

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

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	Jun 30, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Wells Fargo	46,567.61
<b>Total Checking/Savings</b>	46,567.61
<b>Accounts Receivable</b>	
Accounts Receivable	1,783.00
<b>Total Accounts Receivable</b>	1,783.00
<b>Other Current Assets</b>	
BID Receivable	17,586.10
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	2,000.00
<b>Total Other Current Assets</b>	24,665.83
<b>Total Current Assets</b>	73,016.44
<b>Fixed Assets</b>	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
<b>Total Fixed Assets</b>	0.00
<b>TOTAL ASSETS</b>	<b>73,016.44</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	34,224.83
Net Income	17,991.61
<b>Total Equity</b>	73,016.44
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>73,016.44</b>

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

	Jul '18 - Jun 19	Budget	\$ Over Budget
<b>Income</b>			
<b>Advertising</b>			
Co-op	0.00	15,000.00	-15,000.00
Collateral Material Sales	0.00	5,000.00	-5,000.00
Newsletter Sponsorship	0.00	0.00	0.00
Website Ads	1,675.00		
<b>Total Advertising</b>	1,675.00	20,000.00	-18,325.00
<b>Associate Membership</b>	144.00	0.00	144.00
<b>Banner Income</b>	15,633.00	7,500.00	8,133.00
<b>Bid Carry Forward</b>	17,586.10	20,000.00	-2,413.90
<b>BID Income</b>	162,792.14	200,000.00	-37,207.86
<b>Grant Income</b>	0.00	0.00	0.00
<b>Hotel Booking Income</b>	496.26	500.00	-3.74
<b>LJC A &amp; P Admin/Audit Fee</b>	1,200.00	17,000.00	-15,800.00
<b>PROW</b>	0.00	0.00	0.00
<b>Rent Income</b>	0.00	3,300.00	-3,300.00
<b>SBEP</b>	21,731.00	21,000.00	731.00
<b>SBEP City Fees &amp; Services</b>	800.00	3,000.00	-2,200.00
<b>SBEP Tech. Assistance/Acctg.</b>	5,000.00	5,000.00	0.00
<b>Sparkle &amp; Shine.</b>	0.00	0.00	0.00
<b>Special Events.</b>			
La Jolla After Dark.	0.00	0.00	0.00
LJ Concours D'Elegence	0.00	0.00	0.00
LJ Winter Gala	0.00	1,500.00	-1,500.00
Padres La Jolla Day	0.00	9,000.00	-9,000.00
Special Events. - Other	7,635.80		
<b>Total Special Events.</b>	7,635.80	10,500.00	-2,864.20
<b>Village Nights</b>	1,070.00		
<b>Total Income</b>	235,763.30	307,800.00	-72,036.70
<b>Expense</b>			
<b>Contingency Funds</b>	0.00	20,000.00	-20,000.00
<b>Design/Beautification</b>			
Banner	0.00	5,000.00	-5,000.00
Bench Expense	0.00	1,000.00	-1,000.00
Holiday Decor	15,443.92	16,500.00	-1,056.08
Roof Line Lighting	0.00	13,000.00	-13,000.00
Landscaping & Maintenance			
<b>Total Design/Beautification</b>	15,443.92	35,500.00	-20,056.08
<b>Office /Administration</b>			
Accounting/Bookkeeping	14,400.00	14,400.00	0.00
Audit	4,600.00	4,600.00	0.00
Bank/Merchant Account Fees	205.60	500.00	-294.40
Bankcard Equipment Lease	482.84	500.00	-17.16
Dues/Subscriptions/Fees	2,255.00	4,000.00	-1,745.00
Election Costs	896.07	2,000.00	-1,103.93
Equipment & Furniture	0.00	1,000.00	-1,000.00
Gift	0.00	100.00	-100.00
Insurance	6,105.00	5,000.00	1,105.00
Internet	4,799.69	1,200.00	3,599.69
License & Permits	-150.00		
Meeting	32.85	0.00	32.85
Office & Cell Phone	1,473.82	1,200.00	273.82
Office Maintenance Expense	29.58	100.00	-70.42
Office Supplies	1,479.38	1,000.00	479.38
Parking	1,436.96	1,500.00	-63.04
Postage & Delivery	93.53	1,500.00	-1,406.47
Printing	629.80	3,000.00	-2,370.20
Professional Fees	0.00	1,000.00	-1,000.00

