

La Jolla Village Merchant Association

Balance Sheet

As of September 30, 2016

	<u>Sep 30, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	35,353.34
Total Checking/Savings	35,353.34
Accounts Receivable	
Accounts Receivable	6,636.23
Total Accounts Receivable	6,636.23
Other Current Assets	
Prepaid Insurance	2,243.00
Total Other Current Assets	2,243.00
Total Current Assets	44,232.57
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-46,812.00
Website	21,050.00
Total Fixed Assets	13,600.89
TOTAL ASSETS	<u>57,833.46</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Accrued Expenses	6,744.00
BID Assessment	7,363.38
Total Other Current Liabilities	14,107.38
Total Current Liabilities	14,107.38
Total Liabilities	14,107.38
Equity	
Interfund-Cost of Admin LJCAP	8,800.00
Unrestricted Net Assets	32,167.34
Net Income	2,758.74
Total Equity	43,726.08
TOTAL LIABILITIES & EQUITY	<u>57,833.46</u>

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

	BID	Discretionary	TOTAL
Income			
Banner Income	0.00	2,500.00	2,500.00
BID Income	41,019.78	0.00	41,019.78
Hotel Booking Income	0.00	104.24	104.24
LJC A & P Admin/Audit Fee	0.00	3,600.00	3,600.00
Sparkle & Shine.	0.00	3,503.76	3,503.76
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	41,019.78	10,133.00	51,152.78
Expense			
Design/Beautification			
Banner	1,887.00	0.00	1,887.00
Landscaping	4,228.00	0.00	4,228.00
Total Design/Beautification	6,115.00	0.00	6,115.00
Office /Administration			
Accounting/Bookkeeping	3,600.00	0.00	3,600.00
Bank/Merchant Account Fees	0.00	64.37	64.37
Bankcard Equipment Lease	0.00	143.63	143.63
Dues/Subscriptions/Fees	500.00	0.00	500.00
Election Costs	1,858.82	0.00	1,858.82
Insurance	2,338.00	0.00	2,338.00
Internet	675.00	9.00	684.00
Office & Cell Phone	268.02	0.00	268.02
Office Supplies	155.50	53.50	209.00
Parking	20.00	0.00	20.00
Postage & Delivery	891.14	0.00	891.14
Telephone	196.28	0.00	196.28
Total Office /Administration	10,502.76	270.50	10,773.26
Outreach/Promotion			
Fees For Website Maintenance	335.00	0.00	335.00
Marketing	313.79	0.00	313.79
Newsletter	135.00	0.00	135.00
Total Outreach/Promotion	783.79	0.00	783.79
Personnel			
Employer Taxes - Federal	1,922.06	251.86	2,173.92
Employer Taxes - State	0.00	83.90	83.90
Executive Director	14,350.00	0.00	14,350.00
Health Insurance	1,036.17	0.00	1,036.17
LJCAP Administration	0.00	3,600.00	3,600.00
Payroll Fees	345.00	0.00	345.00
Salaries	7,175.00	0.00	7,175.00
Sparkle & Shine Administration	0.00	3,168.00	3,168.00
Workers Compensation	-1,210.00	0.00	-1,210.00
Total Personnel	23,618.23	7,103.76	30,721.99
Total Expense	41,019.78	7,374.26	48,394.04
Net Income	0.00	2,758.74	2,758.74

