

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

	<u>BID</u>	<u>February 2012 Discretionary</u>	<u>GALLERY & WINE</u>	<u>SBEP</u>	<u>TOTAL</u>
Income					
Banner Income	0.00	1,500.00	0.00	0.00	1,500.00
BID Income	23,777.33	0.00	0.00	0.00	23,777.33
Events					
Income from Gallery & Wine	0.00	0.00	200.00	0.00	200.00
Total Events	0.00	0.00	200.00	0.00	200.00
Rent Income	0.00	275.00	0.00	0.00	275.00
Total Income	23,777.33	1,775.00	200.00	0.00	25,752.33
Expense					
Office /Administration					
Accounting/Bookkeeping	962.50	0.00	0.00	967.50	1,930.00
Dues/Subscriptions/Fees	308.95	0.00	0.00	0.00	308.95
IT Services	434.90	0.00	0.00	0.00	434.90
Office Supplies	23.58	0.00	0.00	0.00	23.58
Postage & Delivery	398.06	0.00	0.00	0.00	398.06
Printing	5,948.10	0.00	0.00	0.00	5,948.10
Rent	850.00	0.00	0.00	0.00	850.00
Telephone	125.99	0.00	0.00	0.00	125.99
Website Maintenance	75.00	0.00	0.00	0.00	75.00
Total Office /Administration	9,127.08	0.00	0.00	967.50	10,094.58
Outreach/Promotion					
Newsletter	70.00	0.00	0.00	0.00	70.00
Website Design	11,700.00	0.00	0.00	0.00	11,700.00
Total Outreach/Promotion	11,770.00	0.00	0.00	0.00	11,770.00
Personnel					
Employer Taxes - Federal	191.25	0.00	0.00	203.25	394.50
Employer Taxes - State	0.00	0.00	0.00	70.00	70.00
Monthly Parking Pass	65.00	0.00	0.00	0.00	65.00
Payroll Fees	124.00	0.00	0.00	0.00	124.00
Salaries	2,500.00	0.00	0.00	2,500.00	5,000.00
Total Personnel	2,880.25	0.00	0.00	2,773.25	5,653.50
Total Expense	23,777.33	0.00	0.00	3,740.75	27,518.08
Net Income	0.00	1,775.00	200.00	-3,740.75	-1,765.75