

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

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
Income			
Advertising			
Information Ctr. Advertising	0.00	7,530.00	7,530.00
Total Advertising	<u>0.00</u>	<u>7,530.00</u>	<u>7,530.00</u>
Banner Income	0.00	409.10	409.10
BID Income	16,426.08	0.00	16,426.08
Events			
Haute LJ Nights	0.00	2,750.00	2,750.00
Total Events	<u>0.00</u>	<u>2,750.00</u>	<u>2,750.00</u>
PROW	0.00	250.00	250.00
Rent Income	<u>0.00</u>	<u>275.00</u>	<u>275.00</u>
Total Income	16,426.08	11,214.10	27,640.18
Expense			
Design/Beautification			
Banner	540.40	0.00	540.40
Decorative (Roof Line) Lighting	400.00	0.00	400.00
Signage	143.00	0.00	143.00
Total Design/Beautification	<u>1,083.40</u>	<u>0.00</u>	<u>1,083.40</u>
Office /Administration			
Accounting/Bookkeeping	2,231.25	0.00	2,231.25
Cell Phone	124.12	0.00	124.12
Dues/Subscriptions/Fees	503.95	56.38	560.33
Internet	40.00	0.00	40.00
Misc Office Expense	0.00	30.00	30.00
Office Supplies	97.69	0.00	97.69
Parking	65.00	195.00	260.00
Postage & Delivery	14.00	0.00	14.00
Professional Fees	0.00	404.43	404.43

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Rent	1,000.00	8,500.00	9,500.00
Telephone	103.78	0.00	103.78
Utilities	0.00	265.73	265.73
Total Office /Administration	<u>4,179.79</u>	<u>9,451.54</u>	<u>13,631.33</u>
Outreach/Promotion			
Fees For Website Maintenance	1,500.00	0.00	1,500.00
Marketing	1,025.22	0.00	1,025.22
Newsletter	45.00	0.00	45.00
Total Outreach/Promotion	<u>2,570.22</u>	<u>0.00</u>	<u>2,570.22</u>
Personnel			
Employer Taxes - Federal	542.87	287.60	830.47
Employer Taxes - State	10.46	37.06	47.52
Health Insurance	250.00	0.00	250.00
Payroll Fees	124.00	6.75	130.75
Salaries	7,083.34	3,662.83	10,746.17
Workers Compensation	582.00	0.00	582.00
Total Personnel	<u>8,592.67</u>	<u>3,994.24</u>	<u>12,586.91</u>
Total Expense	<u>16,426.08</u>	<u>13,445.78</u>	<u>29,871.86</u>
Net Income	<u><u>0.00</u></u>	<u><u>-2,231.68</u></u>	<u><u>-2,231.68</u></u>