

La Jolla Village Merchant Association
Balance Sheet
As of August 31, 2019

	Aug 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	70,754.28
Total Checking/Savings	70,754.28
Accounts Receivable	
Accounts Receivable	11,549.96
Total Accounts Receivable	11,549.96
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Total Other Current Assets	5,079.73
Total Current Assets	87,383.97
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	87,383.97
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Advance	-13,545.01
BID Assessment	16,774.69
Line of Credit BizX	10,464.66
Payroll Liabilities	
CA Disability	31.64
CA Income Tax	169.64
Federal Income Tax	450.90
Medicare	42.74
Social Security	186.63
Total Payroll Liabilities	881.55
Total Other Current Liabilities	14,576.19
Total Current Liabilities	14,576.19
Total Liabilities	14,576.19
Equity	
Equity Prior Period Adjustment	-11,618.60
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	63,835.04
Net Income	-208.66
Total Equity	72,807.78
TOTAL LIABILITIES & EQUITY	87,383.97

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

	Jul - Aug 19	Budget	\$ Over Budget	% of Budget
Income				
Advertising				
Co-op	0.00	1,000.00	-1,000.00	0.0%
Information Ctr. Advertising	114.00			
Newsletter Sponsorship	0.00	550.00	-550.00	0.0%
Total Advertising	114.00	1,550.00	-1,436.00	7.4%
Associate Membership	940.00	834.00	106.00	112.7%
Banner Income	0.00	2,334.00	-2,334.00	0.0%
BID Income	25,890.90	33,354.00	-7,463.10	77.6%
Grant Income	0.00	2,500.00	-2,500.00	0.0%
Hotel Booking Income	7.41	84.00	-76.59	8.8%
SBEP City Fees & Services	0.00	2,200.00	-2,200.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	910.00	-910.00	0.0%
Special Events.				
La Jolla After Dark.	0.00	2,000.00	-2,000.00	0.0%
LJ Concours D'Elegence	0.00	834.00	-834.00	0.0%
Total Special Events.	0.00	2,834.00	-2,834.00	0.0%
Sponsorship	5,250.00			
Total Income	32,202.31	46,600.00	-14,397.69	69.1%
Expense				
Contingency Funds	0.00	3,334.00	-3,334.00	0.0%
Design/Beautification				
Holiday Decor/Roof Line Lighting	0.00	1,668.00	-1,668.00	0.0%
Landscaping & Maintenance	1,800.00	834.00	966.00	215.8%
Total Design/Beautification	1,800.00	2,502.00	-702.00	71.9%
Office /Administration				
Accounting/Bookkeeping	2,400.00	2,500.00	-100.00	96.0%
Audit	0.00	768.00	-768.00	0.0%
Bank/Merchant Account Fees	0.00	84.00	-84.00	0.0%
Bankcard Equipment Lease	0.00	84.00	-84.00	0.0%
Dues/Subscriptions/Fees	1,050.00	336.00	714.00	312.5%
Election Costs	0.00	168.00	-168.00	0.0%
Equipment & Furniture	0.00	168.00	-168.00	0.0%
Insurance	3,565.00	834.00	2,731.00	427.5%
Internet	460.00	118.00	342.00	389.8%
Meeting	0.00	168.00	-168.00	0.0%
Office & Cell Phone	744.12	200.00	544.12	372.1%
Office Maintenance Expense	0.00	36.00	-36.00	0.0%
Office Supplies	50.54	168.00	-117.46	30.1%
Parking	180.00	250.00	-70.00	72.0%
Postage & Delivery	297.30	250.00	47.30	118.9%
Printing	-50.00	0.00	-50.00	100.0%
Professional Fees	0.00	168.00	-168.00	0.0%
Rent	3,586.00	3,500.00	86.00	102.5%
Utilities	193.29	200.00	-6.71	96.6%
Total Office /Administration	12,476.25	10,000.00	2,476.25	124.8%
Outreach/Promotion				
Co-Op Advertising	2,436.36	2,086.00	350.36	116.8%
Marketing/PR	154.54	834.00	-679.46	18.5%
Promotional Materials	0.00	834.00	-834.00	0.0%
Website Design Maintenance	0.00	800.00	-800.00	0.0%
Total Outreach/Promotion	2,590.90	4,554.00	-1,963.10	56.9%

