

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

	Oct 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	8,956.10
Total Checking/Savings	8,956.10
Accounts Receivable	
Accounts Receivable	667.00
Total Accounts Receivable	667.00
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Total Other Current Assets	5,079.73
Total Current Assets	14,702.83
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	14,702.83
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	-40,722.61
Total Other Current Liabilities	-40,722.61
Total Current Liabilities	-40,722.61
Total Liabilities	-40,722.61
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Opening Balance Equity	-6,996.00
Unrestricted Net Assets	41,220.83
Net Income	400.61
Total Equity	55,425.44
TOTAL LIABILITIES & EQUITY	14,702.83

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

	Jul - Oct 18	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	5,000.00	-5,000.00	0.0%
Collateral Material Sales	0.00	1,668.00	-1,668.00	0.0%
Total Advertising	0.00	6,668.00	-6,668.00	0.0%
Banner Income	1,000.00	2,500.00	-1,500.00	40.0%
Bid CarryForward	0.00	6,668.00	-6,668.00	0.0%
BID Income	40,722.61	72,208.00	-31,485.39	56.4%
Hotel Booking Income	94.48	168.00	-73.52	56.2%
LJC A & P Admin/Audit Fee	1,200.00	5,240.00	-4,040.00	22.9%
Rent Income	0.00	1,100.00	-1,100.00	0.0%
SBEP	0.00	6,004.00	-6,004.00	0.0%
SBEP City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	2,000.00	-2,000.00	0.0%
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%
Total Income	43,017.09	114,556.00	-71,538.91	37.6%
Expense				
Contingency Funds	0.00	6,668.00	-6,668.00	0.0%
Design/Beautification				
Banner	0.00	1,668.00	-1,668.00	0.0%
Bench Expense	0.00	332.00	-332.00	0.0%
Holiday DecorRoof Line Lighting	200.00	5,500.00	-5,300.00	3.6%
Landscaping & Maintenance	0.00	6,668.00	-6,668.00	0.0%
Total Design/Beautification	200.00	14,168.00	-13,968.00	1.4%
Office /Administration				
Accounting/Bookkeeping	4,800.00	5,000.00	-200.00	96.0%
Audit	4,600.00	4,600.00	0.00	100.0%
Bank/Merchant Account Fees	80.00	168.00	-88.00	47.6%
Bankcard Equipment Lease	181.08	168.00	13.08	107.8%
Dues/Subscriptions/Fees	1,095.00	1,336.00	-241.00	82.0%
Election Costs	896.07	2,000.00	-1,103.93	44.8%
Equipment & Furniture	0.00	332.00	-332.00	0.0%
Gift	0.00	100.00	-100.00	0.0%
Insurance	2,573.00	1,668.00	905.00	154.3%
Internet	1,525.97	400.00	1,125.97	381.5%
Office & Cell Phone	286.77	400.00	-113.23	71.7%
Office Maintenance Expense	0.00	32.00	-32.00	0.0%
Office Supplies	220.55	332.00	-111.45	66.4%
Parking	372.00	500.00	-128.00	74.4%
Postage & Delivery	0.00	500.00	-500.00	0.0%
Printing	629.80	1,000.00	-370.20	63.0%
Professional Fees	0.00	332.00	-332.00	0.0%
Rent	6,677.00	6,168.00	509.00	108.3%
Utilities	524.56	400.00	124.56	131.1%
Total Office /Administration	24,461.80	25,436.00	-974.20	96.2%
Outreach/Promotion				
Co-Op Advertising	0.00	1,672.00	-1,672.00	0.0%
E-Newsletter	280.00	0.00	280.00	100.0%
Fees For Website Maintenance	80.00	800.00	-720.00	10.0%
Marketing/PR	551.46	2,332.00	-1,780.54	23.6%
Promotional Materials	0.00	668.00	-668.00	0.0%
Website Design Maintenance	202.50	800.00	-597.50	25.3%
Total Outreach/Promotion	1,113.96	6,272.00	-5,158.04	17.8%

