

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

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Advertising				
Information Ctr. Advertising	0.00	22,980.00	0.00	22,980.00
Website Ads	0.00	250.00	0.00	250.00
Total Advertising	0.00	23,230.00	0.00	23,230.00
Banner Income	0.00	409.10	0.00	409.10
BID Income	14,177.91	0.00	0.00	14,177.91
Events				
FI Golf Tourn	0.00	250.00	0.00	250.00
Total Events	0.00	250.00	0.00	250.00
PROW	0.00	1,250.00	0.00	1,250.00
Rent Income	0.00	275.00	0.00	275.00
Total Income	14,177.91	25,414.10	0.00	39,592.01
Expense				
Design/Beautification				
Landscaping	1,188.00	0.00	0.00	1,188.00
Total Design/Beautification	1,188.00	0.00	0.00	1,188.00
Office /Administration				
Accounting/Bookkeeping	2,135.00	0.00	0.00	2,135.00
Cell Phone	124.12	0.00	0.00	124.12
Dues/Subscriptions/Fees	8.95	7.55	0.00	16.50
Gift	0.00	45.13	0.00	45.13
Internet	38.00	0.00	0.00	38.00
Office Supplies	404.83	0.00	0.00	404.83
Parking	65.00	195.00	0.00	260.00
Postage & Delivery	7.69	0.00	0.00	7.69
Rent	1,000.00	8,500.00	0.00	9,500.00
Telephone	104.50	0.00	0.00	104.50

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Utilities	0.00	230.87	0.00	230.87
Total Office /Administration	3,888.09	8,978.55	0.00	12,866.64
Outreach/Promotion				
Marketing	660.98	0.00	0.00	660.98
Newsletter	45.00	0.00	0.00	45.00
Total Outreach/Promotion	705.98	0.00	0.00	705.98
Personnel				
Employer Taxes - Federal	546.50	330.59	0.00	877.09
Employer Taxes - State	26.23	104.91	0.00	131.14
Health Insurance	250.00	0.00	0.00	250.00
Payroll Fees	124.00	9.00	0.00	133.00
Salaries	4,555.11	4,079.38	2,528.23	11,162.72
Workers Compensation	394.00	0.00	0.00	394.00
Total Personnel	5,895.84	4,523.88	2,528.23	12,947.95
Special Events				
LJ Concours D'Elegance	2,500.00	0.00	0.00	2,500.00
Total Special Events	2,500.00	0.00	0.00	2,500.00
Total Expense	14,177.91	13,502.43	2,528.23	30,208.57
Net Income	0.00	11,911.67	-2,528.23	9,383.44