

La Jolla Village Merchant Association
Balance Sheet
As of January 31, 2020

	Jan 31, 20
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	126,843.69
Total Checking/Savings	126,843.69
Accounts Receivable	
Accounts Receivable	1,700.00
Total Accounts Receivable	1,700.00
Other Current Assets	
Prepaid Insurance	3,237.73
Security Deposit	1,842.00
Tech Assistance/Acctg. Rcvbl.	640.00
Total Other Current Assets	5,719.73
Total Current Assets	134,263.42
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	134,263.42
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	27,389.50
SBEP Advance	10,798.26
Total Other Current Liabilities	38,187.76
Total Current Liabilities	38,187.76
Total Liabilities	38,187.76
Equity	
Equity Prior Period Adjustment	-11,618.60
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	63,835.04
Net Income	23,059.22
Total Equity	96,075.66
TOTAL LIABILITIES & EQUITY	134,263.42

La Jolla Village Merchant Association
Profit & Loss by Class
July 2019 through January 2020

	BID	Discretionary	SBEP	TOTAL
Income				
Associate Membership	0.00	3,784.50	0.00	3,784.50
Banner Income	0.00	20,425.00	0.00	20,425.00
BID Income	97,131.46	0.00	0.00	97,131.46
Hotel Booking Income	0.00	449.64	0.00	449.64
LJC A & P Admin/Audit Fee	0.00	1,300.00	0.00	1,300.00
SBEP	0.00	0.00	10,829.74	10,829.74
SBEP Tech. Assistance/Acctg.	0.00	0.00	975.00	975.00
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	640.00	640.00
Total Income	97,131.46	31,209.14	12,444.74	140,785.34
Expense				
Design/Beautification				
Holiday Decor/Roof Line Lighting	7,745.00	0.00	0.00	7,745.00
Landscaping & Maintenance	1,800.00	0.00	0.00	1,800.00
Total Design/Beautification	9,545.00	0.00	0.00	9,545.00
Office /Administration				
Accounting/Bookkeeping	7,700.00	0.00	700.00	8,400.00
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	2,936.07	0.00	0.00	2,936.07
Office & Cell Phone	2,174.61	0.00	0.00	2,174.61
Office Supplies	136.90	52.31	0.00	189.21
Parking	646.00	2.50	0.00	648.50
Postage & Delivery	297.30	0.00	0.00	297.30
Rent	12,718.41	0.00	0.00	12,718.41
Utilities	667.56	0.00	0.00	667.56
Total Office /Administration	33,726.85	3,440.64	700.00	37,867.49
Outreach/Promotion				
Co-Op Advertising	5,552.96	178.93	0.00	5,731.89
Marketing/PR	490.00	14.54	0.00	504.54
Promotional Materials	1,305.72	0.00	0.00	1,305.72
Website Design Maintenance	0.00	0.00	915.00	915.00
Total Outreach/Promotion	7,348.68	193.47	915.00	8,457.15
Personnel				
Employer Taxes - Federal	3,235.91	0.00	464.00	3,699.91
Employer Taxes - State	27.36	0.00	0.00	27.36
Executive Director	29,850.00	3,534.26	10,365.74	43,750.00
Health Insurance	8,456.21	541.25	0.00	8,997.46
Janitorial	570.00	0.00	0.00	570.00
Payroll Fees	895.36	0.00	0.00	895.36
Workers Compensation	-1,055.00	0.00	0.00	-1,055.00
Total Personnel	41,979.84	4,075.51	10,829.74	56,885.09
Special Events				
Enjoya La Jolla	4,531.09	440.30	0.00	4,971.39
Total Special Events	4,531.09	440.30	0.00	4,971.39
Total Expense	97,131.46	8,149.92	12,444.74	117,726.12
Net Income	0.00	23,059.22	0.00	23,059.22

