

# La Jolla Village Merchant Association

## Balance Sheet

As of August 31, 2023

Aug 31, 23

### ASSETS

#### Current Assets

##### Checking/Savings

First Republic 17,827.21

Wells Fargo 138,224.39

Total Checking/Savings 156,051.60

##### Other Current Assets

Prepaid Insurance 1,349.83

Security Deposit 1,358.00

Tech Assistance/Acctg. Rcvbl. 2,000.00

Total Other Current Assets 4,707.83

Total Current Assets 160,759.43

#### Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

**TOTAL ASSETS 160,759.43**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

BID Assessment 11,550.71

Total Other Current Liabilities 11,550.71

Total Current Liabilities 11,550.71

Total Liabilities 11,550.71

#### Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 124,764.57

Net Income -12,980.85

Total Equity 149,208.72

**TOTAL LIABILITIES & EQUITY 160,759.43**

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
July through August 2023

	<b>Jul - Aug 23</b>	<b>Budget</b>	<b>Variance</b>	<b>% of Budget</b>
<b>Income</b>				
<b>Advertising</b>				
Co-op	0.00	334.00	-334.00	0.0%
Newsletter Sponsorship	0.00	218.00	-218.00	0.0%
Advertising - Other	0.00	484.00	-484.00	0.0%
<b>Total Advertising</b>	0.00	1,036.00	-1,036.00	0.0%
Associate Membership	0.00	834.00	-834.00	0.0%
Banner Income	0.00	2,334.00	-2,334.00	0.0%
Bid CarryForward	0.00	1,368.00	-1,368.00	0.0%
<b>BID Income</b>	20,017.50	33,334.00	-13,316.50	60.05%
Grant Income	0.00	3,334.00	-3,334.00	0.0%
Hotel Booking Income	0.00	84.00	-84.00	0.0%
SBEP	0.00	3,502.00	-3,502.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	834.00	-834.00	0.0%
<b>Special Events.</b>				
Merchant Events	0.00	2,000.00	-2,000.00	0.0%
<b>Total Special Events.</b>	0.00	2,000.00	-2,000.00	0.0%
<b>Total Income</b>	20,017.50	48,660.00	-28,642.50	41.14%
<b>Expense</b>				
Contingency Funds	0.00	2,500.00	-2,500.00	0.0%
<b>Design/Beautification</b>				
Banner	225.42	334.00	-108.58	67.49%
Holiday DecorRoof Line Lighting	0.00	3,000.00	-3,000.00	0.0%
<b>Total Design/Beautification</b>	225.42	3,334.00	-3,108.58	6.76%
<b>Office /Administration</b>				
Accounting/Bookkeeping	2,000.00	2,200.00	-200.00	90.91%
Audit	0.00	1,618.00	-1,618.00	0.0%
Bank/Merchant Account Fees	0.00	84.00	-84.00	0.0%
Dues/Subscriptions/Fees	300.00	406.00	-106.00	73.89%
Election Costs	343.91	170.00	173.91	202.3%
Equipment & Furniture	0.00	170.00	-170.00	0.0%
Insurance	-33.00	834.00	-867.00	-3.96%
Internet	0.00	116.00	-116.00	0.0%
Meetings/Conference	0.00	166.00	-166.00	0.0%
Office & Cell Phone	531.88	400.00	131.88	132.97%
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	110.00	-110.00	0.0%
Professional Fees	0.00	170.00	-170.00	0.0%
Rent	2,715.90	2,800.00	-84.10	97.0%
Utilities	217.70	234.00	-16.30	93.03%
<b>Total Office /Administration</b>	6,076.39	9,662.00	-3,585.61	62.89%
<b>Outreach/Promotion</b>				
Advertising & Publicity	2,524.77	2,084.00	440.77	121.15%
Email Marketing	200.00	200.00	0.00	100.0%

