

La Jolla Village Merchant Association
Balance Sheet
As of November 30, 2018

	Nov 30, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	79,707.82
Total Checking/Savings	79,707.82
Accounts Receivable	
Accounts Receivable	667.00
Total Accounts Receivable	667.00
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	400.00
Total Other Current Assets	5,479.73
Total Current Assets	85,854.55
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	85,854.55
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	10,504.61
SBEP Advance	18,922.50
Total Other Current Liabilities	29,427.11
Total Current Liabilities	29,427.11
Total Liabilities	29,427.11
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Opening Balance Equity	-6,996.00
Unrestricted Net Assets	41,220.83
Net Income	1,402.61
Total Equity	56,427.44
TOTAL LIABILITIES & EQUITY	85,854.55

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

	Jul - Nov 18	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	6,250.00	-6,250.00	0.0%
Collateral Material Sales	0.00	2,085.00	-2,085.00	0.0%
Total Advertising	0.00	8,335.00	-8,335.00	0.0%
Banner Income	1,000.00	3,125.00	-2,125.00	32.0%
Bid CarryForward	0.00	- 8,335.00	-8,335.00	0.0%
BID Income	53,240.79	90,285.00	-37,044.21	59.0%
Hotel Booking Income	94.48	210.00	-115.52	45.0%
LJC A & P Admin/Audit Fee	1,200.00	6,900.00	-5,700.00	17.4%
Rent Income	0.00	1,375.00	-1,375.00	0.0%
SBEP	2,808.50	8,255.00	-5,446.50	34.0%
SBEP City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
SBEP Tech. Assistance/Acctg.	400.00	2,500.00	-2,100.00	16.0%
Special Events.				
Padres La Jolla Day	0.00	9,000.00	-9,000.00	0.0%
Total Special Events.	0.00	9,000.00	-9,000.00	0.0%
Village Nights	1,070.00			
Total Income	59,813.77	141,320.00	-81,506.23	42.3%
Expense				
Contingency Funds	0.00	8,335.00	-8,335.00	0.0%
Design/Beautification				
Banner	0.00	2,085.00	-2,085.00	0.0%
Bench Expense	0.00	415.00	-415.00	0.0%
Holiday DecorRoof Line Lighting	400.00	6,875.00	-6,475.00	5.8%
Landscaping & Maintenance	0.00	8,335.00	-8,335.00	0.0%
Total Design/Beautification	400.00	17,710.00	-17,310.00	2.3%
Office /Administration				
Accounting/Bookkeeping	6,000.00	6,250.00	-250.00	96.0%
Audit	4,600.00	4,600.00	0.00	100.0%
Bank/Merchant Account Fees	100.00	210.00	-110.00	47.6%
Bankcard Equipment Lease	218.80	210.00	8.80	104.2%
Dues/Subscriptions/Fees	1,095.00	1,670.00	-575.00	65.6%
Election Costs	896.07	2,000.00	-1,103.93	44.8%
Equipment & Furniture	0.00	415.00	-415.00	0.0%
Gift	0.00	100.00	-100.00	0.0%
Insurance	2,573.00	2,085.00	488.00	123.4%
Internet	1,899.12	500.00	1,399.12	379.8%
Office & Cell Phone	432.20	500.00	-67.80	86.4%
Office Maintenance Expense	0.00	40.00	-40.00	0.0%
Office Supplies	358.34	415.00	-56.66	86.3%
Parking	462.00	625.00	-163.00	73.9%
Postage & Delivery	0.00	625.00	-625.00	0.0%
Printing	629.80	1,250.00	-620.20	50.4%
Professional Fees	0.00	415.00	-415.00	0.0%
Rent	8,415.00	7,710.00	705.00	109.1%
Utilities	642.63	500.00	142.63	128.5%
Total Office /Administration	28,321.96	30,120.00	-1,798.04	94.0%
Outreach/Promotion				
Co-Op Advertising	0.00	2,090.00	-2,090.00	0.0%
E-Newsletter	350.00	500.00	-150.00	70.0%
Fees For Website Maintenance	80.00	1,000.00	-920.00	8.0%
Marketing/PR	551.46	2,415.00	-1,863.54	22.8%
Promotional Materials	0.00	835.00	-835.00	0.0%
Website Design Maintenance	315.00	1,000.00	-685.00	31.5%
Total Outreach/Promotion	1,296.46	7,840.00	-6,543.54	16.5%

