

La Jolla Village Merchant Association
Balance Sheet
As of January 31, 2018

	Jan 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	54,308.69
Total Checking/Savings	54,308.69
Accounts Receivable	
Accounts Receivable	4,267.00
Total Accounts Receivable	4,267.00
Other Current Assets	
Prepaid Insurance	5,451.89
Tech Assistance/Acctg. Rcvbl.	1,800.00
Total Other Current Assets	7,251.89
Total Current Assets	65,827.58
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	71,842.47
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
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	3,045.83
Total Current Liabilities	3,045.83
Total Liabilities	3,045.83
Equity	
Interfund-Cost of Admin LJCAP	14,800.00
Unrestricted Net Assets	45,122.35
Net Income	8,874.29
Total Equity	68,796.64
TOTAL LIABILITIES & EQUITY	71,842.47

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

	Jul '17 - Jan 18	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	8,010.00	-8,010.00
Collateral Material Sales	0.00	2,919.00	-2,919.00
Total Advertising	0.00	10,929.00	-10,929.00
Banner Income	5,128.00	6,006.00	-878.00
Bid CarryForward	19,589.26	11,669.00	7,920.26
BID Income	89,729.60	122,670.00	-32,940.40
Donations	910.00	0.00	910.00
Hotel Booking Income	7.55	70.00	-62.45
LJC A & P Admin/Audit Fee	8,400.00	13,140.00	-4,740.00
PROW	0.00	294.00	-294.00
Rent Income	275.00		
SBEP	20,003.26	10,500.00	9,503.26
SBEP Tech. Assistance/Acctg.	5,000.00	3,500.00	1,500.00
Sparkle & Shine.	5,527.82	7,700.00	-2,172.18
Special Events.			
LJ Winter Gala	150.00	0.00	150.00
Padres La Jolla Day	7,125.00	0.00	7,125.00
So Fine Kline Chilli Cook Off	0.00	1,000.00	-1,000.00
Total Special Events.	7,275.00	1,000.00	6,275.00
Total Income	161,845.49	187,478.00	-25,632.51
Expense			
Contingency Funds	0.00	11,669.00	-11,669.00
Design/Beautification			
Banner	0.00	2,919.00	-2,919.00
Bench Expense	0.00	588.00	-588.00
Holiday DecorRoof Line Lighting	12,408.67	10,213.00	2,195.67
Landscaping & Maintenance	11,833.00	11,669.00	164.00
Total Design/Beautification	24,241.67	25,389.00	-1,147.33
Office /Administration			
Accounting/Bookkeeping	8,400.00	8,150.00	250.00
Audit	4,600.00	4,500.00	100.00
Bank/Merchant Account Fees	160.71	294.00	-133.29
Bankcard Equipment Lease	294.06	294.00	0.06
Dues/Subscriptions/Fees	544.45	2,338.00	-1,793.55
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	2,555.00	-32.00
Internet	2,038.06	1,169.00	869.06
Office & Cell Phone	1,050.60	1,750.00	-699.40
Office Maintenance Expense	509.00	308.00	201.00
Office Supplies	1,575.35	588.00	987.35
Parking	175.00	455.00	-280.00
Postage & Delivery	237.00	1,046.00	-809.00
Printing	0.00	1,750.00	-1,750.00
Professional Fees	0.00	938.00	-938.00
Rent	13,410.18	8,750.00	4,660.18
Total Office /Administration	36,773.62	37,985.00	-1,211.38

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

	Jul '17 - Jan 18	Budget	\$ Over Budget
Outreach/Promotion			
Co-Op Advertising	0.00	8,731.00	-8,731.00
Collateral Materials	0.00	1,463.00	-1,463.00
E-Newsletter	490.00	588.00	-98.00
Fees For Website Maintenance	420.00	1,050.00	-630.00
Marketing/PR	1,974.08	5,838.00	-3,863.92
Website Design Maintenance	5,011.00	3,750.00	1,261.00
Total Outreach/Promotion	7,895.08	21,420.00	-13,524.92
Personnel			
Employer Taxes - Federal	5,571.00	4,075.00	1,496.00
Employer Taxes - State	473.27	644.00	-170.73
Executive Director	48,937.50	50,194.00	-1,256.50
Health Insurance	3,517.47	2,438.00	1,079.47
LJCAP Administration	9,909.59	9,919.00	-9.41
Payroll Fees	899.00	819.00	80.00
Salaries	2,199.00		
Sparkle & Shine Administration	4,278.00	8,169.00	-3,891.00
Workers Compensation	2,533.80	1,757.00	776.80
Total Personnel	78,318.63	78,015.00	303.63
Special Events			
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
Total Special Events	5,742.20	13,000.00	-7,257.80
Total Expense	152,971.20	187,478.00	-34,506.80
Net Income	8,874.29	0.00	8,874.29

La Jolla Village Merchant Association
Profit & Loss by Class
July 2017 through January 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	89,729.60	0.00	0.00	89,729.60
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	8,400.00	0.00	8,400.00
Rent Income	0.00	275.00	0.00	275.00
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	109,318.86	27,523.37	25,003.26	161,845.49
Expense				
Design/Beautification				
Holiday Decor/Roof Line Lighting	10,908.67	1,500.00	0.00	12,408.67
Landscaping & Maintenance	11,833.00	0.00	0.00	11,833.00
Total Design/Beautification	22,741.67	1,500.00	0.00	24,241.67
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	294.06	0.00	294.06
Dues/Subscriptions/Fees	389.45	155.00	0.00	544.45
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	2,029.06	9.00	0.00	2,038.06
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	1,525.35	50.00	0.00	1,575.35
Parking	45.00	130.00	0.00	175.00
Postage & Delivery	237.00	0.00	0.00	237.00
Rent	13,135.18	275.00	0.00	13,410.18
Total Office /Administration	32,580.95	1,192.67	3,000.00	36,773.62
Outreach/Promotion				
E-Newsletter	490.00	0.00	0.00	490.00
Fees For Website Maintenance	420.00	0.00	0.00	420.00
Marketing/PR	799.08	1,175.00	0.00	1,974.08
Website Design Maintenance	3,011.00	0.00	2,000.00	5,011.00
Total Outreach/Promotion	4,720.08	1,175.00	2,000.00	7,895.08
Personnel				
Employer Taxes - Federal	3,601.50	406.03	1,563.47	5,571.00
Employer Taxes - State	473.27	0.00	0.00	473.27
Executive Director	31,541.05	0.00	17,396.45	48,937.50
Health Insurance	2,474.13	0.00	1,043.34	3,517.47
LJCAP Administration	687.50	9,222.09	0.00	9,909.59
Payroll Fees	899.00	0.00	0.00	899.00
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	43,992.54	14,322.83	20,003.26	78,318.63

La Jolla Village Merchant Association
Profit & Loss by Class
 July 2017 through January 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>109,318.86</u>	<u>18,649.08</u>	<u>25,003.26</u>	<u>152,971.20</u>
Net Income	<u><u>0.00</u></u>	<u><u>8,874.29</u></u>	<u><u>0.00</u></u>	<u><u>8,874.29</u></u>