

**La Jolla Village Merchant Association**

**Balance Sheet**

As of September 30, 2019

	<u>Sep 30, 19</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Wells Fargo	70,353.83
<b>Total Checking/Savings</b>	<u>70,353.83</u>
Accounts Receivable	
Accounts Receivable	1,980.00
<b>Total Accounts Receivable</b>	<u>1,980.00</u>
<b>Other Current Assets</b>	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
<b>Total Other Current Assets</b>	<u>5,079.73</u>
<b>Total Current Assets</b>	<u>77,413.56</u>
<b>Fixed Assets</b>	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
<b>Total Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<u><u>77,413.56</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
BID Assessment	3,030.17
Payroll Liabilities	
CA Disability	62.50
CA Income Tax	339.28
Federal Income Tax	883.20
Medicare	90.62
Social Security	387.50
<b>Total Payroll Liabilities</b>	<u>1,763.10</u>
<b>Total Other Current Liabilities</b>	<u>4,793.27</u>
<b>Total Current Liabilities</b>	<u>4,793.27</u>
<b>Total Liabilities</b>	4,793.27
<b>Equity</b>	
Equity Prior Period Adjustment	-11,618.60
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	63,835.04
Net Income	-396.15
<b>Total Equity</b>	<u>72,620.29</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>77,413.56</u></u>

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

	Jul - Sep 19	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
Advertising				
Co-op	0.00	1,500.00	-1,500.00	0.0%
Information Ctr. Advertising	114.00			
Newsletter Sponsorship	0.00	825.00	-825.00	0.0%
<b>Total Advertising</b>	<b>114.00</b>	<b>2,325.00</b>	<b>-2,211.00</b>	<b>4.9%</b>
Associate Membership	2,110.00	1,251.00	859.00	168.7%
Banner Income	0.00	3,501.00	-3,501.00	0.0%
BID Income	43,553.79	50,031.00	-6,477.21	87.1%
Grant Income	0.00	3,750.00	-3,750.00	0.0%
Hotel Booking Income	90.01	126.00	-35.99	71.4%
SBEP	0.00	2,334.00	-2,334.00	0.0%
SBEP City Fees & Services	0.00	3,300.00	-3,300.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	1,365.00	-1,365.00	0.0%
Special Events.				
Enjoya La Jolla.	0.00	3,000.00	-3,000.00	0.0%
LJ Concours D'Elegence	0.00	1,251.00	-1,251.00	0.0%
Sponsorship	5,250.00			
<b>Total Special Events.</b>	<b>5,250.00</b>	<b>4,251.00</b>	<b>999.00</b>	<b>123.5%</b>
<b>Total Income</b>	<b>51,117.80</b>	<b>72,234.00</b>	<b>-21,116.20</b>	<b>70.8%</b>
<b>Expense</b>				
Contingency Funds	0.00	5,001.00	-5,001.00	0.0%
Design/Beautification				
Holiday Decor/Roof Line Lighting	0.00	2,502.00	-2,502.00	0.0%
Landscaping & Maintenance	1,800.00	1,251.00	549.00	143.9%
<b>Total Design/Beautification</b>	<b>1,800.00</b>	<b>3,753.00</b>	<b>-1,953.00</b>	<b>48.0%</b>
Office /Administration				
Accounting/Bookkeeping	3,600.00	3,750.00	-150.00	96.0%
Audit	5,200.00	1,152.00	4,048.00	451.4%
Bank/Merchant Account Fees	0.00	126.00	-126.00	0.0%
Bankcard Equipment Lease	0.00	126.00	-126.00	0.0%
Dues/Subscriptions/Fees	1,060.00	504.00	556.00	210.3%
Election Costs	0.00	252.00	-252.00	0.0%
Equipment & Furniture	0.00	252.00	-252.00	0.0%
Insurance	3,565.00	1,251.00	2,314.00	285.0%
Internet	1,870.00	177.00	1,693.00	1,056.5%
Meeting	0.00	252.00	-252.00	0.0%
Office & Cell Phone	1,039.32	300.00	739.32	346.4%
Office Maintenance Expense	0.00	54.00	-54.00	0.0%
Office Supplies	64.13	252.00	-187.87	25.4%
Parking	272.50	375.00	-102.50	72.7%
Postage & Delivery	297.30	375.00	-77.70	79.3%
Printing	-50.00	0.00	-50.00	100.0%
Professional Fees	0.00	252.00	-252.00	0.0%
Rent	5,379.00	5,250.00	129.00	102.5%
Utilities	314.04	300.00	14.04	104.7%
<b>Total Office /Administration</b>	<b>22,611.29</b>	<b>15,000.00</b>	<b>7,611.29</b>	<b>150.7%</b>
Outreach/Promotion				
Co-Op Advertising	2,493.31	3,129.00	-635.69	79.7%
Marketing/PR	224.54	1,251.00	-1,026.46	17.9%
Promotional Materials	0.00	1,251.00	-1,251.00	0.0%
Website Design Maintenance	0.00	1,200.00	-1,200.00	0.0%
<b>Total Outreach/Promotion</b>	<b>2,717.85</b>	<b>6,831.00</b>	<b>-4,113.15</b>	<b>39.8%</b>

