

# La Jolla Village Merchant Association

## Balance Sheet

As of September 30, 2021

Sep 30, 21

### ASSETS

#### Current Assets

##### Checking/Savings

Wells Fargo 122,348.73

Total Checking/Savings 122,348.73

##### Accounts Receivable

Accounts Receivable 2,253.27

Total Accounts Receivable 2,253.27

##### Other Current Assets

Prepaid Insurance 3,237.73

Total Other Current Assets 3,237.73

Total Current Assets 127,839.73

#### Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

**TOTAL ASSETS 127,839.73**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

BID Assessment 10,534.35

Total Other Current Liabilities 10,534.35

Total Current Liabilities 10,534.35

Total Liabilities 10,534.35

#### Equity

Interfund-Cost of Admin LJCAP 20,800.00

Unrestricted Net Assets 97,033.93

Net Income -528.55

Total Equity 117,305.38

**TOTAL LIABILITIES & EQUITY 127,839.73**

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

	<u>Jul - Sep 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
<b>Income</b>				
<b>Advertising</b>				
Co-op	0.00	750.00	-750.00	0.0%
Newsletter Sponsorship	0.00	825.00	-825.00	0.0%
Website Ads	0.00	1,500.00	-1,500.00	0.0%
<b>Total Advertising</b>	<b>0.00</b>	<b>3,075.00</b>	<b>-3,075.00</b>	<b>0.0%</b>
<b>Associate Membership</b>	<b>0.00</b>	<b>1,251.00</b>	<b>-1,251.00</b>	<b>0.0%</b>
<b>Banner Income</b>	<b>0.00</b>	<b>3,501.00</b>	<b>-3,501.00</b>	<b>0.0%</b>
<b>Bid CarryForward</b>	<b>0.00</b>	<b>696.00</b>	<b>-696.00</b>	<b>0.0%</b>
<b>BID Income</b>	<b>36,543.00</b>	<b>50,040.00</b>	<b>-13,497.00</b>	<b>73.03%</b>
<b>Grant Income</b>	<b>1,000.00</b>	<b>2,781.00</b>	<b>-1,781.00</b>	<b>35.96%</b>
<b>Hotel Booking Income</b>	<b>32.41</b>	<b>126.00</b>	<b>-93.59</b>	<b>25.72%</b>
<b>SBEP</b>	<b>0.00</b>	<b>5,253.00</b>	<b>-5,253.00</b>	<b>0.0%</b>
<b>Special Events.</b>				
Enjoya La Jolla.	0.00	3,000.00	-3,000.00	0.0%
<b>Total Special Events.</b>	<b>0.00</b>	<b>3,000.00</b>	<b>-3,000.00</b>	<b>0.0%</b>
<b>Total Income</b>	<b>37,575.41</b>	<b>69,723.00</b>	<b>-32,147.59</b>	<b>53.89%</b>
<b>Expense</b>				
<b>Contingency Funds</b>	<b>0.00</b>	<b>5,001.00</b>	<b>-5,001.00</b>	<b>0.0%</b>
<b>Design/Beautification</b>				
Banner	0.00	501.00	-501.00	0.0%
Holiday DecorRoof Line Lighting	0.00	3,252.00	-3,252.00	0.0%
<b>Total Design/Beautification</b>	<b>0.00</b>	<b>3,753.00</b>	<b>-3,753.00</b>	<b>0.0%</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	1,000.00	3,000.00	-2,000.00	33.33%
Audit	0.00	2,427.00	-2,427.00	0.0%
Bank/Merchant Account Fees	0.00	126.00	-126.00	0.0%
Dues/Subscriptions/Fees	988.55	363.00	625.55	272.33%
Election Costs	0.00	252.00	-252.00	0.0%
Equipment & Furniture	859.23	252.00	607.23	340.96%
Insurance	0.00	1,251.00	-1,251.00	0.0%
Internet	0.00	177.00	-177.00	0.0%
Meeting	0.00	252.00	-252.00	0.0%
Office Maintenance Expense	0.00	54.00	-54.00	0.0%
Office Supplies	28.13	225.00	-196.87	12.5%
Parking	0.00	252.00	-252.00	0.0%
Postage & Delivery	259.11	168.00	91.11	154.23%
Professional Fees	0.00	252.00	-252.00	0.0%
Rent	4,147.80	4,200.00	-52.20	98.76%
Telephone	434.23	600.00	-165.77	72.37%
Utilities	0.00	351.00	-351.00	0.0%
<b>Total Office /Administration</b>	<b>7,717.05</b>	<b>14,202.00</b>	<b>-6,484.95</b>	<b>54.34%</b>
<b>Outreach/Promotion</b>				
Advertising & Publicity	53.60	2,823.00	-2,769.40	1.9%
Co-Op Advertising	950.00	0.00	950.00	100.0%

