

La Jolla Village Merchant Association

Balance Sheet

As of October 31, 2017

	Oct 31, 17
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	68,836.07
Total Checking/Savings	68,836.07
Accounts Receivable	
Accounts Receivable	1,993.41
Total Accounts Receivable	1,993.41
Other Current Assets	
BID Receivable	10,546.03
Prepaid Insurance	5,507.93
Tech Assistance/Acctg. Rcvbl.	600.00
Total Other Current Assets	16,653.96
Total Current Assets	87,483.44
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	93,498.33
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Accrued Expenses	50.00
Deferred Income	1,000.00
Payroll Liabilities	
Workers Compensation	262.09
Total Payroll Liabilities	262.09
SBEP Advance	21,787.00
Total Other Current Liabilities	23,099.09
Total Current Liabilities	23,099.09
Total Liabilities	23,099.09
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	10,476.89
Total Equity	70,399.24
TOTAL LIABILITIES & EQUITY	93,498.33

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

	Jul - Oct 17	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	3,000.00	-3,000.00
Collateral Material Sales	0.00	1,668.00	-1,668.00
Total Advertising	0.00	4,668.00	-4,668.00
Banner Income	3,678.00	5,106.00	-1,428.00
Bid CarryForward	13,943.94	6,668.00	7,275.94
BID Income	56,331.11	70,951.00	-14,619.89
Donations	750.00	0.00	750.00
Hotel Booking Income	0.00	40.00	-40.00
LJC A & P Admin/Audit Fee	4,800.00	7,330.00	-2,530.00
PROW	0.00	168.00	-168.00
SBEP	0.00	4,200.00	-4,200.00
SBEP Tech. Assistance/Acctg.	2,600.00	600.00	2,000.00
Sparkle & Shine.	5,527.92	4,400.00	1,127.92
Special Events.			
Padres La Jolla Day	7,125.00		
Total Special Events.	7,125.00	0.00	7,125.00
Total Income	94,755.97	104,131.00	-9,375.03
Expense			
Contingency Funds	0.00	6,668.00	-6,668.00
Design/Beautification			
Banner	0.00	1,668.00	-1,668.00
Bench Expense	0.00	336.00	-336.00
Holiday DecorRoof Line Lighting	374.30	5,836.00	-5,461.70
Landscaping Maintenance	2,673.00	6,668.00	-3,995.00
Total Design/Beautification	3,047.30	14,508.00	-11,460.70
Office /Administration			
Accounting/Bookkeeping	4,800.00	4,400.00	400.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	132.41	168.00	-35.59
Bankcard Equipment Lease	180.90	168.00	12.90
Dues/Subscriptions/Fees	570.00	1,336.00	-766.00
Election Costs	1,092.84	2,000.00	-907.16
Gift	107.72	100.00	7.72
Insurance	2,523.00	1,460.00	1,063.00
Internet	1,141.00	668.00	473.00
Office & Cell Phone	697.45	1,000.00	-302.55
Office Maintenance Expense	129.00	176.00	-47.00
Office Supplies	654.77	336.00	318.77
Parking	175.00	260.00	-85.00
Postage & Delivery	236.00	773.00	-537.00
Printing	0.00	1,000.00	-1,000.00
Professional Fees	0.00	536.00	-536.00
Rent	8,615.00	5,000.00	3,615.00
Total Office /Administration	25,655.09	23,881.00	1,774.09
Outreach/Promotion			
Co-Op Advertising	0.00	3,436.00	-3,436.00
Collateral Materials	0.00	836.00	-836.00
E-Newsletter	280.00	336.00	-56.00
Fees For Website Maintenance	240.00	600.00	-360.00
Marketing/PR	654.27	3,336.00	-2,681.73
Website Design Maintenance	5,011.00	1,000.00	4,011.00
Total Outreach/Promotion	6,185.27	9,544.00	-3,358.73

