

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

	January 2012				
	BID	Discretionary	GALLERY & WINE	SBEP	TOTAL
Income					
BID Income	21,689.77	0.00	0.00	0.00	21,689.77
Events					
Income from Gallery & Wine	0.00	0.00	1,094.31	0.00	1,094.31
Total Events	0.00	0.00	1,094.31	0.00	1,094.31
Hotel Booking Income	0.00	30.96	0.00	0.00	30.96
Other Income	0.00	144.20	0.00	0.00	144.20
Rent Income	0.00	550.00	0.00	0.00	550.00
Total Income	21,689.77	725.16	1,094.31	0.00	23,509.24
Expense					
Design/Beautification					
Flower Baskets	388.00	0.00	0.00	0.00	388.00
Street Lights	4,856.00	0.00	0.00	0.00	4,856.00
Total Design/Beautification	5,244.00	0.00	0.00	0.00	5,244.00
Office /Administration					
Accounting/Bookkeeping	2,010.00	0.00	0.00	0.00	2,010.00
Dues/Subscriptions/Fees	8.95	0.00	0.00	0.00	8.95
Equipment	0.00	5.43	0.00	0.00	5.43
Misc Office Expense	0.00	546.51	0.00	0.00	546.51
Office Supplies	457.12	0.00	0.00	0.00	457.12
Professional Fess	47.30	0.00	0.00	0.00	47.30
Rent	1,040.00	0.00	0.00	0.00	1,040.00
Telephone	125.00	0.00	0.00	0.00	125.00
Total Office /Administration	3,688.37	551.94	0.00	0.00	4,240.31
Outreach/Promotion					
Branding	6,000.00	0.00	0.00	0.00	6,000.00
Newsletter	45.00	0.00	0.00	0.00	45.00
Total Outreach/Promotion	6,045.00	0.00	0.00	0.00	6,045.00
Personnel					
ED Benefits	500.00	0.00	0.00	0.00	500.00
Employer Taxes - Federal	206.25	0.00	0.00	227.25	433.50
Employer Taxes - State	87.50	0.00	0.00	87.50	175.00
Monthly Parking Pass	65.00	0.00	0.00	0.00	65.00
Payroll Fees	162.95	0.00	0.00	0.00	162.95
Salaries	2,500.00	0.00	0.00	2,500.00	5,000.00
Total Personnel	3,521.70	0.00	0.00	2,814.75	6,336.45
Special Events					
2011 Gallery & Wine	1,855.70	0.00	0.00	0.00	1,855.70
Pillage The Village	1,335.00	0.00	0.00	0.00	1,335.00

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	BID	Discretionary	GALLERY & WINE	SBEP	TOTAL
Total Special Events	3,190.70	0.00	0.00	0.00	3,190.70
Total Expense	21,689.77	551.94	0.00	2,814.75	25,056.46
Net Income	0.00	173.22	1,094.31	-2,814.75	-1,547.22