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

	Jul - Aug 19	Budget	\$ Over Budget	% of Budget
Personnel				
Employer Taxes - Federal	764.21	1,142.00	-377.79	66.9%
Employer Taxes - State	27.36	236.00	-208.64	11.6%
Executive Director	12,500.00	10,000.00	2,500.00	125.0%
Health Insurance	2,165.00	710.00	1,455.00	304.9%
Janitorial	0.00	684.00	-684.00	0.0%
Marketing Assistant	0.00	4,168.00	-4,168.00	0.0%
Payroll Fees	237.96	250.00	-12.04	95.2%
Salaries	570.00	0.00	570.00	100.0%
Workers Compensation	-1,055.00	500.00	-1,555.00	-211.0%
Total Personnel	15,209.53	17,690.00	-2,480.47	86.0%
Special Events				
City Fees & Services	0.00	2,200.00	-2,200.00	0.0%
La Jolla After Dark	334.29	3,000.00	-2,665.71	11.1%
Quarterly Merchant Mixers	0.00	500.00	-500.00	0.0%
Total Special Events	334.29	5,700.00	-5,365.71	5.9%
Total Expense	32,410.97	43,780.00	-11,369.03	74.0%
Net Income	-208.66	2,820.00	-3,028.66	-7.4%

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

	BID	Discretionary	TOTAL
Income			
Advertising			
Information Ctr. Advertising	0.00	114.00	114.00
Total Advertising	0.00	114.00	114.00
Associate Membership	0.00	940.00	940.00
BID Income	25,890.90	0.00	25,890.90
Hotel Booking Income	0.00	7.41	7.41
Sponsorship	0.00	5,250.00	5,250.00
Total Income	25,890.90	6,311.41	32,202.31
Expense			
Design/Beautification			
Landscaping & Maintenance	1,800.00	0.00	1,800.00
Total Design/Beautification	1,800.00	0.00	1,800.00
Office /Administration			
Accounting/Bookkeeping	2,400.00	0.00	2,400.00
Dues/Subscriptions/Fees	1,050.00	0.00	1,050.00
Insurance	1,500.00	2,065.00	3,565.00
Internet	460.00	0.00	460.00
Office & Cell Phone	744.12	0.00	744.12
Office Supplies	11.82	38.72	50.54
Parking	180.00	0.00	180.00
Postage & Delivery	297.30	0.00	297.30
Printing	0.00	-50.00	-50.00
Rent	3,586.00	0.00	3,586.00
Utilities	193.29	0.00	193.29
Total Office /Administration	10,422.53	2,053.72	12,476.25
Outreach/Promotion			
Co-Op Advertising	2,386.36	50.00	2,436.36
Marketing/PR	140.00	14.54	154.54
Total Outreach/Promotion	2,526.36	64.54	2,590.90
Personnel			
Employer Taxes - Federal	764.21	0.00	764.21
Employer Taxes - State	27.36	0.00	27.36
Executive Director	8,965.74	3,534.26	12,500.00
Health Insurance	1,623.75	541.25	2,165.00
Payroll Fees	237.96	0.00	237.96
Salaries	570.00	0.00	570.00
Workers Compensation	-1,055.00	0.00	-1,055.00
Total Personnel	11,134.02	4,075.51	15,209.53
Special Events			
La Jolla After Dark	7.99	326.30	334.29
Total Special Events	7.99	326.30	334.29
Total Expense	25,890.90	6,520.07	32,410.97
Net Income	0.00	-208.66	-208.66