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

	Jul - Oct 18	Budget	\$ Over Budget	% of Budget
Personnel				
Employer Taxes - Federal	997.36	2,400.00	-1,402.64	41.6%
Employer Taxes - State	222.38	0.00	222.38	100.0%
Executive Director	7,621.21	29,504.00	-21,882.79	25.8%
Health Insurance	0.00	2,236.00	-2,236.00	0.0%
LJCAP Administration	1,000.00	4,000.00	-3,000.00	25.0%
Payroll Fees	438.50	500.00	-61.50	87.7%
Salaries	4,110.00	8,336.00	-4,226.00	49.3%
Workers Compensation	1,585.40	1,236.00	349.40	128.3%
Total Personnel	15,974.85	48,212.00	-32,237.15	33.1%
Special Events				
City Fees & Services	0.00	2,000.00	-2,000.00	0.0%
LJ Winter Gala	0.00	2,500.00	-2,500.00	0.0%
Padres La Jolla Day.	0.00	8,300.00	-8,300.00	0.0%
Pillage The Village	275.00			
Quarterly Merchant Mixers	590.87	1,000.00	-409.13	59.1%
Total Special Events	865.87	13,800.00	-12,934.13	6.3%
Total Expense	42,616.48	114,556.00	-71,939.52	37.2%
Net Income	400.61	0.00	400.61	100.0%

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

	BID	Discretionary	TOTAL
Income			
Banner Income	0.00	1,000.00	1,000.00
BID Income	40,722.61	0.00	40,722.61
Hotel Booking Income	0.00	94.48	94.48
LJC A & P Admin/Audit Fee	0.00	1,200.00	1,200.00
Rent Income	0.00	0.00	0.00
Total Income	40,722.61	2,294.48	43,017.09
Expense			
Design/Beautification			
Holiday DecorRoof Line Lighting	200.00	0.00	200.00
Total Design/Beautification	200.00	0.00	200.00
Office /Administration			
Accounting/Bookkeeping	4,800.00	0.00	4,800.00
Audit	4,600.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	80.00	80.00
Bankcard Equipment Lease	0.00	181.08	181.08
Dues/Subscriptions/Fees	1,085.00	10.00	1,095.00
Election Costs	896.07	0.00	896.07
Insurance	2,573.00	0.00	2,573.00
Internet	1,516.72	9.25	1,525.97
Office & Cell Phone	285.51	1.26	286.77
Office Supplies	136.73	83.82	220.55
Parking	372.00	0.00	372.00
Printing	629.80	0.00	629.80
Rent	6,677.00	0.00	6,677.00
Utilities	524.56	0.00	524.56
Total Office /Administration	24,096.39	365.41	24,461.80
Outreach/Promotion			
E-Newsletter	280.00	0.00	280.00
Fees For Website Maintenance	80.00	0.00	80.00
Marketing/PR	23.00	528.46	551.46
Website Design Maintenance	202.50	0.00	202.50
Total Outreach/Promotion	585.50	528.46	1,113.96
Personnel			
Employer Taxes - Federal	997.36	0.00	997.36
Employer Taxes - State	222.38	0.00	222.38
Executive Director	7,621.21	0.00	7,621.21
Health Insurance	0.00	0.00	0.00
LJCAP Administration	0.00	1,000.00	1,000.00
Payroll Fees	438.50	0.00	438.50
Salaries	4,110.00	0.00	4,110.00
Workers Compensation	1,585.40	0.00	1,585.40
Total Personnel	14,974.85	1,000.00	15,974.85
Special Events			
Pillage The Village	275.00	0.00	275.00
Quarterly Merchant Mixers	590.87	0.00	590.87
Total Special Events	865.87	0.00	865.87
Total Expense	40,722.61	1,893.87	42,616.48
Net Income	0.00	400.61	400.61