

La Jolla Village Merchant Association

Balance Sheet

As of June 30, 2021

	Jun 30, 21
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	118,724.09
Total Checking/Savings	118,724.09
Accounts Receivable	
Accounts Receivable	7,653.27
Total Accounts Receivable	7,653.27
Other Current Assets	
Prepaid Insurance	3,237.73
Tech Assistance/Acctg. Rcvbl.	60.00
Total Other Current Assets	3,297.73
Total Current Assets	129,675.09
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	129,675.09
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	11,781.16
Total Other Current Liabilities	11,781.16
Total Current Liabilities	11,781.16
Total Liabilities	11,781.16
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	83,922.70
Net Income	13,171.23
Total Equity	117,893.93
TOTAL LIABILITIES & EQUITY	129,675.09

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

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	2,200.00	9,000.00	-6,800.00	24.44%
Newsletter Sponsorship	0.00	3,300.00	-3,300.00	0.0%
Total Advertising	2,200.00	12,300.00	-10,100.00	17.89%
Associate Membership	1,065.00	5,000.00	-3,935.00	21.3%
Banner Income	13,690.00	14,000.00	-310.00	97.79%
Bid CarryForward	0.00	4,435.00	-4,435.00	0.0%
BID Income	166,090.09	200,000.00	-33,909.91	83.05%
Grant Income	150.00	13,900.00	-13,750.00	1.08%
Hotel Booking Income	26.32	500.00	-473.68	5.26%
SBEP	21,628.00	21,000.00	628.00	102.99%
SBEP City Fees & Services	0.00	8,800.00	-8,800.00	0.0%
SBEP Tech. Assistance/Acctg.	0.00	5,000.00	-5,000.00	0.0%
Special Events.				
LJ Concours D'Elegance	0.00	2,000.00	-2,000.00	0.0%
Sponsorship	0.00	12,000.00	-12,000.00	0.0%
Total Special Events.	0.00	14,000.00	-14,000.00	0.0%
Total Income	204,849.41	298,935.00	-94,085.59	68.53%
Expense				
Contingency Funds	0.00	20,000.00	-20,000.00	0.0%
Design/Beautification				
Banner	4,400.00	2,000.00	2,400.00	220.0%
Holiday DecorRoof Line Lighting	7,090.00	13,000.00	-5,910.00	54.54%
Total Design/Beautification	11,490.00	15,000.00	-3,510.00	76.6%
Office /Administration				
Accounting/Bookkeeping	12,000.00	14,400.00	-2,400.00	83.33%
Audit	6,040.00	4,970.00	1,070.00	121.53%
Dues/Subscriptions/Fees	679.40	565.00	114.40	120.25%
Election Costs	0.00	1,000.00	-1,000.00	0.0%
Equipment & Furniture	0.00	1,000.00	-1,000.00	0.0%
Insurance	4,221.00	5,000.00	-779.00	84.42%
Internet	836.28	700.00	136.28	119.47%
Office Maintenance Expense	300.00	100.00	200.00	300.0%
Office Supplies	299.23	900.00	-600.77	33.25%
Parking	450.00	1,100.00	-650.00	40.91%
Postage & Delivery	348.71	1,500.00	-1,151.29	23.25%
Professional Fees	0.00	1,000.00	-1,000.00	0.0%
Rent	22,000.10	22,000.00	0.10	100.0%
Technical Assistance	0.00	2,000.00	-2,000.00	0.0%
Telephone	3,656.60	2,400.00	1,256.60	152.36%
Utilities	579.70	1,400.00	-820.30	41.41%
Total Office /Administration	51,411.02	60,035.00	-8,623.98	85.64%
Outreach/Promotion				
Advertising & Publicity	14,286.91	10,000.00	4,286.91	142.87%

