

La Jolla Village Merchant Association
Balance Sheet
As of June 30, 2015

	<u>Jun 30, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	8,909.09
Total Checking/Savings	8,909.09
Accounts Receivable	
Accounts Receivable	8,930.73
Total Accounts Receivable	8,930.73
Other Current Assets	
EDTS Receivable	783.20
Prepaid Insurance	4,609.00
Security Deposit	9,500.00
Technical Assistance Receivable	1,619.36
Total Other Current Assets	16,511.56
Total Current Assets	34,351.38
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-35,479.00
Website	21,050.00
Total Fixed Assets	24,933.89
TOTAL ASSETS	<u>59,285.27</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	3,055.00
Total Accounts Payable	3,055.00
Other Current Liabilities	
Accrued Expenses	2,500.00
Security Deposit.	8,500.00
Total Other Current Liabilities	11,000.00
Total Current Liabilities	14,055.00
Total Liabilities	14,055.00
Equity	
Unrestricted Net Assets	43,908.40
Net Income	1,321.87
Total Equity	45,230.27
TOTAL LIABILITIES & EQUITY	<u>59,285.27</u>

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	Jul '14 - Jun 15	Budget	\$ Over Budget
Income			
Administration Fee	10,800.00		
Advertising			
Information Ctr. Advertising	12,000.00	40,000.00	-28,000.00
La Jolla Monopoly Game	0.00	22,500.00	-22,500.00
Website Ads	250.00	3,000.00	-2,750.00
Total Advertising	12,250.00	65,500.00	-53,250.00
Associate Membership	2,700.00	6,200.00	-3,500.00
Banner Income	17,881.00	9,000.00	8,881.00
BID Income	150,000.00	150,000.00	0.00
Donations			
Christmas Decoration	0.00	1,500.00	-1,500.00
LJ Information Center	400.00	500.00	-100.00
Total Donations	400.00	2,000.00	-1,600.00
EDTS Income	41,900.00	46,900.00	-5,000.00
Events			
Festival of Trees	0.00	10,000.00	-10,000.00
FI Golf Tourn	0.00	5,000.00	-5,000.00
Haute LJ Nights	0.00	15,000.00	-15,000.00
LJVMA Members Golf Tournament	0.00	50,150.00	-50,150.00
Padres La Jolla Day	754.00		
Pet Parade	0.00	2,500.00	-2,500.00
Total Events	754.00	82,650.00	-81,896.00
Grant Income	5,000.00	4,000.00	1,000.00
Hotel Booking Income	921.90	500.00	421.90
PROW	750.00	5,000.00	-4,250.00
Rent Income	68,000.00	102,000.00	-34,000.00
SBEP	24,750.00	24,000.00	750.00
Sparkle & Shine.	3,132.04		
Sponsorship			
WF Sponsorship	0.00	40,000.00	-40,000.00
Total Sponsorship	0.00	40,000.00	-40,000.00
Technical Assistance	1,619.36		
Total Income	340,858.30	537,750.00	-196,891.70
Expense			
Commission paid on sales	42.00	10,000.00	-9,958.00
Contingency Funds	0.00	7,805.00	-7,805.00
Design/Beautification			
Banner	11,520.00		
Bench Expense			
LJVMA Benches	200.00	1,200.00	-1,000.00
Total Bench Expense	200.00	1,200.00	-1,000.00
Decorative (Roof Line) Lighting	10,719.00	11,500.00	-781.00
Landscaping	17,003.00	15,000.00	2,003.00
Sparkle & Shine	698.90		
Total Design/Beautification	40,140.90	27,700.00	12,440.90