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

	Jul - Oct 17	Budget	\$ Over Budget
Personnel			
Employer Taxes - Federal	3,212.27	2,200.00	1,012.27
Employer Taxes - State	74.27	368.00	-293.73
Executive Director	28,100.00	27,208.00	892.00
Health Insurance	1,847.72	1,196.00	651.72
LJCAP Administration	5,622.09	5,668.00	-45.91
Payroll Fees	482.25	468.00	14.25
Salaries	2,199.00		
Sparkle & Shine Administration	4,278.00	4,668.00	-390.00
Workers Compensation	2,533.80	1,004.00	1,529.80
Total Personnel	48,349.40	42,780.00	5,569.40
Special Events			
LJ Food/Spirits Tourn of Chefs	0.00	2,500.00	-2,500.00
LJ Music & Art Walk	1,000.00		
Pillage The Village	42.02	3,000.00	-2,957.98
Quarterly Merchant Mixers	0.00	1,250.00	-1,250.00
Total Special Events	1,042.02	6,750.00	-5,707.98
Total Expense	84,279.08	104,131.00	-19,851.92
Net Income	10,476.89	0.00	10,476.89

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

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	3,678.00	0.00	3,678.00
Bid CarryForward	13,943.94	0.00	0.00	13,943.94
BID Income	56,331.11	0.00	0.00	56,331.11
Donations	0.00	750.00	0.00	750.00
LJC A & P Admin/Audit Fee	0.00	4,800.00	0.00	4,800.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	2,600.00	2,600.00
Sparkle & Shine.	0.00	5,527.92	0.00	5,527.92
Special Events.				
Padres La Jolla Day	0.00	7,125.00	0.00	7,125.00
Total Special Events.	0.00	7,125.00	0.00	7,125.00
Total Income	70,275.05	21,880.92	2,600.00	94,755.97
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	374.30	0.00	0.00	374.30
Landscaping Maintenance	2,673.00	0.00	0.00	2,673.00
Total Design/Beautification	3,047.30	0.00	0.00	3,047.30
Office /Administration				
Accounting/Bookkeeping	4,200.00	0.00	600.00	4,800.00
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	180.90	0.00	180.90
Dues/Subscriptions/Fees	500.00	70.00	0.00	570.00
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	1,132.00	9.00	0.00	1,141.00
Office & Cell Phone	696.28	1.17	0.00	697.45
Office Maintenance Expense	129.00	0.00	0.00	129.00
Office Supplies	604.77	50.00	0.00	654.77
Parking	45.00	130.00	0.00	175.00
Postage & Delivery	236.00	0.00	0.00	236.00
Rent	8,615.00	0.00	0.00	8,615.00
Total Office /Administration	24,373.89	681.20	600.00	25,655.09
Outreach/Promotion				
E-Newsletter	280.00	0.00	0.00	280.00
Fees For Website Maintenance	240.00	0.00	0.00	240.00
Marketing/PR	654.27	0.00	0.00	654.27
Website Design Maintenance	3,011.00	0.00	2,000.00	5,011.00
Total Outreach/Promotion	4,185.27	0.00	2,000.00	6,185.27
Personnel				
Employer Taxes - Federal	2,806.24	406.03	0.00	3,212.27
Employer Taxes - State	74.27	0.00	0.00	74.27
Executive Director	28,100.00	0.00	0.00	28,100.00
Health Insurance	1,847.72	0.00	0.00	1,847.72
LJCAP Administration	0.00	5,622.09	0.00	5,622.09
Payroll Fees	482.25	0.00	0.00	482.25
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
Total Personnel	37,626.57	10,722.83	0.00	48,349.40

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

	BID	Discretionary	SBEP	TOTAL
Special Events				
LJ Music & Art Walk	1,000.00	0.00	0.00	1,000.00
Pillage The Village	42.02	0.00	0.00	42.02
Total Special Events	1,042.02	0.00	0.00	1,042.02
Total Expense	70,275.05	11,404.03	2,600.00	84,279.08
Net Income	0.00	10,476.89	0.00	10,476.89