

# La Jolla Village Merchant Association

## Balance Sheet

As of July 31, 2021

Jul 31, 21

### ASSETS

#### Current Assets

##### Checking/Savings

Wells Fargo 126,408.10

Total Checking/Savings 126,408.10

##### Accounts Receivable

Accounts Receivable 2,253.27

Total Accounts Receivable 2,253.27

##### Other Current Assets

Prepaid Insurance 3,237.73

Tech Assistance/Acctg. Rcvbl. 60.00

Total Other Current Assets 3,297.73

Total Current Assets 131,959.10

#### Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

**TOTAL ASSETS 131,959.10**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

BID Assessment 14,094.81

Total Other Current Liabilities 14,094.81

Total Current Liabilities 14,094.81

Total Liabilities 14,094.81

#### Equity

Interfund-Cost of Admin LJCAP 20,800.00

Unrestricted Net Assets 97,093.93

Net Income -29.64

Total Equity 117,864.29

**TOTAL LIABILITIES & EQUITY 131,959.10**

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July 2021**

	<u>Jul 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
<b>Income</b>				
<b>Advertising</b>				
Co-op	0.00	250.00	-250.00	0.0%
Newsletter Sponsorship	0.00	275.00	-275.00	0.0%
Website Ads	0.00	500.00	-500.00	0.0%
<b>Total Advertising</b>	0.00	1,025.00	-1,025.00	0.0%
Associate Membership	0.00	417.00	-417.00	0.0%
Banner Income	0.00	1,167.00	-1,167.00	0.0%
Bid CarryForward	0.00	232.00	-232.00	0.0%
BID Income	12,104.19	16,680.00	-4,575.81	72.57%
Grant Income	1,000.00	927.00	73.00	107.88%
Hotel Booking Income	0.00	42.00	-42.00	0.0%
SBEP	0.00	1,751.00	-1,751.00	0.0%
<b>Special Events.</b>				
Enjoya La Jolla.	0.00	1,000.00	-1,000.00	0.0%
<b>Total Special Events.</b>	0.00	1,000.00	-1,000.00	0.0%
<b>Total Income</b>	13,104.19	23,241.00	-10,136.81	56.38%
<b>Expense</b>				
Contingency Funds	0.00	1,667.00	-1,667.00	0.0%
<b>Design/Beautification</b>				
Banner	0.00	167.00	-167.00	0.0%
Holiday DecorRoof Line Lighting	0.00	1,084.00	-1,084.00	0.0%
<b>Total Design/Beautification</b>	0.00	1,251.00	-1,251.00	0.0%
<b>Office /Administration</b>				
Accounting/Bookkeeping	1,000.00	1,000.00	0.00	100.0%
Audit	0.00	809.00	-809.00	0.0%
Bank/Merchant Account Fees	0.00	42.00	-42.00	0.0%
Dues/Subscriptions/Fees	300.00	121.00	179.00	247.93%
Election Costs	0.00	84.00	-84.00	0.0%
Equipment & Furniture	0.00	84.00	-84.00	0.0%
Insurance	0.00	417.00	-417.00	0.0%
Internet	0.00	59.00	-59.00	0.0%
Meeting	0.00	84.00	-84.00	0.0%
Office Maintenance Expense	0.00	18.00	-18.00	0.0%
Office Supplies	0.00	75.00	-75.00	0.0%
Parking	0.00	84.00	-84.00	0.0%
Postage & Delivery	0.00	56.00	-56.00	0.0%
Professional Fees	0.00	84.00	-84.00	0.0%
Rent	1,382.60	1,400.00	-17.40	98.76%
Telephone	144.11	200.00	-55.89	72.06%
Utilities	0.00	117.00	-117.00	0.0%
<b>Total Office /Administration</b>	2,826.71	4,734.00	-1,907.29	59.71%
<b>Outreach/Promotion</b>				
Advertising & Publicity	53.60	941.00	-887.40	5.7%

