

La Jolla Village Merchant Association

Balance Sheet

As of November 30, 2022

Nov 30, 22

ASSETS

Current Assets

Checking/Savings

First Republic 17,827.00

Wells Fargo 164,979.14

Total Checking/Savings 182,806.14

Accounts Receivable

Accounts Receivable 176.00

Total Accounts Receivable 176.00

Other Current Assets

Prepaid Insurance 1,349.83

Security Deposit 1,358.00

Total Other Current Assets 2,707.83

Total Current Assets 185,689.97

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 185,689.97

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

BID Assessment 9,395.58

SBEP Advance 16,975.76

Total Other Current Liabilities 26,371.34

Total Current Liabilities 26,371.34

Total Liabilities 26,371.34

Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 118,228.95

Net Income 3,664.68

Total Equity 159,318.63

TOTAL LIABILITIES & EQUITY 185,689.97

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

	<u>Jul - Nov 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	1,250.00	-1,250.00	0.0%
Newsletter Sponsorship	0.00	1,375.00	-1,375.00	0.0%
Website Ads	0.00	2,500.00	-2,500.00	0.0%
Total Advertising	<u>0.00</u>	<u>5,125.00</u>	<u>-5,125.00</u>	<u>0.0%</u>
Associate Membership	0.00	2,085.00	-2,085.00	0.0%
Banner Income	11,608.00	5,835.00	5,773.00	198.94%
BID Income	72,930.06	86,350.00	-13,419.94	84.46%
Donations				
Jigsaw Puzzle.	1,296.00	5,000.00	-3,704.00	25.92%
Total Donations	<u>1,296.00</u>	<u>5,000.00</u>	<u>-3,704.00</u>	<u>25.92%</u>
Grant Income	10,000.00	4,635.00	5,365.00	215.75%
Hotel Booking Income	0.00	210.00	-210.00	0.0%
SBEP	4,743.24	8,735.00	-3,991.76	54.3%
SBEP Tech. Assistance/Acctg.	0.00	2,100.00	-2,100.00	0.0%
Special Events.				
Merchant Events	0.00	5,000.00	-5,000.00	0.0%
Total Special Events.	<u>0.00</u>	<u>5,000.00</u>	<u>-5,000.00</u>	<u>0.0%</u>
Total Income	<u>100,577.30</u>	<u>125,075.00</u>	<u>-24,497.70</u>	<u>80.41%</u>
Expense				
Contingency Funds	0.00	6,250.00	-6,250.00	0.0%
Design/Beautification				
Banner	0.00	835.00	-835.00	0.0%
Holiday DecorRoof Line Lighting	14,557.36	7,500.00	7,057.36	194.1%
Total Design/Beautification	<u>14,557.36</u>	<u>8,335.00</u>	<u>6,222.36</u>	<u>174.65%</u>
Office /Administration				
Accounting/Bookkeeping	5,000.00	6,250.00	-1,250.00	80.0%
Audit	5,200.00	7,020.00	-1,820.00	74.07%
Bank/Merchant Account Fees	0.00	210.00	-210.00	0.0%
Dues/Subscriptions/Fees	320.00	1,020.00	-700.00	31.37%
Election Costs	332.39	420.00	-87.61	79.14%
Equipment & Furniture	0.00	420.00	-420.00	0.0%
Insurance	0.00	2,085.00	-2,085.00	0.0%
Internet	89.00	290.00	-201.00	30.69%
Meeting	43.77	420.00	-376.23	10.42%
Office Maintenance Expense	0.00	85.00	-85.00	0.0%
Office Supplies	0.00	375.00	-375.00	0.0%
Postage & Delivery	0.00	280.00	-280.00	0.0%
Professional Fees	149.90	420.00	-270.10	35.69%
Rent	6,631.55	7,000.00	-368.45	94.74%
Technical Assistance	0.00	835.00	-835.00	0.0%
Telephone	1,062.78	1,000.00	62.78	106.28%
Utilities	531.57	585.00	-53.43	90.87%
Total Office /Administration	<u>19,360.96</u>	<u>28,715.00</u>	<u>-9,354.04</u>	<u>67.43%</u>

