

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

	Jun 30, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	50,028.25
Total Checking/Savings	50,028.25
Accounts Receivable	
Accounts Receivable	667.00
Total Accounts Receivable	667.00
Other Current Assets	
Prepaid Insurance	3,601.73
Security Deposit	1,842.00
Total Other Current Assets	5,443.73
Total Current Assets	56,138.98
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	56,138.98
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Accrued Expenses	114.15
Deferred Income	1,000.00
Total Other Current Liabilities	1,114.15
Total Current Liabilities	1,114.15
Total Liabilities	1,114.15
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Opening Balance Equity	-6,996.00
Unrestricted Net Assets	45,122.35
Net Income	-3,901.52
Total Equity	55,024.83
TOTAL LIABILITIES & EQUITY	56,138.98

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

	Jul '17 - Jun 18	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	15,000.00	-15,000.00	0.0%
Collateral Material Sales	0.00	5,000.00	-5,000.00	0.0%
Total Advertising	0.00	20,000.00	-20,000.00	0.0%
Banner Income	12,858.00	7,500.00	5,358.00	171.4%
Bid CarryForward	19,589.26	20,000.00	-410.74	97.9%
BID Income	150,438.23	200,000.00	-49,561.77	75.2%
Donations	910.00	0.00	910.00	100.0%
Hotel Booking Income	98.94	100.00	-1.06	98.9%
LJC A & P Admin/Audit Fee	15,000.00	20,740.00	-5,740.00	72.3%
Other Income	461.00			
PROW	0.00	500.00	-500.00	0.0%
Rent Income	1,650.00	0.00	1,650.00	100.0%
SBEP	21,787.00	21,000.00	787.00	103.7%
SBEP City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
SBEP Tech. Assistance/Acctg.	5,000.00	5,000.00	0.00	100.0%
Sparkle & Shine.	5,527.82	13,200.00	-7,672.18	41.9%
Special Events.				
LJ Concours D'Elegence	291.00	500.00	-209.00	58.2%
LJ Winter Gala	150.00	25,000.00	-24,850.00	0.6%
Padres La Jolla Day	675.00	9,000.00	-8,325.00	7.5%
So Fine Kline Chilli Cook Off	0.00	1,000.00	-1,000.00	0.0%
Total Special Events.	1,116.00	35,500.00	-34,384.00	3.1%
Total Income	234,436.25	346,540.00	-112,103.75	67.7%
Expense				
Contingency Funds	3,500.00	20,000.00	-16,500.00	17.5%
Design/Beautification				
Banner	0.00	5,000.00	-5,000.00	0.0%
Bench Expense	0.00	1,000.00	-1,000.00	0.0%
Holiday DecorRoof Line Lighting	13,008.67	17,500.00	-4,491.33	74.3%
Landscaping & Maintenance	11,908.26	11,000.00	908.26	108.3%
Total Design/Beautification	24,916.93	34,500.00	-9,583.07	72.2%
Office /Administration				
Accounting/Bookkeeping	14,400.00	14,400.00	0.00	100.0%
Audit	4,600.00	4,500.00	100.00	102.2%
Bank/Merchant Account Fees	213.29	500.00	-286.71	42.7%
Bankcard Equipment Lease	482.66	500.00	-17.34	96.5%
Depreciation	1,110.89			
Dues/Subscriptions/Fees	2,001.45	4,000.00	-1,998.55	50.0%
Election Costs	1,148.49	2,000.00	-851.51	57.4%
Equipment & Furniture	0.00	1,000.00	-1,000.00	0.0%
Gift	107.72	100.00	7.72	107.7%
Insurance	5,223.00	4,375.00	848.00	119.4%
Internet	3,560.96	2,000.00	1,560.96	178.0%
Office & Cell Phone	1,538.67	3,000.00	-1,461.33	51.3%
Office Maintenance Expense	509.00	525.00	-16.00	97.0%
Office Supplies	1,903.02	1,000.00	903.02	190.3%
Parking	973.00	780.00	193.00	124.7%
Postage & Delivery	244.25	1,500.00	-1,255.75	16.3%
Printing	59.91	3,000.00	-2,940.09	2.0%
Professional Fees	0.00	1,600.00	-1,600.00	0.0%
Rent	18,016.33	15,000.00	3,016.33	120.1%
Utilities	629.00	0.00	629.00	100.0%
Total Office /Administration	56,721.64	59,780.00	-3,058.36	94.9%

