

La Jolla Village Merchant Association

Profit & Loss by Class

	BID	Discretionary	June 2012 TOTAL
Income			
Banner Income	0.00	136.36	136.36
BID Income	18,487.90	0.00	18,487.90
Hotel Booking Income	0.00	19.95	19.95
Other Income	0.00	75.00	75.00
Rent Income	0.00	275.00	275.00
Total Income	18,487.90	506.31	18,994.21
Expense			
Design/Beautification			
Banner & Signage	0.00	950.00	950.00
Flower Baskets	775.00	0.00	775.00
Total Design/Beautification	775.00	950.00	1,725.00
Office /Administration			
Accounting/Bookkeeping	2,175.00	0.00	2,175.00
Cell Phone	220.22	0.00	220.22
Dues/Subscriptions/Fees	7.80	0.00	7.80
Insurance	2,657.00	0.00	2,657.00
Internet	40.00	0.00	40.00
IT Services	123.90	0.00	123.90
Office Supplies	678.62	0.00	678.62
Postage & Delivery	2.64	0.00	2.64
Printing	188.12	0.00	188.12
Rent	850.00	0.00	850.00
Telephone	103.69	0.00	103.69
Total Office /Administration	7,046.99	0.00	7,046.99
Outreach/Promotion			
Marketing	0.00	25,000.00	25,000.00
Newsletter	45.00	0.00	45.00
Website Maintenance	1,050.00	0.00	1,050.00
Total Outreach/Promotion	1,095.00	25,000.00	26,095.00
Personnel			
ED Benefits	200.00	0.00	200.00
Employer Taxes - Federal	344.48	0.00	344.48
Employer Taxes - State	70.00	0.00	70.00
Monthly Parking Pass	65.00	0.00	65.00
Payroll Fees	62.00	0.00	62.00
Salaries	4,346.16	0.00	4,346.16
Workers Compensation	490.00	0.00	490.00
Total Personnel	5,577.64	0.00	5,577.64
Special Events			

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Haute La Jolla Nights	3,718.27	0.00	3,718.27
Special Events - Other	275.00	0.00	275.00
Total Special Events	3,993.27	0.00	3,993.27
Total Expense	18,487.90	25,950.00	44,437.90
Net Income	0.00	-25,443.69	-25,443.69