

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

	Oct 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	113,823.60
Total Checking/Savings	113,823.60
Accounts Receivable	
Accounts Receivable	1,890.00
Total Accounts Receivable	1,890.00
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	525.00
Total Other Current Assets	5,604.73
Total Current Assets	121,318.33
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	121,318.33
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	11,154.27
Payroll Liabilities	
CA Disability	31.25
CA Income Tax	169.64
Federal Income Tax	441.60
Medicare	45.31
Social Security	193.75
Total Payroll Liabilities	881.55
SBEP Advance	18,093.74
Total Other Current Liabilities	30,129.56
Total Current Liabilities	30,129.56
Total Liabilities	30,129.56
Equity	
Equity Prior Period Adjustment	-11,618.60
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	63,835.04
Net Income	18,172.33
Total Equity	91,188.77
TOTAL LIABILITIES & EQUITY	121,318.33

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

	Jul - Oct 19	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	2,000.00	-2,000.00
Newsletter Sponsorship	0.00	1,100.00	-1,100.00
Total Advertising	0.00	3,100.00	-3,100.00
Associate Membership	2,110.00	1,668.00	442.00
Banner Income	17,150.00	4,668.00	12,482.00
BID Income	54,698.89	66,708.00	-12,009.11
Grant Income	0.00	5,000.00	-5,000.00
Hotel Booking Income	333.32	168.00	165.32
LJC A & P Admin/Audit Fee	1,300.00	0.00	1,300.00
SBEP	3,534.26	4,806.00	-1,271.74
SBEP City Fees & Services	0.00	1,500.00	-1,500.00
SBEP Tech. Assistance/Acctg.	0.00	1,820.00	-1,820.00
Special Events.			
Enjoya La Jolla.	0.00	4,000.00	-4,000.00
LJ Concours D'Elegence Sponsorship	0.00	1,668.00	-1,668.00
	5,250.00		
Total Special Events.	5,250.00	5,668.00	-418.00
Technical Assistance/Acctg.	525.00		
Total Income	84,901.47	95,106.00	-10,204.53
Expense			
Contingency Funds	0.00	6,668.00	-6,668.00
Design/Beautification			
Holiday Decor/Roof Line Lighting	0.00	3,336.00	-3,336.00
Landscaping & Maintenance	1,800.00	1,668.00	132.00
Total Design/Beautification	1,800.00	5,004.00	-3,204.00
Office /Administration			
Accounting/Bookkeeping	4,800.00	5,000.00	-200.00
Audit	5,200.00	1,536.00	3,664.00
Bank/Merchant Account Fees	0.00	168.00	-168.00
Bankcard Equipment Lease	0.00	168.00	-168.00
Dues/Subscriptions/Fees	1,070.83	672.00	398.83
Election Costs	0.00	336.00	-336.00
Equipment & Furniture	0.00	336.00	-336.00
Insurance	3,565.00	1,668.00	1,897.00
Internet	2,143.47	236.00	1,907.47
Meeting	0.00	336.00	-336.00
Office & Cell Phone	1,334.83	400.00	934.83
Office Maintenance Expense	0.00	72.00	-72.00
Office Supplies	67.23	336.00	-268.77
Parking	378.50	500.00	-121.50
Postage & Delivery	297.30	500.00	-202.70
Professional Fees	0.00	336.00	-336.00
Rent	7,172.00	7,000.00	172.00
Utilities	448.67	400.00	48.67
Total Office /Administration	26,477.83	20,000.00	6,477.83
Outreach/Promotion			
Co-Op Advertising	3,767.71	4,172.00	-404.29
Marketing/PR	294.54	1,668.00	-1,373.46
Promotional Materials	0.00	1,668.00	-1,668.00
Website Design Maintenance	525.00	1,600.00	-1,075.00
Total Outreach/Promotion	4,587.25	9,108.00	-4,520.75

