

# La Jolla Village Merchant Association

## Profit & Loss by Class

March 2013

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Income</b>				
<b>Advertising</b>				
Dining Out Magazine Ad	0.00	250.00	0.00	250.00
Information Ctr. Advertising	0.00	7,725.00	0.00	7,725.00
<b>Total Advertising</b>	<b>0.00</b>	<b>7,975.00</b>	<b>0.00</b>	<b>7,975.00</b>
<b>Associate Membership</b>	<b>0.00</b>	<b>600.00</b>	<b>0.00</b>	<b>600.00</b>
<b>Banner Income</b>	<b>0.00</b>	<b>204.55</b>	<b>0.00</b>	<b>204.55</b>
<b>BID Income</b>	<b>26,595.21</b>	<b>0.00</b>	<b>0.00</b>	<b>26,595.21</b>
<b>Donnation</b>				
LJ Information Center	0.00	1,000.00	0.00	1,000.00
<b>Total Donnation</b>	<b>0.00</b>	<b>1,000.00</b>	<b>0.00</b>	<b>1,000.00</b>
<b>Other Income</b>	<b>0.00</b>	<b>5.33</b>	<b>0.00</b>	<b>5.33</b>
<b>Rent Income</b>	<b>0.00</b>	<b>275.00</b>	<b>0.00</b>	<b>275.00</b>
<b>Total Income</b>	<b>26,595.21</b>	<b>10,059.88</b>	<b>0.00</b>	<b>36,655.09</b>
<b>Expense</b>				
<b>Contingency Funds</b>				
	8,500.00	0.00	0.00	8,500.00
<b>Design/Beautification</b>				
Decorative (Roof Line) Lighting	2,120.00	0.00	0.00	2,120.00
Landscaping	1,307.43	0.00	0.00	1,307.43
<b>Total Design/Beautification</b>	<b>3,427.43</b>	<b>0.00</b>	<b>0.00</b>	<b>3,427.43</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	2,178.75	0.00	0.00	2,178.75
Cell Phone	124.24	0.00	0.00	124.24
Dues/Subscriptions/Fees	23.95	296.00	0.00	319.95
Internet	30.00	0.00	0.00	30.00
Office Furniture	3.22	0.00	0.00	3.22
Office Supplies	515.43	0.00	0.00	515.43
Parking	65.00	195.00	0.00	260.00
Postage & Delivery	53.69	0.00	0.00	53.69
Rent	1,000.00	0.00	0.00	1,000.00
Utilities	0.00	228.60	0.00	228.60
<b>Total Office /Administration</b>	<b>3,994.28</b>	<b>719.60</b>	<b>0.00</b>	<b>4,713.88</b>
<b>Outreach/Promotion</b>				
Fees For Website Maintenance	1,050.00	0.00	0.00	1,050.00
Marketing	5,374.65	0.00	0.00	5,374.65
Newsletter	45.00	0.00	0.00	45.00
<b>Total Outreach/Promotion</b>	<b>6,469.65</b>	<b>0.00</b>	<b>0.00</b>	<b>6,469.65</b>
<b>Personnel</b>				

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	<b>BID</b>	<b>March 2013 Discretionary</b>	<b>SBEP</b>	<b>TOTAL</b>
<b>Employer Taxes - Federal</b>	273.53	319.05	273.06	865.64
<b>Employer Taxes - State</b>	14.65	106.73	12.03	133.41
<b>Health Insurance</b>	250.00	0.00	0.00	250.00
<b>Payroll Fees</b>	124.00	9.00	0.00	133.00
<b>Salaries</b>	<u>3,541.67</u>	<u>3,924.46</u>	<u>3,541.67</u>	<u>11,007.80</u>
<b>Total Personnel</b>	<u>4,203.85</u>	<u>4,359.24</u>	<u>3,826.76</u>	<u>12,389.85</u>
<b>Total Expense</b>	<u>26,595.21</u>	<u>5,078.84</u>	<u>3,826.76</u>	<u>35,500.81</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>4,981.04</u></u>	<u><u>-3,826.76</u></u>	<u><u>1,154.28</u></u>