

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

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
Income			
Advertising			
Information Ctr. Advertising	0.00	650.00	650.00
Total Advertising	<u>0.00</u>	<u>650.00</u>	<u>650.00</u>
Banner Income	0.00	1,737.38	1,737.38
BID Income	14,099.24	0.00	14,099.24
Events			
Haute LJ Nights	0.00	2,350.00	2,350.00
Total Events	<u>0.00</u>	<u>2,350.00</u>	<u>2,350.00</u>
Rent Income	0.00	275.00	275.00
Sale of Merchandise	0.00	1,191.00	1,191.00
Total Income	<u>14,099.24</u>	<u>6,203.38</u>	<u>20,302.62</u>
Expense			
Commission paid on sales	0.00	704.70	704.70
Office /Administration			
Accounting/Bookkeeping	2,082.50	0.00	2,082.50
Bank Charges			
Merchant Account Fees	0.00	189.04	189.04
Total Bank Charges	<u>0.00</u>	<u>189.04</u>	<u>189.04</u>
Bankcard Equipment Lease	0.00	37.81	37.81
Cell Phone	124.05	0.00	124.05
Dues/Subscriptions/Fees	8.95	0.00	8.95
Internet	40.00	0.00	40.00
Misc Office Expense	0.00	60.00	60.00
Office Supplies	146.92	0.00	146.92
Parking	65.00	195.00	260.00
Postage & Delivery	24.58	0.00	24.58
Telephone	127.23	0.00	127.23
Total Office /Administration	<u>2,619.23</u>	<u>481.85</u>	<u>3,101.08</u>
Outreach/Promotion			
Fees For Website Maintenance	100.00	0.00	100.00
Newsletter	70.00	0.00	70.00
Total Outreach/Promotion	<u>170.00</u>	<u>0.00</u>	<u>170.00</u>
Personnel			
Employer Taxes - Federal	541.87	286.69	828.56
Employer Taxes - State	10.80	44.00	54.80
Payroll Fees	124.00	9.00	133.00
Salaries	7,083.34	3,621.53	10,704.87

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	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
Total Personnel	7,760.01	3,961.22	11,721.23
Special Events			
Musician Fee	3,550.00	0.00	3,550.00
Total Special Events	<u>3,550.00</u>	<u>0.00</u>	<u>3,550.00</u>
Total Expense	<u>14,099.24</u>	<u>5,147.77</u>	<u>19,247.01</u>
Net Income	<u><u>0.00</u></u>	<u><u>1,055.61</u></u>	<u><u>1,055.61</u></u>