

La Jolla Village Merchant Association
Profit & Loss by Class
February 2013

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Advertising				
Dining Out Magazine Ad	0.00	500.00	0.00	500.00
Total Advertising	<u>0.00</u>	<u>500.00</u>	<u>0.00</u>	<u>500.00</u>
Banner Income	0.00	1,772.75	0.00	1,772.75
BID Income	19,080.03	0.00	0.00	19,080.03
Donnation				
LJ Information Center	0.00	10,000.00	0.00	10,000.00
Total Donnation	<u>0.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>10,000.00</u>
Rent Income	<u>0.00</u>	<u>275.00</u>	<u>0.00</u>	<u>275.00</u>
Total Income	19,080.03	12,547.75	0.00	31,627.78
Expense				
Design/Beautification				
Banner	4,500.00	0.00	0.00	4,500.00
Total Design/Beautification	<u>4,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>4,500.00</u>
Office /Administration				
Accounting/Bookkeeping	2,415.00	0.00	0.00	2,415.00
Cell Phone	124.24	0.00	0.00	124.24
Dues/Subscriptions/Fees	308.95	0.00	0.00	308.95
Internet	162.00	0.00	0.00	162.00
Misc Office Expense	0.00	120.00	0.00	120.00
Office Supplies	265.74	0.00	0.00	265.74
Parking	65.00	195.00	0.00	260.00
Postage & Delivery	7.69	0.00	0.00	7.69
Printing	160.92	0.00	0.00	160.92
Telephone	209.32	0.00	0.00	209.32
Utilities	0.00	400.89	0.00	400.89
Total Office /Administration	<u>3,718.86</u>	<u>715.89</u>	<u>0.00</u>	<u>4,434.75</u>
Outreach/Promotion				
Fees For Website Maintenance	1,050.00	0.00	0.00	1,050.00
Marketing	5,379.56	0.00	0.00	5,379.56
Newsletter	45.00	0.00	0.00	45.00
Total Outreach/Promotion	<u>6,474.56</u>	<u>0.00</u>	<u>0.00</u>	<u>6,474.56</u>
Personnel				
Employer Taxes - Federal	270.94	358.85	273.62	903.41
Employer Taxes - State	0.00	133.78	15.24	149.02
Health Insurance	250.00	0.00	0.00	250.00
Payroll Fees	124.00	9.00	0.00	133.00

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

	BID	February 2013 Discretionary	SBEP	TOTAL
Salaries	3,541.67	4,382.31	3,541.67	11,465.65
Total Personnel	4,186.61	4,883.94	3,830.53	12,901.08
Special Events				
FI Golf Tourn	0.00	1,033.00	0.00	1,033.00
LJ Concours D'Elegance	0.00	0.00	0.00	0.00
Musician Fee	200.00	2,525.00	0.00	2,725.00
Total Special Events	200.00	3,558.00	0.00	3,758.00
Total Expense	19,080.03	9,157.83	3,830.53	32,068.39
Net Income	0.00	3,389.92	-3,830.53	-440.61