

La Jolla Village Merchant Association

Balance Sheet

As of April 30, 2021

Apr 30, 21

ASSETS

Current Assets

Checking/Savings

Wells Fargo 143,853.35

Total Checking/Savings 143,853.35

Accounts Receivable

Accounts Receivable 1,865.00

Total Accounts Receivable 1,865.00

Other Current Assets

Prepaid Insurance 3,237.73

Tech Assistance/Acctg. Rcvbl. 60.00

Total Other Current Assets 3,297.73

Total Current Assets 149,016.08

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 149,016.08

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

BID Assessment 35,178.80

SBEP Advance 3,052.55

Total Other Current Liabilities 38,231.35

Total Current Liabilities 38,231.35

Total Liabilities 38,231.35

Equity

Interfund-Cost of Admin LJCAP 20,800.00

Unrestricted Net Assets 83,922.70

Net Income 6,062.03

Total Equity 110,784.73

TOTAL LIABILITIES & EQUITY 149,016.08

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

	<u>Jul '20 - Apr 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	7,500.00	-7,500.00	0.0%
Newsletter Sponsorship	0.00	2,750.00	-2,750.00	0.0%
Total Advertising	0.00	10,250.00	-10,250.00	0.0%
Associate Membership	1,065.00	4,170.00	-3,105.00	25.54%
Banner Income	8,290.00	11,670.00	-3,380.00	71.04%
Bid CarryForward	0.00	3,700.00	-3,700.00	0.0%
BID Income	118,594.91	167,550.00	-48,955.09	70.78%
Grant Income	0.00	11,590.00	-11,590.00	0.0%
Hotel Booking Income	14.80	420.00	-405.20	3.52%
Other Income	150.00			
SBEP	18,575.45	18,900.00	-324.55	98.28%
SBEP City Fees & Services	0.00	7,810.00	-7,810.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	4,200.00	-4,200.00	0.0%
Special Events.				
LJ Concours D'Elegence	0.00	1,670.00	-1,670.00	0.0%
Sponsorship	0.00	10,000.00	-10,000.00	0.0%
Total Special Events.	0.00	11,670.00	-11,670.00	0.0%
Total Income	146,690.16	251,930.00	-105,239.84	58.23%
Expense				
Contingency Funds	0.00	16,670.00	-16,670.00	0.0%
Design/Beautification				
Banner	2,400.00	1,670.00	730.00	143.71%
Holiday DecorRoof Line Lighting	7,090.00	10,840.00	-3,750.00	65.41%
Total Design/Beautification	9,490.00	12,510.00	-3,020.00	75.86%
Office /Administration				
Accounting/Bookkeeping	10,000.00	12,500.00	-2,500.00	80.0%
Audit	6,040.00	4,970.00	1,070.00	121.53%
Dues/Subscriptions/Fees	679.40	480.00	199.40	141.54%
Election Costs	0.00	830.00	-830.00	0.0%
Equipment & Furniture	0.00	830.00	-830.00	0.0%
Insurance	0.00	4,170.00	-4,170.00	0.0%
Internet	836.28	590.00	246.28	141.74%
Office Maintenance Expense	300.00	80.00	220.00	375.0%
Office Supplies	151.17	750.00	-598.83	20.16%
Parking	450.00	920.00	-470.00	48.91%
Postage & Delivery	348.71	1,250.00	-901.29	27.9%
Professional Fees	0.00	830.00	-830.00	0.0%
Rent	19,234.90	18,340.00	894.90	104.88%
Technical Assistance	0.00	1,670.00	-1,670.00	0.0%
Telephone	2,752.09	2,000.00	752.09	137.61%
Utilities	579.70	1,170.00	-590.30	49.55%
Total Office /Administration	41,372.25	51,380.00	-10,007.75	80.52%
Outreach/Promotion				

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

	Jul '20 - Apr 21	Budget	Variance	% of Budget
Advertising & Publicity	3,264.41	8,340.00	-5,075.59	39.14%
Email Marketing	750.00	590.00	160.00	127.12%
IT Maintenance	2,000.00	2,000.00	0.00	100.0%
Marketing/Graphic Design	758.60	1,670.00	-911.40	45.43%
Printing	584.77	830.00	-245.23	70.45%
Promotional Materials	0.00	830.00	-830.00	0.0%
Website Design Maintenance	1,195.85	830.00	365.85	144.08%
Total Outreach/Promotion	8,553.63	15,090.00	-6,536.37	56.68%
Personnel				
Employer Taxes - Federal	5,042.86	5,400.00	-357.14	93.39%
Employer Taxes - State	114.75	590.00	-475.25	19.45%
Executive Director	64,125.00	68,570.00	-4,445.00	93.52%
Health Insurance	13,515.32	8,360.00	5,155.32	161.67%
Payroll Fees	1,311.32	1,250.00	61.32	104.91%
Workers Compensation	-2,897.00	2,500.00	-5,397.00	-115.88%
Total Personnel	81,212.25	86,670.00	-5,457.75	93.7%
Special Events				
City Fees & Services	0.00	7,340.00	-7,340.00	0.0%
Enjoya La Jolla	0.00	10,000.00	-10,000.00	0.0%
Merchant Mixers	0.00	2,500.00	-2,500.00	0.0%
Total Special Events	0.00	19,840.00	-19,840.00	0.0%
Total Expense	140,628.13	202,160.00	-61,531.87	69.56%
Net Income	6,062.03	49,770.00	-43,707.97	12.18%

La Jolla Village Merchant Association

Profit & Loss by Class

July 2020 through April 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	8,290.00	0.00	8,290.00
BID Income	118,594.91	0.00	0.00	118,594.91
Hotel Booking Income	0.00	14.80	0.00	14.80
Other Income	0.00	150.00	0.00	150.00
SBEP	0.00	0.00	18,575.45	18,575.45
Total Income	118,594.91	9,519.80	18,575.45	146,690.16
Expense				
Design/Beautification				
Banner	2,400.00	0.00	0.00	2,400.00
Holiday DecorRoof Line Lighting	7,090.00	0.00	0.00	7,090.00
Total Design/Beautification	9,490.00	0.00	0.00	9,490.00
Office /Administration				
Accounting/Bookkeeping	10,000.00	0.00	0.00	10,000.00
Audit	5,200.00	840.00	0.00	6,040.00
Dues/Subscriptions/Fees	679.40	0.00	0.00	679.40
Internet	772.08	64.20	0.00	836.28
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	19,066.77	168.13	0.00	19,234.90
Telephone	2,752.09	0.00	0.00	2,752.09
Utilities	579.70	0.00	0.00	579.70
Total Office /Administration	40,299.92	1,072.33	0.00	41,372.25
Outreach/Promotion				
Advertising & Publicity	3,264.41	0.00	0.00	3,264.41
Email Marketing	750.00	0.00	0.00	750.00
Fees For Website Maintenance	45.85	0.00	0.00	45.85
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	8,553.63	0.00	0.00	8,553.63
Personnel				
Employer Taxes - Federal	4,042.41	0.00	1,000.45	5,042.86
Employer Taxes - State	114.75	0.00	0.00	114.75
Executive Director	46,550.00	0.00	17,575.00	64,125.00
Health Insurance	11,129.88	2,385.44	0.00	13,515.32
Payroll Fees	1,311.32	0.00	0.00	1,311.32
Workers Compensation	-2,897.00	0.00	0.00	-2,897.00
Total Personnel	60,251.36	2,385.44	18,575.45	81,212.25
Total Expense	118,594.91	3,457.77	18,575.45	140,628.13
Net Income	0.00	6,062.03	0.00	6,062.03