

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
February 2014

	<u>BID</u>	<u>CEP Grant</u>	<u>Discretionary</u>	<u>EDTS</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Income</b>						
<b>Advertising</b>						
Information Ctr. Advertising	0.00	0.00	1,000.00	0.00	0.00	1,000.00
<b>Total Advertising</b>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>
<b>Banner Income</b>	0.00	0.00	272.72	0.00	0.00	272.72
<b>BID Income</b>	11,458.48	0.00	0.00	0.00	0.00	11,458.48
<b>EDTS Income</b>	0.00	0.00	0.00	15,000.00	0.00	15,000.00
<b>Events</b>						
FI Golf Tourn	0.00	0.00	230.00	0.00	0.00	230.00
<b>Total Events</b>	<u>0.00</u>	<u>0.00</u>	<u>230.00</u>	<u>0.00</u>	<u>0.00</u>	<u>230.00</u>
<b>Hotel Booking Income</b>	0.00	0.00	21.28	0.00	0.00	21.28
<b>Sale of Merchandise</b>	<u>0.00</u>	<u>0.00</u>	<u>1,069.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,069.00</u>
<b>Total Income</b>	11,458.48	0.00	2,593.00	15,000.00	0.00	29,051.48
<b>Expense</b>						
<b>Design/Beautification</b>						
Decorative (Roof Line) Lighting	600.00	0.00	0.00	0.00	0.00	600.00
Landscaping	<u>2,502.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,502.00</u>
<b>Total Design/Beautification</b>	3,102.00	0.00	0.00	0.00	0.00	3,102.00
<b>Office /Administration</b>						
Accounting/Bookkeeping	2,065.00	0.00	0.00	0.00	0.00	2,065.00
<b>Bank Charges</b>						
Merchant Account Fees	<u>0.00</u>	<u>0.00</u>	<u>28.76</u>	<u>0.00</u>	<u>0.00</u>	<u>28.76</u>
<b>Total Bank Charges</b>	0.00	0.00	28.76	0.00	0.00	28.76
<b>Bankcard Equipment Lease</b>	0.00	0.00	37.81	0.00	0.00	37.81
<b>Dues/Subscriptions/Fees</b>	8.95	0.00	0.00	0.00	0.00	8.95
<b>Internet</b>	40.00	0.00	75.00	0.00	0.00	115.00
<b>Misc Office Expense</b>	0.00	0.00	30.00	0.00	0.00	30.00
<b>Office Supplies</b>	121.24	0.00	0.00	0.00	0.00	121.24

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<b>Parking</b>	10.00	0.00	130.00	0.00	0.00	140.00
<b>Postage &amp; Delivery</b>	17.29	0.00	0.00	0.00	0.00	17.29
<b>Printing</b>	18.93	0.00	54.66	0.00	0.00	73.59
<b>Rent</b>	1,000.00	0.00	5,000.00	0.00	0.00	6,000.00
<b>Telephone</b>	148.26	0.00	0.00	0.00	0.00	148.26
<b>Total Office /Administration</b>	<u>3,429.67</u>	<u>0.00</u>	<u>5,356.23</u>	<u>0.00</u>	<u>0.00</u>	<u>8,785.90</u>
<b>Outreach/Promotion</b>						
<b>Fees For Website Maintenance</b>	50.00	0.00	0.00	0.00	0.00	50.00
<b>Marketing</b>	0.00	712.02	0.00	0.00	0.00	712.02
<b>Newsletter</b>	70.00	0.00	0.00	0.00	0.00	70.00
<b>Total Outreach/Promotion</b>	<u>120.00</u>	<u>712.02</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>832.02</u>
<b>Personnel</b>						
<b>Employer Taxes - Federal</b>	272.94	0.00	238.10	0.00	273.93	784.97
<b>Employer Taxes - State</b>	98.00	0.00	331.72	0.00	17.79	447.51
<b>Health Insurance</b>	534.20	0.00	0.00	0.00	0.00	534.20
<b>Payroll Fees</b>	62.00	0.00	2.25	0.00	62.00	126.25
<b>Salaries</b>	3,541.67	0.00	778.01	2,168.78	3,541.67	10,030.13
<b>Workers Compensation</b>	298.00	0.00	0.00	0.00	0.00	298.00
<b>Total Personnel</b>	<u>4,806.81</u>	<u>0.00</u>	<u>1,350.08</u>	<u>2,168.78</u>	<u>3,895.39</u>	<u>12,221.06</u>
<b>Total Expense</b>	<u>11,458.48</u>	<u>712.02</u>	<u>6,706.31</u>	<u>2,168.78</u>	<u>3,895.39</u>	<u>24,940.98</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>-712.02</u></u>	<u><u>-4,113.31</u></u>	<u><u>12,831.22</u></u>	<u><u>-3,895.39</u></u>	<u><u>4,110.50</u></u>