

La Jolla Village Merchant Association
Balance Sheet
As of September 30, 2017

	Sep 30, 17
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	34,131.22
Total Checking/Savings	34,131.22
Accounts Receivable	
Accounts Receivable	13,002.45
Total Accounts Receivable	13,002.45
Other Current Assets	
BID Receivable	8,855.64
Prepaid Insurance	5,507.93
Total Other Current Assets	14,363.57
Total Current Assets	61,497.24
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	67,512.13
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Workers Compensation	262.09
Total Payroll Liabilities	262.09
Total Other Current Liabilities	262.09
Total Current Liabilities	262.09
Total Liabilities	262.09
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	7,327.69
Total Equity	67,250.04
TOTAL LIABILITIES & EQUITY	67,512.13

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

	Jul - Sep 17	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	1,500.00	-1,500.00
Collateral Material Sales	0.00	1,251.00	-1,251.00
Total Advertising	0.00	2,751.00	-2,751.00
Banner Income	0.00	3,392.00	-3,392.00
Bid CarryForward	6,855.64	5,001.00	1,854.64
BID Income	42,128.71	52,628.00	-10,499.29
Donations	750.00	0.00	750.00
Hotel Booking Income	0.00	30.00	-30.00
LJC A & P Admin/Audit Fee	3,600.00	4,560.00	-960.00
PROW	0.00	126.00	-126.00
SBEP	2,000.00	2,100.00	-100.00
SBEP Tech. Assistance/Acctg.	0.00	300.00	-300.00
Sparkle & Shine.	4,171.51	3,300.00	871.51
Special Events.			
Padres La Jolla Day	7,125.00		
Total Special Events.	7,125.00	0.00	7,125.00
Total Income	66,630.86	74,188.00	-7,557.14
Expense			
Contingency Funds	0.00	5,001.00	-5,001.00
Design/Beautification			
Banner	0.00	1,251.00	-1,251.00
Bench Expense	0.00	252.00	-252.00
Holiday DecorRoof Line Lighting	374.30	4,377.00	-4,002.70
Landscaping Maintenance	2,673.00	5,001.00	-2,328.00
Total Design/Beautification	3,047.30	10,881.00	-7,833.70
Office /Administration			
Accounting/Bookkeeping	3,600.00	3,150.00	450.00
Audit	0.00	4,500.00	-4,500.00
Bank/Merchant Account Fees	132.41	126.00	6.41
Bankcard Equipment Lease	143.18	126.00	17.18
Dues/Subscriptions/Fees	540.00	1,002.00	-462.00
Election Costs	1,092.84	2,000.00	-907.16
Gift	107.72	100.00	7.72
Insurance	2,523.00	1,095.00	1,428.00
Internet	916.00	501.00	415.00
Office & Cell Phone	521.90	750.00	-228.10
Office Maintenance Expense	129.00	132.00	-3.00
Office Supplies	476.36	252.00	224.36
Parking	110.00	195.00	-85.00
Postage & Delivery	236.00	682.00	-446.00
Printing	0.00	750.00	-750.00
Professional Fees	0.00	402.00	-402.00
Rent	3,675.00	3,750.00	-75.00
Total Office /Administration	14,203.41	19,513.00	-5,309.59
Outreach/Promotion			
Co-Op Advertising	0.00	1,927.00	-1,927.00
Collateral Materials	0.00	627.00	-627.00
E-Newsletter	210.00	252.00	-42.00
Fees For Website Maintenance	180.00	450.00	-270.00
Marketing/PR	216.00	2,502.00	-2,286.00
Website Design Maintenance	3,846.00	750.00	3,096.00
Total Outreach/Promotion	4,452.00	6,508.00	-2,056.00

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

	Jul - Sep 17	Budget	\$ Over Budget
Personnel			
Employer Taxes - Federal	2,489.76	1,575.00	914.76
Employer Taxes - State	74.27	276.00	-201.73
Executive Director	21,525.00	19,546.00	1,979.00
Health Insurance	1,385.79	782.00	603.79
LJCAP Administration	3,822.09	4,251.00	-428.91
Payroll Fees	362.25	351.00	11.25
Salaries	2,199.00		
Sparkle & Shine Administration	3,208.50	3,501.00	-292.50
Workers Compensation	2,533.80	753.00	1,780.80
Total Personnel	37,600.46	31,035.00	6,565.46
Special Events			
Quarterly Merchant Mixers	0.00	1,250.00	-1,250.00
Total Special Events	0.00	1,250.00	-1,250.00
Total Expense	59,303.17	74,188.00	-14,884.83
Net Income	7,327.69	0.00	7,327.69

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

	BID	Discretionary	SBEP	TOTAL
Income				
Bid CarryForward	6,855.64	0.00	0.00	6,855.64
BID Income	42,128.71	0.00	0.00	42,128.71
Donations	0.00	750.00	0.00	750.00
LJC A & P Admin/Audit Fee	0.00	3,600.00	0.00	3,600.00
SBEP	0.00	0.00	2,000.00	2,000.00
Sparkle & Shine.	0.00	4,171.51	0.00	4,171.51
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	48,984.35	15,646.51	2,000.00	66,630.86
Expense				
Design/Beautification				
Holiday Decor/Roof 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	3,600.00	0.00	0.00	3,600.00
Bank/Merchant Account Fees	0.00	132.41	0.00	132.41
Bankcard Equipment Lease	0.00	143.18	0.00	143.18
Dues/Subscriptions/Fees	500.00	40.00	0.00	540.00
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	907.00	9.00	0.00	916.00
Office & Cell Phone	521.90	0.00	0.00	521.90
Office Maintenance Expense	129.00	0.00	0.00	129.00
Office Supplies	426.36	50.00	0.00	476.36
Parking	45.00	65.00	0.00	110.00
Postage & Delivery	236.00	0.00	0.00	236.00
Rent	3,675.00	0.00	0.00	3,675.00
Total Office /Administration	13,656.10	547.31	0.00	14,203.41
Outreach/Promotion				
E-Newsletter	210.00	0.00	0.00	210.00
Fees For Website Maintenance	180.00	0.00	0.00	180.00
Marketing/PR	216.00	0.00	0.00	216.00
Website Design Maintenance	1,846.00	0.00	2,000.00	3,846.00
Total Outreach/Promotion	2,452.00	0.00	2,000.00	4,452.00
Personnel				
Employer Taxes - Federal	2,165.55	324.21	0.00	2,489.76
Employer Taxes - State	74.27	0.00	0.00	74.27
Executive Director	21,525.00	0.00	0.00	21,525.00
Health Insurance	1,385.79	0.00	0.00	1,385.79
LJCAP Administration	0.00	3,822.09	0.00	3,822.09
Payroll Fees	362.25	0.00	0.00	362.25
Salaries	2,199.00	0.00	0.00	2,199.00
Sparkle & Shine Administration	0.00	3,208.50	0.00	3,208.50
Workers Compensation	2,117.09	416.71	0.00	2,533.80
Total Personnel	29,828.95	7,771.51	0.00	37,600.46
Total Expense	48,984.35	8,318.82	2,000.00	59,303.17
Net Income	0.00	7,327.69	0.00	7,327.69