

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

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
Income			
Advertising			
Information Ctr. Advertising	0.00	6,325.00	6,325.00
Total Advertising	<u>0.00</u>	<u>6,325.00</u>	<u>6,325.00</u>
BID Income	16,302.59	0.00	16,302.59
Events			
Haute LJ Nights	0.00	1,350.00	1,350.00
Total Events	<u>0.00</u>	<u>1,350.00</u>	<u>1,350.00</u>
Merchandise Sale commission	0.00	248.00	248.00
PROW	0.00	250.00	250.00
Rent Income	<u>0.00</u>	<u>275.00</u>	<u>275.00</u>
Total Income	16,302.59	8,448.00	24,750.59
Expense			
Design/Beautification			
Decorative (Roof Line) Lighting	300.00	0.00	300.00
Total Design/Beautification	<u>300.00</u>	<u>0.00</u>	<u>300.00</u>
Office /Administration			
Accounting/Bookkeeping	1,102.50	0.00	1,102.50
Bank Charges	0.00	86.50	86.50
Cell Phone	124.05	0.00	124.05
Dues/Subscriptions/Fees	8.95	66.78	75.73
Internet	40.00	0.00	40.00
Office Supplies	117.22	0.00	117.22
Parking	75.00	195.00	270.00
Rent	1,000.00	8,500.00	9,500.00
Telephone	<u>105.36</u>	<u>0.00</u>	<u>105.36</u>
Total Office /Administration	2,573.08	8,848.28	11,421.36
Outreach/Promotion			
Marketing	712.02	0.00	712.02
Newsletter	<u>45.00</u>	<u>0.00</u>	<u>45.00</u>
Total Outreach/Promotion	757.02	0.00	757.02
Personnel			
Employer Taxes - Federal	541.87	288.55	830.42
Employer Taxes - State	8.79	35.45	44.24
Payroll Fees	124.00	9.00	133.00
Salaries	<u>7,083.34</u>	<u>3,669.72</u>	<u>10,753.06</u>
Total Personnel	7,758.00	4,002.72	11,760.72

**La Jolla Village Merchant Association
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	<u>BID</u>	<u>August 2013 Discretionary</u>	<u>TOTAL</u>
Special Events			
Haute La Jolla Nights	2,839.49	0.00	2,839.49
Musician Fee	<u>2,075.00</u>	<u>500.00</u>	<u>2,575.00</u>
Total Special Events	<u>4,914.49</u>	<u>500.00</u>	<u>5,414.49</u>
Total Expense	<u>16,302.59</u>	<u>13,351.00</u>	<u>29,653.59</u>
Net Income	<u><u>0.00</u></u>	<u><u>-4,903.00</u></u>	<u><u>-4,903.00</u></u>