

La Jolla Village Merchant Association

Balance Sheet

As of March 31, 2021

	<u>Mar 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	136,771.26
Total Checking/Savings	<u>136,771.26</u>
Accounts Receivable	
Accounts Receivable	1,865.00
Total Accounts Receivable	<u>1,865.00</u>
Other Current Assets	
Prepaid Insurance	3,237.73
Tech Assistance/Acctg. Rcvbl.	60.00
Total Other Current Assets	<u>3,297.73</u>
Total Current Assets	<u>141,933.99</u>
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u><u>141,933.99</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	27,255.38
SBEP Advance	5,609.24
Total Other Current Liabilities	<u>32,864.62</u>
Total Current Liabilities	<u>32,864.62</u>
Total Liabilities	32,864.62
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	83,922.70
Net Income	4,346.67
Total Equity	<u>109,069.37</u>
TOTAL LIABILITIES & EQUITY	<u><u>141,933.99</u></u>

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2020 through March 2021

	<u>Jul '20 - Mar 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	6,750.00	-6,750.00	0.0%
Newsletter Sponsorship	0.00	2,475.00	-2,475.00	0.0%
Total Advertising	0.00	9,225.00	-9,225.00	0.0%
Associate Membership	1,065.00	3,753.00	-2,688.00	28.38%
Banner Income	4,880.00	10,503.00	-5,623.00	46.46%
Bid CarryForward	0.00	3,330.00	-3,330.00	0.0%
BID Income	112,677.91	151,292.00	-38,614.09	74.48%
Grant Income	0.00	10,431.00	-10,431.00	0.0%
Hotel Booking Income	14.80	378.00	-363.20	3.92%
SBEP	16,018.76	16,800.00	-781.24	95.35%
SBEP City Fees & Services	0.00	7,029.00	-7,029.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	3,780.00	-3,780.00	0.0%
Special Events.				
LJ Concours D'Elgance	0.00	1,503.00	-1,503.00	0.0%
Sponsorship	0.00	9,000.00	-9,000.00	0.0%
Total Special Events.	0.00	10,503.00	-10,503.00	0.0%
Total Income	134,656.47	227,024.00	-92,367.53	59.31%
Expense				
Contingency Funds	0.00	15,003.00	-15,003.00	0.0%
Design/Beautification				
Banner	2,000.00	1,503.00	497.00	133.07%
Holiday DecorRoof Line Lighting	7,090.00	9,756.00	-2,666.00	72.67%
Total Design/Beautification	9,090.00	11,259.00	-2,169.00	80.74%
Office /Administration				
Accounting/Bookkeeping	9,000.00	11,250.00	-2,250.00	80.0%
Audit	5,200.00	4,970.00	230.00	104.63%
Dues/Subscriptions/Fees	679.40	432.00	247.40	157.27%
Election Costs	0.00	747.00	-747.00	0.0%
Equipment & Furniture	0.00	747.00	-747.00	0.0%
Insurance	0.00	3,753.00	-3,753.00	0.0%
Internet	747.28	531.00	216.28	140.73%
Office Maintenance Expense	300.00	72.00	228.00	416.67%
Office Supplies	151.17	675.00	-523.83	22.4%
Parking	450.00	828.00	-378.00	54.35%
Postage & Delivery	348.71	1,125.00	-776.29	31.0%
Professional Fees	0.00	747.00	-747.00	0.0%
Rent	17,852.30	16,506.00	1,346.30	108.16%
Technical Assistance	0.00	1,503.00	-1,503.00	0.0%
Telephone	2,524.04	1,800.00	724.04	140.22%
Utilities	579.70	1,053.00	-473.30	55.05%
Total Office /Administration	37,832.60	46,739.00	-8,906.40	80.94%
Outreach/Promotion				
Advertising & Publicity	3,264.41	7,506.00	-4,241.59	43.49%

