

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

	<u>Jul - Dec 20</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	4,500.00	-4,500.00	0.0%
Newsletter Sponsorship	0.00	1,650.00	-1,650.00	0.0%
Total Advertising	0.00	6,150.00	-6,150.00	0.0%
Associate Membership	1,005.00	2,502.00	-1,497.00	40.17%
Banner Income	1,650.00	7,002.00	-5,352.00	23.57%
Bid CarryForward	0.00	2,220.00	-2,220.00	0.0%
BID Income	84,630.21	102,518.00	-17,887.79	82.55%
Grant Income	0.00	6,954.00	-6,954.00	0.0%
Hotel Booking Income	14.80	252.00	-237.20	5.87%
SBEP	7,750.80	10,500.00	-2,749.20	73.82%
SBEP City Fees & Services	0.00	4,686.00	-4,686.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	2,520.00	-2,520.00	0.0%
Special Events.				
LJ Concours D'Elegence	0.00	1,002.00	-1,002.00	0.0%
Sponsorship	0.00	6,000.00	-6,000.00	0.0%
Total Special Events.	0.00	7,002.00	-7,002.00	0.0%
Total Income	95,050.81	152,306.00	-57,255.19	62.41%
Expense				
Contingency Funds	0.00	10,002.00	-10,002.00	0.0%
Design/Beautification				
Banner	1,600.00	1,002.00	598.00	159.68%
Holiday DecorRoof Line Lighting	7,090.00	6,504.00	586.00	109.01%
Total Design/Beautification	8,690.00	7,506.00	1,184.00	115.77%
Office /Administration				
Accounting/Bookkeeping	6,000.00	7,500.00	-1,500.00	80.0%
Audit	5,200.00	4,970.00	230.00	104.63%
Dues/Subscriptions/Fees	560.00	288.00	272.00	194.44%
Election Costs	0.00	498.00	-498.00	0.0%
Equipment & Furniture	0.00	498.00	-498.00	0.0%
Insurance	0.00	2,502.00	-2,502.00	0.0%
Internet	385.20	354.00	31.20	108.81%
Office Maintenance Expense	300.00	48.00	252.00	625.0%
Office Supplies	140.41	450.00	-309.59	31.2%
Parking	450.00	552.00	-102.00	81.52%
Payroll Fees	713.88	750.00	-36.12	95.18%
Postage & Delivery	348.71	750.00	-401.29	46.5%
Professional Fees	0.00	498.00	-498.00	0.0%
Rent	13,202.95	11,004.00	2,198.95	119.98%
Technical Assistance	0.00	1,002.00	-1,002.00	0.0%
Telephone	1,906.62	1,200.00	706.62	158.89%
Utilities	579.70	702.00	-122.30	82.58%
Total Office /Administration	29,787.47	33,566.00	-3,778.53	88.74%

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Outreach/Promotion				
Advertising & Publicity	2,095.00	5,004.00	-2,909.00	41.87%
Email Marketing	445.00	354.00	91.00	125.71%
IT Maintenance	1,200.00	1,200.00	0.00	100.0%
Marketing/Graphic Design	500.00	1,002.00	-502.00	49.9%
Printing	558.54	498.00	60.54	112.16%
Promotional Materials	0.00	498.00	-498.00	0.0%
Website Design Maintenance	1,150.00	498.00	652.00	230.92%
Total Outreach/Promotion	5,948.54	9,054.00	-3,105.46	65.7%
Personnel				
Employer Taxes - Federal	3,098.28	3,180.00	-81.72	97.43%
Employer Taxes - State	0.00	354.00	-354.00	0.0%
Executive Director	40,500.00	40,502.00	-2.00	100.0%
Health Insurance	7,253.72	4,876.00	2,377.72	148.76%
Workers Compensation	-2,897.00	1,500.00	-4,397.00	-193.13%
Total Personnel	47,955.00	50,412.00	-2,457.00	95.13%
Special Events				
City Fees & Services	0.00	4,404.00	-4,404.00	0.0%
Enjoya La Jolla	0.00	6,000.00	-6,000.00	0.0%
Merchant Mixers	0.00	1,500.00	-1,500.00	0.0%
Total Special Events	0.00	11,904.00	-11,904.00	0.0%
Total Expense	92,381.01	122,444.00	-30,062.99	75.45%
	<u>2,669.80</u>	<u>29,862.00</u>	<u>-27,192.20</u>	<u>8.94%</u>