

La Jolla Village Merchant Association

Balance Sheet

As of November 30, 2021

	<u>Nov 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	134,584.63
Total Checking/Savings	<u>134,584.63</u>
Accounts Receivable	
Accounts Receivable	388.27
Total Accounts Receivable	<u>388.27</u>
Other Current Assets	
Prepaid Insurance	3,237.73
Tech Assistance/Acctg. Rcvbl.	500.00
Total Other Current Assets	<u>3,737.73</u>
Total Current Assets	<u>138,710.63</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>138,710.63</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	4,295.71
SBEP Advance	17,422.00
Total Other Current Liabilities	<u>21,717.71</u>
Total Current Liabilities	<u>21,717.71</u>
Total Liabilities	21,717.71
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	95,168.93
Net Income	1,023.99
Total Equity	<u>116,992.92</u>
TOTAL LIABILITIES & EQUITY	<u><u>138,710.63</u></u>

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

	<u>Jul - Nov 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	1,250.00	-1,250.00	0.0%
Newsletter Sponsorship	0.00	1,375.00	-1,375.00	0.0%
Website Ads	0.00	2,500.00	-2,500.00	0.0%
Total Advertising	0.00	5,125.00	-5,125.00	0.0%
Associate Membership	17.00	2,085.00	-2,068.00	0.82%
Banner Income	3,087.50	5,835.00	-2,747.50	52.91%
Bid CarryForward	0.00	1,160.00	-1,160.00	0.0%
BID Income	67,847.22	83,400.00	-15,552.78	81.35%
Grant Income	1,000.00	4,635.00	-3,635.00	21.58%
Hotel Booking Income	32.41	210.00	-177.59	15.43%
SBEP	4,306.00	8,755.00	-4,449.00	49.18%
SBEP Tech. Assistance/Acctg.	500.00	0.00	500.00	100.0%
Special Events.				
Enjoya La Jolla.	0.00	5,000.00	-5,000.00	0.0%
Total Special Events.	0.00	5,000.00	-5,000.00	0.0%
Total Income	76,790.13	116,205.00	-39,414.87	66.08%
Expense				
Contingency Funds	0.00	8,335.00	-8,335.00	0.0%
Design/Beautification				
Banner	7,647.00	835.00	6,812.00	915.81%
Holiday DecorRoof Line Lighting	0.00	5,420.00	-5,420.00	0.0%
Total Design/Beautification	7,647.00	6,255.00	1,392.00	122.25%
Office /Administration				
Accounting/Bookkeeping	5,000.00	5,000.00	0.00	100.0%
Audit	2,000.00	4,045.00	-2,045.00	49.44%
Bank/Merchant Account Fees	0.00	210.00	-210.00	0.0%
Dues/Subscriptions/Fees	1,140.45	605.00	535.45	188.5%
Election Costs	259.11	420.00	-160.89	61.69%
Equipment & Furniture	859.23	420.00	439.23	204.58%
Insurance	0.00	2,085.00	-2,085.00	0.0%
Internet	0.00	295.00	-295.00	0.0%
Meeting	0.00	420.00	-420.00	0.0%
Office Maintenance Expense	0.00	90.00	-90.00	0.0%
Office Supplies	186.11	375.00	-188.89	49.63%
Parking	11.00	420.00	-409.00	2.62%
Postage & Delivery	0.00	280.00	-280.00	0.0%
Professional Fees	149.90	420.00	-270.10	35.69%
Rent	6,954.48	7,000.00	-45.52	99.35%
Telephone	1,218.49	1,000.00	218.49	121.85%
Utilities	0.00	585.00	-585.00	0.0%
Total Office /Administration	17,778.77	23,670.00	-5,891.23	75.11%
Outreach/Promotion				
Advertising & Publicity	1,448.60	4,705.00	-3,256.40	30.79%

