

La Jolla Village Merchant Association
Profit & Loss by Class
July 2019 through May 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	29,112.50	0.00	29,112.50
BID Income	150,595.48	0.00	0.00	150,595.48
Hotel Booking Income	0.00	493.14	0.00	493.14
LJC A & P Admin/Audit Fee	0.00	1,300.00	0.00	1,300.00
SBEP	0.00	0.00	21,628.00	21,628.00
SBEP City Fees & Services	0.00	0.00	135.00	135.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	4,065.00	4,065.00
Special Events.				
Sponsorship	0.00	5,250.00	0.00	5,250.00
Total Special Events.	<u>0.00</u>	<u>5,250.00</u>	<u>0.00</u>	<u>5,250.00</u>
Total Income	<u>150,595.48</u>	<u>39,420.14</u>	<u>25,828.00</u>	<u>215,843.62</u>
Expense				
Design/Beautification				
Holiday DecorRoof Line Lighting	8,815.83	0.00	0.00	8,815.83
Landscaping & Maintenance	1,800.00	0.00	0.00	1,800.00
Total Design/Beautification	<u>10,615.83</u>	<u>0.00</u>	<u>0.00</u>	<u>10,615.83</u>
Office /Administration				
Accounting/Bookkeeping	10,200.00	0.00	3,000.00	13,200.00
Audit	3,900.00	1,300.00	0.00	5,200.00
Dues/Subscriptions/Fees	1,330.00	550.39	0.00	1,880.39
Insurance	3,935.00	2,065.00	0.00	6,000.00
Internet	4,379.75	0.00	0.00	4,379.75
Meeting	40.00	0.00	0.00	40.00
Office & Cell Phone	3,345.48	0.00	0.00	3,345.48
Office Supplies	177.80	52.31	0.00	230.11
Parking	648.25	16.50	0.00	664.75
Postage & Delivery	297.30	0.00	0.00	297.30
Rent	20,768.09	0.00	0.00	20,768.09
Utilities	667.56	0.00	0.00	667.56
Total Office /Administration	<u>49,689.23</u>	<u>3,984.20</u>	<u>3,000.00</u>	<u>56,673.43</u>
Outreach/Promotion				
Co-Op Advertising	7,502.96	178.93	0.00	7,681.89
Marketing/Graphic Design	1,105.08	0.00	0.00	1,105.08
Marketing/PR	1,020.00	14.54	0.00	1,034.54
Printing	256.84	0.00	0.00	256.84
Promotional Materials	4,900.50	0.00	0.00	4,900.50
Website Design Maintenance	0.00	0.00	1,065.00	1,065.00
Total Outreach/Promotion	<u>14,785.38</u>	<u>193.47</u>	<u>1,065.00</u>	<u>16,043.85</u>
Personnel				
Employer Taxes - Federal	4,977.41	0.00	1,162.26	6,139.67
Employer Taxes - State	27.36	0.00	0.00	27.36
Executive Director	51,250.00	3,534.26	20,465.74	75,250.00
Health Insurance	12,209.90	541.25	0.00	12,751.15
Janitorial	570.00	0.00	0.00	570.00
Payroll Fees	1,371.28	0.00	0.00	1,371.28
Workers Compensation	-1,055.00	0.00	0.00	-1,055.00
Total Personnel	<u>69,350.95</u>	<u>4,075.51</u>	<u>21,628.00</u>	<u>95,054.46</u>
Special Events				
City Fees & Services	0.00	0.00	135.00	135.00
Concours D'Elegance	15.00	0.00	0.00	15.00
Enjoya La Jolla	6,139.09	440.30	0.00	6,579.39
Total Special Events	<u>6,154.09</u>	<u>440.30</u>	<u>135.00</u>	<u>6,729.39</u>
Total Expense	<u>150,595.48</u>	<u>8,693.48</u>	<u>25,828.00</u>	<u>185,116.96</u>
Net Income	<u><u>0.00</u></u>	<u><u>30,726.66</u></u>	<u><u>0.00</u></u>	<u><u>30,726.66</u></u>