**La Jolla Village Merchant Association**  
**Profit & Loss Budget vs. Actual**  
**July 2021**

	<b>Jul 21</b>	<b>Budget</b>	<b>Variance</b>	<b>% of Budget</b>
<b>Email Marketing</b>	95.00	59.00	36.00	161.02%
<b>IT Maintenance</b>	200.00	209.00	-9.00	95.69%
<b>Marketing/Graphic Design</b>	0.00	167.00	-167.00	0.0%
<b>Printing</b>	0.00	84.00	-84.00	0.0%
<b>Promotional Materials</b>	0.00	250.00	-250.00	0.0%
<b>Website Design Maintenance</b>	0.00	84.00	-84.00	0.0%
<b>Total Outreach/Promotion</b>	<b>348.60</b>	<b>1,794.00</b>	<b>-1,445.40</b>	<b>19.43%</b>
<b>Personnel</b>				
<b>Employer Taxes - Federal</b>	516.38	697.00	-180.62	74.09%
<b>Employer Taxes - State</b>	0.00	118.00	-118.00	0.0%
<b>Executive Director</b>	6,750.00	7,668.00	-918.00	88.03%
<b>Health Insurance</b>	2,504.64	1,197.00	1,307.64	209.24%
<b>Payroll Fees</b>	187.50	250.00	-62.50	75.0%
<b>Workers Compensation</b>	0.00	250.00	-250.00	0.0%
<b>Total Personnel</b>	<b>9,958.52</b>	<b>10,180.00</b>	<b>-221.48</b>	<b>97.82%</b>
<b>Special Events</b>				
<b>Enjoya La Jolla</b>	0.00	1,000.00	-1,000.00	0.0%
<b>Merchant Events</b>	0.00	250.00	-250.00	0.0%
<b>Total Special Events</b>	<b>0.00</b>	<b>1,250.00</b>	<b>-1,250.00</b>	<b>0.0%</b>
<b>Total Expense</b>	<b>13,133.83</b>	<b>20,876.00</b>	<b>-7,742.17</b>	<b>62.91%</b>
<b>Net Income</b>	<b>-29.64</b>	<b>2,365.00</b>	<b>-2,394.64</b>	<b>-1.25%</b>

# La Jolla Village Merchant Association

## Profit & Loss by Class

July 2021

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
<b>Income</b>			
BID Income	12,104.19	0.00	12,104.19
Grant Income	0.00	1,000.00	1,000.00
<b>Total Income</b>	<u>12,104.19</u>	<u>1,000.00</u>	<u>13,104.19</u>
<b>Expense</b>			
<b>Office /Administration</b>			
Accounting/Bookkeeping	1,000.00	0.00	1,000.00
Dues/Subscriptions/Fees	300.00	0.00	300.00
Rent	1,382.60	0.00	1,382.60
Telephone	144.11	0.00	144.11
<b>Total Office /Administration</b>	<u>2,826.71</u>	<u>0.00</u>	<u>2,826.71</u>
<b>Outreach/Promotion</b>			
Advertising & Publicity	53.60	0.00	53.60
Email Marketing	70.00	25.00	95.00
IT Maintenance	200.00	0.00	200.00
<b>Total Outreach/Promotion</b>	<u>323.60</u>	<u>25.00</u>	<u>348.60</u>
<b>Personnel</b>			
Employer Taxes - Federal	516.38	0.00	516.38
Executive Director	6,750.00	0.00	6,750.00
Health Insurance	1,500.00	1,004.64	2,504.64
Payroll Fees	187.50	0.00	187.50
<b>Total Personnel</b>	<u>8,953.88</u>	<u>1,004.64</u>	<u>9,958.52</u>
<b>Total Expense</b>	<u>12,104.19</u>	<u>1,029.64</u>	<u>13,133.83</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>-29.64</u></u>	<u><u>-29.64</u></u>