

La Jolla Village Merchant Association
Balance Sheet
As of April 30, 2019

	Apr 30, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	88,008.03
Total Checking/Savings	88,008.03
Accounts Receivable	
Accounts Receivable	108.00
Total Accounts Receivable	108.00
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	2,200.00
Total Other Current Assets	7,279.73
Total Current Assets	95,395.76
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	95,395.76
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	20,899.50
SBEP Advance	7,872.50
Total Other Current Liabilities	28,772.00
Total Current Liabilities	28,772.00
Total Liabilities	28,772.00
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	34,224.83
Net Income	11,598.93
Total Equity	66,623.76
TOTAL LIABILITIES & EQUITY	95,395.76

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

	Jul '18 - Apr 19	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	12,500.00	-12,500.00	0.0%
Collateral Material Sales	0.00	4,170.00	-4,170.00	0.0%
Total Advertising	0.00	16,670.00	-16,670.00	0.0%
Associate Membership	144.00	0.00	144.00	100.0%
Banner Income	12,033.00	6,250.00	5,783.00	192.5%
Bid CarryForward	0.00	16,700.00	-16,700.00	0.0%
BID Income	116,929.64	168,870.00	-51,940.36	69.2%
Hotel Booking Income	284.86	420.00	-135.14	67.8%
LJC A & P Admin/Audit Fee	1,200.00	12,700.00	-11,500.00	9.4%
Rent Income	0.00	2,750.00	-2,750.00	0.0%
SBEP	13,858.50	17,510.00	-3,651.50	79.1%
SBEP City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
SBEP Tech. Assistance/Acctg.	3,000.00	5,000.00	-2,000.00	60.0%
Special Events.				
LJ Concours D'Elegence	0.00	1,000.00	-1,000.00	0.0%
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	11,500.00	-11,500.00	0.0%
Technical Assistance/Acctg.	800.00			
Village Nights	1,070.00			
Total Income	149,320.00	261,370.00	-112,050.00	57.1%
Expense				
Contingency Funds	0.00	16,670.00	-16,670.00	0.0%
Design/Beautification				
Banner	0.00	4,170.00	-4,170.00	0.0%
Bench Expense	0.00	830.00	-830.00	0.0%
Holiday Decor/Roof Line Lighting	7,850.00	13,750.00	-5,900.00	57.1%
Landscaping & Maintenance	0.00	10,840.00	-10,840.00	0.0%
Total Design/Beautification	7,850.00	29,590.00	-21,740.00	26.5%
Office /Administration				
Accounting/Bookkeeping	12,000.00	12,500.00	-500.00	96.0%
Audit	4,600.00	4,600.00	0.00	100.0%
Bank/Merchant Account Fees	245.00	420.00	-175.00	58.3%
Bankcard Equipment Lease	407.40	420.00	-12.60	97.0%
Dues/Subscriptions/Fees	1,095.00	3,340.00	-2,245.00	32.8%
Election Costs	896.07	2,000.00	-1,103.93	44.8%
Equipment & Furniture	0.00	830.00	-830.00	0.0%
Gift	0.00	100.00	-100.00	0.0%
Insurance	2,573.00	4,170.00	-1,597.00	61.7%
Internet	4,284.11	1,000.00	3,284.11	428.4%
Meeting	23.40	0.00	23.40	100.0%
Office & Cell Phone	842.90	1,000.00	-157.10	84.3%
Office Maintenance Expense	0.00	80.00	-80.00	0.0%
Office Supplies	1,155.96	830.00	325.96	139.3%
Parking	939.76	1,250.00	-310.24	75.2%
Postage & Delivery	11.85	1,250.00	-1,238.15	0.9%
Printing	629.80	2,500.00	-1,870.20	25.2%
Professional Fees	0.00	830.00	-830.00	0.0%
Rent	17,362.79	15,420.00	1,942.79	112.6%
Utilities	1,067.29	1,000.00	67.29	106.7%
Total Office /Administration	48,134.33	53,540.00	-5,405.67	89.9%

