

La Jolla Village Merchant Association

Balance Sheet

As of August 31, 2021

	<u>Aug 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	125,065.43
Total Checking/Savings	<u>125,065.43</u>
Accounts Receivable	
Accounts Receivable	2,253.27
Total Accounts Receivable	<u>2,253.27</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>130,616.43</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>130,616.43</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	13,229.36
Total Other Current Liabilities	<u>13,229.36</u>
Total Current Liabilities	<u>13,229.36</u>
Total Liabilities	13,229.36
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	97,093.93
Net Income	-506.86
Total Equity	<u>117,387.07</u>
TOTAL LIABILITIES & EQUITY	<u><u>130,616.43</u></u>

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

	<u>Jul - Aug 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	500.00	-500.00	0.0%
Newsletter Sponsorship	0.00	550.00	-550.00	0.0%
Website Ads	0.00	1,000.00	-1,000.00	0.0%
Total Advertising	<u>0.00</u>	<u>2,050.00</u>	<u>-2,050.00</u>	<u>0.0%</u>
Associate Membership	0.00	834.00	-834.00	0.0%
Banner Income	0.00	2,334.00	-2,334.00	0.0%
Bid CarryForward	0.00	464.00	-464.00	0.0%
BID Income	25,613.19	33,360.00	-7,746.81	76.78%
Grant Income	1,000.00	1,854.00	-854.00	53.94%
Hotel Booking Income	32.41	84.00	-51.59	38.58%
SBEP	0.00	3,502.00	-3,502.00	0.0%
Special Events.				
Enjoya La Jolla.	0.00	2,000.00	-2,000.00	0.0%
Total Special Events.	<u>0.00</u>	<u>2,000.00</u>	<u>-2,000.00</u>	<u>0.0%</u>
Total Income	<u>26,645.60</u>	<u>46,482.00</u>	<u>-19,836.40</u>	<u>57.33%</u>
Expense				
Contingency Funds	0.00	3,334.00	-3,334.00	0.0%
Design/Beautification				
Banner	0.00	334.00	-334.00	0.0%
Holiday DecorRoof Line Lighting	0.00	2,168.00	-2,168.00	0.0%
Total Design/Beautification	<u>0.00</u>	<u>2,502.00</u>	<u>-2,502.00</u>	<u>0.0%</u>
Office /Administration				
Accounting/Bookkeeping	1,000.00	2,000.00	-1,000.00	50.0%
Audit	0.00	1,618.00	-1,618.00	0.0%
Bank/Merchant Account Fees	0.00	84.00	-84.00	0.0%
Dues/Subscriptions/Fees	438.55	242.00	196.55	181.22%
Election Costs	0.00	168.00	-168.00	0.0%
Equipment & Furniture	859.23	168.00	691.23	511.45%
Insurance	0.00	834.00	-834.00	0.0%
Internet	0.00	118.00	-118.00	0.0%
Meeting	0.00	168.00	-168.00	0.0%
Office Maintenance Expense	0.00	36.00	-36.00	0.0%
Office Supplies	28.13	150.00	-121.87	18.75%
Parking	0.00	168.00	-168.00	0.0%
Postage & Delivery	259.11	112.00	147.11	231.35%
Professional Fees	0.00	168.00	-168.00	0.0%
Rent	2,765.20	2,800.00	-34.80	98.76%
Telephone	434.23	400.00	34.23	108.56%
Utilities	0.00	234.00	-234.00	0.0%
Total Office /Administration	<u>5,784.45</u>	<u>9,468.00</u>	<u>-3,683.55</u>	<u>61.1%</u>
Outreach/Promotion				
Advertising & Publicity	53.60	1,882.00	-1,828.40	2.85%
Co-Op Advertising	950.00	0.00	950.00	100.0%

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

	<u>Jul - Aug 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	102.31	118.00	-15.69	86.7%
IT Maintenance	735.52	418.00	317.52	175.96%
Marketing/Graphic Design	0.00	334.00	-334.00	0.0%
Printing	917.73	168.00	749.73	546.27%
Promotional Materials	0.00	500.00	-500.00	0.0%
Website Design Maintenance	0.00	168.00	-168.00	0.0%
Total Outreach/Promotion	<u>2,759.16</u>	<u>3,588.00</u>	<u>-828.84</u>	<u>76.9%</u>
Personnel				
Employer Taxes - Federal	1,101.89	1,394.00	-292.11	79.05%
Employer Taxes - State	0.00	236.00	-236.00	0.0%
Executive Director	13,500.00	15,336.00	-1,836.00	88.03%
Health Insurance	3,756.96	2,394.00	1,362.96	156.93%
Payroll Fees	250.00	500.00	-250.00	50.0%
Workers Compensation	0.00	500.00	-500.00	0.0%
Total Personnel	<u>18,608.85</u>	<u>20,360.00</u>	<u>-1,751.15</u>	<u>91.4%</u>
Special Events				
Enjoya La Jolla	0.00	2,000.00	-2,000.00	0.0%
Merchant Events	0.00	500.00	-500.00	0.0%
Total Special Events	<u>0.00</u>	<u>2,500.00</u>	<u>-2,500.00</u>	<u>0.0%</u>
Total Expense	<u>27,152.46</u>	<u>41,752.00</u>	<u>-14,599.54</u>	<u>65.03%</u>
Net Income	<u>-506.86</u>	<u>4,730.00</u>	<u>-5,236.86</u>	<u>-10.72%</u>

La Jolla Village Merchant Association

Profit & Loss by Class

July through August 2021

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
Income			
BID Income	25,613.19	0.00	25,613.19
Grant Income	0.00	1,000.00	1,000.00
Hotel Booking Income	<u>0.00</u>	<u>32.41</u>	<u>32.41</u>
Total Income	25,613.19	1,032.41	26,645.60
Expense			
Office /Administration			
Accounting/Bookkeeping	1,000.00	0.00	1,000.00
Dues/Subscriptions/Fees	438.55	0.00	438.55
Equipment & Furniture	859.23	0.00	859.23
Office Supplies	28.13	0.00	28.13
Postage & Delivery	259.11	0.00	259.11
Rent	2,765.20	0.00	2,765.20
Telephone	<u>434.23</u>	<u>0.00</u>	<u>434.23</u>
Total Office /Administration	5,784.45	0.00	5,784.45
Outreach/Promotion			
Advertising & Publicity	53.60	0.00	53.60
Co-Op Advertising	950.00	0.00	950.00
Email Marketing	70.00	32.31	102.31
IT Maintenance	735.52	0.00	735.52
Printing	<u>917.73</u>	<u>0.00</u>	<u>917.73</u>
Total Outreach/Promotion	2,726.85	32.31	2,759.16
Personnel			
Employer Taxes - Federal	1,101.89	0.00	1,101.89
Executive Director	13,500.00	0.00	13,500.00
Health Insurance	2,250.00	1,506.96	3,756.96
Payroll Fees	<u>250.00</u>	<u>0.00</u>	<u>250.00</u>
Total Personnel	17,101.89	1,506.96	18,608.85
Total Expense	<u>25,613.19</u>	<u>1,539.27</u>	<u>27,152.46</u>
Net Income	<u><u>0.00</u></u>	<u><u>-506.86</u></u>	<u><u>-506.86</u></u>