

La Jolla Village Merchant Association
Balance Sheet
As of February 28, 2019

	Feb 28, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	87,140.48
Total Checking/Savings	87,140.48
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	93,020.21
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	93,020.21
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	19,276.84
SBEP Advance	13,222.50
Total Other Current Liabilities	32,499.34
Total Current Liabilities	32,499.34
Total Liabilities	32,499.34
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	34,224.83
Net Income	5,496.04
Total Equity	60,520.87
TOTAL LIABILITIES & EQUITY	93,020.21

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

	Jul '18 - Feb 19	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	10,000.00	-10,000.00	0.0%
Collateral Material Sales	0.00	3,336.00	-3,336.00	0.0%
Total Advertising	0.00	13,336.00	-13,336.00	0.0%
Banner Income	5,283.00	5,000.00	283.00	105.7%
Bid CarryForward	0.00	13,336.00	-13,336.00	0.0%
BID Income	90,623.43	137,716.00	-47,092.57	65.8%
Hotel Booking Income	123.07	336.00	-212.93	36.6%
LJC A & P Admin/Audit Fee	1,200.00	10,380.00	-9,180.00	11.6%
Rent Income	0.00	2,200.00	-2,200.00	0.0%
SBEP	8,508.50	14,008.00	-5,499.50	60.7%
SBEP City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
SBEP Tech. Assistance/Acctg.	1,200.00	4,000.00	-2,800.00	30.0%
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	108,408.00	213,812.00	-105,404.00	50.7%
Expense				
Contingency Funds	0.00	13,336.00	-13,336.00	0.0%
Design/Beautification				
Banner	0.00	3,336.00	-3,336.00	0.0%
Bench Expense	0.00	664.00	-664.00	0.0%
Holiday DecorRoof Line Lighting	7,850.00	11,000.00	-3,150.00	71.4%
Landscaping & Maintenance	0.00	13,336.00	-13,336.00	0.0%
Total Design/Beautification	7,850.00	28,336.00	-20,486.00	27.7%
Office /Administration				
Accounting/Bookkeeping	9,600.00	10,000.00	-400.00	96.0%
Audit	4,600.00	4,600.00	0.00	100.0%
Bank/Merchant Account Fees	205.00	336.00	-131.00	61.0%
Bankcard Equipment Lease	331.96	336.00	-4.04	98.8%
Dues/Subscriptions/Fees	1,095.00	2,672.00	-1,577.00	41.0%
Election Costs	896.07	2,000.00	-1,103.93	44.8%
Equipment & Furniture	0.00	664.00	-664.00	0.0%
Gift	0.00	100.00	-100.00	0.0%
Insurance	2,573.00	3,336.00	-763.00	77.1%
Internet	3,231.43	800.00	2,431.43	403.9%
Office & Cell Phone	576.79	800.00	-223.21	72.1%
Office Maintenance Expense	0.00	64.00	-64.00	0.0%
Office Supplies	581.07	664.00	-82.93	87.5%
Parking	732.00	1,000.00	-268.00	73.2%
Postage & Delivery	0.00	1,000.00	-1,000.00	0.0%
Printing	629.80	2,000.00	-1,370.20	31.5%
Professional Fees	0.00	664.00	-664.00	0.0%
Rent	13,776.79	12,336.00	1,440.79	111.7%
Utilities	911.02	800.00	111.02	113.9%
Total Office /Administration	39,739.93	44,172.00	-4,432.07	90.0%

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

	Jul '18 - Feb 19	Budget	\$ Over Budget	% of Budget
Outreach/Promotion				
Co-Op Advertising	0.00	3,344.00	-3,344.00	0.0%
E-Newsletter	560.00	600.00	-40.00	93.3%
Fees For Website Maintenance	80.00	1,600.00	-1,520.00	5.0%
Marketing/PR	1,051.46	4,064.00	-3,012.54	25.9%
Promotional Materials	0.00	1,336.00	-1,336.00	0.0%
Website Design Maintenance	770.00	1,600.00	-830.00	48.1%
Total Outreach/Promotion	2,461.46	12,544.00	-10,082.54	19.6%
Personnel				
Employer Taxes - Federal	3,245.22	4,300.00	-1,054.78	75.5%
Employer Taxes - State	1,026.15	1,200.00	-173.85	85.5%
Executive Director	31,996.18	59,008.00	-27,011.82	54.2%
Health Insurance	3,247.50	4,472.00	-1,224.50	72.6%
LJCAP Administration	1,000.00	8,000.00	-7,000.00	12.5%
Payroll Fees	993.25	1,000.00	-6.75	99.3%
Salaries	7,905.00	16,672.00	-8,767.00	47.4%
Workers Compensation	1,585.40	2,472.00	-886.60	64.1%
Total Personnel	50,998.70	97,124.00	-46,125.30	52.5%
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	2,000.00	-1,409.13	29.5%
Total Special Events	1,861.87	18,300.00	-16,438.13	10.2%
Total Expense	102,911.96	213,812.00	-110,900.04	48.1%
Net Income	5,496.04	0.00	5,496.04	100.0%

La Jolla Village Merchant Association
Profit & Loss by Class
July 2018 through February 2019

	BID	Discretionary	SBEP	TOTAL
Income				
Banner Income	0.00	5,283.00	0.00	5,283.00
BID Income	90,623.43	0.00	0.00	90,623.43
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	8,508.50	8,508.50
SBEP Tech. Assistance/Acctg.	0.00	0.00	1,200.00	1,200.00
Technical Assistance/Acctg.	0.00	0.00	400.00	400.00
Village Nights	0.00	1,070.00	0.00	1,070.00
Total Income	90,623.43	7,676.07	10,108.50	108,408.00
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	7,850.00	0.00	0.00	7,850.00
Total Design/Beautification	7,850.00	0.00	0.00	7,850.00
Office /Administration				
Accounting/Bookkeeping	8,000.00	0.00	1,600.00	9,600.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	205.00	0.00	205.00
Bankcard Equipment Lease	0.00	331.96	0.00	331.96
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	3,212.93	18.50	0.00	3,231.43
Office & Cell Phone	574.50	2.29	0.00	576.79
Office Supplies	497.25	83.82	0.00	581.07
Parking	732.00	0.00	0.00	732.00
Printing	629.80	0.00	0.00	629.80
Rent	13,776.79	0.00	0.00	13,776.79
Utilities	911.02	0.00	0.00	911.02
Total Office /Administration	37,488.36	651.57	1,600.00	39,739.93
Outreach/Promotion				
E-Newsletter	560.00	0.00	0.00	560.00
Fees For Website Maintenance	80.00	0.00	0.00	80.00
Marketing/PR	523.00	528.46	0.00	1,051.46
Website Design Maintenance	770.00	0.00	0.00	770.00
Total Outreach/Promotion	1,933.00	528.46	0.00	2,461.46
Personnel				
Employer Taxes - Federal	2,745.22	0.00	500.00	3,245.22
Employer Taxes - State	917.65	0.00	108.50	1,026.15
Executive Director	24,096.18	0.00	7,900.00	31,996.18
Health Insurance	3,247.50	0.00	0.00	3,247.50
LJCAP Administration	0.00	1,000.00	0.00	1,000.00
Payroll Fees	993.25	0.00	0.00	993.25
Salaries	7,905.00	0.00	0.00	7,905.00
Workers Compensation	1,585.40	0.00	0.00	1,585.40
Total Personnel	41,490.20	1,000.00	8,508.50	50,998.70
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	90,623.43	2,180.03	10,108.50	102,911.96
Net Income	0.00	5,496.04	0.00	5,496.04