

# La Jolla Village Merchant Association

## Balance Sheet

As of December 31, 2021

Dec 31, 21

### ASSETS

#### Current Assets

##### Checking/Savings

Wells Fargo 132,576.34

Total Checking/Savings 132,576.34

##### Accounts Receivable

Accounts Receivable 388.27

Total Accounts Receivable 388.27

##### Other Current Assets

Prepaid Insurance 3,237.73

Total Other Current Assets 3,237.73

Total Current Assets 136,202.34

#### Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

**TOTAL ASSETS 136,202.34**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

BID Assessment 3,946.11

SBEP Advance 15,269.00

Total Other Current Liabilities 19,215.11

Total Current Liabilities 19,215.11

Total Liabilities 19,215.11

#### Equity

Interfund-Cost of Admin LJCAP 20,800.00

Unrestricted Net Assets 95,168.93

Net Income 1,018.30

Total Equity 116,987.23

**TOTAL LIABILITIES & EQUITY 136,202.34**

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

	<u>Jul - Dec 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
<b>Income</b>				
<b>Advertising</b>				
Co-op	0.00	1,500.00	-1,500.00	0.0%
Newsletter Sponsorship	0.00	1,650.00	-1,650.00	0.0%
Website Ads	0.00	3,000.00	-3,000.00	0.0%
<b>Total Advertising</b>	<b>0.00</b>	<b>6,150.00</b>	<b>-6,150.00</b>	<b>0.0%</b>
<b>Associate Membership</b>	<b>17.00</b>	<b>2,502.00</b>	<b>-2,485.00</b>	<b>0.68%</b>
<b>Banner Income</b>	<b>3,087.50</b>	<b>7,002.00</b>	<b>-3,914.50</b>	<b>44.1%</b>
<b>Bid CarryForward</b>	<b>0.00</b>	<b>1,392.00</b>	<b>-1,392.00</b>	<b>0.0%</b>
<b>BID Income</b>	<b>76,034.54</b>	<b>100,080.00</b>	<b>-24,045.46</b>	<b>75.97%</b>
<b>Grant Income</b>	<b>1,000.00</b>	<b>5,562.00</b>	<b>-4,562.00</b>	<b>17.98%</b>
<b>Hotel Booking Income</b>	<b>32.41</b>	<b>252.00</b>	<b>-219.59</b>	<b>12.86%</b>
<b>SBEP</b>	<b>6,459.00</b>	<b>10,506.00</b>	<b>-4,047.00</b>	<b>61.48%</b>
<b>Special Events.</b>				
Enjoya La Jolla.	0.00	6,000.00	-6,000.00	0.0%
<b>Total Special Events.</b>	<b>0.00</b>	<b>6,000.00</b>	<b>-6,000.00</b>	<b>0.0%</b>
<b>Total Income</b>	<b>86,630.45</b>	<b>139,446.00</b>	<b>-52,815.55</b>	<b>62.13%</b>
<b>Expense</b>				
<b>Contingency Funds</b>	<b>0.00</b>	<b>10,002.00</b>	<b>-10,002.00</b>	<b>0.0%</b>
<b>Design/Beautification</b>				
Banner	7,647.00	1,002.00	6,645.00	763.17%
Holiday DecorRoof Line Lighting	0.00	6,504.00	-6,504.00	0.0%
<b>Total Design/Beautification</b>	<b>7,647.00</b>	<b>7,506.00</b>	<b>141.00</b>	<b>101.88%</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	5,000.00	6,000.00	-1,000.00	83.33%
Audit	2,000.00	4,854.00	-2,854.00	41.2%
Bank/Merchant Account Fees	5.69	252.00	-246.31	2.26%
Dues/Subscriptions/Fees	1,140.45	726.00	414.45	157.09%
Election Costs	259.11	504.00	-244.89	51.41%
Equipment & Furniture	859.23	504.00	355.23	170.48%
Insurance	0.00	2,502.00	-2,502.00	0.0%
Internet	0.00	354.00	-354.00	0.0%
Meeting	0.00	504.00	-504.00	0.0%
Office Maintenance Expense	0.00	108.00	-108.00	0.0%
Office Supplies	186.11	450.00	-263.89	41.36%
Parking	11.00	504.00	-493.00	2.18%
Postage & Delivery	0.00	336.00	-336.00	0.0%
Professional Fees	149.90	504.00	-354.10	29.74%
Rent	8,378.56	8,400.00	-21.44	99.75%
Telephone	1,429.65	1,200.00	229.65	119.14%
Utilities	0.00	702.00	-702.00	0.0%
<b>Total Office /Administration</b>	<b>19,419.70</b>	<b>28,404.00</b>	<b>-8,984.30</b>	<b>68.37%</b>
<b>Outreach/Promotion</b>				
Advertising & Publicity	1,448.60	5,646.00	-4,197.40	25.66%
Email Marketing	474.00	354.00	120.00	133.9%