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

	Jul - Sep 16	Budget	\$ Over Budget
Income			
Advertising			
92037 Mini Magazine	0.00	5,625.00	-5,625.00
Website Ads	0.00	252.00	-252.00
Total Advertising	0.00	5,877.00	-5,877.00
Associate Membership	0.00	252.00	-252.00
Banner Income	2,500.00	1,875.00	625.00
Bid CarryForward	0.00	4,995.00	-4,995.00
BID Income	41,019.78	56,625.00	-15,605.22
Hotel Booking Income	104.24	24.00	80.24
LJC A & P Admin/Audit Fee	3,600.00	5,187.00	-1,587.00
PROW	0.00	126.00	-126.00
SBEP	0.00	2,100.00	-2,100.00
SBEP City Fees & Services	0.00	300.00	-300.00
SBEP Tech. Assistance/Acctg.	0.00	1,251.00	-1,251.00
Sparkle & Shine.	3,503.76	3,300.00	203.76
Special Events.			
Fashion Week SD	0.00	350.00	-350.00
Holiday Festival	0.00	4,000.00	-4,000.00
LJ Food/Spirits/Tourn of Chefs	0.00	375.00	-375.00
So Fine Kline Chilli Cook Off	0.00	300.00	-300.00
Village Art Nights/2nd Saturday	0.00	501.00	-501.00
Total Special Events.	0.00	5,526.00	-5,526.00
Sponsorship			
WF Sponsorship			
LJ Concours D'Elegence	425.00		
Total WF Sponsorship	425.00		
Total Sponsorship	425.00		
Total Income	51,152.78	87,438.00	-36,285.22
Expense			
Contingency Funds	0.00	7,500.00	-7,500.00
Design/Beautification			
Banner	1,887.00	252.00	1,635.00
Bench Expense	0.00	501.00	-501.00
Decorative (Roof Line) Lighting	0.00	3,000.00	-3,000.00
Landscaping	4,228.00	4,998.00	-770.00
Total Design/Beautification	6,115.00	8,751.00	-2,636.00
Office /Administration			
Accounting/Bookkeeping	3,600.00	3,600.00	0.00
Audit	0.00	4,500.00	-4,500.00
Bank/Merchant Account Fees	64.37	300.00	-235.63
Bankcard Equipment Lease	143.63	126.00	17.63
Dues/Subscriptions/Fees	500.00	1,002.00	-502.00
Election Costs	1,858.82	2,000.00	-141.18
Gift	0.00	24.00	-24.00
Insurance	2,338.00	1,095.00	1,243.00
Internet	684.00	276.00	408.00
Office & Cell Phone	268.02	750.00	-481.98
Office Maintenance Expense	0.00	132.00	-132.00
Office Supplies	209.00	501.00	-292.00
Parking	20.00	195.00	-175.00
Postage & Delivery	891.14	375.00	516.14
Printing	0.00	750.00	-750.00
Professional Fees	0.00	402.00	-402.00

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

	Jul - Sep 16	Budget	\$ Over Budget
Rent	0.00	5,400.00	-5,400.00
Telephone	196.28	0.00	196.28
Total Office /Administration	10,773.26	21,428.00	-10,654.74
Outreach/Promotion			
92037 Mini Magazine	0.00	3,252.00	-3,252.00
Fees For Website Maintenance	335.00	750.00	-415.00
Marketing	313.79	426.00	-112.21
Newsletter	135.00	252.00	-117.00
Website Design	0.00	1,251.00	-1,251.00
Total Outreach/Promotion	783.79	5,931.00	-5,147.21
Personnel			
Employer Taxes - Federal	2,173.92	1,752.00	421.92
Employer Taxes - State	83.90	225.00	-141.10
Executive Director	14,350.00	19,546.00	-5,196.00
Health Insurance	1,036.17	932.00	104.17
LJCAP Administration	3,600.00	4,251.00	-651.00
Payroll Fees	345.00	252.00	93.00
Salaries	7,175.00	0.00	7,175.00
Sparkle & Shine Administration	3,168.00	3,300.00	-132.00
Workers Compensation	-1,210.00	750.00	-1,960.00
Total Personnel	30,721.99	31,008.00	-286.01
Special Events			
City Fees & Services	0.00	300.00	-300.00
Fashion Week SD	0.00	100.00	-100.00
FI Golf Tourn	0.00	400.00	-400.00
Holiday Festival	0.00	4,000.00	-4,000.00
LJ Food/Spirits Tourn of Chefs	0.00	2,502.00	-2,502.00
Musicians Fees	0.00	501.00	-501.00
Quarterly Merchant Mixeers	0.00	1,002.00	-1,002.00
Village Art Nights/2nd Saturday	0.00	381.00	-381.00
Total Special Events	0.00	9,186.00	-9,186.00
Total Expense	48,394.04	83,804.00	-35,409.96
Net Income	2,758.74	3,634.00	-875.26