

# La Jolla Village Merchant Association

## Profit & Loss by Class

June 2013

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Income</b>				
<b>Advertising</b>				
Information Ctr. Advertising	0.00	7,750.00	0.00	7,750.00
<b>Total Advertising</b>	<b>0.00</b>	<b>7,750.00</b>	<b>0.00</b>	<b>7,750.00</b>
<b>Associate Membership</b>	0.00	700.00	0.00	700.00
<b>Banner Income</b>	0.00	204.55	0.00	204.55
<b>BID Income</b>	22,467.43	0.00	0.00	22,467.43
<b>Donnation</b>				
LJ Information Center	0.00	100.00	0.00	100.00
<b>Total Donnation</b>	<b>0.00</b>	<b>100.00</b>	<b>0.00</b>	<b>100.00</b>
<b>Events</b>				
Haute LJ Nights	0.00	4,352.00	0.00	4,352.00
<b>Total Events</b>	<b>0.00</b>	<b>4,352.00</b>	<b>0.00</b>	<b>4,352.00</b>
<b>PROW</b>	0.00	250.00	0.00	250.00
<b>Refund</b>	0.00	18.58	0.00	18.58
<b>Rent Income</b>	0.00	275.00	0.00	275.00
<b>SBEP</b>	0.00	0.00	1,755.00	1,755.00
<b>Total Income</b>	<b>22,467.43</b>	<b>13,650.13</b>	<b>1,755.00</b>	<b>37,872.56</b>

**Expense**

**Design/Beautification**

Landscaping	6,855.00	0.00	0.00	6,855.00
<b>Total Design/Beautification</b>	<b>6,855.00</b>	<b>0.00</b>	<b>0.00</b>	<b>6,855.00</b>

**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	0.00	0.00	8.95
Equipment & Furniture	0.00	168.00	0.00	168.00
Insurance	2,143.00	0.00	0.00	2,143.00
Internet	40.00	0.00	0.00	40.00
Misc Office Expense	0.00	710.00	0.00	710.00
Office Supplies	134.39	0.00	0.00	134.39
Parking	65.00	195.00	0.00	260.00
Postage & Delivery	9.58	0.00	0.00	9.58
Rent	1,000.00	8,500.00	0.00	9,500.00
Telephone	104.59	0.00	0.00	104.59
Utilities	0.00	344.25	0.00	344.25
<b>Total Office /Administration</b>	<b>5,764.63</b>	<b>9,917.25</b>	<b>0.00</b>	<b>15,681.88</b>

**Outreach/Promotion**

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

	<b>BID</b>	<b>June 2013 Discretionary</b>	<b>SBEP</b>	<b>TOTAL</b>
<b>Fees For Website Maintenance</b>	437.50	0.00	0.00	437.50
<b>Marketing</b>	712.02	0.00	0.00	712.02
<b>Newsletter</b>	45.00	0.00	0.00	45.00
<b>Total Outreach/Promotion</b>	<u>1,194.52</u>	<u>0.00</u>	<u>0.00</u>	<u>1,194.52</u>
<b>Personnel</b>				
<b>Employer Taxes - Federal</b>	541.88	273.16	0.00	815.04
<b>Employer Taxes - State</b>	9.36	32.78	0.00	42.14
<b>Health Insurance</b>	250.00	0.00	0.00	250.00
<b>Payroll Fees</b>	124.00	6.75	0.00	130.75
<b>Salaries</b>	5,328.34	3,473.50	1,755.00	10,556.84
<b>Workers Compensation</b>	298.00	0.00	0.00	298.00
<b>Total Personnel</b>	<u>6,551.58</u>	<u>3,786.19</u>	<u>1,755.00</u>	<u>12,092.77</u>
<b>Special Events</b>				
<b>Haute La Jolla Nights</b>	2,101.70	0.00	0.00	2,101.70
<b>Musician Fee</b>	0.00	2,350.00	0.00	2,350.00
<b>Total Special Events</b>	<u>2,101.70</u>	<u>2,350.00</u>	<u>0.00</u>	<u>4,451.70</u>
<b>Total Expense</b>	<u>22,467.43</u>	<u>16,053.44</u>	<u>1,755.00</u>	<u>40,275.87</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>-2,403.31</u></u>	<u><u>0.00</u></u>	<u><u>-2,403.31</u></u>