

La Jolla Village Merchant Association
Balance Sheet
As of February 28, 2018

	Feb 28, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	53,471.79
Total Checking/Savings	53,471.79
Accounts Receivable	
Accounts Receivable	6,342.00
Total Accounts Receivable	6,342.00
Other Current Assets	
Prepaid Insurance	5,395.85
Tech Assistance/Acctg. Rcvbl.	600.00
Total Other Current Assets	5,995.85
Total Current Assets	65,809.64
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	71,824.53
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	535.78
Deferred Income	1,000.00
Payroll Liabilities	
Workers Compensation	262.09
Total Payroll Liabilities	262.09
SBEP Advance	1,783.74
Total Other Current Liabilities	3,581.61
Total Current Liabilities	3,581.61
Total Liabilities	3,581.61
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	8,320.57
Total Equity	68,242.92
TOTAL LIABILITIES & EQUITY	71,824.53

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2017 through February 2018

	Jul '17 - Feb 18	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	10,020.00	-10,020.00
Collateral Material Sales	0.00	3,336.00	-3,336.00
Total Advertising	0.00	13,356.00	-13,356.00
Banner Income	5,128.00	6,306.00	-1,178.00
Bid CarryForward	19,589.26	13,336.00	6,253.26
BID Income	102,478.65	137,493.00	-35,014.35
Donations	910.00	0.00	910.00
Hotel Booking Income	7.55	80.00	-72.45
LJC A & P Admin/Audit Fee	10,200.00	14,660.00	-4,460.00
PROW	0.00	336.00	-336.00
Rent Income	550.00		
SBEP	20,003.26	12,600.00	7,403.26
SBEP City Fees & Services	0.00	3,000.00	-3,000.00
SBEP Tech. Assistance/Acctg.	5,000.00	3,800.00	1,200.00
Sparkle & Shine.	5,527.82	8,800.00	-3,272.18
Special Events.			
LJ Winter Gala	150.00	5,000.00	-4,850.00
Padres La Jolla Day	7,125.00	0.00	7,125.00
So Fine Kline Chillli Cook Off	0.00	1,000.00	-1,000.00
Total Special Events.	7,275.00	6,000.00	1,275.00
Total Income	176,669.54	219,767.00	-43,097.46
Expense			
Contingency Funds	0.00	13,336.00	-13,336.00
Design/Beautification			
Banner	0.00	3,336.00	-3,336.00
Bench Expense	0.00	672.00	-672.00
Holiday DecorRoof Line Lighting	12,608.67	11,672.00	936.67
Landscaping & Maintenance	11,833.00	13,336.00	-1,503.00
Total Design/Beautification	24,441.67	29,016.00	-4,574.33
Office /Administration			
Accounting/Bookkeeping	8,400.00	9,400.00	-1,000.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	160.71	336.00	-175.29
Bankcard Equipment Lease	331.78	336.00	-4.22
Dues/Subscriptions/Fees	1,961.45	2,672.00	-710.55
Election Costs	1,148.49	2,000.00	-851.51
Equipment & Furniture	0.00	1,000.00	-1,000.00
Gift	107.72	100.00	7.72
Insurance	2,523.00	2,920.00	-397.00
Internet	2,364.47	1,336.00	1,028.47
Office & Cell Phone	1,050.60	2,000.00	-949.40
Office Maintenance Expense	509.00	352.00	157.00
Office Supplies	1,599.35	672.00	927.35
Parking	208.00	520.00	-312.00
Postage & Delivery	237.00	1,137.00	-900.00
Printing	0.00	2,000.00	-2,000.00
Professional Fees	0.00	1,072.00	-1,072.00
Rent	15,334.63	10,000.00	5,334.63
Total Office /Administration	40,536.20	42,353.00	-1,816.80

