

La Jolla Village Merchant Association
Profit & Loss by Class
FY2014 - FY2015

	<u>BID</u>	<u>CEP Grant</u>	<u>Discretionary</u>	<u>EDTS</u>	<u>SBEP</u>	<u>TOTAL</u>
Income						
Advertising						
Information Ctr. Advertising	0.00	0.00	60,000.00	0.00	0.00	60,000.00
LJ VillageOpoly Game	0.00	0.00	22,500.00	0.00	0.00	22,500.00
Website Ads	0.00	0.00	3,000.00	0.00	0.00	3,000.00
Total Advertising	0.00	0.00	85,500.00	0.00	0.00	85,500.00
Associate Membership	0.00	0.00	6,200.00	0.00	0.00	6,200.00
Banner Income	0.00	0.00	9,000.00	0.00	0.00	9,000.00
BID Income	150,000.00	0.00	0.00	0.00	0.00	150,000.00
Donnation						
Christmas Decoration	0.00	0.00	1,500.00	0.00	0.00	1,500.00
LJ Information Center	0.00	0.00	500.00	0.00	0.00	500.00
Total Donnation	0.00	0.00	2,000.00	0.00	0.00	2,000.00
Events						
Farmers Ins Golf Tourn	0.00	0.00	5,000.00	0.00	0.00	5,000.00
Haute LJ Nights (4)	0.00	0.00	20,000.00	0.00	0.00	20,000.00
4th July Celebration	0.00	0.00	7,500.00	0.00	0.00	7,500.00
Festival of Trees	0.00	0.00	15,000.00	0.00	0.00	15,000.00
LJVMA Members Golf Tourn	0.00	0.00	50,150.00	0.00	0.00	50,150.00
Pet Parade	0.00	0.00	2,500.00	0.00	0.00	2,500.00
Total Events	0.00	0.00	100,150.00	0.00	0.00	100,150.00
Grant Income	0.00	5,000.00	0.00	25,000.00	0.00	30,000.00
Hotel Booking Income	0.00	0.00	500.00	0.00	0.00	500.00
PROW	0.00	0.00	5,000.00	0.00	0.00	5,000.00
Info Center Sublease Rent	0.00	0.00	78,000.00	0.00	0.00	78,000.00
Info Center Sale of Merchandise	0.00	0.00	5,000.00	0.00	0.00	5,000.00
SBEP	0.00	0.00	0.00	0.00	24,000.00	24,000.00
Sponsorship						

La Jolla Village Merchant Association
Profit & Loss by Class
FY2014 - FY2015

	<u>BID</u>	<u>CEP Grant</u>	<u>Discretionary</u>	<u>EDTS</u>	<u>SBEP</u>	<u>TOTAL</u>
WF Sponsorship						
LJ Art & Wine Festival	0.00	0.00	40,000.00	0.00	0.00	40,000.00
Total WF Sponsorship	<u>0.00</u>	<u>0.00</u>	<u>40,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>40,000.00</u>
Total Sponsorship	<u>0.00</u>	<u>0.00</u>	<u>40,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>40,000.00</u>
Total Income	150,000.00	5,000.00	331,350.00	25,000.00	24,000.00	535,350.00
Expense						
Commission paid on sales	0.00	0.00	1,500.00	0.00	0.00	1,500.00
Contingency Funds	7,805.00	0.00	0.00	0.00	0.00	7,805.00
Design/Beautification						
Banner	0.00	0.00	5,000.00	0.00	0.00	5,000.00
Bench Expense						
LJVMA Benches	1,200.00	0.00	0.00	0.00	0.00	1,200.00
Total Bench Expense	<u>1,200.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,200.00</u>
Decorative (Roof Line) Lighting	10,000.00	0.00	1,500.00	0.00	0.00	11,500.00
Landscaping	15,000.00	0.00	0.00	0.00	0.00	15,000.00
Sidewalk Improvements	0.00	0.00	10,000.00	0.00	0.00	10,000.00
Total Design/Beautification	<u>26,200.00</u>	<u>0.00</u>	<u>16,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>42,700.00</u>
Office /Administration						
Accounting/Bookkeeping	0.00	0.00	22,000.00	0.00	3,000.00	25,000.00
Audit	4,000.00	0.00	0.00	0.00	0.00	4,000.00
Bank Charges						
Merchant Account Fees	1,000.00	0.00	1,000.00	0.00	0.00	2,000.00
Total Bank Charges	<u>1,000.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,000.00</u>
Bankcard Equipment Lease	0.00	0.00	500.00	0.00	0.00	500.00
Cell Phone	1,000.00	0.00	500.00	0.00	0.00	1,500.00
Dues/Subscriptions/Fees	500.00	0.00	1,000.00	0.00	0.00	1,500.00

