

La Jolla Village Merchant Association
Balance Sheet
As of July 31, 2017

	Jul 31, 17
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	24,543.75
Total Checking/Savings	24,543.75
Accounts Receivable	
Accounts Receivable	9,243.06
Total Accounts Receivable	9,243.06
Other Current Assets	
BID Receivable	2,000.00
Prepaid Insurance	5,507.93
Total Other Current Assets	7,507.93
Total Current Assets	41,294.74
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-54,398.00
Website	21,050.00
Total Fixed Assets	6,014.89
TOTAL ASSETS	47,309.63
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	-15,581.44
Payroll Liabilities	
Workers Compensation	1,190.55
Total Payroll Liabilities	1,190.55
Total Other Current Liabilities	-14,390.89
Total Current Liabilities	-14,390.89
Total Liabilities	-14,390.89
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	1,778.17
Total Equity	61,700.52
TOTAL LIABILITIES & EQUITY	47,309.63

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

	Jul 17	Budget	\$ Over Budget
Income			
Advertising			
Collateral Material Sales	0.00	417.00	-417.00
Total Advertising	0.00	417.00	-417.00
Banner Income	0.00	1,164.00	-1,164.00
Bid CarryForward	0.00	1,667.00	-1,667.00
BID Income	15,581.44	14,823.00	758.44
Hotel Booking Income	0.00	10.00	-10.00
LJC A & P Admin/Audit Fee	1,200.00	1,520.00	-320.00
PROW	0.00	42.00	-42.00
SBEP	2,000.00	0.00	2,000.00
Sparkle & Shine.	1,406.06	1,100.00	306.06
Special Events.			
Padres La Jolla Day	1,875.00		
Total Special Events.	1,875.00	0.00	1,875.00
Total Income	22,062.50	20,743.00	1,319.50
Expense			
Contingency Funds	0.00	1,667.00	-1,667.00
Design/Beautification			
Banner	0.00	417.00	-417.00
Bench Expense	0.00	84.00	-84.00
Holiday DecorRoof Line Lighting	0.00	1,459.00	-1,459.00
Landscaping Maintenance	0.00	1,667.00	-1,667.00
Total Design/Beautification	0.00	3,627.00	-3,627.00
Office /Administration			
Accounting/Bookkeeping	1,200.00	950.00	250.00
Bank/Merchant Account Fees	0.00	42.00	-42.00
Bankcard Equipment Lease	67.83	42.00	25.83
Dues/Subscriptions/Fees	20.00	334.00	-314.00
Insurance	2,523.00	365.00	2,158.00
Internet	234.00	167.00	67.00
Office & Cell Phone	172.57	250.00	-77.43
Office Maintenance Expense	0.00	44.00	-44.00
Office Supplies	36.50	84.00	-47.50
Parking	5.00	65.00	-60.00
Postage & Delivery	0.00	91.00	-91.00
Printing	0.00	250.00	-250.00
Professional Fees	0.00	134.00	-134.00
Rent	1,225.00	1,250.00	-25.00
Total Office /Administration	5,483.90	4,068.00	1,415.90
Outreach/Promotion			
Co-Op Advertising	0.00	209.00	-209.00
Collateral Materials	0.00	209.00	-209.00
E-Newsletter	70.00	84.00	-14.00
Fees For Website Maintenance	60.00	150.00	-90.00
Marketing/PR	0.00	834.00	-834.00
Website Design Maintenance	2,400.00	250.00	2,150.00
Total Outreach/Promotion	2,530.00	1,736.00	794.00

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

	<u>Jul 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Personnel			
Employer Taxes - Federal	791.90	475.00	316.90
Employer Taxes - State	0.00	92.00	-92.00
Executive Director	7,175.00	5,942.00	1,233.00
Health Insurance	461.93	184.00	277.93
LJCAP Administration	1,200.00	1,417.00	-217.00
Payroll Fees	120.00	117.00	3.00
Sparkle & Shine Administration	1,046.50	1,167.00	-120.50
Workers Compensation	1,475.10	251.00	1,224.10
Total Personnel	<u>12,270.43</u>	<u>9,645.00</u>	<u>2,625.43</u>
Total Expense	<u>20,284.33</u>	<u>20,743.00</u>	<u>-458.67</u>
Net Income	<u><u>1,778.17</u></u>	<u><u>0.00</u></u>	<u><u>1,778.17</u></u>

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

	BID	Discretionary	SBEP	TOTAL
Income				
BID Income	15,581.44	0.00	0.00	15,581.44
LJC A & P Admin/Audit Fee	0.00	1,200.00	0.00	1,200.00
SBEP	0.00	0.00	2,000.00	2,000.00
Sparkle & Shine.	0.00	1,406.06	0.00	1,406.06
Special Events.				
Padres La Jolla Day	0.00	1,875.00	0.00	1,875.00
Total Special Events.	0.00	1,875.00	0.00	1,875.00
Total Income	15,581.44	4,481.06	2,000.00	22,062.50
Expense				
Office /Administration				
Accounting/Bookkeeping	1,200.00	0.00	0.00	1,200.00
Bankcard Equipment Lease	0.00	67.83	0.00	67.83
Dues/Subscriptions/Fees	0.00	20.00	0.00	20.00
Insurance	2,523.00	0.00	0.00	2,523.00
Internet	225.00	9.00	0.00	234.00
Office & Cell Phone	172.57	0.00	0.00	172.57
Office Supplies	36.50	0.00	0.00	36.50
Parking	5.00	0.00	0.00	5.00
Rent	1,225.00	0.00	0.00	1,225.00
Total Office /Administration	5,387.07	96.83	0.00	5,483.90
Outreach/Promotion				
E-Newsletter	70.00	0.00	0.00	70.00
Fees For Website Maintenance	60.00	0.00	0.00	60.00
Website Design Maintenance	400.00	0.00	2,000.00	2,400.00
Total Outreach/Promotion	530.00	0.00	2,000.00	2,530.00
Personnel				
Employer Taxes - Federal	640.69	151.21	0.00	791.90
Executive Director	7,175.00	0.00	0.00	7,175.00
Health Insurance	461.93	0.00	0.00	461.93
LJCAP Administration	0.00	1,200.00	0.00	1,200.00
Payroll Fees	120.00	0.00	0.00	120.00
Sparkle & Shine Administration	0.00	1,046.50	0.00	1,046.50
Workers Compensation	1,266.75	208.35	0.00	1,475.10
Total Personnel	9,664.37	2,606.06	0.00	12,270.43
Total Expense	15,581.44	2,702.89	2,000.00	20,284.33
Net Income	0.00	1,778.17	0.00	1,778.17