

# La Jolla Village Merchant Association

## Profit & Loss by Class

October 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	4,764.65	0.00	4,764.65
<b>Total Advertising</b>	<u>0.00</u>	<u>4,764.65</u>	<u>0.00</u>	<u>4,764.65</u>
Associate Membership	0.00	350.00	0.00	350.00
Banner Income	0.00	750.00	0.00	750.00
<b>BID Income</b>	21,221.73	0.00	0.00	21,221.73
Other Income	0.00	0.49	0.00	0.49
Rent Income	0.00	275.00	0.00	275.00
<b>SBEP</b>	<u>0.00</u>	<u>0.00</u>	<u>21,827.00</u>	<u>21,827.00</u>
<b>Total Income</b>	<u>21,221.73</u>	<u>6,140.14</u>	<u>21,827.00</u>	<u>49,188.87</u>
<b>Expense</b>				
<b>Design/Beautification</b>				
Belvedere Promenade	4,750.00	0.00	0.00	4,750.00
Decorative (Roof Line) Lighting	200.00	0.00	0.00	200.00
Landscaping	500.00	0.00	0.00	500.00
<b>Total Design/Beautification</b>	<u>5,450.00</u>	<u>0.00</u>	<u>0.00</u>	<u>5,450.00</u>
<b>Office /Administration</b>				
Accounting/Bookkeeping	3,105.00	0.00	0.00	3,105.00
Cell Phone	124.18	0.00	0.00	124.18
Dues/Subscriptions/Fees	186.37	65.79	0.00	252.16
Election Costs	288.52	0.00	0.00	288.52
Internet	40.00	0.00	0.00	40.00
Office Supplies	250.79	0.00	0.00	250.79
Parking	65.00	0.00	0.00	65.00
Postage & Delivery	10.19	0.00	0.00	10.19
Rent	850.00	0.00	0.00	850.00
Telephone	104.14	0.00	0.00	104.14
<b>Total Office /Administration</b>	<u>5,024.19</u>	<u>65.79</u>	<u>0.00</u>	<u>5,089.98</u>
<b>Outreach/Promotion</b>				
Newsletter	45.00	0.00	0.00	45.00
Website Maintenance	1,050.00	0.00	0.00	1,050.00
<b>Total Outreach/Promotion</b>	<u>1,095.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,095.00</u>
<b>Personnel</b>				
Employer Taxes - Federal	541.88	0.00	0.00	541.88
Payroll Fees	124.00	0.00	0.00	124.00
Salaries	7,083.34	0.00	0.00	7,083.34
<b>Total Personnel</b>	<u>7,749.22</u>	<u>0.00</u>	<u>0.00</u>	<u>7,749.22</u>

**La Jolla Village Merchant Association  
Profit & Loss by Class**

	<u>BID</u>	<u>October 2012 Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Special Events</b>				
<b>Haute La Jolla Nights</b>	1,903.32	0.00	0.00	1,903.32
<b>Total Special Events</b>	<u>1,903.32</u>	<u>0.00</u>	<u>0.00</u>	<u>1,903.32</u>
<b>Total Expense</b>	<u>21,221.73</u>	<u>65.79</u>	<u>0.00</u>	<u>21,287.52</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>6,074.35</u></u>	<u><u>21,827.00</u></u>	<u><u>27,901.35</u></u>