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

	Jul '18 - Jun 19	Budget	\$ Over Budget
Rent	20,948.79	18,500.00	2,448.79
Utilities	1,194.46	1,200.00	-5.54
<b>Total Office /Administration</b>	<b>60,913.37</b>	<b>62,300.00</b>	<b>-1,386.63</b>
<b>Outreach/Promotion</b>			
Co-Op Advertising	11,359.31	13,500.00	-2,140.69
Collateral Materials	0.00	0.00	0.00
E-Newsletter	840.00	600.00	240.00
Fees For Website Maintenance	1,110.68	2,400.00	-1,289.32
Marketing/PR	5,688.57	6,400.00	-711.43
Promotional Materials	0.00	2,000.00	-2,000.00
Website Design Maintenance	2,000.00	2,000.00	0.00
<b>Total Outreach/Promotion</b>	<b>20,998.56</b>	<b>26,900.00</b>	<b>-5,901.44</b>
<b>Personnel</b>			
Employer Taxes - Federal	5,626.21	6,700.00	-1,073.79
Employer Taxes - State	1,113.26	1,200.00	-86.74
Executive Director	61,162.83	74,500.00	-13,337.17
Health Insurance	6,495.00	6,700.00	-205.00
Janitorial	0.00	0.00	0.00
LJCAP Administration	1,000.00	12,000.00	-11,000.00
Marketing Assistant	0.00	0.00	0.00
Payroll Fees	1,361.92	1,500.00	-138.08
Salaries	9,720.00	25,000.00	-15,280.00
Sparkle & Shine Administration	0.00	0.00	0.00
Workers Compensation	4,821.40	3,700.00	1,121.40
<b>Total Personnel</b>	<b>91,300.62</b>	<b>131,300.00</b>	<b>-39,999.38</b>
<b>Special Events</b>			
City Fees & Services	800.00	3,000.00	-2,200.00
Concours D'Elegance	13,259.80		
Enjoya La Jolla	13,193.55	12,500.00	693.55
La Jolla After Dark	0.00	0.00	0.00
LJ Winter Gala	0.00	5,000.00	-5,000.00
Padres La Jolla Day.	0.00	8,300.00	-8,300.00
Pillage The Village	1,271.00		
Quarterly Merchant Mixers	590.87	3,000.00	-2,409.13
<b>Total Special Events</b>	<b>29,115.22</b>	<b>31,800.00</b>	<b>-2,684.78</b>
<b>Total Expense</b>	<b>217,771.69</b>	<b>307,800.00</b>	<b>-90,028.31</b>
<b>Net Income</b>	<b>17,991.61</b>	<b>0.00</b>	<b>17,991.61</b>

