00	-1,668.00	0.0%
Banner Income	5,408.00	4,668.00	740.00	115.85%
BID Income	62,675.00	70,100.00	-7,425.00	89.41%
Donations				
Jigsaw Puzzle.	1,120.00	4,000.00	-2,880.00	28.0%
Total Donations	1,120.00	4,000.00	-2,880.00	28.0%
Grant Income	10,000.00	3,708.00	6,292.00	269.69%
Hotel Booking Income	0.00	168.00	-168.00	0.0%
SBEP	2,691.25	6,988.00	-4,296.75	38.51%
SBEP Tech. Assistance/Acctg.	0.00	1,680.00	-1,680.00	0.0%
Special Events.				
Merchant Events	0.00	4,000.00	-4,000.00	0.0%
Total Special Events.	0.00	4,000.00	-4,000.00	0.0%
Total Income	81,894.25	101,080.00	-19,185.75	81.02%
Expense				
Contingency Funds	0.00	5,000.00	-5,000.00	0.0%
Design/Beautification				
Banner	0.00	668.00	-668.00	0.0%
Holiday DecorRoof Line Lighting	6,224.65	6,000.00	224.65	103.74%
Total Design/Beautification	6,224.65	6,668.00	-443.35	93.35%
Office /Administration				
Accounting/Bookkeeping	4,000.00	5,000.00	-1,000.00	80.0%
Audit	5,200.00	6,636.00	-1,436.00	78.36%
Bank/Merchant Account Fees	0.00	168.00	-168.00	0.0%
Dues/Subscriptions/Fees	320.00	816.00	-496.00	39.22%
Election Costs	332.39	336.00	-3.61	98.93%
Equipment & Furniture	0.00	336.00	-336.00	0.0%
Insurance	0.00	1,668.00	-1,668.00	0.0%
Internet	89.00	232.00	-143.00	38.36%
Meeting	43.77	336.00	-292.23	13.03%
Office Maintenance Expense	0.00	68.00	-68.00	0.0%
Office Supplies	0.00	300.00	-300.00	0.0%
Postage & Delivery	0.00	224.00	-224.00	0.0%
Professional Fees	149.90	336.00	-186.10	44.61%
Rent	5,273.60	5,600.00	-326.40	94.17%
Technical Assistance	0.00	668.00	-668.00	0.0%
Telephone	931.90	800.00	131.90	116.49%
Utilities	422.72	468.00	-45.28	90.33%

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

	Jul - Oct 22	Budget	Variance	% of Budget
Total Office /Administration	16,763.28	23,992.00	-7,228.72	69.87%
Outreach/Promotion				
Advertising & Publicity	4,550.00	2,832.00	1,718.00	160.66%
Email Marketing	400.00	236.00	164.00	169.49%
IT Maintenance	946.00	836.00	110.00	113.16%
Jigsaw Puzzle	3,238.90	2,000.00	1,238.90	161.95%
Marketing/Graphic Design	58.49	668.00	-609.51	8.76%
Printing	0.00	336.00	-336.00	0.0%
Promotional Materials	418.03	1,000.00	-581.97	41.8%
Website Design Maintenance	1,150.00	336.00	814.00	342.26%
Total Outreach/Promotion	10,761.42	8,244.00	2,517.42	130.54%
Personnel				
Employer Taxes - Federal	2,185.36	2,788.00	-602.64	78.39%
Employer Taxes - State	0.00	468.00	-468.00	0.0%
Executive Director	28,566.00	30,256.00	-1,690.00	94.41%
Health Insurance	5,399.32	5,200.00	199.32	103.83%
Payroll Fees	463.75	1,000.00	-536.25	46.38%
Workers Compensation	-196.00	1,000.00	-1,196.00	-19.6%
Total Personnel	36,418.43	40,712.00	-4,293.57	89.45%
Special Events				
Merchant Events	5,260.98	5,000.00	260.98	105.22%
Total Special Events	5,260.98	5,000.00	260.98	105.22%
Total Expense	75,428.76	89,616.00	-14,187.24	84.17%
Net Income	**6,465.49**	**11,464.00**	**-4,998.51**	**56.4%**

La Jolla Village Merchant Association
Profit & Loss by Class
July through October 2022

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	5,408.00	0.00	5,408.00
BID Income	62,675.00	0.00	0.00	62,675.00
Donations				
Jigsaw Puzzle.	0.00	1,120.00	0.00	1,120.00
Total Donations	0.00	1,120.00	0.00	1,120.00
Grant Income	0.00	10,000.00	0.00	10,000.00
SBEP	0.00	0.00	2,691.25	2,691.25
Total Income	62,675.00	16,528.00	2,691.25	81,894.25
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	2,640.54	3,584.11	0.00	6,224.65
Total Design/Beautification	2,640.54	3,584.11	0.00	6,224.65
Office /Administration				
Accounting/Bookkeeping	4,000.00	0.00	0.00	4,000.00
Audit	5,200.00	0.00	0.00	5,200.00
Dues/Subscriptions/Fees	300.00	20.00	0.00	320.00
Election Costs	332.39	0.00	0.00	332.39
Internet	89.00	0.00	0.00	89.00
Meeting	0.00	43.77	0.00	43.77
Professional Fees	149.90	0.00	0.00	149.90
Rent	5,273.60	0.00	0.00	5,273.60
Telephone	931.90	0.00	0.00	931.90
Utilities	422.72	0.00	0.00	422.72
Total Office /Administration	16,699.51	63.77	0.00	16,763.28
Outreach/Promotion				
Advertising & Publicity	4,550.00	0.00	0.00	4,550.00
Email Marketing	400.00	0.00	0.00	400.00
IT Maintenance	946.00	0.00	0.00	946.00
Jigsaw Puzzle	0.00	3,238.90	0.00	3,238.90
Marketing/Graphic Design	0.00	58.49	0.00	58.49
Promotional Materials	338.51	79.52	0.00	418.03
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	7,384.51	3,376.91	0.00	10,761.42
Personnel				
Employer Taxes - Federal	1,994.11	0.00	191.25	2,185.36
Executive Director	26,066.00	0.00	2,500.00	28,566.00
Health Insurance	3,200.00	2,199.32	0.00	5,399.32
Payroll Fees	463.75	0.00	0.00	463.75
Workers Compensation	0.00	-196.00	0.00	-196.00
Total Personnel	31,723.86	2,003.32	2,691.25	36,418.43
Special Events				
Merchant Events	4,226.58	1,034.40	0.00	5,260.98
Total Special Events	4,226.58	1,034.40	0.00	5,260.98
Total Expense	62,675.00	10,062.51	2,691.25	75,428.76
Net Income	**0.00**	**6,465.49**	**0.00**	**6,465.49**