

La Jolla Village Merchant Association

Balance Sheet

As of April 30, 2023

	<u>Apr 30, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
First Republic	17,827.00
Wells Fargo	159,655.23
Total Checking/Savings	<u>177,482.23</u>
Other Current Assets	
Prepaid Insurance	1,349.83
Security Deposit	1,358.00
Tech Assistance/Acctg. Rcvbl.	2,500.00
Total Other Current Assets	<u>5,207.83</u>
Total Current Assets	<u>182,690.06</u>
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u>182,690.06</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	25,742.20
Total Other Current Liabilities	<u>25,742.20</u>
Total Current Liabilities	<u>25,742.20</u>
Total Liabilities	<u>25,742.20</u>
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Perm. Restricted-Beg Balance	16,625.00
Unrestricted Net Assets	118,228.95
Net Income	1,293.91
Total Equity	<u>156,947.86</u>
TOTAL LIABILITIES & EQUITY	<u>182,690.06</u>

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2022 through April 2023

	Jul '22 - Apr 23	Budget	Variance	% of Budget
Income				
Advertising				
Co-op	0.00	2,500.00	-2,500.00	0.0%
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	-10,250.00	0.0%
Associate Membership	0.00	4,170.00	-4,170.00	0.0%
Banner Income	15,018.00	11,670.00	3,348.00	128.69%
BID Income	124,327.55	167,600.00	-43,272.45	74.18%
Donations				
Jigsaw Puzzle.	3,536.00	10,000.00	-6,464.00	35.36%
Total Donations	3,536.00	10,000.00	-6,464.00	35.36%
Grant Income	10,000.00	9,270.00	730.00	107.88%
Hotel Booking Income	63.44	420.00	-356.56	15.11%
Neighborhood Reinvestment Grant	20,000.00			
SBEP	21,719.00	17,470.00	4,249.00	124.32%
SBEP Tech. Assistance/Acctg.	3,000.00	4,200.00	-1,200.00	71.43%
Special Events.				
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	197,663.99	245,050.00	-47,386.01	80.66%
Expense				
Contingency Funds	0.00	12,500.00	-12,500.00	0.0%
Design/Beautification				
Banner	196.89	1,670.00	-1,473.11	11.79%
Holiday DecorRoof Line Lighting	16,782.36	15,000.00	1,782.36	111.88%
Total Design/Beautification	16,979.25	16,670.00	309.25	101.86%
Office /Administration				
Accounting/Bookkeeping	10,000.00	12,500.00	-2,500.00	80.0%
Audit	5,200.00	8,940.00	-3,740.00	58.17%
Bank/Merchant Account Fees	0.00	420.00	-420.00	0.0%
Dues/Subscriptions/Fees	489.40	2,040.00	-1,550.60	23.99%
Election Costs	332.39	840.00	-507.61	39.57%
Equipment & Furniture	15.07	840.00	-824.93	1.79%
Insurance	0.00	4,170.00	-4,170.00	0.0%
Internet	485.88	580.00	-94.12	83.77%
Meetings/Conference	43.77	840.00	-796.23	5.21%
Office Maintenance Expense	0.00	170.00	-170.00	0.0%
Office Supplies	75.91	750.00	-674.09	10.12%
Postage & Delivery	0.00	560.00	-560.00	0.0%
Professional Fees	149.90	840.00	-690.10	17.85%
Rent	13,421.30	14,000.00	-578.70	95.87%
Technical Assistance	0.00	1,670.00	-1,670.00	0.0%
Telephone	2,254.04	2,000.00	254.04	112.7%
Utilities	1,075.82	1,170.00	-94.18	91.95%