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

	BID	Discretionary	SBEP	TOTAL
<b>Income</b>				
Advertising				
Website Ads	0.00	1,675.00	0.00	1,675.00
<b>Total Advertising</b>	<b>0.00</b>	<b>1,675.00</b>	<b>0.00</b>	<b>1,675.00</b>
Associate Membership	0.00	144.00	0.00	144.00
Banner Income	0.00	15,633.00	0.00	15,633.00
Bid CarryForward	17,586.10	0.00	0.00	17,586.10
BID Income	162,792.14	0.00	0.00	162,792.14
Hotel Booking Income	0.00	496.26	0.00	496.26
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	21,731.00	21,731.00
SBEP City Fees & Services	0.00	0.00	800.00	800.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	5,000.00	5,000.00
Special Events.	0.00	7,635.80	0.00	7,635.80
<b>Village Nights</b>	<b>0.00</b>	<b>1,070.00</b>	<b>0.00</b>	<b>1,070.00</b>
<b>Total Income</b>	<b>180,378.24</b>	<b>27,854.06</b>	<b>27,531.00</b>	<b>235,763.30</b>
<b>Expense</b>				
Design/Beautification				
Holiday DecorRoof Line Lighting	15,443.92	0.00	0.00	15,443.92
<b>Total Design/Beautification</b>	<b>15,443.92</b>	<b>0.00</b>	<b>0.00</b>	<b>15,443.92</b>
Office /Administration				
Accounting/Bookkeeping	11,400.00	0.00	3,000.00	14,400.00
Audit	4,600.00	0.00	0.00	4,600.00
Bank/Merchant Account Fees	0.00	205.60	0.00	205.60
Bankcard Equipment Lease	0.00	482.84	0.00	482.84
Dues/Subscriptions/Fees	2,245.00	10.00	0.00	2,255.00
Election Costs	896.07	0.00	0.00	896.07
Insurance	6,105.00	0.00	0.00	6,105.00
Internet	4,684.32	115.37	0.00	4,799.69
License & Permits	0.00	-150.00	0.00	-150.00
Meeting	0.00	32.85	0.00	32.85
Office & Cell Phone	1,466.14	7.68	0.00	1,473.82
Office Maintenance Expense	0.00	29.58	0.00	29.58
Office Supplies	1,395.56	83.82	0.00	1,479.38
Parking	1,425.20	11.76	0.00	1,436.96
Postage & Delivery	93.53	0.00	0.00	93.53
Printing	629.80	0.00	0.00	629.80
Rent	20,948.79	0.00	0.00	20,948.79
Utilities	1,194.46	0.00	0.00	1,194.46
<b>Total Office /Administration</b>	<b>57,083.87</b>	<b>829.50</b>	<b>3,000.00</b>	<b>60,913.37</b>
Outreach/Promotion				
Co-Op Advertising	11,309.31	50.00	0.00	11,359.31
E-Newsletter	840.00	0.00	0.00	840.00
Fees For Website Maintenance	1,110.68	0.00	0.00	1,110.68
Marketing/PR	4,460.07	1,228.50	0.00	5,688.57
Website Design Maintenance	0.00	0.00	2,000.00	2,000.00
<b>Total Outreach/Promotion</b>	<b>17,720.06</b>	<b>1,278.50</b>	<b>2,000.00</b>	<b>20,998.56</b>

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

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Personnel</b>				
Employer Taxes - Federal	4,976.21	0.00	650.00	5,626.21
Employer Taxes - State	1,004.76	0.00	108.50	1,113.26
Executive Director	40,190.33	0.00	20,972.50	61,162.83
Health Insurance	6,495.00	0.00	0.00	6,495.00
LJCAP Administration	0.00	1,000.00	0.00	1,000.00
Payroll Fees	1,361.92	0.00	0.00	1,361.92
Salaries	9,720.00	0.00	0.00	9,720.00
Workers Compensation	4,821.40	0.00	0.00	4,821.40
<b>Total Personnel</b>	<u>68,569.62</u>	<u>1,000.00</u>	<u>21,731.00</u>	<u>91,300.62</u>
<b>Special Events</b>				
City Fees & Services	0.00	0.00	800.00	800.00
Concours D'Elegance	6,570.00	6,689.80	0.00	13,259.80
Enjoya La Jolla	13,128.90	64.65	0.00	13,193.55
Pillage The Village	1,271.00	0.00	0.00	1,271.00
Quarterly Merchant Mixers	590.87	0.00	0.00	590.87
<b>Total Special Events</b>	<u>21,560.77</u>	<u>6,754.45</u>	<u>800.00</u>	<u>29,115.22</u>
<b>Total Expense</b>	<u>180,378.24</u>	<u>9,862.45</u>	<u>27,531.00</u>	<u>217,771.69</u>
<b>Net Income</b>	<u><b>0.00</b></u>	<u><b>17,991.61</b></u>	<u><b>0.00</b></u>	<u><b>17,991.61</b></u>