

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
**January 2013**

|                                     | <u>BID</u> | <u>Discretionary</u> | <u>SBEP</u> | <u>TOTAL</u> |
|-------------------------------------|------------|----------------------|-------------|--------------|
| <b>Income</b>                       |            |                      |             |              |
| <b>Advertising</b>                  |            |                      |             |              |
| LJ Village Map Ad                   | 0.00       | 160.00               | 0.00        | 160.00       |
| <b>Total Advertising</b>            | 0.00       | 160.00               | 0.00        | 160.00       |
| <b>BID Income</b>                   | 18,601.31  | 0.00                 | 0.00        | 18,601.31    |
| <b>Donnation</b>                    |            |                      |             |              |
| LJ Information Center               | 0.00       | 1,000.00             | 0.00        | 1,000.00     |
| <b>Total Donnation</b>              | 0.00       | 1,000.00             | 0.00        | 1,000.00     |
| <b>Events</b>                       |            |                      |             |              |
| FI Golf Tourn                       | 0.00       | 7,915.00             | 0.00        | 7,915.00     |
| <b>Total Events</b>                 | 0.00       | 7,915.00             | 0.00        | 7,915.00     |
| <b>Rent Income</b>                  | 0.00       | 275.00               | 0.00        | 275.00       |
| <b>Total Income</b>                 | 18,601.31  | 9,350.00             | 0.00        | 27,951.31    |
| <b>Expense</b>                      |            |                      |             |              |
| <b>Design/Beautification</b>        |            |                      |             |              |
| Banner                              | 554.30     | 0.00                 | 0.00        | 554.30       |
| Landscaping                         | 2,630.00   | 0.00                 | 0.00        | 2,630.00     |
| <b>Total Design/Beautification</b>  | 3,184.30   | 0.00                 | 0.00        | 3,184.30     |
| <b>Office /Administration</b>       |            |                      |             |              |
| Accounting/Bookkeeping              | 3,911.25   | 0.00                 | 0.00        | 3,911.25     |
| Cell Phone                          | 124.24     | 0.00                 | 0.00        | 124.24       |
| Dues/Subscriptions/Fees             | 8.95       | 59.40                | 0.00        | 68.35        |
| Misc Office Expense                 | 29.95      | 2,097.94             | 0.00        | 2,127.89     |
| Office Supplies                     | 439.54     | 0.00                 | 0.00        | 439.54       |
| Parking                             | 14.00      | 0.00                 | 0.00        | 14.00        |
| Postage & Delivery                  | 6.05       | 0.00                 | 0.00        | 6.05         |
| Printing                            | 19.66      | 0.00                 | 0.00        | 19.66        |
| Professional Fees                   | 1,234.85   | 0.00                 | 0.00        | 1,234.85     |
| Rent                                | 190.00     | 0.00                 | 0.00        | 190.00       |
| Telephone                           | 0.00       | 0.00                 | 0.00        | 0.00         |
| Utilities                           | 88.77      | 0.00                 | 0.00        | 88.77        |
| <b>Total Office /Administration</b> | 6,067.26   | 2,157.34             | 0.00        | 8,224.60     |
| <b>Outreach/Promotion</b>           |            |                      |             |              |
| Fees For Website Maintenance        | 1,100.00   | 0.00                 | 0.00        | 1,100.00     |
| LJ Village Map Ad                   | 0.00       | 11,835.00            | 0.00        | 11,835.00    |
| Marketing                           | 3,848.14   | 0.00                 | 0.00        | 3,848.14     |
| Newsletter                          | 45.00      | 0.00                 | 0.00        | 45.00        |
| <b>Total Outreach/Promotion</b>     | 4,993.14   | 11,835.00            | 0.00        | 16,828.14    |

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|-----------------------------|--------------------|---------------------------------------|-------------------------|--------------------------|
| <b>Personnel</b>            |                    |                                       |                         |                          |
| Employer Taxes - Federal    | 140.53             | 86.02                                 | 292.18                  | 518.73                   |
| Employer Taxes - State      | 248.91             | 117.28                                | 120.42                  | 486.61                   |
| Health Insurance            | 250.00             | 0.00                                  | 0.00                    | 250.00                   |
| Payroll Fees                | 175.50             | 4.50                                  | 0.00                    | 180.00                   |
| Salaries                    | 3,541.67           | 853.74                                | 3,541.67                | 7,937.08                 |
| <b>Total Personnel</b>      | <u>4,356.61</u>    | <u>1,061.54</u>                       | <u>3,954.27</u>         | <u>9,372.42</u>          |
| <b>Special Events</b>       |                    |                                       |                         |                          |
| FI Golf Tourn               | 0.00               | 5,941.48                              | 0.00                    | 5,941.48                 |
| <b>Total Special Events</b> | <u>0.00</u>        | <u>5,941.48</u>                       | <u>0.00</u>             | <u>5,941.48</u>          |
| <b>Total Expense</b>        | <u>18,601.31</u>   | <u>20,995.36</u>                      | <u>3,954.27</u>         | <u>43,550.94</u>         |
| <b>Net Income</b>           | <u><u>0.00</u></u> | <u><u>-11,645.36</u></u>              | <u><u>-3,954.27</u></u> | <u><u>-15,599.63</u></u> |