

# La Jolla Village Merchant Association

## Balance Sheet

As of November 30, 2016

	Nov 30, 16
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Wells Fargo	33,043.12
Total Checking/Savings	33,043.12
Accounts Receivable	
Accounts Receivable	9,210.98
Total Accounts Receivable	9,210.98
Other Current Assets	
Prepaid Insurance	2,243.00
Total Other Current Assets	2,243.00
Total Current Assets	44,497.10
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-46,812.00
Website	21,050.00
Total Fixed Assets	13,600.89
<b>TOTAL ASSETS</b>	<b>58,097.99</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Accrued Expenses	6,744.00
BID Assessment	9,372.62
Total Other Current Liabilities	16,116.62
Total Current Liabilities	16,116.62
Total Liabilities	16,116.62
Equity	
Interfund-Cost of Admin LJCAP	8,800.00
Unrestricted Net Assets	32,167.34
Net Income	1,014.03
Total Equity	41,981.37
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>58,097.99</b>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July through November 2016**

	Jul - Nov 16	Budget	\$ Over Budget
<b>Income</b>			
Advertising			
92037 Mini Magazine	0.00	9,375.00	-9,375.00
Website Ads	0.00	420.00	-420.00
<b>Total Advertising</b>	<b>0.00</b>	<b>9,795.00</b>	<b>-9,795.00</b>
Associate Membership	0.00	420.00	-420.00
Banner Income	2,500.00	3,125.00	-625.00
Bid CarryForward	0.00	8,325.00	-8,325.00
BID Income	69,879.06	90,100.00	-20,220.94
Hotel Booking Income	104.24	40.00	64.24
LJC A & P Admin/Audit Fee	6,000.00	8,645.00	-2,645.00
PROW	0.00	210.00	-210.00
SBEP	0.00	6,300.00	-6,300.00
SBEP City Fees & Services	0.00	900.00	-900.00
SBEP Tech. Assistance/Acctg.	0.00	2,085.00	-2,085.00
Sparkle & Shine.	5,895.74	5,500.00	395.74
Special Events.			
Fashion Week SD	0.00	350.00	-350.00
Holiday Festival	0.00	8,000.00	-8,000.00
LJ Food/Spirits/Tourn of Chefs	0.00	625.00	-625.00
So Fine Kline Chilli Cook Off	0.00	500.00	-500.00
Village Art Nights/2nd Saturday	0.00	835.00	-835.00
<b>Total Special Events.</b>	<b>0.00</b>	<b>10,310.00</b>	<b>-10,310.00</b>
Sponsorship			
WF Sponsorship			
LJ Concours D'Elegence	425.00		
<b>Total WF Sponsorship</b>	<b>425.00</b>		
<b>Total Sponsorship</b>	<b>425.00</b>		
<b>Total Income</b>	<b>84,804.04</b>	<b>145,755.00</b>	<b>-60,950.96</b>
<b>Expense</b>			
Contingency Funds	0.00	12,500.00	-12,500.00
Design/Beautification			
Banner	1,887.00	420.00	1,467.00
Bench Expense			
Donor Benches	1,516.60	420.00	1,096.60
LJUMA Benches	0.00	415.00	-415.00
<b>Total Bench Expense</b>	<b>1,516.60</b>	<b>835.00</b>	<b>681.60</b>
Decorative (Roof Line) Lighting	0.00	5,000.00	-5,000.00
Landscaping	6,448.00	8,330.00	-1,882.00
<b>Total Design/Beautification</b>	<b>9,851.60</b>	<b>14,585.00</b>	<b>-4,733.40</b>
Office /Administration			
Accounting/Bookkeeping	6,000.00	6,000.00	0.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	104.37	500.00	-395.63
Bankcard Equipment Lease	219.25	210.00	9.25
Dues/Subscriptions/Fees	500.00	1,670.00	-1,170.00
Election Costs	1,926.32	2,000.00	-73.68
Gift	0.00	40.00	-40.00
Insurance	2,338.00	1,825.00	513.00
Internet	1,143.00	460.00	683.00
Office & Cell Phone	771.90	1,250.00	-478.10
Office Maintenance Expense	0.00	220.00	-220.00
Office Supplies	534.49	835.00	-300.51
Parking	42.50	325.00	-282.50
Postage & Delivery	897.94	625.00	272.94
Printing	0.00	1,250.00	-1,250.00

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
 July through November 2016

