

La Jolla Village Merchant Association
Profit & Loss by Class

December 2012

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Advertising				
LJ Village Map Ad	0.00	1,355.00	0.00	1,355.00
Total Advertising	<u>0.00</u>	<u>1,355.00</u>	<u>0.00</u>	<u>1,355.00</u>
BID Income	32,515.19	0.00	0.00	32,515.19
Rent Income	<u>0.00</u>	<u>275.00</u>	<u>0.00</u>	<u>275.00</u>
Total Income	32,515.19	1,630.00	0.00	34,145.19
Expense				
Design/Beautification				
Decorative (Roof Line) Lighting	18,040.00	0.00	0.00	18,040.00
Landscaping	1,629.00	0.00	0.00	1,629.00
Signage	<u>2,139.59</u>	<u>0.00</u>	<u>0.00</u>	<u>2,139.59</u>
Total Design/Beautification	21,808.59	0.00	0.00	21,808.59
Office /Administration				
Accounting/Bookkeeping	3,000.00	0.00	0.00	3,000.00
Cell Phone	124.52	0.00	0.00	124.52
Dues/Subscriptions/Fees	357.25	12.63	0.00	369.88
Internet	40.00	0.00	0.00	40.00
Office Supplies	254.54	0.00	0.00	254.54
Parking	65.00	0.00	0.00	65.00
Postage & Delivery	9.83	0.00	0.00	9.83
Rent	850.00	0.00	0.00	850.00
Telephone	<u>104.47</u>	<u>0.00</u>	<u>0.00</u>	<u>104.47</u>
Total Office /Administration	4,805.61	12.63	0.00	4,818.24
Outreach/Promotion				
Marketing				
LJ Village Map Ad	0.00	7,475.00	0.00	7,475.00
Marketing - Other	<u>619.38</u>	<u>0.00</u>	<u>0.00</u>	<u>619.38</u>
Total Marketing	619.38	7,475.00	0.00	8,094.38
Newsletter	45.00	0.00	0.00	45.00
Website Maintenance	<u>1,050.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,050.00</u>
Total Outreach/Promotion	1,714.38	7,475.00	0.00	9,189.38
Personnel				
Employer Taxes - Federal	270.94	0.00	270.94	541.88
Health Insurance	250.00	0.00	0.00	250.00
Payroll Fees	124.00	0.00	0.00	124.00
Salaries	<u>3,541.67</u>	<u>0.00</u>	<u>3,541.67</u>	<u>7,083.34</u>
Total Personnel	4,186.61	0.00	3,812.61	7,999.22

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	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Total Expense	32,515.19	7,487.63	3,812.61	43,815.43
Net Income	<u>0.00</u>	<u>-5,857.63</u>	<u>-3,812.61</u>	<u>-9,670.24</u>