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

	<u>Jul - Nov 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	404.00	295.00	109.00	136.95%
IT Maintenance	1,353.02	1,045.00	308.02	129.48%
Marketing/Graphic Design	0.00	835.00	-835.00	0.0%
Printing	1,033.56	420.00	613.56	246.09%
Promotional Materials	42.22	1,250.00	-1,207.78	3.38%
Website Design Maintenance	1,150.00	420.00	730.00	273.81%
Total Outreach/Promotion	<u>5,431.40</u>	<u>8,970.00</u>	<u>-3,538.60</u>	<u>60.55%</u>
Personnel				
Employer Taxes - Federal	2,651.03	3,485.00	-833.97	76.07%
Employer Taxes - State	0.00	590.00	-590.00	0.0%
Executive Director	33,750.00	38,340.00	-4,590.00	88.03%
Health Insurance	7,513.92	5,985.00	1,528.92	125.55%
Payroll Fees	625.00	1,250.00	-625.00	50.0%
Workers Compensation	0.00	1,250.00	-1,250.00	0.0%
Total Personnel	<u>44,539.95</u>	<u>50,900.00</u>	<u>-6,360.05</u>	<u>87.51%</u>
Special Events				
Enjoya La Jolla	0.00	5,000.00	-5,000.00	0.0%
Merchant Events	369.02	1,250.00	-880.98	29.52%
Total Special Events	<u>369.02</u>	<u>6,250.00</u>	<u>-5,880.98</u>	<u>5.9%</u>
Total Expense	<u>75,766.14</u>	<u>104,380.00</u>	<u>-28,613.86</u>	<u>72.59%</u>
Net Income	<u><u>1,023.99</u></u>	<u><u>11,825.00</u></u>	<u><u>-10,801.01</u></u>	<u><u>8.66%</u></u>

La Jolla Village Merchant Association

Profit & Loss by Class

July through November 2021

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Associate Membership	0.00	17.00	0.00	17.00
Banner Income	0.00	3,087.50	0.00	3,087.50
BID Income	67,847.22	0.00	0.00	67,847.22
Grant Income	0.00	1,000.00	0.00	1,000.00
Hotel Booking Income	0.00	32.41	0.00	32.41
SBEP	0.00	0.00	4,306.00	4,306.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	500.00	500.00
Total Income	<u>67,847.22</u>	<u>4,136.91</u>	<u>4,806.00</u>	<u>76,790.13</u>
Expense				
Design/Beautification				
Banner	7,647.00	0.00	0.00	7,647.00
Total Design/Beautification	<u>7,647.00</u>	<u>0.00</u>	<u>0.00</u>	<u>7,647.00</u>
Office /Administration				
Accounting/Bookkeeping	4,500.00	0.00	500.00	5,000.00
Audit	2,000.00	0.00	0.00	2,000.00
Dues/Subscriptions/Fees	1,140.45	0.00	0.00	1,140.45
Election Costs	259.11	0.00	0.00	259.11
Equipment & Furniture	859.23	0.00	0.00	859.23
Office Supplies	186.11	0.00	0.00	186.11
Parking	11.00	0.00	0.00	11.00
Professional Fees	149.90	0.00	0.00	149.90
Rent	6,954.48	0.00	0.00	6,954.48
Telephone	1,218.49	0.00	0.00	1,218.49
Total Office /Administration	<u>17,278.77</u>	<u>0.00</u>	<u>500.00</u>	<u>17,778.77</u>
Outreach/Promotion				
Advertising & Publicity	1,403.60	45.00	0.00	1,448.60
Email Marketing	350.00	54.00	0.00	404.00
IT Maintenance	1,353.02	0.00	0.00	1,353.02
Printing	1,033.56	0.00	0.00	1,033.56
Promotional Materials	42.22	0.00	0.00	42.22
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	<u>5,332.40</u>	<u>99.00</u>	<u>0.00</u>	<u>5,431.40</u>
Personnel				
Employer Taxes - Federal	2,345.03	0.00	306.00	2,651.03
Executive Director	29,750.00	0.00	4,000.00	33,750.00
Health Insurance	4,500.00	3,013.92	0.00	7,513.92
Payroll Fees	625.00	0.00	0.00	625.00
Total Personnel	<u>37,220.03</u>	<u>3,013.92</u>	<u>4,306.00</u>	<u>44,539.95</u>
Special Events				
Merchant Events	369.02	0.00	0.00	369.02
Total Special Events	<u>369.02</u>	<u>0.00</u>	<u>0.00</u>	<u>369.02</u>
Total Expense	<u>67,847.22</u>	<u>3,112.92</u>	<u>4,806.00</u>	<u>75,766.14</u>
	<u>0.00</u>	<u>1,023.99</u>	<u>0.00</u>	<u>1,023.99</u>