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
July through August 2023

	<b>Jul - Aug 23</b>	<b>Budget</b>	<b>Variance</b>	<b>% of Budget</b>
<b>IT Maintenance</b>	255.00	750.00	-495.00	34.0%
<b>Marketing/Graphic Design</b>	0.00	1,334.00	-1,334.00	0.0%
<b>Printing</b>	0.00	346.00	-346.00	0.0%
<b>Promotional Materials</b>	0.00	500.00	-500.00	0.0%
<b>Website Design Maintenance</b>	1,600.00	250.00	1,350.00	640.0%
<b>Total Outreach/Promotion</b>	4,579.77	5,464.00	-884.23	83.82%
<b>Personnel</b>				
<b>Employer Taxes - Federal</b>	976.32	1,392.00	-415.68	70.14%
<b>Employer Taxes - State</b>	228.32	234.00	-5.68	97.57%
<b>Executive Director</b>	15,747.00	15,668.00	79.00	100.5%
<b>Health Insurance</b>	2,998.72	2,562.00	436.72	117.05%
<b>Payroll Fees</b>	208.68	500.00	-291.32	41.74%
<b>Workers Compensation</b>	0.00	500.00	-500.00	0.0%
<b>Total Personnel</b>	20,159.04	20,856.00	-696.96	96.66%
<b>Special Events</b>				
<b>First Fridays/Recurring Events</b>	1,395.43	2,000.00	-604.57	69.77%
<b>Merchant Events</b>	562.30	990.00	-427.70	56.8%
<b>Total Special Events</b>	1,957.73	2,990.00	-1,032.27	65.48%
<b>Total Expense</b>	32,998.35	44,806.00	-11,807.65	73.65%
<b>Net Income</b>	<b>-12,980.85</b>	<b>3,854.00</b>	<b>-16,834.85</b>	<b>-336.82%</b>

# La Jolla Village Merchant Association

## Profit & Loss by Class

July through August 2023

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
<b>Income</b>			
<b>BID Income</b>	20,017.50	0.00	20,017.50
<b>Total Income</b>	20,017.50	0.00	20,017.50
<b>Expense</b>			
<b>Design/Beautification</b>			
<b>Banner</b>	225.42	0.00	225.42
<b>Total Design/Beautification</b>	225.42	0.00	225.42
<b>Office /Administration</b>			
<b>Accounting/Bookkeeping</b>	1,000.00	1,000.00	2,000.00
<b>Dues/Subscriptions/Fees</b>	300.00	0.00	300.00
<b>Election Costs</b>	343.91	0.00	343.91
<b>Insurance</b>	-33.00	0.00	-33.00
<b>Office &amp; Cell Phone</b>	531.88	0.00	531.88
<b>Rent</b>	2,715.90	0.00	2,715.90
<b>Utilities</b>	217.70	0.00	217.70
<b>Total Office /Administration</b>	5,076.39	1,000.00	6,076.39
<b>Outreach/Promotion</b>			
<b>Advertising &amp; Publicity</b>	1,774.77	750.00	2,524.77
<b>Email Marketing</b>	200.00	0.00	200.00
<b>IT Maintenance</b>	255.00	0.00	255.00
<b>Website Design Maintenance</b>	800.00	800.00	1,600.00
<b>Total Outreach/Promotion</b>	3,029.77	1,550.00	4,579.77
<b>Personnel</b>			
<b>Employer Taxes - Federal</b>	488.16	488.16	976.32
<b>Employer Taxes - State</b>	114.16	114.16	228.32
<b>Executive Director</b>	7,136.75	8,610.25	15,747.00
<b>Health Insurance</b>	1,780.44	1,218.28	2,998.72
<b>Payroll Fees</b>	208.68	0.00	208.68
<b>Total Personnel</b>	9,728.19	10,430.85	20,159.04
<b>Special Events</b>			
<b>First Fridays/Recurring Events</b>	1,395.43	0.00	1,395.43
<b>Merchant Events</b>	562.30	0.00	562.30
<b>Total Special Events</b>	1,957.73	0.00	1,957.73
<b>Total Expense</b>	20,017.50	12,980.85	32,998.35
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>-12,980.85</u></u>	<u><u>-12,980.85</u></u>