	Jul - Nov 16	Budget	\$ Over Budget
Professional Fees	500.00	670.00	-170.00
Rent	0.00	9,000.00	-9,000.00
<b>Total Office /Administration</b>	<b>19,577.77</b>	<b>31,380.00</b>	<b>-11,802.23</b>
Outreach/Promotion			
92037 Mini Magazine	0.00	5,420.00	-5,420.00
Fees For Website Maintenance	435.00	1,250.00	-815.00
Marketing	413.79	710.00	-296.21
Newsletter	225.00	420.00	-195.00
Website Design	0.00	2,085.00	-2,085.00
<b>Total Outreach/Promotion</b>	<b>1,073.79</b>	<b>9,885.00</b>	<b>-8,811.21</b>
Personnel			
Employer Taxes - Federal	3,625.28	2,920.00	705.28
Employer Taxes - State	83.90	375.00	-291.10
Executive Director	28,700.00	34,870.00	-6,170.00
Health Insurance	1,726.95	2,060.00	-333.05
LJCAP Administration	6,000.00	7,085.00	-1,085.00
Payroll Fees	575.00	420.00	155.00
Salaries	7,175.00	0.00	7,175.00
Sparkle & Shine Administration	5,390.00	5,500.00	-110.00
Workers Compensation	-1,210.00	1,250.00	-2,460.00
<b>Total Personnel</b>	<b>52,066.13</b>	<b>54,480.00</b>	<b>-2,413.87</b>
Special Events			
City Fees & Services	0.00	900.00	-900.00
Fashion Week SD	0.00	100.00	-100.00
FI Golf Tourn	0.00	1,300.00	-1,300.00
Holiday Festival	0.00	10,000.00	-10,000.00
LJ Food/Spirits Tourn of Chefs	0.00	4,170.00	-4,170.00
Musicians Fees	0.00	835.00	-835.00
Pillage The Village	1,220.72		
Quarterly Merchant Mixeers	0.00	1,670.00	-1,670.00
Village Art Nights/2nd Saturday	0.00	635.00	-635.00
<b>Total Special Events</b>	<b>1,220.72</b>	<b>19,610.00</b>	<b>-18,389.28</b>
<b>Total Expense</b>	<b>83,790.01</b>	<b>142,440.00</b>	<b>-58,649.99</b>
<b>Net Income</b>	<b>1,014.03</b>	<b>3,315.00</b>	<b>-2,300.97</b>

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
July through November 2016

	BID	Discretionary	TOTAL
<b>Income</b>			
Banner Income	0.00	2,500.00	2,500.00
BID Income	69,879.06	0.00	69,879.06
Hotel Booking Income	0.00	104.24	104.24
LJC A & P Admin/Audit Fee	0.00	6,000.00	6,000.00
Sparkle & Shine.	0.00	5,895.74	5,895.74
Sponsorship			
WF Sponsorship			
LJ Concours D'Elegence	0.00	425.00	425.00
Total WF Sponsorship	0.00	425.00	425.00
Total Sponsorship	0.00	425.00	425.00
Total Income	69,879.06	14,924.98	84,804.04
<b>Expense</b>			
Design/Beautification			
Banner	1,887.00	0.00	1,887.00
Bench Expense			
Donor Benches	0.00	1,516.60	1,516.60
Total Bench Expense	0.00	1,516.60	1,516.60
Landscaping	6,448.00	0.00	6,448.00
Total Design/Beautification	8,335.00	1,516.60	9,851.60
Office /Administration			
Accounting/Bookkeeping	6,000.00	0.00	6,000.00
Audit	4,600.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	104.37	104.37
Bankcard Equipment Lease	0.00	219.25	219.25
Dues/Subscriptions/Fees	500.00	0.00	500.00
Election Costs	1,926.32	0.00	1,926.32
Insurance	2,338.00	0.00	2,338.00
Internet	1,125.00	18.00	1,143.00
Office & Cell Phone	446.33	0.99	447.32
Office Supplies	480.99	53.50	534.49
Parking	40.00	2.50	42.50
Postage & Delivery	897.94	0.00	897.94
Professional Fees	500.00	0.00	500.00
Telephone	324.58	0.00	324.58
Total Office /Administration	19,179.16	398.61	19,577.77
Outreach/Promotion			
Fees For Website Maintenance	435.00	0.00	435.00
Marketing	313.79	100.00	413.79
Newsletter	225.00	0.00	225.00
Total Outreach/Promotion	973.79	100.00	1,073.79
Personnel			
Employer Taxes - Federal	3,203.44	421.84	3,625.28
Employer Taxes - State	0.00	83.90	83.90
Executive Director	28,700.00	0.00	28,700.00
Health Insurance	1,726.95	0.00	1,726.95
LJCAP Administration	0.00	6,000.00	6,000.00
Payroll Fees	575.00	0.00	575.00
Salaries	7,175.00	0.00	7,175.00
Sparkle & Shine Administration	0.00	5,390.00	5,390.00
Workers Compensation	-1,210.00	0.00	-1,210.00
Total Personnel	40,170.39	11,895.74	52,066.13

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
July through November 2016

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	BID	Discretionary	TOTAL
Special Events			
Pillage The Village	1,220.72	0.00	1,220.72
Total Special Events	1,220.72	0.00	1,220.72
Total Expense	69,879.06	13,910.95	83,790.01
Net Income	0.00	1,014.03	1,014.03