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

	Jul - Sep 19	Budget	\$ Over Budget	% of Budget
<b>Personnel</b>				
Employer Taxes - Federal	1,003.27	1,880.00	-876.73	53.4%
Employer Taxes - State	27.36	354.00	-326.64	7.7%
Executive Director	18,750.00	16,334.00	2,416.00	114.8%
Health Insurance	3,247.50	1,565.00	1,682.50	207.5%
Janitorial	570.00	1,371.00	-801.00	41.6%
Marketing Assistant	0.00	6,252.00	-6,252.00	0.0%
Payroll Fees	297.45	375.00	-77.55	79.3%
Workers Compensation	-1,055.00	750.00	-1,805.00	-140.7%
<b>Total Personnel</b>	<b>22,840.58</b>	<b>28,881.00</b>	<b>-6,040.42</b>	<b>79.1%</b>
<b>Special Events</b>				
City Fees & Services	0.00	3,300.00	-3,300.00	0.0%
Enjoya La Jolla	1,544.23	4,500.00	-2,955.77	34.3%
Quarterly Merchant Mixers	0.00	750.00	-750.00	0.0%
<b>Total Special Events</b>	<b>1,544.23</b>	<b>8,550.00</b>	<b>-7,005.77</b>	<b>18.1%</b>
<b>Total Expense</b>	<b>51,513.95</b>	<b>68,016.00</b>	<b>-16,502.05</b>	<b>75.7%</b>
<b>Net Income</b>	<b>-396.15</b>	<b>4,218.00</b>	<b>-4,614.15</b>	<b>-9.4%</b>

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

	BID	Discretionary	TOTAL
<b>Income</b>			
Advertising			
Information Ctr. Advertising	0.00	114.00	114.00
<b>Total Advertising</b>	<b>0.00</b>	<b>114.00</b>	<b>114.00</b>
Associate Membership	0.00	2,110.00	2,110.00
<b>BID Income</b>	<b>43,553.79</b>	<b>0.00</b>	<b>43,553.79</b>
Hotel Booking Income	0.00	90.01	90.01
Special Events.			
Sponsorship	0.00	5,250.00	5,250.00
<b>Total Special Events.</b>	<b>0.00</b>	<b>5,250.00</b>	<b>5,250.00</b>
<b>Total Income</b>	<b>43,553.79</b>	<b>7,564.01</b>	<b>51,117.80</b>
<b>Expense</b>			
Design/Beautification			
Landscaping & Maintenance	1,800.00	0.00	1,800.00
<b>Total Design/Beautification</b>	<b>1,800.00</b>	<b>0.00</b>	<b>1,800.00</b>
Office /Administration			
Accounting/Bookkeeping	3,600.00	0.00	3,600.00
Audit	3,900.00	1,300.00	5,200.00
Dues/Subscriptions/Fees	1,050.00	10.00	1,060.00
Insurance	1,500.00	2,065.00	3,565.00
Internet	1,870.00	0.00	1,870.00
Office & Cell Phone	1,039.32	0.00	1,039.32
Office Supplies	11.82	52.31	64.13
Parking	270.00	2.50	272.50
Postage & Delivery	297.30	0.00	297.30
Printing	0.00	-50.00	-50.00
Rent	5,379.00	0.00	5,379.00
Utilities	314.04	0.00	314.04
<b>Total Office /Administration</b>	<b>19,231.48</b>	<b>3,379.81</b>	<b>22,611.29</b>
Outreach/Promotion			
Co-Op Advertising	2,443.31	50.00	2,493.31
Marketing/PR	210.00	14.54	224.54
<b>Total Outreach/Promotion</b>	<b>2,653.31</b>	<b>64.54</b>	<b>2,717.85</b>
Personnel			
Employer Taxes - Federal	1,003.27	0.00	1,003.27
Employer Taxes - State	27.36	0.00	27.36
Executive Director	15,215.74	3,534.26	18,750.00
Health Insurance	2,706.25	541.25	3,247.50
Janitorial	570.00	0.00	570.00
Payroll Fees	297.45	0.00	297.45
Workers Compensation	-1,055.00	0.00	-1,055.00
<b>Total Personnel</b>	<b>18,765.07</b>	<b>4,075.51</b>	<b>22,840.58</b>
Special Events			
Enjoya La Jolla	1,103.93	440.30	1,544.23
<b>Total Special Events</b>	<b>1,103.93</b>	<b>440.30</b>	<b>1,544.23</b>
<b>Total Expense</b>	<b>43,553.79</b>	<b>7,960.16</b>	<b>51,513.95</b>
<b>Net Income</b>	<b>0.00</b>	<b>-396.15</b>	<b>-396.15</b>