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

	<u>Jul - Dec 21</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
IT Maintenance	1,721.77	1,254.00	467.77	137.3%
Marketing/Graphic Design	0.00	1,002.00	-1,002.00	0.0%
Printing	1,033.56	504.00	529.56	205.07%
Promotional Materials	149.95	1,500.00	-1,350.05	10.0%
Website Design Maintenance	1,150.00	504.00	646.00	228.18%
<b>Total Outreach/Promotion</b>	<u>5,977.88</u>	<u>10,764.00</u>	<u>-4,786.12</u>	<u>55.54%</u>
<b>Personnel</b>				
Employer Taxes - Federal	3,167.41	4,182.00	-1,014.59	75.74%
Employer Taxes - State	0.00	708.00	-708.00	0.0%
Executive Director	40,500.00	46,008.00	-5,508.00	88.03%
Health Insurance	7,513.92	7,182.00	331.92	104.62%
Payroll Fees	812.50	1,500.00	-687.50	54.17%
Workers Compensation	0.00	1,500.00	-1,500.00	0.0%
<b>Total Personnel</b>	<u>51,993.83</u>	<u>61,080.00</u>	<u>-9,086.17</u>	<u>85.12%</u>
<b>Special Events</b>				
Enjoya La Jolla	0.00	6,000.00	-6,000.00	0.0%
Merchant Events	573.74	1,500.00	-926.26	38.25%
<b>Total Special Events</b>	<u>573.74</u>	<u>7,500.00</u>	<u>-6,926.26</u>	<u>7.65%</u>
<b>Total Expense</b>	<u>85,612.15</u>	<u>125,256.00</u>	<u>-39,643.85</u>	<u>68.35%</u>
<b>Net Income</b>	<u><b>1,018.30</b></u>	<u><b>14,190.00</b></u>	<u><b>-13,171.70</b></u>	<u><b>7.18%</b></u>

# La Jolla Village Merchant Association

## Profit & Loss by Class

July through December 2021

	<u>BID</u>	<u>Discretionary</u>	<u>SBEP</u>	<u>TOTAL</u>
<b>Income</b>				
Associate Membership	0.00	17.00	0.00	17.00
Banner Income	0.00	3,087.50	0.00	3,087.50
BID Income	75,534.54	0.00	500.00	76,034.54
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	6,459.00	6,459.00
<b>Total Income</b>	<b>75,534.54</b>	<b>4,136.91</b>	<b>6,959.00</b>	<b>86,630.45</b>
<b>Expense</b>				
<b>Design/Beautification</b>				
Banner	7,647.00	0.00	0.00	7,647.00
<b>Total Design/Beautification</b>	<b>7,647.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7,647.00</b>
<b>Office /Administration</b>				
Accounting/Bookkeeping	4,500.00	0.00	500.00	5,000.00
Audit	2,000.00	0.00	0.00	2,000.00
Bank/Merchant Account Fees	0.00	5.69	0.00	5.69
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	8,378.56	0.00	0.00	8,378.56
Telephone	1,429.65	0.00	0.00	1,429.65
<b>Total Office /Administration</b>	<b>18,914.01</b>	<b>5.69</b>	<b>500.00</b>	<b>19,419.70</b>
<b>Outreach/Promotion</b>				
Advertising & Publicity	1,403.60	45.00	0.00	1,448.60
Email Marketing	420.00	54.00	0.00	474.00
IT Maintenance	1,721.77	0.00	0.00	1,721.77
Printing	1,033.56	0.00	0.00	1,033.56
Promotional Materials	149.95	0.00	0.00	149.95
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
<b>Total Outreach/Promotion</b>	<b>5,878.88</b>	<b>99.00</b>	<b>0.00</b>	<b>5,977.88</b>
<b>Personnel</b>				
Employer Taxes - Federal	2,708.41	0.00	459.00	3,167.41
Executive Director	34,500.00	0.00	6,000.00	40,500.00
Health Insurance	4,500.00	3,013.92	0.00	7,513.92
Payroll Fees	812.50	0.00	0.00	812.50
<b>Total Personnel</b>	<b>42,520.91</b>	<b>3,013.92</b>	<b>6,459.00</b>	<b>51,993.83</b>
<b>Special Events</b>				
Merchant Events	573.74	0.00	0.00	573.74
<b>Total Special Events</b>	<b>573.74</b>	<b>0.00</b>	<b>0.00</b>	<b>573.74</b>
<b>Total Expense</b>	<b>75,534.54</b>	<b>3,118.61</b>	<b>6,959.00</b>	<b>85,612.15</b>
<b>Net Income</b>	<b>0.00</b>	<b>1,018.30</b>	<b>0.00</b>	<b>1,018.30</b>