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

	<u>Jul - Sep 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	264.00	177.00	87.00	149.15%
IT Maintenance	935.52	627.00	308.52	149.21%
Marketing/Graphic Design	0.00	501.00	-501.00	0.0%
Printing	1,033.56	252.00	781.56	410.14%
Promotional Materials	0.00	750.00	-750.00	0.0%
Website Design Maintenance	1,150.00	252.00	898.00	456.35%
<b>Total Outreach/Promotion</b>	<u>4,386.68</u>	<u>5,382.00</u>	<u>-995.32</u>	<u>81.51%</u>
<b>Personnel</b>				
Employer Taxes - Federal	1,618.27	2,091.00	-472.73	77.39%
Employer Taxes - State	0.00	354.00	-354.00	0.0%
Executive Director	20,250.00	23,004.00	-2,754.00	88.03%
Health Insurance	3,756.96	3,591.00	165.96	104.62%
Payroll Fees	375.00	750.00	-375.00	50.0%
Workers Compensation	0.00	750.00	-750.00	0.0%
<b>Total Personnel</b>	<u>26,000.23</u>	<u>30,540.00</u>	<u>-4,539.77</u>	<u>85.14%</u>
<b>Special Events</b>				
Enjoya La Jolla	0.00	3,000.00	-3,000.00	0.0%
Merchant Events	0.00	750.00	-750.00	0.0%
<b>Total Special Events</b>	<u>0.00</u>	<u>3,750.00</u>	<u>-3,750.00</u>	<u>0.0%</u>
<b>Total Expense</b>	<u>38,103.96</u>	<u>62,628.00</u>	<u>-24,524.04</u>	<u>60.84%</u>
<b>Net Income</b>	<u><u>-528.55</u></u>	<u><u>7,095.00</u></u>	<u><u>-7,623.55</u></u>	<u><u>-7.45%</u></u>

# La Jolla Village Merchant Association

## Profit & Loss by Class

July through September 2021

	<u>BID</u>	<u>Discretionary</u>	<u>TOTAL</u>
<b>Income</b>			
<b>BID Income</b>	36,543.00	0.00	36,543.00
<b>Grant Income</b>	0.00	1,000.00	1,000.00
<b>Hotel Booking Income</b>	0.00	32.41	32.41
<b>Total Income</b>	<u>36,543.00</u>	<u>1,032.41</u>	<u>37,575.41</u>
<b>Expense</b>			
<b>Office /Administration</b>			
Accounting/Bookkeeping	1,000.00	0.00	1,000.00
Dues/Subscriptions/Fees	988.55	0.00	988.55
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	4,147.80	0.00	4,147.80
Telephone	434.23	0.00	434.23
<b>Total Office /Administration</b>	<u>7,717.05</u>	<u>0.00</u>	<u>7,717.05</u>
<b>Outreach/Promotion</b>			
Advertising & Publicity	53.60	0.00	53.60
Co-Op Advertising	950.00	0.00	950.00
Email Marketing	210.00	54.00	264.00
IT Maintenance	935.52	0.00	935.52
Printing	1,033.56	0.00	1,033.56
Website Design Maintenance	1,150.00	0.00	1,150.00
<b>Total Outreach/Promotion</b>	<u>4,332.68</u>	<u>54.00</u>	<u>4,386.68</u>
<b>Personnel</b>			
Employer Taxes - Federal	1,618.27	0.00	1,618.27
Executive Director	20,250.00	0.00	20,250.00
Health Insurance	2,250.00	1,506.96	3,756.96
Payroll Fees	375.00	0.00	375.00
<b>Total Personnel</b>	<u>24,493.27</u>	<u>1,506.96</u>	<u>26,000.23</u>
<b>Total Expense</b>	<u>36,543.00</u>	<u>1,560.96</u>	<u>38,103.96</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>-528.55</u></u>	<u><u>-528.55</u></u>