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

	Jul - Nov 22	Budget	Variance	% of Budget
Outreach/Promotion				
Advertising & Publicity	4,550.00	3,540.00	1,010.00	128.53%
Email Marketing	400.00	295.00	105.00	135.59%
IT Maintenance	1,201.00	1,045.00	156.00	114.93%
Jigsaw Puzzle	3,238.90	2,500.00	738.90	129.56%
Marketing/Graphic Design	58.49	835.00	-776.51	7.01%
Printing	0.00	420.00	-420.00	0.0%
Promotional Materials	501.54	1,250.00	-748.46	40.12%
Website Design Maintenance	1,150.00	420.00	730.00	273.81%
Total Outreach/Promotion	11,099.93	10,305.00	794.93	107.71%
Personnel				
Employer Taxes - Federal	2,731.70	3,485.00	-753.30	78.39%
Employer Taxes - State	0.00	585.00	-585.00	0.0%
Executive Director	35,707.50	37,820.00	-2,112.50	94.41%
Health Insurance	6,749.15	6,500.00	249.15	103.83%
Payroll Fees	596.25	1,250.00	-653.75	47.7%
Workers Compensation	-196.00	1,250.00	-1,446.00	-15.68%
Total Personnel	45,588.60	50,890.00	-5,301.40	89.58%
Special Events				
Merchant Events	6,305.77	6,250.00	55.77	100.89%
Total Special Events	6,305.77	6,250.00	55.77	100.89%
Total Expense	96,912.62	110,745.00	-13,832.38	87.51%
Net Income	3,664.68	14,330.00	-10,665.32	25.57%

La Jolla Village Merchant Association

Profit & Loss by Class

July through November 2022

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	11,608.00	0.00	11,608.00
BID Income	72,930.06	0.00	0.00	72,930.06
Donations				
Jigsaw Puzzle.	0.00	1,296.00	0.00	1,296.00
Total Donations	0.00	1,296.00	0.00	1,296.00
Grant Income	0.00	10,000.00	0.00	10,000.00
SBEP	0.00	0.00	4,743.24	4,743.24
Total Income	72,930.06	22,904.00	4,743.24	100,577.30
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	2,640.54	11,916.82	0.00	14,557.36
Total Design/Beautification	2,640.54	11,916.82	0.00	14,557.36
Office /Administration				
Accounting/Bookkeeping	5,000.00	0.00	0.00	5,000.00
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
Office Supplies	0.00	0.00	0.00	0.00
Professional Fees	149.90	0.00	0.00	149.90
Rent	6,631.55	0.00	0.00	6,631.55
Telephone	1,165.78	-103.00	0.00	1,062.78
Utilities	531.57	0.00	0.00	531.57
Total Office /Administration	19,400.19	-39.23	0.00	19,360.96
Outreach/Promotion				
Advertising & Publicity	4,550.00	0.00	0.00	4,550.00
Email Marketing	500.00	-100.00	0.00	400.00
IT Maintenance	1,201.00	0.00	0.00	1,201.00
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	163.03	0.00	501.54
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	7,739.51	3,360.42	0.00	11,099.93
Personnel				
Employer Taxes - Federal	2,387.45	0.00	344.25	2,731.70
Executive Director	31,308.51	0.00	4,398.99	35,707.50
Health Insurance	4,000.00	2,749.15	0.00	6,749.15
Payroll Fees	596.25	0.00	0.00	596.25
Workers Compensation	0.00	-196.00	0.00	-196.00
Total Personnel	38,292.21	2,553.15	4,743.24	45,588.60
Special Events				
Merchant Events	4,857.61	1,448.16	0.00	6,305.77
Total Special Events	4,857.61	1,448.16	0.00	6,305.77
Total Expense	72,930.06	19,239.32	4,743.24	96,912.62
Net Income	0.00	3,664.68	0.00	3,664.68