

La Jolla Village Merchant Association

Balance Sheet

As of May 31, 2021

	May 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	140,100.13
Total Checking/Savings	140,100.13
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	145,262.86
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	145,262.86
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	34,478.13
Total Other Current Liabilities	34,478.13
Total Current Liabilities	34,478.13
Total Liabilities	34,478.13
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	145,262.86

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

	<u>Jul '20 - May 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	8,250.00	-8,250.00	0.0%
Newsletter Sponsorship	0.00	3,025.00	-3,025.00	0.0%
Total Advertising	0.00	11,275.00	-11,275.00	0.0%
Associate Membership	1,065.00	4,587.00	-3,522.00	23.22%
Banner Income	8,290.00	12,837.00	-4,547.00	64.58%
Bid CarryForward	0.00	4,070.00	-4,070.00	0.0%
BID Income	132,293.73	183,808.00	-51,514.27	71.97%
Grant Income	150.00	12,749.00	-12,599.00	1.18%
Hotel Booking Income	14.80	462.00	-447.20	3.2%
SBEP	21,628.00	21,000.00	628.00	102.99%
SBEP City Fees & Services	0.00	8,291.00	-8,291.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	4,620.00	-4,620.00	0.0%
Special Events.				
LJ Concours D'Elegance	0.00	1,837.00	-1,837.00	0.0%
Sponsorship	0.00	11,000.00	-11,000.00	0.0%
Total Special Events.	0.00	12,837.00	-12,837.00	0.0%
Total Income	163,441.53	276,536.00	-113,094.47	59.1%
Expense				
Contingency Funds	0.00	18,337.00	-18,337.00	0.0%
Design/Beautification				
Banner	4,400.00	1,837.00	2,563.00	239.52%
Holiday DecorRoof Line Lighting	7,090.00	11,924.00	-4,834.00	59.46%
Total Design/Beautification	11,490.00	13,761.00	-2,271.00	83.5%
Office /Administration				
Accounting/Bookkeeping	11,000.00	13,450.00	-2,450.00	81.78%
Audit	6,040.00	4,970.00	1,070.00	121.53%
Dues/Subscriptions/Fees	679.40	528.00	151.40	128.67%
Election Costs	0.00	913.00	-913.00	0.0%
Equipment & Furniture	0.00	913.00	-913.00	0.0%
Insurance	1,790.00	4,587.00	-2,797.00	39.02%
Internet	836.28	649.00	187.28	128.86%
Office Maintenance Expense	300.00	88.00	212.00	340.91%
Office Supplies	225.12	825.00	-599.88	27.29%
Parking	450.00	1,012.00	-562.00	44.47%
Postage & Delivery	348.71	1,375.00	-1,026.29	25.36%
Professional Fees	0.00	913.00	-913.00	0.0%
Rent	20,617.50	20,174.00	443.50	102.2%
Technical Assistance	0.00	1,837.00	-1,837.00	0.0%
Telephone	3,264.96	2,200.00	1,064.96	148.41%
Utilities	579.70	1,287.00	-707.30	45.04%
Total Office /Administration	46,131.67	55,721.00	-9,589.33	82.79%
Outreach/Promotion				
Advertising & Publicity	3,264.41	9,174.00	-5,909.59	35.58%

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

	<u>Jul '20 - May 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	820.00	649.00	171.00	126.35%
IT Maintenance	2,200.00	2,200.00	0.00	100.0%
Marketing/Graphic Design	758.60	1,837.00	-1,078.40	41.3%
Printing	1,658.84	913.00	745.84	181.69%
Promotional Materials	0.00	913.00	-913.00	0.0%
Website Design Maintenance	1,195.85	913.00	282.85	130.98%
Total Outreach/Promotion	9,897.70	16,599.00	-6,701.30	59.63%
Personnel				
Employer Taxes - Federal	5,559.24	5,955.00	-395.76	93.35%
Employer Taxes - State	114.75	649.00	-534.25	17.68%
Executive Director	70,875.00	75,587.00	-4,712.00	93.77%
Health Insurance	13,515.32	9,231.00	4,284.32	146.41%
Payroll Fees	1,373.82	1,375.00	-1.18	99.91%
Workers Compensation	-1,578.00	2,750.00	-4,328.00	-57.38%
Total Personnel	89,860.13	95,547.00	-5,686.87	94.05%
Special Events				
City Fees & Services	0.00	8,074.00	-8,074.00	0.0%
Enjoya La Jolla	0.00	11,000.00	-11,000.00	0.0%
Merchant Mixers	0.00	2,750.00	-2,750.00	0.0%
Total Special Events	0.00	21,824.00	-21,824.00	0.0%
Total Expense	157,379.50	221,789.00	-64,409.50	70.96%
Net Income	6,062.03	54,747.00	-48,684.97	11.07%

La Jolla Village Merchant Association
Profit & Loss by Class

May 2021

	<u>BID</u>	<u>SBEP</u>	<u>TOTAL</u>
Income			
BID Income	13,698.82	0.00	13,698.82
SBEP	<u>0.00</u>	<u>3,052.55</u>	<u>3,052.55</u>
Total Income	13,698.82	3,052.55	16,751.37
Expense			
Design/Beautification			
Banner	<u>2,000.00</u>	<u>0.00</u>	<u>2,000.00</u>
Total Design/Beautification	2,000.00	0.00	2,000.00
Office /Administration			
Accounting/Bookkeeping	1,000.00	0.00	1,000.00
Insurance	1,790.00	0.00	1,790.00
Office Supplies	73.95	0.00	73.95
Rent	1,382.60	0.00	1,382.60
Telephone	<u>512.87</u>	<u>0.00</u>	<u>512.87</u>
Total Office /Administration	4,759.42	0.00	4,759.42
Outreach/Promotion			
Email Marketing	70.00	0.00	70.00
IT Maintenance	200.00	0.00	200.00
Printing	<u>1,074.07</u>	<u>0.00</u>	<u>1,074.07</u>
Total Outreach/Promotion	1,344.07	0.00	1,344.07
Personnel			
Employer Taxes - Federal	325.13	191.25	516.38
Executive Director	3,950.00	2,800.00	6,750.00
Payroll Fees	62.50	0.00	62.50
Workers Compensation	<u>1,257.70</u>	<u>61.30</u>	<u>1,319.00</u>
Total Personnel	<u>5,595.33</u>	<u>3,052.55</u>	<u>8,647.88</u>
Total Expense	<u>13,698.82</u>	<u>3,052.55</u>	<u>16,751.37</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>