

La Jolla Village Merchant Association

Balance Sheet

As of January 31, 2019

	Jan 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	82,446.71
Total Checking/Savings	82,446.71
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	88,993.44
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	88,993.44
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	12,625.35
SBEP Advance	15,122.50
Total Other Current Liabilities	27,747.85
Total Current Liabilities	27,747.85
Total Liabilities	27,747.85
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Opening Balance Equity	-6,996.00
Unrestricted Net Assets	41,220.83
Net Income	6,220.76
Total Equity	61,245.59
TOTAL LIABILITIES & EQUITY	88,993.44

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2018 through January 2019

	Jul '18 - Jan 19	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	8,750.00	-8,750.00	0.0%
Collateral Material Sales	0.00	2,919.00	-2,919.00	0.0%
Total Advertising	0.00	11,669.00	-11,669.00	0.0%
Banner Income	5,950.00	4,375.00	1,575.00	136.0%
Bid CarryForward	0.00	11,669.00	-11,669.00	0.0%
BID Income	79,472.74	121,789.00	-42,316.26	65.3%
Hotel Booking Income	123.07	294.00	-170.93	41.9%
LJC A & P Admin/Audit Fee	1,200.00	8,720.00	-7,520.00	13.8%
Rent Income	0.00	1,925.00	-1,925.00	0.0%
SBEP	6,608.50	12,257.00	-5,648.50	53.9%
SBEP City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
SBEP Tech. Assistance/Acctg.	800.00	3,500.00	-2,700.00	22.9%
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%
Technical Assistance/Acctg.	400.00			
Village Nights	1,070.00			
Total Income	95,624.31	189,698.00	-94,073.69	50.4%
Expense				
Contingency Funds	0.00	11,669.00	-11,669.00	0.0%
Design/Beautification				
Banner	0.00	2,919.00	-2,919.00	0.0%
Bench Expense	0.00	581.00	-581.00	0.0%
Holiday DecorRoof Line Lighting	7,100.00	9,625.00	-2,525.00	73.8%
Landscaping & Maintenance	0.00	11,669.00	-11,669.00	0.0%
Total Design/Beautification	7,100.00	24,794.00	-17,694.00	28.6%
Office /Administration				
Accounting/Bookkeeping	8,400.00	8,750.00	-350.00	96.0%
Audit	4,600.00	4,600.00	0.00	100.0%
Bank/Merchant Account Fees	185.00	294.00	-109.00	62.9%
Bankcard Equipment Lease	294.24	294.00	0.24	100.1%
Dues/Subscriptions/Fees	1,095.00	2,338.00	-1,243.00	46.8%
Election Costs	896.07	2,000.00	-1,103.93	44.8%
Equipment & Furniture	0.00	581.00	-581.00	0.0%
Gift	0.00	100.00	-100.00	0.0%
Insurance	2,573.00	2,919.00	-346.00	88.1%
Internet	2,583.76	700.00	1,883.76	369.1%
Office & Cell Phone	504.40	700.00	-195.60	72.1%
Office Maintenance Expense	0.00	56.00	-56.00	0.0%
Office Supplies	477.37	581.00	-103.63	82.2%
Parking	642.00	875.00	-233.00	73.4%
Postage & Delivery	0.00	875.00	-875.00	0.0%
Printing	629.80	1,750.00	-1,120.20	36.0%
Professional Fees	0.00	581.00	-581.00	0.0%
Rent	12,001.00	10,794.00	1,207.00	111.2%
Utilities	827.83	700.00	127.83	118.3%
Total Office /Administration	35,709.47	39,488.00	-3,778.53	90.4%

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2018 through January 2019

	Jul '18 - Jan 19	Budget	\$ Over Budget	% of Budget
Outreach/Promotion				
Co-Op Advertising	0.00	2,926.00	-2,926.00	0.0%
E-Newsletter	490.00	600.00	-110.00	81.7%
Fees For Website Maintenance	80.00	1,400.00	-1,320.00	5.7%
Marketing/PR	551.46	3,481.00	-2,929.54	15.8%
Promotional Materials	0.00	1,169.00	-1,169.00	0.0%
Website Design Maintenance	770.00	1,400.00	-630.00	55.0%
Total Outreach/Promotion	1,891.46	10,976.00	-9,084.54	17.2%
Personnel				
Employer Taxes - Federal	2,745.86	3,700.00	-954.14	74.2%
Employer Taxes - State	906.22	850.00	56.22	106.6%
Executive Director	26,579.52	51,632.00	-25,052.48	51.5%
Health Insurance	2,165.00	3,913.00	-1,748.00	55.3%
LJCAP Administration	1,000.00	7,000.00	-6,000.00	14.3%
Payroll Fees	868.75	875.00	-6.25	99.3%
Salaries	6,990.00	14,588.00	-7,598.00	47.9%
Workers Compensation	1,585.40	2,163.00	-577.60	73.3%
Total Personnel	42,840.75	84,721.00	-41,880.25	50.6%
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	1,750.00	-1,159.13	33.8%
Total Special Events	1,861.87	18,050.00	-16,188.13	10.3%
Total Expense	89,403.55	189,698.00	-100,294.45	47.1%
Net Income	6,220.76	0.00	6,220.76	100.0%

La Jolla Village Merchant Association
Profit & Loss by Class
January 2019

	BID	Discretionary	SBEP	TOTAL
Income				
BID Income	11,293.73	0.00	0.00	11,293.73
SBEP	0.00	0.00	1,900.00	1,900.00
Technical Assistance/Acctg.	0.00	0.00	400.00	400.00
Total Income	11,293.73	0.00	2,300.00	13,593.73
Expense				
Office /Administration				
Accounting/Bookkeeping	800.00	0.00	400.00	1,200.00
Bank/Merchant Account Fees	0.00	20.00	0.00	20.00
Bankcard Equipment Lease	0.00	37.72	0.00	37.72
Internet	316.41	0.00	0.00	316.41
Office & Cell Phone	72.20	0.00	0.00	72.20
Office Supplies	119.03	0.00	0.00	119.03
Parking	90.00	0.00	0.00	90.00
Rent	1,793.00	0.00	0.00	1,793.00
Utilities	92.60	0.00	0.00	92.60
Total Office /Administration	3,283.24	57.72	400.00	3,740.96
Outreach/Promotion				
E-Newsletter	70.00	0.00	0.00	70.00
Website Design Maintenance	455.00	0.00	0.00	455.00
Total Outreach/Promotion	525.00	0.00	0.00	525.00
Personnel				
Employer Taxes - Federal	413.70	0.00	100.00	513.70
Employer Taxes - State	298.88	0.00	0.00	298.88
Executive Director	3,616.66	0.00	1,800.00	5,416.66
Health Insurance	2,165.00	0.00	0.00	2,165.00
Payroll Fees	181.25	0.00	0.00	181.25
Salaries	810.00	0.00	0.00	810.00
Total Personnel	7,485.49	0.00	1,900.00	9,385.49
Total Expense	11,293.73	57.72	2,300.00	13,651.45
Net Income	0.00	-57.72	0.00	-57.72