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2020 through March 2021

	<u>Jul '20 - Mar 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	680.00	531.00	149.00	128.06%
IT Maintenance	2,000.00	1,800.00	200.00	111.11%
Marketing/Graphic Design	500.00	1,503.00	-1,003.00	33.27%
Marketing/PR	258.60	0.00	258.60	100.0%
Printing	584.77	747.00	-162.23	78.28%
Promotional Materials	0.00	747.00	-747.00	0.0%
Website Design Maintenance	1,150.00	747.00	403.00	153.95%
Total Outreach/Promotion	8,437.78	13,581.00	-5,143.22	62.13%
Personnel				
Employer Taxes - Federal	4,784.67	4,845.00	-60.33	98.76%
Employer Taxes - State	114.75	531.00	-416.25	21.61%
Executive Director	60,750.00	61,553.00	-803.00	98.7%
Health Insurance	11,010.68	7,489.00	3,521.68	147.03%
Payroll Fees	1,186.32	1,125.00	61.32	105.45%
Workers Compensation	-2,897.00	2,250.00	-5,147.00	-128.76%
Total Personnel	74,949.42	77,793.00	-2,843.58	96.35%
Special Events				
City Fees & Services	0.00	6,606.00	-6,606.00	0.0%
Enjoya La Jolla	0.00	9,000.00	-9,000.00	0.0%
Merchant Mixers	0.00	2,250.00	-2,250.00	0.0%
Total Special Events	0.00	17,856.00	-17,856.00	0.0%
Total Expense	130,309.80	182,231.00	-51,921.20	71.51%
Net Income	4,346.67	44,793.00	-40,446.33	9.7%

La Jolla Village Merchant Association

Profit & Loss by Class

July 2020 through March 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	112,677.91	0.00	0.00	112,677.91
Hotel Booking Income	0.00	14.80	0.00	14.80
SBEP	0.00	0.00	16,018.76	16,018.76
Total Income	112,677.91	5,959.80	16,018.76	134,656.47
Expense				
Design/Beautification				
Banner	2,000.00	0.00	0.00	2,000.00
Holiday DecorRoof Line Lighting	7,090.00	0.00	0.00	7,090.00
Total Design/Beautification	9,090.00	0.00	0.00	9,090.00
Office /Administration				
Accounting/Bookkeeping	9,000.00	0.00	0.00	9,000.00
Audit	5,200.00	0.00	0.00	5,200.00
Dues/Subscriptions/Fees	679.40	0.00	0.00	679.40
Internet	683.08	64.20	0.00	747.28
Office Maintenance Expense	300.00	0.00	0.00	300.00
Office Supplies	151.17	0.00	0.00	151.17
Parking	450.00	0.00	0.00	450.00
Postage & Delivery	348.71	0.00	0.00	348.71
Rent	17,684.17	168.13	0.00	17,852.30
Telephone	2,524.04	0.00	0.00	2,524.04
Utilities	579.70	0.00	0.00	579.70
Total Office /Administration	37,600.27	232.33	0.00	37,832.60
Outreach/Promotion				
Advertising & Publicity	3,264.41	0.00	0.00	3,264.41
Email Marketing	680.00	0.00	0.00	680.00
IT Maintenance	2,000.00	0.00	0.00	2,000.00
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	8,437.78	0.00	0.00	8,437.78
Personnel				
Employer Taxes - Federal	3,965.91	0.00	818.76	4,784.67
Employer Taxes - State	114.75	0.00	0.00	114.75
Executive Director	45,550.00	0.00	15,200.00	60,750.00
Health Insurance	9,629.88	1,380.80	0.00	11,010.68
Payroll Fees	1,186.32	0.00	0.00	1,186.32
Workers Compensation	-2,897.00	0.00	0.00	-2,897.00
Total Personnel	57,549.86	1,380.80	16,018.76	74,949.42
Total Expense	112,677.91	1,613.13	16,018.76	130,309.80
	0.00	4,346.67	0.00	4,346.67