

**La Jolla Village Merchant Association**

**Balance Sheet**

As of December 31, 2017

	Dec 31, 17
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Wells Fargo	46,676.19
<b>Total Checking/Savings</b>	46,676.19
Accounts Receivable	
Accounts Receivable	3,342.00
<b>Total Accounts Receivable</b>	3,342.00
<b>Other Current Assets</b>	
BID Receivable	5,645.32
Prepaid Insurance	5,507.93
Tech Assistance/Acctg. Rcvbl.	1,800.00
<b>Total Other Current Assets</b>	12,953.25
<b>Total Current Assets</b>	62,971.44
<b>Fixed Assets</b>	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-54,398.00
Website	21,050.00
<b>Total Fixed Assets</b>	6,014.89
<b>TOTAL ASSETS</b>	<b>68,986.33</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
BID Assessment	-5,329.66
Deferred Income	1,000.00
<b>Payroll Liabilities</b>	
Workers Compensation	262.09
<b>Total Payroll Liabilities</b>	262.09
SBEP Advance	5,799.79
<b>Total Other Current Liabilities</b>	1,732.22
<b>Total Current Liabilities</b>	1,732.22
<b>Total Liabilities</b>	1,732.22
<b>Equity</b>	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	7,331.76
<b>Total Equity</b>	67,254.11
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>68,986.33</b>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July through December 2017**

	Jul - Dec 17	Budget	\$ Over Budget
<b>Income</b>			
Advertising			
Co-op	0.00	6,000.00	-6,000.00
Collateral Material Sales	0.00	2,502.00	-2,502.00
<b>Total Advertising</b>	<b>0.00</b>	<b>8,502.00</b>	<b>-8,502.00</b>
Banner Income	3,678.00	5,706.00	-2,028.00
Bid CarryForward	19,589.26	10,002.00	9,587.26
BID Income	79,910.14	107,847.00	-27,936.86
Donations	750.00	0.00	750.00
Hotel Booking Income	0.00	60.00	-60.00
LJC A & P Admin/Audit Fee	7,200.00	11,620.00	-4,420.00
PROW	0.00	252.00	-252.00
Rent Income	275.00		
SBEP	15,987.21	8,400.00	7,587.21
SBEP Tech. Assistance/Acctg.	4,400.00	1,200.00	3,200.00
Sparkle & Shine.	5,527.82	6,600.00	-1,072.18
Special Events.			
LJ Winter Gala	150.00	0.00	150.00
Padres La Jolla Day	7,125.00		
So Fine Kline Chilli Cook Off	0.00	1,000.00	-1,000.00
<b>Total Special Events.</b>	<b>7,275.00</b>	<b>1,000.00</b>	<b>6,275.00</b>
<b>Total Income</b>	<b>144,592.43</b>	<b>161,189.00</b>	<b>-16,596.57</b>
<b>Expense</b>			
Contingency Funds	0.00	10,002.00	-10,002.00
Design/Beautification			
Banner	0.00	2,502.00	-2,502.00
Bench Expense	0.00	504.00	-504.00
Holiday Decor	12,183.67	8,754.00	3,429.67
Roof Line Lighting			
Landscaping & Maintenance	10,578.00	10,002.00	576.00
<b>Total Design/Beautification</b>	<b>22,761.67</b>	<b>21,762.00</b>	<b>999.67</b>
Office /Administration			
Accounting/Bookkeeping	7,200.00	6,900.00	300.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	132.41	252.00	-119.59
Bankcard Equipment Lease	256.34	252.00	4.34
Dues/Subscriptions/Fees	655.00	2,004.00	-1,349.00
Election Costs	1,092.84	2,000.00	-907.16
Equipment & Furniture	0.00	1,000.00	-1,000.00
Gift	107.72	100.00	7.72
Insurance	2,523.00	2,190.00	333.00
Internet	1,781.53	1,002.00	779.53
Office & Cell Phone	1,069.23	1,500.00	-430.77
Office Maintenance Expense	509.00	264.00	245.00
Office Supplies	1,442.85	504.00	938.85
Parking	175.00	390.00	-215.00
Postage & Delivery	237.00	955.00	-718.00
Printing	0.00	1,500.00	-1,500.00
Professional Fees	0.00	804.00	-804.00
Rent	11,668.00	7,500.00	4,168.00
<b>Total Office /Administration</b>	<b>33,449.92</b>	<b>33,617.00</b>	<b>-167.08</b>

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
 July through December 2017

	Jul - Dec 17	Budget	\$ Over Budget
<b>Outreach/Promotion</b>			
Co-Op Advertising	0.00	7,376.00	-7,376.00
Collateral Materials	0.00	1,254.00	-1,254.00
E-Newsletter	420.00	504.00	-84.00
Fees For Website Maintenance	360.00	900.00	-540.00
Marketing/PR	1,829.27	5,004.00	-3,174.73
Website Design Maintenance	5,011.00	1,500.00	3,511.00
<b>Total Outreach/Promotion</b>	<b>7,620.27</b>	<b>16,538.00</b>	<b>-8,917.73</b>
<b>Personnel</b>			
Employer Taxes - Federal	4,493.64	3,450.00	1,043.64
Employer Taxes - State	74.27	552.00	-477.73
Executive Director	41,762.50	42,532.00	-769.50
Health Insurance	2,913.56	2,024.00	889.56
LJCAP Administration	8,709.59	8,502.00	207.59
Payroll Fees	722.25	702.00	20.25
Salaries	2,199.00		
Sparkle & Shine Administration	4,278.00	7,002.00	-2,724.00
Workers Compensation	2,533.80	1,506.00	1,027.80
<b>Total Personnel</b>	<b>67,686.61</b>	<b>66,270.00</b>	<b>1,416.61</b>
<b>Special Events</b>			
Holiday Festival	0.00	2,500.00	-2,500.00
LJ Music & Art Walk	1,000.00		
LJ Winter Gala	4,155.18	5,000.00	-844.82
Pillage The Village	587.02	3,000.00	-2,412.98
Quarterly Merchant Mixers	0.00	2,500.00	-2,500.00
<b>Total Special Events</b>	<b>5,742.20</b>	<b>13,000.00</b>	<b>-7,257.80</b>
<b>Total Expense</b>	<b>137,260.67</b>	<b>161,189.00</b>	<b>-23,928.33</b>
<b>Net Income</b>	<b>7,331.76</b>	<b>0.00</b>	<b>7,331.76</b>