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2017 through February 2018

	Jul '17 - Feb 18	Budget	\$ Over Budget
Outreach/Promotion			
Co-Op Advertising	0.00	10,086.00	-10,086.00
Collateral Materials	0.00	1,672.00	-1,672.00
E-Newsletter	560.00	672.00	-112.00
Fees For Website Maintenance	480.00	1,200.00	-720.00
Marketing/PR	3,069.67	6,672.00	-3,602.33
Website Design Maintenance	5,461.00	4,000.00	1,461.00
Total Outreach/Promotion	9,570.67	24,302.00	-14,731.33
Personnel			
Employer Taxes - Federal	6,211.69	4,700.00	1,511.69
Employer Taxes - State	473.27	736.00	-262.73
Executive Director	56,800.00	57,856.00	-1,056.00
Health Insurance	4,121.38	2,852.00	1,269.38
LJCAP Administration	10,422.09	11,336.00	-913.91
Payroll Fees	1,019.00	936.00	83.00
Salaries	2,199.00		
Sparkle & Shine Administration	4,278.00	9,336.00	-5,058.00
Workers Compensation	2,533.80	2,008.00	525.80
Total Personnel	88,058.23	89,760.00	-1,701.77
Special Events			
City Fees & Services	0.00	3,000.00	-3,000.00
Holiday Festival	0.00	2,500.00	-2,500.00
LJ Music & Art Walk	1,000.00		
LJ Winter Gala	4,155.18	10,000.00	-5,844.82
Pillage The Village	587.02	3,000.00	-2,412.98
Quarterly Merchant Mixers	0.00	2,500.00	-2,500.00
Total Special Events	5,742.20	21,000.00	-15,257.80
Total Expense	168,348.97	219,767.00	-51,418.03
Net Income	8,320.57	0.00	8,320.57

La Jolla Village Merchant Association
Profit & Loss by Class
July 2017 through February 2018

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	5,128.00	0.00	5,128.00
Bid CarryForward	19,589.26	0.00	0.00	19,589.26
BID Income	102,478.65	0.00	0.00	102,478.65
Donations	0.00	910.00	0.00	910.00
Hotel Booking Income	0.00	7.55	0.00	7.55
LJC A & P Admin/Audit Fee	0.00	10,200.00	0.00	10,200.00
Rent Income	0.00	550.00	0.00	550.00
SBEP	0.00	0.00	20,003.26	20,003.26
SBEP Tech. Assistance/Acctg.	0.00	0.00	5,000.00	5,000.00
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
Total Special Events.	0.00	7,275.00	0.00	7,275.00
Total Income	122,067.91	29,598.37	25,003.26	176,669.54
Expense				
Design/Beautification				
Holiday Decor/Roof Line Lighting	11,108.67	1,500.00	0.00	12,608.67
Landscaping & Maintenance	11,833.00	0.00	0.00	11,833.00
Total Design/Beautification	22,941.67	1,500.00	0.00	24,441.67
Office /Administration				
Accounting/Bookkeeping	5,400.00	0.00	3,000.00	8,400.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	160.71	0.00	160.71
Bankcard Equipment Lease	0.00	331.78	0.00	331.78
Dues/Subscriptions/Fees	1,786.45	175.00	0.00	1,961.45
Election Costs	1,148.49	0.00	0.00	1,148.49
Gift	0.00	107.72	0.00	107.72
Insurance	2,523.00	0.00	0.00	2,523.00
Internet	2,256.47	108.00	0.00	2,364.47
Office & Cell Phone	1,039.42	11.18	0.00	1,050.60
Office Maintenance Expense	509.00	0.00	0.00	509.00
Office Supplies	1,549.35	50.00	0.00	1,599.35
Parking	78.00	130.00	0.00	208.00
Postage & Delivery	237.00	0.00	0.00	237.00
Rent	14,784.63	550.00	0.00	15,334.63
Total Office /Administration	35,911.81	1,624.39	3,000.00	40,536.20
Outreach/Promotion				
E-Newsletter	560.00	0.00	0.00	560.00
Fees For Website Maintenance	480.00	0.00	0.00	480.00
Marketing/PR	897.67	2,172.00	0.00	3,069.67
Website Design Maintenance	3,461.00	0.00	2,000.00	5,461.00
Total Outreach/Promotion	5,398.67	2,172.00	2,000.00	9,570.67
Personnel				
Employer Taxes - Federal	4,242.19	406.03	1,563.47	6,211.69
Employer Taxes - State	473.27	0.00	0.00	473.27
Executive Director	39,403.55	0.00	17,396.45	56,800.00
Health Insurance	3,078.04	0.00	1,043.34	4,121.38
LJCAP Administration	0.00	10,422.09	0.00	10,422.09
Payroll Fees	1,019.00	0.00	0.00	1,019.00
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	52,532.14	15,522.83	20,003.26	88,058.23

La Jolla Village Merchant Association
Profit & Loss by Class
July 2017 through February 2018

	BID	Discretionary	SBEP	TOTAL
Special Events				
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
Total Special Events	<u>5,283.62</u>	<u>458.58</u>	<u>0.00</u>	<u>5,742.20</u>
Total Expense	<u>122,067.91</u>	<u>21,277.80</u>	<u>25,003.26</u>	<u>168,348.97</u>
Net Income	<u><u>0.00</u></u>	<u><u>8,320.57</u></u>	<u><u>0.00</u></u>	<u><u>8,320.57</u></u>