

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

	<u>BID</u>	<u>July 2013 Discretionary</u>	<u>TOTAL</u>
<b>Income</b>			
<b>Advertising</b>			
Information Ctr. Advertising	0.00	7,125.00	7,125.00
<b>Total Advertising</b>	<u>0.00</u>	<u>7,125.00</u>	<u>7,125.00</u>
<b>Associate Membership</b>	0.00	2,000.00	2,000.00
<b>BID Income</b>	18,049.40	0.00	18,049.40
<b>Events</b>			
Haute LJ Nights	0.00	4,248.00	4,248.00
<b>Total Events</b>	<u>0.00</u>	<u>4,248.00</u>	<u>4,248.00</u>
<b>PROW</b>	0.00	250.00	250.00
<b>Rent Income</b>	<u>0.00</u>	<u>275.00</u>	<u>275.00</u>
<b>Total Income</b>	18,049.40	13,898.00	31,947.40
<b>Expense</b>			
<b>Design/Beautification</b>			
Landscaping	1,297.00	0.00	1,297.00
<b>Total Design/Beautification</b>	<u>1,297.00</u>	<u>0.00</u>	<u>1,297.00</u>
<b>Office /Administration</b>			
Accounting/Bookkeeping	2,345.00	0.00	2,345.00
Cell Phone	124.05	0.00	124.05
Dues/Subscriptions/Fees	8.95	175.15	184.10
Election Costs	1,443.95	0.00	1,443.95
Gift	0.00	60.00	60.00
Insurance	2,202.00	0.00	2,202.00
Internet	40.00	0.00	40.00
Misc Office Expense	0.00	420.13	420.13
Office Supplies	118.39	247.98	366.37
Parking	65.00	195.00	260.00
Postage & Delivery	7.69	0.00	7.69
Printing	16.21	0.00	16.21
Rent	1,000.00	8,500.00	9,500.00
Telephone	104.59	0.00	104.59
Utilities	343.95	0.00	343.95
<b>Total Office /Administration</b>	<u>7,819.78</u>	<u>9,598.26</u>	<u>17,418.04</u>
<b>Outreach/Promotion</b>			
Fees For Website Maintenance	50.00	0.00	50.00
Newsletter	45.00	0.00	45.00
<b>Total Outreach/Promotion</b>	<u>95.00</u>	<u>0.00</u>	<u>95.00</u>
<b>Personnel</b>			
Employer Taxes - Federal	541.88	289.73	831.61

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	<u>BID</u>	<u>July 2013 Discretionary</u>	<u>TOTAL</u>
<b>Employer Taxes - State</b>	10.20	40.83	51.03
<b>Health Insurance</b>	250.00	0.00	250.00
<b>Payroll Fees</b>	124.00	9.00	133.00
<b>Salaries</b>	7,083.34	3,669.73	10,753.07
<b>Workers Compensation</b>	298.00	0.00	298.00
<b>Total Personnel</b>	<u>8,307.42</u>	<u>4,009.29</u>	<u>12,316.71</u>
 <b>Special Events</b>			
<b>Haute La Jolla Nights</b>	530.20	0.00	530.20
<b>Total Special Events</b>	<u>530.20</u>	<u>0.00</u>	<u>530.20</u>
 <b>Total Expense</b>	<u>18,049.40</u>	<u>13,607.55</u>	<u>31,656.95</u>
 <b>Net Income</b>	<u><u>0.00</u></u>	<u><u>290.45</u></u>	<u><u>290.45</u></u>