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	Jul '14 - Jun 15	Budget	\$ Over Budget
Office /Administration			
Accounting/Bookkeeping	16,623.75	25,000.00	-8,376.25
Audit	6,500.00	4,000.00	2,500.00
Bank/Merchant Account Fees	972.06	2,000.00	-1,027.94
Bankcard Equipment Lease	483.92	500.00	-16.08
Cell Phone	1,519.57	1,500.00	19.57
Dues/Subscriptions/Fees	1,019.40	2,700.00	-1,680.60
Election Costs	1,212.30	2,000.00	-787.70
Equipment & Furniture	184.61	2,000.00	-1,815.39
Gift	0.00	100.00	-100.00
Insurance	2,563.00	4,345.00	-1,782.00
Internet	1,646.50	1,450.00	196.50
Meeting	270.09		
Office Maintenance Expense	647.00	2,000.00	-1,353.00
Office Supplies	1,464.03	3,000.00	-1,535.97
Parking	1,628.50	1,560.00	68.50
Postage & Delivery	188.10	250.00	-61.90
Printing	75.33	500.00	-424.67
Professional Fees	312.50	2,000.00	-1,687.50
Rent	90,511.84	117,420.00	-26,908.16
Technical Assistance	1,619.36		
Telephone	2,859.56	1,800.00	1,059.56
Utilities	0.00	2,700.00	-2,700.00
Total Office /Administration	132,301.42	176,825.00	-44,523.58
Outreach/Promotion			
Fees For Website Maintenance	500.00	1,000.00	-500.00
LJ VillageOpoly Game	0.00	15,000.00	-15,000.00
Marketing	878.80	3,973.00	-3,094.20
Newsletter	590.00	840.00	-250.00
Website Design	5,000.00	10,000.00	-5,000.00
Total Outreach/Promotion	6,968.80	30,813.00	-23,844.20
Personnel			
Employer Taxes - Federal	11,182.57	10,000.00	1,182.57
Employer Taxes - State	2,309.13	1,300.00	1,009.13
Health Insurance	5,317.50	5,000.00	317.50
Payroll Fees	1,407.00	1,700.00	-293.00
Salaries	137,631.66	138,539.00	-907.34
Workers Compensation	2,447.00	2,500.00	-53.00
Total Personnel	160,294.86	159,039.00	1,255.86
Special Events			
Festival of Trees	288.45	5,000.00	-4,711.55
FI Golf Tourn	0.00	4,000.00	-4,000.00
Haute La Jolla Nights	0.00	16,692.00	-16,692.00
LJ Art & Wine Festival	0.00	40,000.00	-40,000.00
LJVMA Members Golf Tournament	0.00	42,000.00	-42,000.00
Musician Fee	-500.00	5,000.00	-5,500.00
Total Special Events	-211.55	112,692.00	-112,903.55
Total Expense	339,536.43	524,874.00	-185,337.57
Net Income	1,321.87	12,876.00	-11,554.13

La Jolla Village Merchant Association
Profit & Loss
 July 2014 through June 2015

	Jul '14 - Jun 15
Income	
Administration Fee	10,800.00
Advertising	
Information Ctr. Advertising	12,000.00
Website Ads	250.00
Total Advertising	12,250.00
Associate Membership	2,700.00
Banner Income	17,881.00
BID Income	150,000.00
Donations	
LJ Information Center	400.00
Total Donations	400.00
EDTS Income	41,900.00
Events	
Padres La Jolla Day	754.00
Total Events	754.00
Grant Income	5,000.00
Hotel Booking Income	921.90
PROW	750.00
Rent Income	68,000.00
SBEP	24,750.00
Sparkle & Shine.	3,132.04
Technical Assistance	1,619.36
Total Income	340,858.30
Expense	
Commission paid on sales	42.00
Design/Beautification	
Banner	11,520.00
Bench Expense	
LJVMA Benches	200.00
Total Bench Expense	200.00
Decorative (Roof Line) Lighting	10,719.00
Landscaping	17,003.00
Sparkle & Shine	698.90
Total Design/Beautification	40,140.90
Office /Administration	
Accounting/Bookkeeping	16,623.75
Audit	6,500.00
Bank/Merchant Account Fees	972.06
Bankcard Equipment Lease	483.92
Cell Phone	1,519.57
Dues/Subscriptions/Fees	1,019.40
Election Costs	1,212.30
Equipment & Furniture	184.61
Insurance	2,563.00
Internet	1,646.50
Meeting	270.09
Office Maintenance Expense	647.00
Office Supplies	1,464.03
Parking	1,628.50
Postage & Delivery	188.10
Printing	75.33
Professional Fees	312.50
Rent	90,511.84
Technical Assistance	1,619.36
Telephone	2,859.56
Total Office /Administration	132,301.42

La Jolla Village Merchant Association

Profit & Loss

July 2014 through June 2015

	Jul '14 - Jun 15
Outreach/Promotion	
Fees For Website Maintenance	500.00
Marketing	878.80
Newsletter	590.00
Website Design	5,000.00
Total Outreach/Promotion	6,968.80
Personnel	
Employer Taxes - Federal	11,182.57
Employer Taxes - State	2,309.13
Health Insurance	5,317.50
Payroll Fees	1,407.00
Salaries	137,631.66
Workers Compensation	2,447.00
Total Personnel	160,294.86
Special Events	
Festival of Trees	288.45
Musician Fee	-500.00
Total Special Events	-211.55
Total Expense	339,536.43
Net Income	1,321.87