La Jolla Village Merchant Association
Profit & Loss by Class
FY2014 - FY2015

	<u>BID</u>	<u>CEP Grant</u>	<u>Discretionary</u>	<u>EDTS</u>	<u>SBEP</u>	<u>TOTAL</u>
Election Costs	1,500.00	0.00	0.00	0.00	0.00	1,500.00
Equipment & Furniture	0.00	0.00	1,000.00	0.00	0.00	1,000.00
Gift	0.00	0.00	100.00	0.00	0.00	100.00
Insurance	4,345.00	0.00	0.00	0.00	0.00	4,345.00
Internet	550.00	0.00	100.00	0.00	0.00	650.00
Misc Office Expense	0.00	0.00	2,000.00	0.00	0.00	2,000.00
Office Supplies	1,000.00	0.00	2,000.00	0.00	0.00	3,000.00
Parking	0.00	0.00	1,560.00	0.00	0.00	1,560.00
Postage & Delivery	160.00	0.00	0.00	0.00	0.00	160.00
Printing	0.00	250.00	250.00	0.00	0.00	500.00
Professional Fees	1,000.00	0.00	1,000.00	0.00	0.00	2,000.00
Rent	12,000.00	0.00	95,000.00	7,000.00	0.00	114,000.00
Telephone	1,300.00	0.00	500.00	0.00	0.00	1,800.00
Utilities	1,200.00	0.00	1,500.00	0.00	0.00	2,700.00
Total Office /Administration	<u>29,555.00</u>	<u>250.00</u>	<u>130,010.00</u>	<u>7,000.00</u>	<u>3,000.00</u>	<u>169,815.00</u>
Outreach/Promotion						
Fees For Website Maintenance	1,000.00	0.00	0.00	0.00	0.00	1,000.00
LJ VillageOpoly Game	0.00	0.00	15,000.00	0.00	0.00	15,000.00
Marketing	1,000.00	2,500.00	0.00	0.00	0.00	3,500.00
Newsletter	640.00	0.00	0.00	0.00	0.00	640.00
Website Design	0.00	0.00	0.00	10,000.00	0.00	10,000.00
Total Outreach/Promotion	<u>2,640.00</u>	<u>2,500.00</u>	<u>15,000.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>30,140.00</u>
Personnel						
Employer Taxes - Federal	6,000.00	0.00	4,000.00	0.00	0.00	10,000.00
Employer Taxes - State	300.00	0.00	1,000.00	0.00	0.00	1,300.00
Health Insurance	0.00	0.00	5,000.00	0.00	0.00	5,000.00
Payroll Fees	0.00	0.00	1,700.00	0.00	0.00	1,700.00
Salaries (2FT, 3PT staff)	65,000.00	0.00	38,000.00	8,000.00	21,000.00	132,000.00
Workers Compensation	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Total Personnel	<u>73,800.00</u>	<u>0.00</u>	<u>49,700.00</u>	<u>8,000.00</u>	<u>21,000.00</u>	<u>152,500.00</u>

La Jolla Village Merchant Association
Profit & Loss by Class
 FY2014 - FY2015

	<u>BID</u>	<u>CEP Grant</u>	<u>Discretionary</u>	<u>EDTS</u>	<u>SBEP</u>	<u>TOTAL</u>
Special Events						
Farmers Ins Golf Tourn	0.00	0.00	3,500.00	0.00	0.00	3,500.00
Haute La Jolla Events (4)	10,000.00	2,250.00	0.00	0.00	0.00	12,250.00
LJVMA Members Golf Tourn	0.00	0.00	42,000.00	0.00	0.00	42,000.00
Festival of Trees	0.00	0.00	10,000.00	0.00	0.00	10,000.00
LJ Art & Wine Festival	0.00	0.00	40,000.00	0.00	0.00	40,000.00
4th July Celebration	0.00	0.00	4,000.00	0.00	0.00	4,000.00
Musicians Fees	0.00	0.00	15,000.00	0.00	0.00	15,000.00
Total Special Events	<u>10,000.00</u>	<u>2,250.00</u>	<u>114,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>126,750.00</u>
Total Expense	<u>150,000.00</u>	<u>5,000.00</u>	<u>327,210.00</u>	<u>25,000.00</u>	<u>24,000.00</u>	<u>531,210.00</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>4,140.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>4,140.00</u></u>