

La Jolla Village Merchant Association

Profit & Loss by Class

May 2014

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Advertising				
Information Ctr. Advertising	0.00	4,500.00	0.00	4,500.00
La Jolla Monopoly Game	0.00	500.00	0.00	500.00
Total Advertising	<u>0.00</u>	<u>5,000.00</u>	<u>0.00</u>	<u>5,000.00</u>
Banner Income	0.00	2,386.36	0.00	2,386.36
BID Income	10,164.52	0.00	0.00	10,164.52
Hotel Booking Income	0.00	45.56	0.00	45.56
Total Income	<u>10,164.52</u>	<u>7,431.92</u>	<u>0.00</u>	<u>17,596.44</u>
Expense				
Office /Administration				
Accounting/Bookkeeping	2,012.50	0.00	0.00	2,012.50
Bank Charges				
Merchant Account Fees	0.00	20.00	0.00	20.00
Total Bank Charges	<u>0.00</u>	<u>20.00</u>	<u>0.00</u>	<u>20.00</u>
Bankcard Equipment Lease	0.00	37.81	0.00	37.81
Cell Phone	124.33	0.00	0.00	124.33
Dues/Subscriptions/Fees	8.95	0.00	0.00	8.95
Internet	45.00	75.00	0.00	120.00
Misc Office Expense	0.00	30.00	0.00	30.00
Office Supplies	162.64	58.35	0.00	220.99
Parking	50.00	173.00	0.00	223.00
Postage & Delivery	14.03	0.00	0.00	14.03
Rent	1,000.00	2,485.00	0.00	3,485.00
Telephone	147.57	60.15	0.00	207.72
Total Office /Administration	<u>3,565.02</u>	<u>2,939.31</u>	<u>0.00</u>	<u>6,504.33</u>
Outreach/Promotion				
Fees For Website Maintenance	100.00	50.00	0.00	150.00
Newsletter	70.00	0.00	0.00	70.00
Total Outreach/Promotion	<u>170.00</u>	<u>50.00</u>	<u>0.00</u>	<u>220.00</u>
Personnel				
Employer Taxes - Federal	541.87	234.34	0.00	776.21
Employer Taxes - State	12.60	43.74	0.00	56.34
Payroll Fees	114.75	0.00	0.00	114.75
Salaries	5,508.11	2,992.16	1,575.23	10,075.50
Workers Compensation	252.17	0.00	0.00	252.17
Total Personnel	<u>6,429.50</u>	<u>3,270.24</u>	<u>1,575.23</u>	<u>11,274.97</u>
Total Expense	<u>10,164.52</u>	<u>6,259.55</u>	<u>1,575.23</u>	<u>17,999.30</u>

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	<u>BID</u>	<u>May 2014 Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Net Income	<u>0.00</u>	<u>1,172.37</u>	<u>-1,575.23</u>	<u>-402.86</u>