

# La Jolla Village Merchant Association

## Profit & Loss by Class

November 2012

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Income</b>				
<b>Advertising</b>				
LJ Village Map Ad	0.00	24,410.35	0.00	24,410.35
Website Ads	0.00	250.00	0.00	250.00
<b>Total Advertising</b>	0.00	24,660.35	0.00	24,660.35
<b>BID Income</b>	26,188.38	0.00	0.00	26,188.38
<b>Donnation</b>				
LJ Information Center	0.00	10,100.00	0.00	10,100.00
<b>Total Donnation</b>	0.00	10,100.00	0.00	10,100.00
<b>Rent Income</b>	0.00	275.00	0.00	275.00
<b>Total Income</b>	26,188.38	35,035.35	0.00	61,223.73
<b>Expense</b>				
<b>Contingency Funds</b>	9,500.00	0.00	0.00	9,500.00
<b>Design/Beautification</b>				
Landscaping	480.00	0.00	0.00	480.00
Signage	2,387.00	0.00	0.00	2,387.00
<b>Total Design/Beautification</b>	2,867.00	0.00	0.00	2,867.00
<b>Office /Administration</b>				
Accounting/Bookkeeping	3,502.50	0.00	0.00	3,502.50
Audit	1,500.00	0.00	0.00	1,500.00
Cell Phone	124.25	0.00	0.00	124.25
Dues/Subscriptions/Fees	8.95	548.42	0.00	557.37
Gift	0.00	64.65	0.00	64.65
Internet	40.00	0.00	0.00	40.00
Office Supplies	6.00	0.00	0.00	6.00
Parking	65.00	0.00	0.00	65.00
Postage & Delivery	66.54	0.00	0.00	66.54
Printing	280.15	0.00	0.00	280.15
Rent	850.00	0.00	0.00	850.00
Telephone	104.63	0.00	0.00	104.63
<b>Total Office /Administration</b>	6,548.02	613.07	0.00	7,161.09
<b>Outreach/Promotion</b>				
Newsletter	45.00	0.00	0.00	45.00
Website Maintenance	1,353.75	0.00	0.00	1,353.75
<b>Total Outreach/Promotion</b>	1,398.75	0.00	0.00	1,398.75
<b>Personnel</b>				
Employer Taxes - Federal	270.94	0.00	270.93	541.87
Payroll Fees	62.00	0.00	62.00	124.00

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Profit & Loss by Class**

	<u>BID</u>	<u>November 2012 Discretionary</u>	<u>SBEF</u>	<u>TOTAL</u>
<b>Salaries</b>	3,541.67	0.00	3,541.67	7,083.34
<b>Total Personnel</b>	3,874.61	0.00	3,874.60	7,749.21
<b>Special Events</b>				
<b>Fourth of July Fireworks</b>	2,000.00	0.00	0.00	2,000.00
<b>Total Special Events</b>	2,000.00	0.00	0.00	2,000.00
<b>Total Expense</b>	26,188.38	613.07	3,874.60	30,676.05
<b>Net Income</b>	<u>0.00</u>	<u>34,422.28</u>	<u>-3,874.60</u>	<u>30,547.68</u>