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2019 through January 2020

	Jul '19 - Jan 20	Budget	\$ Over Budget
Income			
Advertising			
Co-op	0.00	3,500.00	-3,500.00
Newsletter Sponsorship	0.00	1,925.00	-1,925.00
Total Advertising	0.00	5,425.00	-5,425.00
Associate Membership	3,784.50	2,919.00	865.50
Banner Income	20,425.00	8,169.00	12,256.00
BID Income	97,131.46	118,651.00	-21,519.54
Grant Income	0.00	8,750.00	-8,750.00
Hotel Booking Income	449.64	294.00	155.64
LJC A & P Admin/Audit Fee	1,300.00	0.00	1,300.00
SBEP	10,829.74	12,015.00	-1,185.26
SBEP City Fees & Services	0.00	2,625.00	-2,625.00
SBEP Tech. Assistance/Acctg.	1,615.00	3,185.00	-1,570.00
Special Events.			
Enjoya La Jolla.	0.00	7,000.00	-7,000.00
LJ Concours D'Elegance Sponsorship	5,250.00	2,919.00	-2,919.00
Total Special Events.	5,250.00	9,919.00	-4,669.00
Total Income	140,785.34	171,952.00	-31,166.66
Expense			
Contingency Funds	0.00	11,669.00	-11,669.00
Design/Beautification			
Holiday Decor/Roof Line Lighting	7,745.00	5,838.00	1,907.00
Landscaping & Maintenance	1,800.00	2,919.00	-1,119.00
Total Design/Beautification	9,545.00	8,757.00	788.00
Office /Administration			
Accounting/Bookkeeping	8,400.00	8,750.00	-350.00
Audit	5,200.00	4,600.00	600.00
Bank/Merchant Account Fees	0.00	294.00	-294.00
Bankcard Equipment Lease	0.00	294.00	-294.00
Dues/Subscriptions/Fees	1,070.83	1,176.00	-105.17
Election Costs	0.00	588.00	-588.00
Equipment & Furniture	0.00	588.00	-588.00
Insurance	3,565.00	2,919.00	646.00
Internet	2,936.07	413.00	2,523.07
Meeting	0.00	588.00	-588.00
Office & Cell Phone	2,174.61	700.00	1,474.61
Office Maintenance Expense	0.00	126.00	-126.00
Office Supplies	189.21	588.00	-398.79
Parking	648.50	875.00	-226.50
Postage & Delivery	297.30	875.00	-577.70
Professional Fees	0.00	588.00	-588.00
Rent	12,718.41	12,250.00	468.41
Utilities	667.56	700.00	-32.44
Total Office /Administration	37,867.49	36,912.00	955.49
Outreach/Promotion			
Co-Op Advertising	5,731.89	7,301.00	-1,569.11
Marketing/PR	504.54	2,919.00	-2,414.46
Promotional Materials	1,305.72	2,919.00	-1,613.28
Website Design Maintenance	915.00	2,800.00	-1,885.00
Total Outreach/Promotion	8,457.15	15,939.00	-7,481.85

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2019 through January 2020

	Jul '19 - Jan 20	Budget	\$ Over Budget
Personnel			
Employer Taxes - Federal	3,699.91	4,832.00	-1,132.09
Employer Taxes - State	27.36	826.00	-798.64
Executive Director	43,750.00	42,015.00	1,735.00
Health Insurance	8,997.46	4,985.00	4,012.46
Janitorial	570.00	4,119.00	-3,549.00
Marketing Assistant	0.00	14,588.00	-14,588.00
Payroll Fees	895.36	875.00	20.36
Workers Compensation	-1,055.00	1,750.00	-2,805.00
Total Personnel	56,885.09	73,990.00	-17,104.91
Special Events			
City Fees & Services	0.00	2,625.00	-2,625.00
Enjoya La Jolla	4,971.39	10,500.00	-5,528.61
Merchant Mixers	0.00	1,750.00	-1,750.00
Total Special Events	4,971.39	14,875.00	-9,903.61
Total Expense	117,726.12	162,142.00	-44,415.88
Net Income	23,059.22	9,810.00	13,249.22