

La Jolla Village Merchant Association

Profit & Loss by Class

July 2019 through March 2020

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Associate Membership	0.00	3,264.50	0.00	3,264.50
Banner Income	0.00	20,425.00	0.00	20,425.00
BID Income	117,243.35	0.00	0.00	117,243.35
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	17,059.24	17,059.24
SBEP Tech. Assistance/Acctg.	0.00	0.00	2,965.00	2,965.00
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	300.00	300.00
Total Income	117,243.35	30,689.14	20,324.24	168,256.73
Expense				
Design/Beautification				
Holiday DecorRoof 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	8,600.00	0.00	2,200.00	10,800.00
Audit	3,900.00	1,300.00	0.00	5,200.00
Dues/Subscriptions/Fees	1,330.00	320.83	0.00	1,650.83
Equipment & Furniture	-366.34	0.00	0.00	-366.34
Insurance	1,500.00	2,065.00	0.00	3,565.00
Internet	3,762.35	0.00	0.00	3,762.35
Meeting	40.00	0.00	0.00	40.00
Office & Cell Phone	2,761.98	0.00	0.00	2,761.98
Office Supplies	544.14	52.31	0.00	596.45
Parking	648.25	16.50	0.00	664.75
Postage & Delivery	297.30	0.00	0.00	297.30
Rent	16,759.54	0.00	0.00	16,759.54
Utilities	667.56	0.00	0.00	667.56
Total Office /Administration	40,444.78	3,754.64	2,200.00	46,399.42
Outreach/Promotion				
Co-Op Advertising	6,852.96	178.93	0.00	7,031.89
Marketing/PR	880.00	14.54	0.00	894.54
Printing	146.18	0.00	0.00	146.18
Promotional Materials	2,079.50	0.00	0.00	2,079.50
Website Design Maintenance	0.00	0.00	1,065.00	1,065.00
Total Outreach/Promotion	9,958.64	193.47	1,065.00	11,217.11
Personnel				
Employer Taxes - Federal	3,772.72	0.00	693.50	4,466.22
Employer Taxes - State	27.36	0.00	0.00	27.36
Executive Director	36,850.00	3,534.26	16,365.74	56,750.00
Health Insurance	9,707.44	541.25	0.00	10,248.69
Janitorial	570.00	0.00	0.00	570.00

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Payroll Fees	1,133.32	0.00	0.00	1,133.32
Workers Compensation	-1,055.00	0.00	0.00	-1,055.00
Total Personnel	<u>51,005.84</u>	<u>4,075.51</u>	<u>17,059.24</u>	<u>72,140.59</u>
Special Events				
Concours D'Elegance	150.00	0.00	0.00	150.00
Enjoya La Jolla	6,139.09	440.30	0.00	6,579.39
Total Special Events	<u>6,289.09</u>	<u>440.30</u>	<u>0.00</u>	<u>6,729.39</u>
Total Expense	<u>117,243.35</u>	<u>8,463.92</u>	<u>20,324.24</u>	<u>146,031.51</u>
	<u>0.00</u>	<u>22,225.22</u>	<u>0.00</u>	<u>22,225.22</u>