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

	Jul '17 - Jun 18	Budget	\$ Over Budget	% of Budget
Outreach/Promotion				
Business Mixer	266.00			
Co-Op Advertising	0.00	15,500.00	-15,500.00	0.0%
Collateral Materials	0.00	2,500.00	-2,500.00	0.0%
E-Newsletter	840.00	1,000.00	-160.00	84.0%
Fees For Website Maintenance	720.00	1,800.00	-1,080.00	40.0%
Marketing/PR	4,343.83	10,000.00	-5,656.17	43.4%
Website Design Maintenance	6,361.00	5,000.00	1,361.00	127.2%
Total Outreach/Promotion	12,530.83	35,800.00	-23,269.17	35.0%
Personnel				
Employer Taxes - Federal	9,050.39	7,200.00	1,850.39	125.7%
Employer Taxes - State	663.94	1,100.00	-436.06	60.4%
Executive Director	85,500.00	88,500.00	-3,000.00	96.6%
Health Insurance	6,393.98	4,500.00	1,893.98	142.1%
LJCAP Administration	15,000.00	17,000.00	-2,000.00	88.2%
Payroll Fees	1,512.50	1,400.00	112.50	108.0%
Salaries	5,544.00	9,000.00	-3,456.00	61.6%
Sparkle & Shine Administration	4,500.09	14,000.00	-9,499.91	32.1%
Workers Compensation	3,906.31	3,000.00	906.31	130.2%
Total Personnel	132,071.21	145,700.00	-13,628.79	90.6%
Special Events				
City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
Holiday Festival	0.00	2,500.00	-2,500.00	0.0%
LJ Concours D'Elegance	1,830.00			
LJ Music & Art Walk	1,000.00			
LJ Winter Gala	4,155.18	10,000.00	-5,844.82	41.6%
Padres La Jolla Day.	0.00	8,300.00	-8,300.00	0.0%
Pillage The Village	587.02	3,000.00	-2,412.98	19.6%
Quarterly Merchant Mixers	1,024.96	5,000.00	-3,975.04	20.5%
Total Special Events	8,597.16	31,800.00	-23,202.84	27.0%
Total Expense	238,337.77	327,580.00	-89,242.23	72.8%
Net Income	-3,901.52	18,960.00	-22,861.52	-20.6%

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

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	12,858.00	0.00	12,858.00
Bid CarryForward	19,589.26	0.00	0.00	19,589.26
BID Income	150,438.23	0.00	0.00	150,438.23
Donations	0.00	910.00	0.00	910.00
Hotel Booking Income	0.00	98.94	0.00	98.94
LJC A & P Admin/Audit Fee	0.00	15,000.00	0.00	15,000.00
Other Income	0.00	461.00	0.00	461.00
Rent Income	0.00	1,650.00	0.00	1,650.00
SBEP	0.00	0.00	21,787.00	21,787.00
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 Concours D'Elegence	0.00	291.00	0.00	291.00
LJ Winter Gala	0.00	150.00	0.00	150.00
Padres La Jolla Day	0.00	675.00	0.00	675.00
Total Special Events.	0.00	1,116.00	0.00	1,116.00
Total Income	170,027.49	37,621.76	26,787.00	234,436.25
Expense				
Contingency Funds	3,500.00	0.00	0.00	3,500.00
Design/Beautification				
Holiday DecorRoof Line Lighting	11,508.67	1,500.00	0.00	13,008.67
Landscaping & Maintenance	11,908.26	0.00	0.00	11,908.26
Total Design/Beautification	23,416.93	1,500.00	0.00	24,916.93
Office /Administration				
Accounting/Bookkeeping	9,000.00	2,400.00	3,000.00	14,400.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	213.29	0.00	213.29
Bankcard Equipment Lease	0.00	482.66	0.00	482.66
Depreciation	0.00	1,110.89	0.00	1,110.89
Dues/Subscriptions/Fees	1,786.45	215.00	0.00	2,001.45
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	2,700.00	0.00	5,223.00
Internet	3,252.96	308.00	0.00	3,560.96
Office & Cell Phone	1,523.89	14.78	0.00	1,538.67
Office Maintenance Expense	509.00	0.00	0.00	509.00
Office Supplies	1,853.02	50.00	0.00	1,903.02
Parking	168.00	805.00	0.00	973.00
Postage & Delivery	237.00	7.25	0.00	244.25
Printing	59.91	0.00	0.00	59.91
Rent	18,127.43	-111.10	0.00	18,016.33
Utilities	0.00	629.00	0.00	629.00
Total Office /Administration	44,789.15	8,932.49	3,000.00	56,721.64
Outreach/Promotion				
Business Mixer	0.00	266.00	0.00	266.00
E-Newsletter	840.00	0.00	0.00	840.00
Fees For Website Maintenance	720.00	0.00	0.00	720.00
Marketing/PR	2,171.35	2,172.48	0.00	4,343.83
Website Design Maintenance	4,361.00	0.00	2,000.00	6,361.00
Total Outreach/Promotion	8,092.35	2,438.48	2,000.00	12,530.83

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

	BID	Discretionary	SBEP	TOTAL
Personnel				
Employer Taxes - Federal	6,674.04	812.88	1,563.47	9,050.39
Employer Taxes - State	630.60	33.34	0.00	663.94
Executive Director	62,232.31	4,087.50	19,180.19	85,500.00
Health Insurance	4,889.77	460.87	1,043.34	6,393.98
LJCAP Administration	0.00	15,000.00	0.00	15,000.00
Payroll Fees	1,450.25	62.25	0.00	1,512.50
Salaries	4,959.00	585.00	0.00	5,544.00
Sparkle & Shine Administration	0.00	4,500.09	0.00	4,500.09
Workers Compensation	2,117.09	1,789.22	0.00	3,906.31
Total Personnel	82,953.06	27,331.15	21,787.00	132,071.21
Special Events				
LJ Concours D'Elegance	1,830.00	0.00	0.00	1,830.00
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
Quarterly Merchant Mixers	162.38	862.58	0.00	1,024.96
Total Special Events	7,276.00	1,321.16	0.00	8,597.16
Total Expense	170,027.49	41,523.28	26,787.00	238,337.77
Net Income	0.00	-3,901.52	0.00	-3,901.52