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

	Jul - Nov 18	Budget	\$ Over Budget	% of Budget
Personnel				
Employer Taxes - Federal	1,748.93	2,500.00	-751.07	70.0%
Employer Taxes - State	607.34	500.00	107.34	121.5%
Executive Director	15,746.20	36,880.00	-21,133.80	42.7%
Health Insurance	0.00	2,795.00	-2,795.00	0.0%
LJCAP Administration	1,000.00	5,000.00	-4,000.00	20.0%
Payroll Fees	563.00	625.00	-62.00	90.1%
Salaries	5,280.00	10,420.00	-5,140.00	50.7%
Workers Compensation	1,585.40	1,545.00	40.40	102.6%
Total Personnel	26,530.87	60,265.00	-33,734.13	44.0%
Special Events				
City Fees & Services	0.00	2,500.00	-2,500.00	0.0%
LJ Winter Gala	0.00	5,000.00	-5,000.00	0.0%
Padres La Jolla Day.	0.00	8,300.00	-8,300.00	0.0%
Pillage The Village	1,271.00			
Quarterly Merchant Mixers	590.87	1,250.00	-659.13	47.3%
Total Special Events	1,861.87	17,050.00	-15,188.13	10.9%
Total Expense	58,411.16	141,320.00	-82,908.84	41.3%
Net Income	1,402.61	0.00	1,402.61	100.0%

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

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	1,000.00	0.00	1,000.00
BID Income	53,240.79	0.00	0.00	53,240.79
Hotel Booking Income	0.00	94.48	0.00	94.48
LJC A & P Admin/Audit Fee	0.00	1,200.00	0.00	1,200.00
Rent Income	0.00	0.00	0.00	0.00
SBEP	0.00	0.00	2,808.50	2,808.50
SBEP Tech. Assistance/Acctg.	0.00	0.00	400.00	400.00
Village Nights	0.00	1,070.00	0.00	1,070.00
Total Income	53,240.79	3,364.48	3,208.50	59,813.77
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	400.00	0.00	0.00	400.00
Total Design/Beautification	400.00	0.00	0.00	400.00
Office /Administration				
Accounting/Bookkeeping	5,600.00	0.00	400.00	6,000.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	100.00	0.00	100.00
Bankcard Equipment Lease	0.00	218.80	0.00	218.80
Dues/Subscriptions/Fees	1,085.00	10.00	0.00	1,095.00
Election Costs	896.07	0.00	0.00	896.07
Insurance	2,573.00	0.00	0.00	2,573.00
Internet	1,880.62	18.50	0.00	1,899.12
Office & Cell Phone	429.91	2.29	0.00	432.20
Office Supplies	274.52	83.82	0.00	358.34
Parking	462.00	0.00	0.00	462.00
Printing	629.80	0.00	0.00	629.80
Rent	8,415.00	0.00	0.00	8,415.00
Utilities	642.63	0.00	0.00	642.63
Total Office /Administration	27,488.55	433.41	400.00	28,321.96
Outreach/Promotion				
E-Newsletter	350.00	0.00	0.00	350.00
Fees For Website Maintenance	80.00	0.00	0.00	80.00
Marketing/PR	23.00	528.46	0.00	551.46
Website Design Maintenance	315.00	0.00	0.00	315.00
Total Outreach/Promotion	768.00	528.46	0.00	1,296.46
Personnel				
Employer Taxes - Federal	1,548.93	0.00	200.00	1,748.93
Employer Taxes - State	498.84	0.00	108.50	607.34
Executive Director	13,246.20	0.00	2,500.00	15,746.20
Health Insurance	0.00	0.00	0.00	0.00
LJCAP Administration	0.00	1,000.00	0.00	1,000.00
Payroll Fees	563.00	0.00	0.00	563.00
Salaries	5,280.00	0.00	0.00	5,280.00
Workers Compensation	1,585.40	0.00	0.00	1,585.40
Total Personnel	22,722.37	1,000.00	2,808.50	26,530.87
Special Events				
Pillage The Village	1,271.00	0.00	0.00	1,271.00
Quarterly Merchant Mixers	590.87	0.00	0.00	590.87
Total Special Events	1,861.87	0.00	0.00	1,861.87
Total Expense	53,240.79	1,961.87	3,208.50	58,411.16
Net Income	0.00	1,402.61	0.00	1,402.61