

La Jolla Village Merchant Association Profit & Loss by Class

	<u>BID</u>	<u>Discretionary</u>	<u>SBEF</u>	<u>TOTAL</u>
May 2012				
Income				
Banner Income	0.00	136.36	0.00	136.36
BID Income	18,203.97	0.00	0.00	18,203.97
Other Income	0.00	514.73	0.00	514.73
Rent Income	0.00	275.00	0.00	275.00
Sponsorship				
LJ Concours D'Elegence	0.00	25,000.00	0.00	25,000.00
Total Sponsorship	<u>0.00</u>	<u>25,000.00</u>	<u>0.00</u>	<u>25,000.00</u>
Total Income	18,203.97	25,926.09	0.00	44,130.06
Expense				
Design/Beautification				
Flower Baskets	775.00	0.00	0.00	775.00
Total Design/Beautification	<u>775.00</u>	<u>0.00</u>	<u>0.00</u>	<u>775.00</u>
Office /Administration				
Accounting/Bookkeeping	2,595.00	0.00	0.00	2,595.00
Cell Phone	88.74	0.00	0.00	88.74
Dues/Subscriptions/Fees	8.95	0.00	0.00	8.95
Equipment	86.19	0.00	0.00	86.19
Internet	194.42	5.00	0.00	199.42
Misc Office Expense	0.00	85.00	0.00	85.00
Office Supplies	183.14	0.00	0.00	183.14
Postage & Delivery	2.19	0.00	0.00	2.19
Printing	73.43	0.00	0.00	73.43
Rent	850.00	0.00	0.00	850.00
Telephone	86.69	0.00	0.00	86.69
Total Office /Administration	<u>4,168.75</u>	<u>90.00</u>	<u>0.00</u>	<u>4,258.75</u>
Other Expense	0.00	514.73	0.00	514.73
Outreach/Promotion				
Newsletter	45.00	0.00	0.00	45.00
Website Maintenance	2,810.00	0.00	0.00	2,810.00
Total Outreach/Promotion	<u>2,855.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,855.00</u>
Personnel				
Employer Taxes - Federal	795.05	0.00	52.94	847.99
Employer Taxes - State	175.00	0.00	0.00	175.00
Monthly Parking Pass	65.00	0.00	0.00	65.00
Payroll Fees	62.00	0.00	186.00	248.00
Salaries	9,308.17	0.00	1,384.56	10,692.73
Total Personnel	<u>10,405.22</u>	<u>0.00</u>	<u>1,623.50</u>	<u>12,028.72</u>
Total Expense	18,203.97	604.73	1,623.50	20,432.20

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	<u>BID</u>	<u>Discretionary</u>	<u>SBEF</u>	<u>TOTAL</u>
Net Income	<u>0.00</u>	<u>25,321.36</u>	<u>-1,623.50</u>	<u>23,697.86</u>