

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

|                                     | BID              | July 2014<br>CEP Grant | Discretionary   | EDTS            | TOTAL            |
|-------------------------------------|------------------|------------------------|-----------------|-----------------|------------------|
| <b>Income</b>                       |                  |                        |                 |                 |                  |
| <b>Advertising</b>                  |                  |                        |                 |                 |                  |
| Information Ctr. Advertising        | 0.00             | 0.00                   | 3,000.00        | 0.00            | 3,000.00         |
| Website Ads                         | 0.00             | 0.00                   | 250.00          | 0.00            | 250.00           |
| <b>Total Advertising</b>            | <b>0.00</b>      | <b>0.00</b>            | <b>3,250.00</b> | <b>0.00</b>     | <b>3,250.00</b>  |
| <b>Associate Membership</b>         | 0.00             | 0.00                   | 700.00          | 0.00            | 700.00           |
| <b>BID Income</b>                   | 11,236.41        | 0.00                   | 0.00            | 0.00            | 11,236.41        |
| <b>Hotel Booking Income</b>         | 0.00             | 0.00                   | 54.08           | 0.00            | 54.08            |
| <b>Total Income</b>                 | <b>11,236.41</b> | <b>0.00</b>            | <b>4,004.08</b> | <b>0.00</b>     | <b>15,240.49</b> |
| <b>Expense</b>                      |                  |                        |                 |                 |                  |
| <b>Office /Administration</b>       |                  |                        |                 |                 |                  |
| Accounting/Bookkeeping              | 0.00             | 0.00                   | 2,073.75        | 0.00            | 2,073.75         |
| <b>Bank Charges</b>                 |                  |                        |                 |                 |                  |
| Merchant Account Fees               | 0.00             | 0.00                   | 38.23           | 0.00            | 38.23            |
| Bank Charges - Other                | 0.00             | 0.00                   | 20.00           | 0.00            | 20.00            |
| <b>Total Bank Charges</b>           | <b>0.00</b>      | <b>0.00</b>            | <b>58.23</b>    | <b>0.00</b>     | <b>58.23</b>     |
| <b>Bankcard Equipment Lease</b>     | 0.00             | 0.00                   | 37.81           | 0.00            | 37.81            |
| <b>Cell Phone</b>                   | 124.41           | 0.00                   | 0.00            | 0.00            | 124.41           |
| <b>Dues/Subscriptions/Fees</b>      | 8.95             | 0.00                   | 7.55            | 0.00            | 16.50            |
| <b>Election Costs</b>               | 1,212.30         | 0.00                   | 0.00            | 0.00            | 1,212.30         |
| <b>Internet</b>                     | 45.00            | 0.00                   | 75.00           | 0.00            | 120.00           |
| <b>Office Supplies</b>              | 111.65           | 0.00                   | 28.50           | 0.00            | 140.15           |
| <b>Parking</b>                      | 0.00             | 0.00                   | 142.50          | 0.00            | 142.50           |
| <b>Postage &amp; Delivery</b>       | 14.57            | 0.00                   | 0.00            | 0.00            | 14.57            |
| <b>Professional Fees</b>            | 187.50           | 0.00                   | 0.00            | 0.00            | 187.50           |
| <b>Rent</b>                         | 1,000.00         | 0.00                   | 0.00            | 1,285.00        | 2,285.00         |
| <b>Telephone</b>                    | 158.94           | 0.00                   | 120.51          | 0.00            | 279.45           |
| <b>Total Office /Administration</b> | <b>2,863.32</b>  | <b>0.00</b>            | <b>2,543.85</b> | <b>1,285.00</b> | <b>6,692.17</b>  |
| <b>Outreach/Promotion</b>           |                  |                        |                 |                 |                  |
| Fees For Website Maintenance        | 50.00            | 0.00                   | 50.00           | 0.00            | 100.00           |
| Marketing                           | 0.00             | 120.00                 | 100.00          | 0.00            | 220.00           |
| Newsletter                          | 70.00            | 0.00                   | 0.00            | 0.00            | 70.00            |
| <b>Total Outreach/Promotion</b>     | <b>120.00</b>    | <b>120.00</b>          | <b>150.00</b>   | <b>0.00</b>     | <b>390.00</b>    |
| <b>Personnel</b>                    |                  |                        |                 |                 |                  |
| Employer Taxes - Federal            | 541.88           | 0.00                   | 178.97          | 140.47          | 861.32           |
| Employer Taxes - State              | 33.00            | 0.00                   | 62.62           | 84.57           | 180.19           |
| Health Insurance                    | 284.20           | 0.00                   | 0.00            | 0.00            | 284.20           |
| Payroll Fees                        | 58.50            | 0.00                   | 60.75           | 0.00            | 119.25           |
| Salaries                            | 7,083.34         | 0.00                   | 2,245.17        | 1,702.63        | 11,031.14        |
| Workers Compensation                | 252.17           | 0.00                   | 0.00            | 0.00            | 252.17           |

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|------------------------|-------------|--------------------------------|----------------------|------------------|------------------|
| <b>Total Personnel</b> | 8,253.09    | 0.00                           | 2,547.51             | 1,927.67         | 12,728.27        |
| <b>Total Expense</b>   | 11,236.41   | 120.00                         | 5,241.36             | 3,212.67         | 19,810.44        |
| <b>Net Income</b>      | <u>0.00</u> | <u>-120.00</u>                 | <u>-1,237.28</u>     | <u>-3,212.67</u> | <u>-4,569.95</u> |