

La Jolla Village Merchant Association

Profit & Loss by Class

| | BID | Discretionary | TOTAL |
|-------------------------------------|------------------|-----------------|------------------|
| Income | | | |
| BID Income | 18,380.67 | 0.00 | 18,380.67 |
| Events | | | |
| Haute LJ Nights | 0.00 | 2,132.00 | 2,132.00 |
| Total Events | 0.00 | 2,132.00 | 2,132.00 |
| | | | |
| Rent Income | 0.00 | 275.00 | 275.00 |
| Total Income | 18,380.67 | 2,407.00 | 20,787.67 |
| | | | |
| Expense | | | |
| Design/Beautification | | | |
| Landscaping | 3,067.50 | 0.00 | 3,067.50 |
| Total Design/Beautification | 3,067.50 | 0.00 | 3,067.50 |
| | | | |
| Office /Administration | | | |
| Accounting/Bookkeeping | 1,665.00 | 0.00 | 1,665.00 |
| Admin Assistant | 240.00 | 0.00 | 240.00 |
| Audit | 1,000.00 | 0.00 | 1,000.00 |
| Cell Phone | 123.74 | 0.00 | 123.74 |
| Dues/Subscriptions/Fees | 8.95 | 0.00 | 8.95 |
| Internet | 40.00 | 0.00 | 40.00 |
| Parking | 65.00 | 0.00 | 65.00 |
| Postage & Delivery | 7.49 | 0.00 | 7.49 |
| Printing | 64.65 | 0.00 | 64.65 |
| Rent | 850.00 | 0.00 | 850.00 |
| Telephone | 104.12 | 0.00 | 104.12 |
| Total Office /Administration | 4,168.95 | 0.00 | 4,168.95 |
| | | | |
| Outreach/Promotion | | | |
| Newsletter | 45.00 | 0.00 | 45.00 |
| Website Maintenance | 1,050.00 | 0.00 | 1,050.00 |
| Total Outreach/Promotion | 1,095.00 | 0.00 | 1,095.00 |
| | | | |
| Personnel | | | |
| Employer Taxes - Federal | 541.88 | 0.00 | 541.88 |
| Payroll Fees | 124.00 | 0.00 | 124.00 |
| Salaries | 7,083.34 | 0.00 | 7,083.34 |
| Total Personnel | 7,749.22 | 0.00 | 7,749.22 |
| | | | |
| Special Events | | | |
| Haute La Jolla Nights | 2,300.00 | 0.00 | 2,300.00 |
| Total Special Events | 2,300.00 | 0.00 | 2,300.00 |
| | | | |
| Total Expense | 18,380.67 | 0.00 | 18,380.67 |

**La Jolla Village Merchant Association
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| | <u>BID</u> | <u>Discretionary</u> | <u>TOTAL</u> |
|-------------------|-------------|----------------------|-----------------|
| Net Income | <u>0.00</u> | <u>2,407.00</u> | <u>2,407.00</u> |