

La Jolla Village Merchant Association

Profit & Loss by Class

November 2013

	<u>BID</u>	<u>Discretionary</u>	<u>EDTS</u>	<u>SBEP</u>	<u>TOTAL</u>
Income					
Advertising					
Information Ctr. Advertising	0.00	500.00	0.00	0.00	500.00
Total Advertising	<u>0.00</u>	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>500.00</u>
Banner Income	0.00	975.00	0.00	0.00	975.00
BID Income	23,280.26	0.00	0.00	0.00	23,280.26
Hotel Booking Income	0.00	7.78	0.00	0.00	7.78
PROW	0.00	250.00	0.00	0.00	250.00
Sale of Merchandise	0.00	60.00	0.00	0.00	60.00
Total Income	<u>23,280.26</u>	<u>1,792.78</u>	<u>0.00</u>	<u>0.00</u>	<u>25,073.04</u>

Expense

Design/Beautification

Bench Expense

LJVMA Benches	1,017.00	0.00	0.00	0.00	1,017.00
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Total Bench Expense	<u>1,017.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,017.00</u>
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Decorative (Roof Line) Lighting	300.00	0.00	0.00	0.00	300.00
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Landscaping	4,272.00	0.00	0.00	0.00	4,272.00
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Total Design/Beautification	<u>5,589.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,589.00</u>
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Office /Administration

Accounting/Bookkeeping	2,205.00	0.00	0.00	0.00	2,205.00
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Bank Charges

Merchant Account Fees	0.00	54.94	0.00	0.00	54.94
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Total Bank Charges	<u>0.00</u>	<u>54.94</u>	<u>0.00</u>	<u>0.00</u>	<u>54.94</u>
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Bankcard Equipment Lease	0.00	37.81	0.00	0.00	37.81
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Cell Phone	124.06	0.00	0.00	0.00	124.06
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Dues/Subscriptions/Fees	33.95	0.00	0.00	0.00	33.95
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Equipment & Furniture	0.00	580.20	0.00	0.00	580.20
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Internet	40.00	0.00	0.00	0.00	40.00
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Misc Office Expense	0.00	90.00	0.00	0.00	90.00
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Office Supplies	99.27	0.00	0.00	0.00	99.27
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Parking	75.00	77.50	0.00	0.00	152.50
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Postage & Delivery	19.90	0.00	0.00	0.00	19.90
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Professional Fees	110.00	0.00	0.00	0.00	110.00
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Rent	1,000.00	2,000.00	0.00	0.00	3,000.00
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Telephone	147.81	85.61	0.00	0.00	233.42
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Utilities	492.60	0.00	0.00	0.00	492.60
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Total Office /Administration	<u>4,347.59</u>	<u>2,926.06</u>	<u>0.00</u>	<u>0.00</u>	<u>7,273.65</u>
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Outreach/Promotion

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

	November 2013				
	BID	Discretionary	EDTS	SBEP	TOTAL
Fees For Website Maintenance	150.00	0.00	0.00	0.00	150.00
Marketing	2,136.06	0.00	0.00	0.00	2,136.06
Newsletter	70.00	0.00	0.00	0.00	70.00
Total Outreach/Promotion	<u>2,356.06</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,356.06</u>
Personnel					
Employer Taxes - Federal	270.94	0.00	236.18	270.94	778.06
Employer Taxes - State	3.00	0.00	21.09	4.00	28.09
Health Insurance	500.00	0.00	0.00	0.00	500.00
Payroll Fees	124.00	2.25	0.00	0.00	126.25
Salaries	3,541.67	0.00	3,022.52	3,541.67	10,105.86
Workers Compensation	298.00	0.00	0.00	0.00	298.00
Total Personnel	<u>4,737.61</u>	<u>2.25</u>	<u>3,279.79</u>	<u>3,816.61</u>	<u>11,836.26</u>
Special Events					
Haute La Jolla Nights	6,000.00	0.00	0.00	0.00	6,000.00
Musician Fee	250.00	1,300.00	0.00	0.00	1,550.00
Total Special Events	<u>6,250.00</u>	<u>1,300.00</u>	<u>0.00</u>	<u>0.00</u>	<u>7,550.00</u>
Total Expense	<u>23,280.26</u>	<u>4,228.31</u>	<u>3,279.79</u>	<u>3,816.61</u>	<u>34,604.97</u>
Net Income	<u><u>0.00</u></u>	<u><u>-2,435.53</u></u>	<u><u>-3,279.79</u></u>	<u><u>-3,816.61</u></u>	<u><u>-9,531.93</u></u>