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

	Jul - Oct 19	Budget	\$ Over Budget
Personnel			
Employer Taxes - Federal	1,720.45	2,618.00	-897.55
Employer Taxes - State	27.36	472.00	-444.64
Executive Director	25,000.00	22,806.00	2,194.00
Health Insurance	4,330.00	2,420.00	1,910.00
Janitorial	570.00	2,058.00	-1,488.00
Marketing Assistant	0.00	8,336.00	-8,336.00
Payroll Fees	475.92	500.00	-24.08
Workers Compensation	-1,055.00	1,000.00	-2,055.00
Total Personnel	31,068.73	40,210.00	-9,141.27
Special Events			
City Fees & Services	0.00	1,500.00	-1,500.00
Enjoya La Jolla	2,795.33	6,000.00	-3,204.67
Quarterly Merchant Mixers	0.00	1,000.00	-1,000.00
Total Special Events	2,795.33	8,500.00	-5,704.67
Total Expense	66,729.14	89,490.00	-22,760.86
Net Income	18,172.33	5,616.00	12,556.33

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

	BID	Discretionary	SBEP	TOTAL
Income				
Associate Membership	0.00	2,110.00	0.00	2,110.00
Banner Income	0.00	17,150.00	0.00	17,150.00
BID Income	54,698.89	0.00	0.00	54,698.89
Hotel Booking Income	0.00	333.32	0.00	333.32
LJC A & P Admin/Audit Fee	0.00	1,300.00	0.00	1,300.00
SBEP	0.00	0.00	3,534.26	3,534.26
Special Events.				
Sponsorship	0.00	5,250.00	0.00	5,250.00
Total Special Events.	0.00	5,250.00	0.00	5,250.00
Technical Assistance/Acctg.	0.00	0.00	525.00	525.00
Total Income	54,698.89	26,143.32	4,059.26	84,901.47
Expense				
Design/Beautification				
Landscaping & Maintenance	1,800.00	0.00	0.00	1,800.00
Total Design/Beautification	1,800.00	0.00	0.00	1,800.00
Office /Administration				
Accounting/Bookkeeping	4,800.00	0.00	0.00	4,800.00
Audit	3,900.00	1,300.00	0.00	5,200.00
Dues/Subscriptions/Fees	1,050.00	20.83	0.00	1,070.83
Insurance	1,500.00	2,065.00	0.00	3,565.00
Internet	2,143.47	0.00	0.00	2,143.47
Office & Cell Phone	1,334.83	0.00	0.00	1,334.83
Office Supplies	14.92	52.31	0.00	67.23
Parking	376.00	2.50	0.00	378.50
Postage & Delivery	297.30	0.00	0.00	297.30
Rent	7,172.00	0.00	0.00	7,172.00
Utilities	448.67	0.00	0.00	448.67
Total Office /Administration	23,037.19	3,440.64	0.00	26,477.83
Outreach/Promotion				
Co-Op Advertising	3,767.71	0.00	0.00	3,767.71
Marketing/PR	280.00	14.54	0.00	294.54
Website Design Maintenance	0.00	0.00	525.00	525.00
Total Outreach/Promotion	4,047.71	14.54	525.00	4,587.25
Personnel				
Employer Taxes - Federal	1,720.45	0.00	0.00	1,720.45
Employer Taxes - State	27.36	0.00	0.00	27.36
Executive Director	17,931.48	3,534.26	3,534.26	25,000.00
Health Insurance	3,788.75	541.25	0.00	4,330.00
Janitorial	570.00	0.00	0.00	570.00
Payroll Fees	475.92	0.00	0.00	475.92
Workers Compensation	-1,055.00	0.00	0.00	-1,055.00
Total Personnel	23,458.96	4,075.51	3,534.26	31,068.73
Special Events				
Enjoya La Jolla	2,355.03	440.30	0.00	2,795.33
Total Special Events	2,355.03	440.30	0.00	2,795.33
Total Expense	54,698.89	7,970.99	4,059.26	66,729.14
Net Income	0.00	18,172.33	0.00	18,172.33