

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

	Dec 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	79,345.62
Total Checking/Savings	79,345.62
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.	800.00
Total Other Current Assets	5,879.73
Total Current Assets	85,892.35
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	85,892.35
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	7,566.54
SBEP Advance	17,022.50
Total Other Current Liabilities	24,589.04
Total Current Liabilities	24,589.04
Total Liabilities	24,589.04
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Opening Balance Equity	-6,996.00
Unrestricted Net Assets	41,220.83
Net Income	6,278.48
Total Equity	61,303.31
TOTAL LIABILITIES & EQUITY	85,892.35

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

	Jul - Dec 18	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	7,500.00	-7,500.00	0.0%
Collateral Material Sales	0.00	2,502.00	-2,502.00	0.0%
Total Advertising	0.00	10,002.00	-10,002.00	0.0%
Banner Income	5,950.00	3,750.00	2,200.00	158.7%
Bid CarryForward	0.00	10,002.00	-10,002.00	0.0%
BID Income	68,179.01	105,862.00	-37,682.99	64.4%
Hotel Booking Income	123.07	252.00	-128.93	48.8%
LJC A & P Admin/Audit Fee	1,200.00	7,060.00	-5,860.00	17.0%
Rent Income	0.00	1,650.00	-1,650.00	0.0%
SBEP	4,708.50	10,506.00	-5,797.50	44.8%
SBEP City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
SBEP Tech. Assistance/Acctg.	800.00	3,000.00	-2,200.00	26.7%
Special Events.				
LJ Winter Gala	0.00	1,500.00	-1,500.00	0.0%
Padres La Jolla Day	0.00	9,000.00	-9,000.00	0.0%
Total Special Events.	0.00	10,500.00	-10,500.00	0.0%
Village Nights	1,070.00			
Total Income	82,030.58	165,584.00	-83,553.42	49.5%
Expense				
Contingency Funds	0.00	10,002.00	-10,002.00	0.0%
Design/Beautification				
Banner	0.00	2,502.00	-2,502.00	0.0%
Bench Expense	0.00	498.00	-498.00	0.0%
Holiday DecorRoof Line Lighting	7,100.00	8,250.00	-1,150.00	86.1%
Landscaping & Maintenance	0.00	10,002.00	-10,002.00	0.0%
Total Design/Beautification	7,100.00	21,252.00	-14,152.00	33.4%
Office /Administration				
Accounting/Bookkeeping	7,200.00	7,500.00	-300.00	96.0%
Audit	4,600.00	4,600.00	0.00	100.0%
Bank/Merchant Account Fees	165.00	252.00	-87.00	65.5%
Bankcard Equipment Lease	256.52	252.00	4.52	101.8%
Dues/Subscriptions/Fees	1,095.00	2,004.00	-909.00	54.6%
Election Costs	896.07	2,000.00	-1,103.93	44.8%
Equipment & Furniture	0.00	498.00	-498.00	0.0%
Gift	0.00	100.00	-100.00	0.0%
Insurance	2,573.00	2,502.00	71.00	102.8%
Internet	2,267.35	600.00	1,667.35	377.9%
Office & Cell Phone	432.20	600.00	-167.80	72.0%
Office Maintenance Expense	0.00	48.00	-48.00	0.0%
Office Supplies	358.34	498.00	-139.66	72.0%
Parking	552.00	750.00	-198.00	73.6%
Postage & Delivery	0.00	750.00	-750.00	0.0%
Printing	629.80	1,500.00	-870.20	42.0%
Professional Fees	0.00	498.00	-498.00	0.0%
Rent	10,208.00	9,252.00	956.00	110.3%
Utilities	735.23	600.00	135.23	122.5%
Total Office /Administration	31,968.51	34,804.00	-2,835.49	91.9%

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

	Jul - Dec 18	Budget	\$ Over Budget	% of Budget
Outreach/Promotion				
Co-Op Advertising	0.00	2,508.00	-2,508.00	0.0%
E-Newsletter	420.00	600.00	-180.00	70.0%
Fees For Website Maintenance	80.00	1,200.00	-1,120.00	6.7%
Marketing/PR	551.46	2,898.00	-2,346.54	19.0%
Promotional Materials	0.00	1,002.00	-1,002.00	0.0%
Website Design Maintenance	315.00	1,200.00	-885.00	26.3%
Total Outreach/Promotion	1,366.46	9,408.00	-8,041.54	14.5%
Personnel				
Employer Taxes - Federal	2,232.16	3,100.00	-867.84	72.0%
Employer Taxes - State	607.34	500.00	107.34	121.5%
Executive Director	21,162.86	44,256.00	-23,093.14	47.8%
Health Insurance	0.00	3,354.00	-3,354.00	0.0%
LJCAP Administration	1,000.00	6,000.00	-5,000.00	16.7%
Payroll Fees	687.50	750.00	-62.50	91.7%
Salaries	6,180.00	12,504.00	-6,324.00	49.4%
Workers Compensation	1,585.40	1,854.00	-268.60	85.5%
Total Personnel	33,455.26	72,318.00	-38,862.74	46.3%
Special Events				
City Fees & Services	0.00	3,000.00	-3,000.00	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	1,500.00	-909.13	39.4%
Total Special Events	1,861.87	17,800.00	-15,938.13	10.5%
Total Expense	75,752.10	165,584.00	-89,831.90	45.7%
Net Income	6,278.48	0.00	6,278.48	100.0%

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

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	5,950.00	0.00	5,950.00
BID Income	68,179.01	0.00	0.00	68,179.01
Hotel Booking Income	0.00	123.07	0.00	123.07
LJC A & P Admin/Audit Fee	0.00	1,200.00	0.00	1,200.00
SBEP	0.00	0.00	4,708.50	4,708.50
SBEP Tech. Assistance/Acctg.	0.00	0.00	800.00	800.00
Village Nights	0.00	1,070.00	0.00	1,070.00
Total Income	68,179.01	8,343.07	5,508.50	82,030.58
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	7,100.00	0.00	0.00	7,100.00
Total Design/Beautification	7,100.00	0.00	0.00	7,100.00
Office /Administration				
Accounting/Bookkeeping	6,400.00	0.00	800.00	7,200.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	165.00	0.00	165.00
Bankcard Equipment Lease	0.00	256.52	0.00	256.52
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	2,248.85	18.50	0.00	2,267.35
Office & Cell Phone	429.91	2.29	0.00	432.20
Office Supplies	274.52	83.82	0.00	358.34
Parking	552.00	0.00	0.00	552.00
Printing	629.80	0.00	0.00	629.80
Rent	10,208.00	0.00	0.00	10,208.00
Utilities	735.23	0.00	0.00	735.23
Total Office /Administration	30,632.38	536.13	800.00	31,968.51
Outreach/Promotion				
E-Newsletter	420.00	0.00	0.00	420.00
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	838.00	528.46	0.00	1,366.46
Personnel				
Employer Taxes - Federal	1,932.16	0.00	300.00	2,232.16
Employer Taxes - State	498.84	0.00	108.50	607.34
Executive Director	16,862.86	0.00	4,300.00	21,162.86
LJCAP Administration	0.00	1,000.00	0.00	1,000.00
Payroll Fees	687.50	0.00	0.00	687.50
Salaries	6,180.00	0.00	0.00	6,180.00
Workers Compensation	1,585.40	0.00	0.00	1,585.40
Total Personnel	27,746.76	1,000.00	4,708.50	33,455.26
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	68,179.01	2,064.59	5,508.50	75,752.10
Net Income	0.00	6,278.48	0.00	6,278.48