

La Jolla Village Merchant Association

Profit & Loss by Class

July 2020 through January 2021

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Associate Membership	0.00	1,065.00	0.00	1,065.00
Banner Income	0.00	4,880.00	0.00	4,880.00
BID Income	94,225.22	0.00	0.00	94,225.22
Hotel Booking Income	0.00	14.80	0.00	14.80
SBEP	0.00	0.00	10,885.80	10,885.80
Total Income	94,225.22	5,959.80	10,885.80	111,070.82
Expense				
Design/Beautification				
Banner	1,600.00	0.00	0.00	1,600.00
Holiday DecorRoof Line Lighting	7,090.00	0.00	0.00	7,090.00
Total Design/Beautification	8,690.00	0.00	0.00	8,690.00
Office /Administration				
Accounting/Bookkeeping	7,000.00	0.00	0.00	7,000.00
Audit	5,200.00	0.00	0.00	5,200.00
Dues/Subscriptions/Fees	679.40	0.00	0.00	679.40
Internet	385.20	64.20	0.00	449.40
Office Maintenance Expense	300.00	0.00	0.00	300.00
Office Supplies	140.41	0.00	0.00	140.41
Parking	450.00	0.00	0.00	450.00
Postage & Delivery	348.71	0.00	0.00	348.71
Rent	14,790.75	168.13	0.00	14,958.88
Telephone	2,102.52	0.00	0.00	2,102.52
Utilities	579.70	0.00	0.00	579.70
Total Office /Administration	31,976.69	232.33	0.00	32,209.02
Outreach/Promotion				
Advertising & Publicity	3,014.41	0.00	0.00	3,014.41
Email Marketing	540.00	0.00	0.00	540.00
IT Maintenance	1,600.00	0.00	0.00	1,600.00
Marketing/Graphic Design	500.00	0.00	0.00	500.00
Marketing/PR	258.60	0.00	0.00	258.60
Printing	584.77	0.00	0.00	584.77
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	7,647.78	0.00	0.00	7,647.78
Personnel				
Employer Taxes - Federal	2,805.67	0.00	685.80	3,491.47
Executive Director	37,050.00	0.00	10,200.00	47,250.00
Health Insurance	8,003.72	502.32	0.00	8,506.04
Payroll Fees	948.36	0.00	0.00	948.36
Workers Compensation	-2,897.00	0.00	0.00	-2,897.00
Total Personnel	45,910.75	502.32	10,885.80	57,298.87
Total Expense	94,225.22	734.65	10,885.80	105,845.67
Net Income	0.00	5,225.15	0.00	5,225.15