

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

	Nov 30, 19
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	120,413.43
Total Checking/Savings	120,413.43
Accounts Receivable	
Accounts Receivable	1,340.00
Total Accounts Receivable	1,340.00
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	975.00
Total Other Current Assets	6,054.73
Total Current Assets	127,808.16
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	127,808.16
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	20,187.29
SBEP Advance	15,398.00
Total Other Current Liabilities	35,583.29
Total Current Liabilities	35,583.29
Total Liabilities	35,583.29
Equity	
Equity Prior Period Adjustment	-11,618.60
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	63,835.04
Net Income	19,208.43
Total Equity	92,224.87
TOTAL LIABILITIES & EQUITY	127,808.16

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

	Jul - Nov 19	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	2,500.00	-2,500.00
Newsletter Sponsorship	0.00	1,375.00	-1,375.00
Total Advertising	0.00	3,875.00	-3,875.00
Associate Membership	3,184.50	2,085.00	1,099.50
Banner Income	17,150.00	5,835.00	11,315.00
BID Income	65,931.19	83,385.00	-17,453.81
Grant Income	0.00	6,250.00	-6,250.00
Hotel Booking Income	333.32	210.00	123.32
LJC A & P Admin/Audit Fee	1,300.00	0.00	1,300.00
SBEP	6,232.00	7,209.00	-977.00
SBEP City Fees & Services	0.00	1,875.00	-1,875.00
SBEP Tech. Assistance/Acctg.	0.00	2,275.00	-2,275.00
Special Events.			
Enjoya La Jolla.	0.00	5,000.00	-5,000.00
LJ Concours D'Elegence	0.00	2,085.00	-2,085.00
Sponsorship	5,250.00		
Total Special Events.	5,250.00	7,085.00	-1,835.00
Technical Assistance/Acctg.	975.00		
Total Income	100,356.01	120,084.00	-19,727.99
Expense			
Contingency Funds	0.00	8,335.00	-8,335.00
Design/Beautification			
Holiday Decor/Roof Line Lighting	0.00	4,170.00	-4,170.00
Landscaping & Maintenance	1,800.00	2,085.00	-285.00
Total Design/Beautification	1,800.00	6,255.00	-4,455.00
Office /Administration			
Accounting/Bookkeeping	6,000.00	6,250.00	-250.00
Audit	5,200.00	1,920.00	3,280.00
Bank/Merchant Account Fees	0.00	210.00	-210.00
Bankcard Equipment Lease	0.00	210.00	-210.00
Dues/Subscriptions/Fees	1,070.83	840.00	230.83
Election Costs	0.00	420.00	-420.00
Equipment & Furniture	0.00	420.00	-420.00
Insurance	3,565.00	2,085.00	1,480.00
Internet	2,407.67	295.00	2,112.67
Meeting	0.00	420.00	-420.00
Office & Cell Phone	1,612.75	500.00	1,112.75
Office Maintenance Expense	0.00	90.00	-90.00
Office Supplies	121.33	420.00	-298.67
Parking	468.50	625.00	-156.50
Postage & Delivery	297.30	625.00	-327.70
Professional Fees	0.00	420.00	-420.00
Rent	8,965.00	8,750.00	215.00
Utilities	552.56	500.00	52.56
Total Office /Administration	30,260.94	25,000.00	5,260.94
Outreach/Promotion			
Co-Op Advertising	4,504.39	5,215.00	-710.61
Marketing/PR	364.54	2,085.00	-1,720.46
Promotional Materials	1,294.46	2,085.00	-790.54
Website Design Maintenance	775.00	2,000.00	-1,225.00
Total Outreach/Promotion	6,938.39	11,385.00	-4,446.61

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

	Jul - Nov 19	Budget	\$ Over Budget
Personnel			
Employer Taxes - Federal	2,493.67	3,356.00	-862.33
Employer Taxes - State	27.36	590.00	-562.64
Executive Director	31,250.00	29,209.00	2,041.00
Health Insurance	5,412.50	3,275.00	2,137.50
Janitorial	570.00	2,745.00	-2,175.00
Marketing Assistant	0.00	10,420.00	-10,420.00
Payroll Fees	654.39	625.00	29.39
Workers Compensation	-1,055.00	1,250.00	-2,305.00
Total Personnel	39,352.92	51,470.00	-12,117.08
Special Events			
City Fees & Services	0.00	1,875.00	-1,875.00
Enjoya La Jolla	2,795.33	7,500.00	-4,704.67
Merchant Mixers	0.00	1,250.00	-1,250.00
Total Special Events	2,795.33	10,625.00	-7,829.67
Total Expense	81,147.58	113,070.00	-31,922.42
Net Income	19,208.43	7,014.00	12,194.43

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

	BID	Discretionary	SBEP	TOTAL
Income				
Associate Membership	0.00	3,184.50	0.00	3,184.50
Banner Income	0.00	17,150.00	0.00	17,150.00
BID Income	65,931.19	0.00	0.00	65,931.19
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	6,232.00	6,232.00
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	975.00	975.00
Total Income	65,931.19	27,217.82	7,207.00	100,356.01
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	5,800.00	0.00	200.00	6,000.00
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	2,407.67	0.00	0.00	2,407.67
Office & Cell Phone	1,612.75	0.00	0.00	1,612.75
Office Supplies	69.02	52.31	0.00	121.33
Parking	466.00	2.50	0.00	468.50
Postage & Delivery	297.30	0.00	0.00	297.30
Rent	8,965.00	0.00	0.00	8,965.00
Utilities	552.56	0.00	0.00	552.56
Total Office /Administration	26,620.30	3,440.64	200.00	30,260.94
Outreach/Promotion				
Co-Op Advertising	4,465.99	38.40	0.00	4,504.39
Marketing/PR	350.00	14.54	0.00	364.54
Promotional Materials	1,294.46	0.00	0.00	1,294.46
Website Design Maintenance	0.00	0.00	775.00	775.00
Total Outreach/Promotion	6,110.45	52.94	775.00	6,938.39
Personnel				
Employer Taxes - Federal	2,311.67	0.00	182.00	2,493.67
Employer Taxes - State	27.36	0.00	0.00	27.36
Executive Director	21,665.74	3,534.26	6,050.00	31,250.00
Health Insurance	4,871.25	541.25	0.00	5,412.50
Janitorial	570.00	0.00	0.00	570.00
Payroll Fees	654.39	0.00	0.00	654.39
Workers Compensation	-1,055.00	0.00	0.00	-1,055.00
Total Personnel	29,045.41	4,075.51	6,232.00	39,352.92
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	65,931.19	8,009.39	7,207.00	81,147.58
Net Income	0.00	19,208.43	0.00	19,208.43