

# La Jolla Village Merchant Association

## Balance Sheet

As of November 30, 2020

Nov 30, 20

### ASSETS

#### Current Assets

##### Checking/Savings

Wells Fargo 126,443.14

Total Checking/Savings 126,443.14

##### Accounts Receivable

Accounts Receivable 1,865.00

Total Accounts Receivable 1,865.00

##### Other Current Assets

BID Receivable 6,739.11

Prepaid Insurance 3,237.73

Security Deposit 1,842.00

Tech Assistance/Acctg. Rcvbl. 60.00

Total Other Current Assets 11,878.84

Total Current Assets 140,186.98

#### Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

**TOTAL ASSETS 140,186.98**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

BID Assessment 16,273.68

SBEP Advance 16,460.80

Total Other Current Liabilities 32,734.48

Total Current Liabilities 32,734.48

Total Liabilities 32,734.48

#### Equity

Equity Prior Period Adjustment -11,618.60

Interfund-Cost of Admin LJCAP 20,800.00

Unrestricted Net Assets 95,541.30

Net Income 2,729.80

Total Equity 107,452.50

**TOTAL LIABILITIES & EQUITY 140,186.98**

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
 July through November 2020

	<u>Jul - Nov 20</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
<b>Income</b>				
<b>Advertising</b>				
Co-op	0.00	3,750.00	-3,750.00	0.0%
Newsletter Sponsorship	0.00	1,375.00	-1,375.00	0.0%
<b>Total Advertising</b>	<b>0.00</b>	<b>5,125.00</b>	<b>-5,125.00</b>	<b>0.0%</b>
<b>Associate Membership</b>	<b>1,065.00</b>	<b>2,085.00</b>	<b>-1,020.00</b>	<b>51.08%</b>
<b>Banner Income</b>	<b>1,650.00</b>	<b>5,835.00</b>	<b>-4,185.00</b>	<b>28.28%</b>
<b>Bid CarryForward</b>	<b>0.00</b>	<b>1,850.00</b>	<b>-1,850.00</b>	<b>0.0%</b>
<b>BID Income</b>	<b>75,489.82</b>	<b>86,260.00</b>	<b>-10,770.18</b>	<b>87.51%</b>
<b>Grant Income</b>	<b>0.00</b>	<b>5,795.00</b>	<b>-5,795.00</b>	<b>0.0%</b>
<b>Hotel Booking Income</b>	<b>14.80</b>	<b>210.00</b>	<b>-195.20</b>	<b>7.05%</b>
<b>SBEP</b>	<b>5,167.20</b>	<b>8,400.00</b>	<b>-3,232.80</b>	<b>61.51%</b>
<b>SBEP City Fees &amp; Services</b>	<b>0.00</b>	<b>3,905.00</b>	<b>-3,905.00</b>	<b>0.0%</b>
<b>SBEP Tech. Assistance/Acctg.</b>	<b>0.00</b>	<b>2,100.00</b>	<b>-2,100.00</b>	<b>0.0%</b>
<b>Special Events.</b>				
LJ Concours D'Elegance	0.00	835.00	-835.00	0.0%
Sponsorship	0.00	5,000.00	-5,000.00	0.0%
<b>Total Special Events.</b>	<b>0.00</b>	<b>5,835.00</b>	<b>-5,835.00</b>	<b>0.0%</b>
<b>Total Income</b>	<b>83,386.82</b>	<b>127,400.00</b>	<b>-44,013.18</b>	<b>65.45%</b>
<b>Expense</b>				
<b>Contingency Funds</b>	<b>0.00</b>	<b>8,335.00</b>	<b>-8,335.00</b>	<b>0.0%</b>
<b>Design/Beautification</b>				
Banner	8,290.00	835.00	7,455.00	992.81%
Holiday DecorRoof Line Lighting	0.00	5,420.00	-5,420.00	0.0%
<b>Total Design/Beautification</b>	<b>8,290.00</b>	<b>6,255.00</b>	<b>2,035.00</b>	<b>132.53%</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	5,000.00	6,250.00	-1,250.00	80.0%
Audit	5,200.00	4,970.00	230.00	104.63%
Dues/Subscriptions/Fees	560.00	240.00	320.00	233.33%
Election Costs	0.00	415.00	-415.00	0.0%
Equipment & Furniture	0.00	415.00	-415.00	0.0%
Insurance	0.00	2,085.00	-2,085.00	0.0%
Internet	2,471.00	295.00	2,176.00	837.63%
Office Maintenance Expense	300.00	40.00	260.00	750.0%
Office Supplies	113.36	375.00	-261.64	30.23%
Parking	450.00	460.00	-10.00	97.83%
Postage & Delivery	348.71	625.00	-276.29	55.79%
Professional Fees	0.00	415.00	-415.00	0.0%
Rent	11,847.95	9,170.00	2,677.95	129.2%
Technical Assistance	0.00	835.00	-835.00	0.0%
Telephone	1,463.96	1,000.00	463.96	146.4%
Utilities	579.70	585.00	-5.30	99.09%
<b>Total Office /Administration</b>	<b>28,334.68</b>	<b>28,175.00</b>	<b>159.68</b>	<b>100.57%</b>
<b>Outreach/Promotion</b>				

