

La Jolla Village Merchant Association

Balance Sheet

As of October 31, 2021

	Oct 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Wells Fargo	145,560.10
Total Checking/Savings	145,560.10
Accounts Receivable	
Accounts Receivable	388.27
Total Accounts Receivable	388.27
Other Current Assets	
Prepaid Insurance	3,237.73
Tech Assistance/Acctg. Rcvbl.	500.00
Total Other Current Assets	3,737.73
Total Current Assets	149,686.10
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	149,686.10
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	1,010.27
SBEP Advance	33,765.77
Total Other Current Liabilities	34,776.04
Total Current Liabilities	34,776.04
Total Liabilities	34,776.04
Equity	
Interfund-Cost of Admin LJCAP	20,800.00
Unrestricted Net Assets	95,168.93
Net Income	-1,058.87
Total Equity	114,910.06
TOTAL LIABILITIES & EQUITY	149,686.10

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

	<u>Jul - Oct 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	1,000.00	-1,000.00	0.0%
Newsletter Sponsorship	0.00	1,100.00	-1,100.00	0.0%
Website Ads	0.00	2,000.00	-2,000.00	0.0%
Total Advertising	0.00	4,100.00	-4,100.00	0.0%
Associate Membership	17.00	1,668.00	-1,651.00	1.02%
Banner Income	0.00	4,668.00	-4,668.00	0.0%
Bid CarryForward	0.00	928.00	-928.00	0.0%
BID Income	46,067.08	66,720.00	-20,652.92	69.05%
Grant Income	1,000.00	3,708.00	-2,708.00	26.97%
Hotel Booking Income	32.41	168.00	-135.59	19.29%
SBEP	2,153.00	7,004.00	-4,851.00	30.74%
SBEP Tech. Assistance/Acctg.	500.00	0.00	500.00	100.0%
Special Events.				
Enjoya La Jolla.	0.00	4,000.00	-4,000.00	0.0%
Total Special Events.	0.00	4,000.00	-4,000.00	0.0%
Total Income	49,769.49	92,964.00	-43,194.51	53.54%
Expense				
Contingency Funds	0.00	6,668.00	-6,668.00	0.0%
Design/Beautification				
Banner	0.00	668.00	-668.00	0.0%
Holiday DecorRoof Line Lighting	0.00	4,336.00	-4,336.00	0.0%
Total Design/Beautification	0.00	5,004.00	-5,004.00	0.0%
Office /Administration				
Accounting/Bookkeeping	3,000.00	4,000.00	-1,000.00	75.0%
Audit	0.00	3,236.00	-3,236.00	0.0%
Bank/Merchant Account Fees	0.00	168.00	-168.00	0.0%
Dues/Subscriptions/Fees	1,140.45	484.00	656.45	235.63%
Election Costs	0.00	336.00	-336.00	0.0%
Equipment & Furniture	859.23	336.00	523.23	255.72%
Insurance	0.00	1,668.00	-1,668.00	0.0%
Internet	0.00	236.00	-236.00	0.0%
Meeting	0.00	336.00	-336.00	0.0%
Office Maintenance Expense	0.00	72.00	-72.00	0.0%
Office Supplies	28.13	300.00	-271.87	9.38%
Parking	0.00	336.00	-336.00	0.0%
Postage & Delivery	259.11	224.00	35.11	115.67%
Professional Fees	0.00	336.00	-336.00	0.0%
Rent	5,530.40	5,600.00	-69.60	98.76%
Telephone	823.21	800.00	23.21	102.9%
Utilities	0.00	468.00	-468.00	0.0%
Total Office /Administration	11,640.53	18,936.00	-7,295.47	61.47%
Outreach/Promotion				
Advertising & Publicity	1,048.60	3,764.00	-2,715.40	27.86%

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

	Jul - Oct 21	Budget	Variance	% of Budget
Email Marketing	334.00	236.00	98.00	141.53%
IT Maintenance	935.52	836.00	99.52	111.9%
Marketing/Graphic Design	0.00	668.00	-668.00	0.0%
Printing	1,033.56	336.00	697.56	307.61%
Promotional Materials	42.22	1,000.00	-957.78	4.22%
Website Design Maintenance	1,150.00	336.00	814.00	342.26%
Total Outreach/Promotion	4,543.90	7,176.00	-2,632.10	63.32%
Personnel				
Employer Taxes - Federal	2,134.65	2,788.00	-653.35	76.57%
Employer Taxes - State	0.00	472.00	-472.00	0.0%
Executive Director	27,000.00	30,672.00	-3,672.00	88.03%
Health Insurance	5,009.28	4,788.00	221.28	104.62%
Payroll Fees	500.00	1,000.00	-500.00	50.0%
Workers Compensation	0.00	1,000.00	-1,000.00	0.0%
Total Personnel	34,643.93	40,720.00	-6,076.07	85.08%
Special Events				
Enjoya La Jolla	0.00	4,000.00	-4,000.00	0.0%
Merchant Events	0.00	1,000.00	-1,000.00	0.0%
Total Special Events	0.00	5,000.00	-5,000.00	0.0%
Total Expense	50,828.36	83,504.00	-32,675.64	60.87%
Net Income	-1,058.87	9,460.00	-10,518.87	-11.19%

La Jolla Village Merchant Association

Profit & Loss by Class

July through October 2021

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
Income				
Associate Membership	0.00	17.00	0.00	17.00
BID Income	46,067.08	0.00	0.00	46,067.08
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	2,153.00	2,153.00
SBEP Tech. Assistance/Acctg.	0.00	0.00	500.00	500.00
Total Income	<u>46,067.08</u>	<u>1,049.41</u>	<u>2,653.00</u>	<u>49,769.49</u>
Expense				
Office /Administration				
Accounting/Bookkeeping	2,500.00	0.00	500.00	3,000.00
Dues/Subscriptions/Fees	1,140.45	0.00	0.00	1,140.45
Equipment & Furniture	859.23	0.00	0.00	859.23
Office Supplies	28.13	0.00	0.00	28.13
Postage & Delivery	259.11	0.00	0.00	259.11
Rent	5,530.40	0.00	0.00	5,530.40
Telephone	823.21	0.00	0.00	823.21
Total Office /Administration	<u>11,140.53</u>	<u>0.00</u>	<u>500.00</u>	<u>11,640.53</u>
Outreach/Promotion				
Advertising & Publicity	1,003.60	45.00	0.00	1,048.60
Email Marketing	280.00	54.00	0.00	334.00
IT Maintenance	935.52	0.00	0.00	935.52
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>4,444.90</u>	<u>99.00</u>	<u>0.00</u>	<u>4,543.90</u>
Personnel				
Employer Taxes - Federal	1,981.65	0.00	153.00	2,134.65
Executive Director	25,000.00	0.00	2,000.00	27,000.00
Health Insurance	3,000.00	2,009.28	0.00	5,009.28
Payroll Fees	500.00	0.00	0.00	500.00
Total Personnel	<u>30,481.65</u>	<u>2,009.28</u>	<u>2,153.00</u>	<u>34,643.93</u>
Total Expense	<u>46,067.08</u>	<u>2,108.28</u>	<u>2,653.00</u>	<u>50,828.36</u>
Net Income	<u><u>0.00</u></u>	<u><u>-1,058.87</u></u>	<u><u>0.00</u></u>	<u><u>-1,058.87</u></u>