

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

	BID	August 2012 Discretionary	TOTAL
<b>Income</b>			
Associate Membership	0.00	2,000.00	2,000.00
BID Income	22,475.64	0.00	22,475.64
<b>Events</b>			
Haute LJ Nights	0.00	388.00	388.00
<b>Total Events</b>	<b>0.00</b>	<b>388.00</b>	<b>388.00</b>
Rent Income	0.00	275.00	275.00
<b>Total Income</b>	<b>22,475.64</b>	<b>2,663.00</b>	<b>25,138.64</b>
<b>Expense</b>			
<b>Design/Beautification</b>			
Banner	4,600.00	0.00	4,600.00
<b>Bench Expense</b>			
Donor Benches	0.00	75.00	75.00
<b>Total Bench Expense</b>	<b>0.00</b>	<b>75.00</b>	<b>75.00</b>
Decorative (Roof Line) Lighting	300.00	0.00	300.00
Landscaping	775.00	0.00	775.00
<b>Total Design/Beautification</b>	<b>5,675.00</b>	<b>75.00</b>	<b>5,750.00</b>
<b>Office /Administration</b>			
Accounting/Bookkeeping	2,587.50	0.00	2,587.50
Audit	1,000.00	0.00	1,000.00
Cell Phone	123.74	0.00	123.74
Dues/Subscriptions/Fees	288.95	0.00	288.95
Election Costs	1,857.99	0.00	1,857.99
Internet	40.00	0.00	40.00
Meeting	0.00	38.50	38.50
Office Supplies	14.61	0.00	14.61
Parking	65.00	0.00	65.00
Postage & Delivery	25.67	0.00	25.67
Printing	143.85	0.00	143.85
Rent	850.00	0.00	850.00
Telephone	104.35	0.00	104.35
<b>Total Office /Administration</b>	<b>7,101.66</b>	<b>38.50</b>	<b>7,140.16</b>
<b>Outreach/Promotion</b>			
Newsletter	45.00	0.00	45.00
Website Maintenance	1,050.00	0.00	1,050.00
<b>Total Outreach/Promotion</b>	<b>1,095.00</b>	<b>0.00</b>	<b>1,095.00</b>
<b>Personnel</b>			
Employer Taxes - Federal	382.50	0.00	382.50
Payroll Fees	124.00	0.00	124.00

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	<b>BID</b>	<b>Discretionary</b>	<b>TOTAL</b>
	<b>August 2012</b>		
<b>Salaries</b>	5,000.00	0.00	5,000.00
<b>Workers Compensation</b>	62.00	0.00	62.00
<b>Total Personnel</b>	<u>5,568.50</u>	<u>0.00</u>	<u>5,568.50</u>
<b>Special Events</b>			
<b>Haute La Jolla Nights</b>	3,035.48	0.00	3,035.48
<b>LJ Art &amp; Wine Festival</b>	0.00	40,000.00	40,000.00
<b>SD Film Festival</b>	0.00	15,000.00	15,000.00
<b>Total Special Events</b>	<u>3,035.48</u>	<u>55,000.00</u>	<u>58,035.48</u>
<b>Total Expense</b>	<u>22,475.64</u>	<u>55,113.50</u>	<u>77,589.14</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>-52,450.50</u></u>	<u><u>-52,450.50</u></u>