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
 July through November 2020

	<u>Jul - Nov 20</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Advertising & Publicity	2,425.00	4,170.00	-1,745.00	58.15%
Co-Op Advertising	20.00	0.00	20.00	100.0%
Email Marketing	0.00	295.00	-295.00	0.0%
IT Maintenance	0.00	1,000.00	-1,000.00	0.0%
Marketing/Graphic Design	0.00	835.00	-835.00	0.0%
Printing	558.54	415.00	143.54	134.59%
Promotional Materials	0.00	415.00	-415.00	0.0%
Website Design Maintenance	0.00	415.00	-415.00	0.0%
<b>Total Outreach/Promotion</b>	<b>3,003.54</b>	<b>7,545.00</b>	<b>-4,541.46</b>	<b>39.81%</b>
<b>Personnel</b>				
Employer Taxes - Federal	2,581.90	2,625.00	-43.10	98.36%
Employer Taxes - State	0.00	295.00	-295.00	0.0%
Executive Director	33,750.00	33,485.00	265.00	100.79%
Health Insurance	6,002.49	4,005.00	1,997.49	149.88%
Payroll Fees	535.41	625.00	-89.59	85.67%
Workers Compensation	-2,341.00	1,250.00	-3,591.00	-187.28%
<b>Total Personnel</b>	<b>40,528.80</b>	<b>42,285.00</b>	<b>-1,756.20</b>	<b>95.85%</b>
<b>Special Events</b>				
City Fees & Services	0.00	3,670.00	-3,670.00	0.0%
Enjoya La Jolla	500.00	5,000.00	-4,500.00	10.0%
Merchant Mixers	0.00	1,250.00	-1,250.00	0.0%
<b>Total Special Events</b>	<b>500.00</b>	<b>9,920.00</b>	<b>-9,420.00</b>	<b>5.04%</b>
<b>Total Expense</b>	<b>80,657.02</b>	<b>102,515.00</b>	<b>-21,857.98</b>	<b>78.68%</b>
<b>Net Income</b>	<b><u>2,729.80</u></b>	<b><u>24,885.00</u></b>	<b><u>-22,155.20</u></b>	<b><u>10.97%</u></b>

# La Jolla Village Merchant Association

## Profit & Loss by Class

July through November 2020

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Income</b>				
Associate Membership	0.00	1,065.00	0.00	1,065.00
Banner Income	0.00	1,650.00	0.00	1,650.00
BID Income	75,489.82	0.00	0.00	75,489.82
Hotel Booking Income	0.00	14.80	0.00	14.80
SBEP	0.00	0.00	5,167.20	5,167.20
<b>Total Income</b>	<b>75,489.82</b>	<b>2,729.80</b>	<b>5,167.20</b>	<b>83,386.82</b>
<b>Expense</b>				
<b>Design/Beautification</b>				
Banner	8,290.00	0.00	0.00	8,290.00
<b>Total Design/Beautification</b>	<b>8,290.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8,290.00</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	5,000.00	0.00	0.00	5,000.00
Audit	5,200.00	0.00	0.00	5,200.00
Dues/Subscriptions/Fees	560.00	0.00	0.00	560.00
Internet	2,471.00	0.00	0.00	2,471.00
Office Maintenance Expense	300.00	0.00	0.00	300.00
Office Supplies	113.36	0.00	0.00	113.36
Parking	450.00	0.00	0.00	450.00
Postage & Delivery	348.71	0.00	0.00	348.71
Rent	11,847.95	0.00	0.00	11,847.95
Telephone	1,463.96	0.00	0.00	1,463.96
Utilities	579.70	0.00	0.00	579.70
<b>Total Office /Administration</b>	<b>28,334.68</b>	<b>0.00</b>	<b>0.00</b>	<b>28,334.68</b>
<b>Outreach/Promotion</b>				
Advertising & Publicity	2,425.00	0.00	0.00	2,425.00
Co-Op Advertising	20.00	0.00	0.00	20.00
Printing	558.54	0.00	0.00	558.54
<b>Total Outreach/Promotion</b>	<b>3,003.54</b>	<b>0.00</b>	<b>0.00</b>	<b>3,003.54</b>
<b>Personnel</b>				
Employer Taxes - Federal	2,214.70	0.00	367.20	2,581.90
Executive Director	28,950.00	0.00	4,800.00	33,750.00
Health Insurance	6,002.49	0.00	0.00	6,002.49
Payroll Fees	535.41	0.00	0.00	535.41
Workers Compensation	-2,341.00	0.00	0.00	-2,341.00
<b>Total Personnel</b>	<b>35,361.60</b>	<b>0.00</b>	<b>5,167.20</b>	<b>40,528.80</b>
<b>Special Events</b>				
Enjoya La Jolla	500.00	0.00	0.00	500.00
<b>Total Special Events</b>	<b>500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>500.00</b>
<b>Total Expense</b>	<b>75,489.82</b>	<b>0.00</b>	<b>5,167.20</b>	<b>80,657.02</b>
<b>Net Income</b>	<b>0.00</b>	<b>2,729.80</b>	<b>0.00</b>	<b>2,729.80</b>