

La Jolla Village Merchant Association Profit & Loss by Class

April 2012

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Banner Income	0.00	818.16	0.00	818.16
BID Income	7,365.64	0.00	0.00	7,365.64
Hotel Booking Income	0.00	15.26	0.00	15.26
PROW	0.00	400.00	0.00	400.00
Rent Income	0.00	275.00	0.00	275.00
Total Income	7,365.64	1,508.42	0.00	8,874.06
Expense				
Design/Beautification				
Flower Baskets	775.00	0.00	0.00	775.00
Total Design/Beautification	775.00	0.00	0.00	775.00
Office /Administration				
Accounting/Bookkeeping	2,242.50	0.00	0.00	2,242.50
Admin Assistant	120.00	0.00	0.00	120.00
Dues/Subscriptions/Fees	8.95	0.00	0.00	8.95
IT Services	145.32	0.00	0.00	145.32
Office Supplies	105.36	0.00	0.00	105.36
Postage & Delivery	4.38	0.00	0.00	4.38
Professional Fess	50.00	0.00	0.00	50.00
Rent	850.00	0.00	0.00	850.00
Telephone	125.88	0.00	0.00	125.88
Website Maintenance	50.00	0.00	0.00	50.00
Total Office /Administration	3,702.39	0.00	0.00	3,702.39
Outreach/Promotion				
Newsletter	70.00	0.00	0.00	70.00
Total Outreach/Promotion	70.00	0.00	0.00	70.00
Personnel				
Employer Taxes - Federal	191.25	0.00	191.25	382.50
Monthly Parking Pass	65.00	0.00	0.00	65.00
Payroll Fees	62.00	0.00	62.00	124.00
Salaries	2,500.00	0.00	2,500.00	5,000.00
Total Personnel	2,818.25	0.00	2,753.25	5,571.50
Total Expense	7,365.64	0.00	2,753.25	10,118.89
Net Income	0.00	1,508.42	-2,753.25	-1,244.83