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

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	890.00	700.00	190.00	127.14%
IT Maintenance	2,596.77	2,400.00	196.77	108.2%
Marketing/Graphic Design	5,775.80	2,000.00	3,775.80	288.79%
Printing	1,809.06	1,000.00	809.06	180.91%
Promotional Materials	9.07	1,000.00	-990.93	0.91%
Website Design Maintenance	1,272.53	1,000.00	272.53	127.25%
Total Outreach/Promotion	<u>26,640.14</u>	<u>18,100.00</u>	<u>8,540.14</u>	<u>147.18%</u>
Personnel				
Employer Taxes - Federal	6,333.81	6,350.00	-16.19	99.75%
Employer Taxes - State	114.75	700.00	-585.25	16.39%
Executive Director	81,000.00	81,000.00	0.00	100.0%
Health Insurance	14,767.64	9,750.00	5,017.64	151.46%
Payroll Fees	1,498.82	1,500.00	-1.18	99.92%
Workers Compensation	-1,578.00	3,000.00	-4,578.00	-52.6%
Total Personnel	<u>102,137.02</u>	<u>102,300.00</u>	<u>-162.98</u>	<u>99.84%</u>
Special Events				
City Fees & Services	0.00	8,800.00	-8,800.00	0.0%
Enjoya La Jolla	0.00	12,000.00	-12,000.00	0.0%
Merchant Mixers	0.00	3,000.00	-3,000.00	0.0%
Total Special Events	<u>0.00</u>	<u>23,800.00</u>	<u>-23,800.00</u>	<u>0.0%</u>
Total Expense	<u>191,678.18</u>	<u>239,235.00</u>	<u>-47,556.82</u>	<u>80.12%</u>
	<u>13,171.23</u>	<u>59,700.00</u>	<u>-46,528.77</u>	<u>22.06%</u>

La Jolla Village Merchant Association
Profit & Loss by Class
July 2020 through June 2021

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Advertising				
Co-op	0.00	2,200.00	0.00	2,200.00
Total Advertising	0.00	2,200.00	0.00	2,200.00
Associate Membership	0.00	1,065.00	0.00	1,065.00
Banner Income	0.00	13,690.00	0.00	13,690.00
BID Income	166,090.09	0.00	0.00	166,090.09
Grant Income	0.00	150.00	0.00	150.00
Hotel Booking Income	0.00	26.32	0.00	26.32
SBEP	0.00	0.00	21,628.00	21,628.00
Total Income	166,090.09	17,131.32	21,628.00	204,849.41
Expense				
Design/Beautification				
Banner	4,400.00	0.00	0.00	4,400.00
Holiday DecorRoof Line Lighting	7,090.00	0.00	0.00	7,090.00
Total Design/Beautification	11,490.00	0.00	0.00	11,490.00
Office /Administration				
Accounting/Bookkeeping	12,000.00	0.00	0.00	12,000.00
Audit	5,200.00	840.00	0.00	6,040.00
Dues/Subscriptions/Fees	679.40	0.00	0.00	679.40
Insurance	4,221.00	0.00	0.00	4,221.00
Internet	772.08	64.20	0.00	836.28
Office Maintenance Expense	300.00	0.00	0.00	300.00
Office Supplies	299.23	0.00	0.00	299.23
Parking	450.00	0.00	0.00	450.00
Postage & Delivery	348.71	0.00	0.00	348.71
Rent	21,831.97	168.13	0.00	22,000.10
Telephone	3,656.60	0.00	0.00	3,656.60
Utilities	579.70	0.00	0.00	579.70
Total Office /Administration	50,338.69	1,072.33	0.00	51,411.02
Outreach/Promotion				
Advertising & Publicity	14,286.91	0.00	0.00	14,286.91
Email Marketing	890.00	0.00	0.00	890.00
IT Maintenance	2,596.77	0.00	0.00	2,596.77
Marketing/Graphic Design	5,775.80	0.00	0.00	5,775.80
Printing	1,809.06	0.00	0.00	1,809.06
Promotional Materials	9.07	0.00	0.00	9.07
Website Design Maintenance	1,272.53	0.00	0.00	1,272.53
Total Outreach/Promotion	26,640.14	0.00	0.00	26,640.14
Personnel				
Employer Taxes - Federal	5,142.11	0.00	1,191.70	6,333.81
Employer Taxes - State	114.75	0.00	0.00	114.75
Executive Director	60,625.00	0.00	20,375.00	81,000.00
Health Insurance	11,879.88	2,887.76	0.00	14,767.64
Payroll Fees	1,498.82	0.00	0.00	1,498.82
Workers Compensation	-1,639.30	0.00	61.30	-1,578.00
Total Personnel	77,621.26	2,887.76	21,628.00	102,137.02
Total Expense	166,090.09	3,960.09	21,628.00	191,678.18
Net Income	0.00	13,171.23	0.00	13,171.23