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
**July through December 2017**

	BID	Discretionary	SBEP	TOTAL
<b>Income</b>				
Banner Income	0.00	3,678.00	0.00	3,678.00
Bid CarryForward	19,589.26	0.00	0.00	19,589.26
BID Income	79,910.14	0.00	0.00	79,910.14
Donations	0.00	750.00	0.00	750.00
LJC A & P Admin/Audit Fee	0.00	7,200.00	0.00	7,200.00
Rent Income	0.00	275.00	0.00	275.00
SBEP	0.00	0.00	15,987.21	15,987.21
SBEP Tech. Assistance/Acctg.	0.00	0.00	4,400.00	4,400.00
Sparkle & Shine.	0.00	5,527.82	0.00	5,527.82
Special Events.				
LJ Winter Gala	0.00	150.00	0.00	150.00
Padres La Jolla Day	0.00	7,125.00	0.00	7,125.00
<b>Total Special Events.</b>	<b>0.00</b>	<b>7,275.00</b>	<b>0.00</b>	<b>7,275.00</b>
<b>Total Income</b>	<b>99,499.40</b>	<b>24,705.82</b>	<b>20,387.21</b>	<b>144,592.43</b>
<b>Expense</b>				
<b>Design/Beautification</b>				
Holiday DecorRoof Line Lighting	10,683.67	1,500.00	0.00	12,183.67
Landscaping & Maintenance	10,578.00	0.00	0.00	10,578.00
<b>Total Design/Beautification</b>	<b>21,261.67</b>	<b>1,500.00</b>	<b>0.00</b>	<b>22,761.67</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	4,800.00	0.00	2,400.00	7,200.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	132.41	0.00	132.41
Bankcard Equipment Lease	0.00	256.34	0.00	256.34
Dues/Subscriptions/Fees	500.00	155.00	0.00	655.00
Election Costs	1,092.84	0.00	0.00	1,092.84
Gift	0.00	107.72	0.00	107.72
Insurance	2,523.00	0.00	0.00	2,523.00
Internet	1,772.53	9.00	0.00	1,781.53
Office & Cell Phone	1,067.05	2.18	0.00	1,069.23
Office Maintenance Expense	509.00	0.00	0.00	509.00
Office Supplies	1,392.85	50.00	0.00	1,442.85
Parking	45.00	130.00	0.00	175.00
Postage & Delivery	237.00	0.00	0.00	237.00
Rent	11,393.00	275.00	0.00	11,668.00
<b>Total Office /Administration</b>	<b>29,932.27</b>	<b>1,117.65</b>	<b>2,400.00</b>	<b>33,449.92</b>
<b>Outreach/Promotion</b>				
E-Newsletter	420.00	0.00	0.00	420.00
Fees For Website Maintenance	360.00	0.00	0.00	360.00
Marketing/PR	654.27	1,175.00	0.00	1,829.27
Website Design Maintenance	3,011.00	0.00	2,000.00	5,011.00
<b>Total Outreach/Promotion</b>	<b>4,445.27</b>	<b>1,175.00</b>	<b>2,000.00</b>	<b>7,620.27</b>
<b>Personnel</b>				
Employer Taxes - Federal	2,806.24	406.03	1,281.37	4,493.64
Employer Taxes - State	74.27	0.00	0.00	74.27
Executive Director	28,100.00	0.00	13,662.50	41,762.50
Health Insurance	1,870.22	0.00	1,043.34	2,913.56
LJCAP Administration	687.50	8,022.09	0.00	8,709.59
Payroll Fees	722.25	0.00	0.00	722.25
Salaries	2,199.00	0.00	0.00	2,199.00
Sparkle & Shine Administration	0.00	4,278.00	0.00	4,278.00
Workers Compensation	2,117.09	416.71	0.00	2,533.80
<b>Total Personnel</b>	<b>38,576.57</b>	<b>13,122.83</b>	<b>15,987.21</b>	<b>67,686.61</b>

**La Jolla Village Merchant Association**  
**Profit & Loss by Class**  
 July through December 2017

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Special Events</b>				
LJ Music & Art Walk	1,000.00	0.00	0.00	1,000.00
LJ Winter Gala	3,696.60	458.58	0.00	4,155.18
Pillage The Village	587.02	0.00	0.00	587.02
<b>Total Special Events</b>	<u>5,283.62</u>	<u>458.58</u>	<u>0.00</u>	<u>5,742.20</u>
<b>Total Expense</b>	<u>99,499.40</u>	<u>17,374.06</u>	<u>20,387.21</u>	<u>137,260.67</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>7,331.76</u></u>	<u><u>0.00</u></u>	<u><u>7,331.76</u></u>