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2022 through April 2023

	Jul '22 - Apr 23	Budget	Variance	% of Budget
Total Office /Administration	33,543.48	52,330.00	-18,786.52	64.1%
Outreach/Promotion				
Advertising & Publicity	8,438.28	7,080.00	1,358.28	119.19%
Email Marketing	1,000.00	590.00	410.00	169.49%
IT Maintenance	2,476.00	2,090.00	386.00	118.47%
Jigsaw Puzzle	3,238.90	5,000.00	-1,761.10	64.78%
Marketing/Graphic Design	58.49	1,670.00	-1,611.51	3.5%
Printing	0.00	840.00	-840.00	0.0%
Promotional Materials	22,168.09	2,500.00	19,668.09	886.72%
Website Design Maintenance	1,150.00	840.00	310.00	136.91%
Total Outreach/Promotion	38,529.76	20,610.00	17,919.76	186.95%
Personnel				
Employer Taxes - Federal	4,814.99	6,970.00	-2,155.01	69.08%
Employer Taxes - State	802.41	1,170.00	-367.59	68.58%
Executive Director	71,415.00	75,640.00	-4,225.00	94.41%
Health Insurance	14,245.95	13,000.00	1,245.95	109.58%
Payroll Fees	1,335.37	2,500.00	-1,164.63	53.42%
Workers Compensation	-196.00	2,500.00	-2,696.00	-7.84%
Total Personnel	92,417.72	101,780.00	-9,362.28	90.8%
Special Events				
Merchant Events	14,899.87	12,500.00	2,399.87	119.2%
Total Special Events	14,899.87	12,500.00	2,399.87	119.2%
Total Expense	196,370.08	216,390.00	-20,019.92	90.75%
Net Income	1,293.91	28,660.00	-27,366.09	4.52%

La Jolla Village Merchant Association

Profit & Loss by Class

July 2022 through April 2023

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	15,018.00	0.00	15,018.00
BID Income	124,327.55	0.00	0.00	124,327.55
Donations				
Jigsaw Puzzle.	0.00	3,536.00	0.00	3,536.00
Total Donations	0.00	3,536.00	0.00	3,536.00
Grant Income	0.00	10,000.00	0.00	10,000.00
Hotel Booking Income	0.00	63.44	0.00	63.44
Neighborhood Reinvestment Grant	0.00	20,000.00	0.00	20,000.00
SBEP	0.00	0.00	21,719.00	21,719.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	3,000.00	3,000.00
Total Income	124,327.55	48,617.44	24,719.00	197,663.99
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	3,965.54	12,816.82	0.00	16,782.36
Signage	196.89	0.00	0.00	196.89
Total Design/Beautification	4,162.43	12,816.82	0.00	16,979.25
Office /Administration				
Accounting/Bookkeeping	7,000.00	0.00	3,000.00	10,000.00
Audit	5,200.00	0.00	0.00	5,200.00
Dues/Subscriptions/Fees	469.40	20.00	0.00	489.40
Election Costs	332.39	0.00	0.00	332.39
Equipment & Furniture	15.07	0.00	0.00	15.07
Internet	485.88	0.00	0.00	485.88
Meetings/Conference	0.00	43.77	0.00	43.77
Office Supplies	75.91	0.00	0.00	75.91
Professional Fees	149.90	0.00	0.00	149.90
Rent	13,421.30	0.00	0.00	13,421.30
Telephone	2,357.04	-103.00	0.00	2,254.04
Utilities	1,075.82	0.00	0.00	1,075.82
Total Office /Administration	30,582.71	-39.23	3,000.00	33,543.48
Outreach/Promotion				
Advertising & Publicity	7,438.28	1,000.00	0.00	8,438.28
Email Marketing	1,100.00	-100.00	0.00	1,000.00
IT Maintenance	2,476.00	0.00	0.00	2,476.00
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	560.65	21,607.44	0.00	22,168.09
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	12,724.93	25,804.83	0.00	38,529.76
Personnel				
Employer Taxes - Federal	3,917.74	0.00	897.25	4,814.99
Employer Taxes - State	0.00	0.00	802.41	802.41
Executive Director	51,395.66	0.00	20,019.34	71,415.00
Health Insurance	8,500.00	5,745.95	0.00	14,245.95
Payroll Fees	1,335.37	0.00	0.00	1,335.37
Workers Compensation	0.00	-196.00	0.00	-196.00
Total Personnel	65,148.77	5,549.95	21,719.00	92,417.72
Special Events				
Merchant Events	11,708.71	3,191.16	0.00	14,899.87
Total Special Events	11,708.71	3,191.16	0.00	14,899.87
Total Expense	124,327.55	47,323.53	24,719.00	196,370.08
Net Income	0.00	1,293.91	0.00	1,293.91