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

	Jul '18 - Apr 19	Budget	\$ Over Budget	% of Budget
Outreach/Promotion				
Co-Op Advertising	0.00	11,290.00	-11,290.00	0.0%
E-Newsletter	700.00	600.00	100.00	116.7%
Fees For Website Maintenance	1,050.00	2,000.00	-950.00	52.5%
Marketing/PR	5,688.57	5,230.00	458.57	108.8%
Promotional Materials	0.00	1,670.00	-1,670.00	0.0%
Website Design Maintenance	1,400.00	2,000.00	-600.00	70.0%
Total Outreach/Promotion	8,838.57	22,790.00	-13,951.43	38.8%
Personnel				
Employer Taxes - Federal	4,191.53	5,500.00	-1,308.47	76.2%
Employer Taxes - State	1,094.54	1,200.00	-105.46	91.2%
Executive Director	42,829.50	62,090.00	-19,260.50	69.0%
Health Insurance	5,412.50	5,590.00	-177.50	96.8%
LJCAP Administration	1,000.00	10,000.00	-9,000.00	10.0%
Payroll Fees	1,099.66	1,250.00	-150.34	88.0%
Salaries	9,330.00	20,840.00	-11,510.00	44.8%
Workers Compensation	1,585.40	3,090.00	-1,504.60	51.3%
Total Personnel	66,543.13	109,560.00	-43,016.87	60.7%
Special Events				
Brake in the Village	875.74			
City Fees & Services	0.00	3,000.00	-3,000.00	0.0%
Concours D'Elegance	2,400.00			
Enjoya La Jolla	1,217.43	10,420.00	-9,202.57	11.7%
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	2,500.00	-1,909.13	23.6%
Total Special Events	6,355.04	29,220.00	-22,864.96	21.7%
Total Expense	137,721.07	261,370.00	-123,648.93	52.7%
Net Income	11,598.93	0.00	11,598.93	100.0%

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

	BID	Discretionary	SBEP	TOTAL
Income				
Associate Membership	0.00	144.00	0.00	144.00
Banner Income	0.00	12,033.00	0.00	12,033.00
BID Income	116,929.64	0.00	0.00	116,929.64
Hotel Booking Income	0.00	284.86	0.00	284.86
LJC A & P Admin/Audit Fee	0.00	1,200.00	0.00	1,200.00
Rent Income	0.00	0.00	0.00	0.00
SBEP	0.00	0.00	13,858.50	13,858.50
SBEP Tech. Assistance/Acctg.	0.00	0.00	3,000.00	3,000.00
Technical Assistance/Acctg.	0.00	0.00	800.00	800.00
Village Nights	0.00	1,070.00	0.00	1,070.00
Total Income	116,929.64	14,731.86	17,658.50	149,320.00
Expense				
Design/Beautification				
Holiday Decor/Roof 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	9,600.00	0.00	2,400.00	12,000.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	245.00	0.00	245.00
Bankcard Equipment Lease	0.00	407.40	0.00	407.40
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	4,168.74	115.37	0.00	4,284.11
Meeting	0.00	23.40	0.00	23.40
Office & Cell Phone	835.22	7.68	0.00	842.90
Office Supplies	1,072.14	83.82	0.00	1,155.96
Parking	928.00	11.76	0.00	939.76
Postage & Delivery	11.85	0.00	0.00	11.85
Printing	629.80	0.00	0.00	629.80
Rent	17,362.79	0.00	0.00	17,362.79
Utilities	1,067.29	0.00	0.00	1,067.29
Total Office /Administration	44,829.90	904.43	2,400.00	48,134.33
Outreach/Promotion				
E-Newsletter	700.00	0.00	0.00	700.00
Fees For Website Maintenance	1,050.00	0.00	0.00	1,050.00
Marketing/PR	4,460.07	1,228.50	0.00	5,688.57
Website Design Maintenance	0.00	0.00	1,400.00	1,400.00
Total Outreach/Promotion	6,210.07	1,228.50	1,400.00	8,838.57
Personnel				
Employer Taxes - Federal	3,541.53	0.00	650.00	4,191.53
Employer Taxes - State	986.04	0.00	108.50	1,094.54
Executive Director	29,729.50	0.00	13,100.00	42,829.50
Health Insurance	5,412.50	0.00	0.00	5,412.50
LJCAP Administration	0.00	1,000.00	0.00	1,000.00
Payroll Fees	1,099.66	0.00	0.00	1,099.66
Salaries	9,330.00	0.00	0.00	9,330.00
Workers Compensation	1,585.40	0.00	0.00	1,585.40
Total Personnel	51,684.63	1,000.00	13,858.50	66,543.13

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

	BID	Discretionary	SBEP	TOTAL
Special Events				
Brake in the Village	875.74	0.00	0.00	875.74
Concours D'Elegance	2,400.00	0.00	0.00	2,400.00
Enjoya La Jolla	1,217.43	0.00	0.00	1,217.43
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	6,355.04	0.00	0.00	6,355.04
Total Expense	116,929.64	3,132.93	17,658.50	137,721.07
Net Income	0.00	11,598.93	0.00	11,598.93