

La Jolla Village Merchant Association

Balance Sheet

As of March 31, 2022

Mar 31, 22

ASSETS

Current Assets

Checking/Savings

First Republic 17,827.00

Wells Fargo 133,928.42

Total Checking/Savings 151,755.42

Accounts Receivable

Accounts Receivable 2,388.27

Total Accounts Receivable 2,388.27

Other Current Assets

Security Deposit 1,358.00

Tech Assistance/Acctg. Rcvbl. 1,000.00

Total Other Current Assets 2,358.00

Total Current Assets 156,501.69

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 156,501.69

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

BID Assessment 14,373.84

SBEP Advance 6,632.12

Total Other Current Liabilities 21,005.96

Total Current Liabilities 21,005.96

Total Liabilities 21,005.96

Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 94,491.20

Net Income 3,579.53

Total Equity 135,495.73

TOTAL LIABILITIES & EQUITY 156,501.69

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2021 through March 2022

	<u>Jul '21 - Mar 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	2,250.00	-2,250.00	0.0%
Newsletter Sponsorship	0.00	2,475.00	-2,475.00	0.0%
Website Ads	0.00	4,500.00	-4,500.00	0.0%
Total Advertising	0.00	9,225.00	-9,225.00	0.0%
Associate Membership	17.00	3,753.00	-3,736.00	0.45%
Banner Income	5,575.00	10,503.00	-4,928.00	53.08%
Bid CarryForward	0.00	2,322.00	-2,322.00	0.0%
BID Income	106,420.96	150,120.00	-43,699.04	70.89%
Grant Income	3,000.00	8,343.00	-5,343.00	35.96%
Hotel Booking Income	32.41	378.00	-345.59	8.57%
Other Income	308.05			
SBEP	16,595.88	15,759.00	836.88	105.31%
Special Events.				
Merchant Events	0.00	9,000.00	-9,000.00	0.0%
Total Special Events.	0.00	9,000.00	-9,000.00	0.0%
Total Income	131,949.30	209,403.00	-77,453.70	63.01%
Expense				
Contingency Funds	0.00	11,250.00	-11,250.00	0.0%
Design/Beautification				
Banner	0.00	1,503.00	-1,503.00	0.0%
Holiday DecorRoof Line Lighting	7,647.00	13,500.00	-5,853.00	56.64%
Total Design/Beautification	7,647.00	15,003.00	-7,356.00	50.97%
Office /Administration				
Accounting/Bookkeeping	8,000.00	9,000.00	-1,000.00	88.89%
Audit	4,500.00	7,281.00	-2,781.00	61.81%
Bank/Merchant Account Fees	5.69	378.00	-372.31	1.51%
Dues/Subscriptions/Fees	1,259.85	1,836.00	-576.15	68.62%
Election Costs	259.11	756.00	-496.89	34.27%
Equipment & Furniture	859.23	756.00	103.23	113.66%
Insurance	0.00	3,753.00	-3,753.00	0.0%
Internet	307.88	531.00	-223.12	57.98%
Meeting	11.00	756.00	-745.00	1.46%
Office Maintenance Expense	0.00	162.00	-162.00	0.0%
Office Supplies	222.56	675.00	-452.44	32.97%
Postage & Delivery	0.00	504.00	-504.00	0.0%
Professional Fees	149.90	756.00	-606.10	19.83%
Rent	12,650.80	12,600.00	50.80	100.4%
Telephone	2,099.36	1,800.00	299.36	116.63%
Utilities	0.00	1,053.00	-1,053.00	0.0%
Total Office /Administration	30,325.38	42,597.00	-12,271.62	71.19%
Outreach/Promotion				
Advertising & Publicity	2,648.60	8,721.00	-6,072.40	30.37%

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
 July 2021 through March 2022

	<u>Jul '21 - Mar 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	719.00	531.00	188.00	135.41%
IT Maintenance	2,146.77	1,881.00	265.77	114.13%
Marketing/Graphic Design	0.00	1,503.00	-1,503.00	0.0%
Printing	1,441.67	756.00	685.67	190.7%
Promotional Materials	149.95	2,250.00	-2,100.05	6.66%
Website Design Maintenance	1,150.00	756.00	394.00	152.12%
Total Outreach/Promotion	8,255.99	16,398.00	-8,142.01	50.35%
Personnel				
Employer Taxes - Federal	4,762.80	6,273.00	-1,510.20	75.93%
Employer Taxes - State	114.76	1,062.00	-947.24	10.81%
Executive Director	60,750.00	69,012.00	-8,262.00	88.03%
Health Insurance	12,913.24	10,773.00	2,140.24	119.87%
Payroll Fees	1,234.75	2,250.00	-1,015.25	54.88%
Workers Compensation	0.00	2,250.00	-2,250.00	0.0%
Total Personnel	79,775.55	91,620.00	-11,844.45	87.07%
Special Events				
Merchant Events	2,365.85	11,250.00	-8,884.15	21.03%
Total Special Events	2,365.85	11,250.00	-8,884.15	21.03%
Total Expense	128,369.77	188,118.00	-59,748.23	68.24%
Net Income	3,579.53	21,285.00	-17,705.47	16.82%

La Jolla Village Merchant Association

Profit & Loss by Class

July 2021 through March 2022

	<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	5,575.00	0.00	5,575.00
BID Income	105,920.96	0.00	500.00	106,420.96
Grant Income	0.00	3,000.00	0.00	3,000.00
Hotel Booking Income	0.00	32.41	0.00	32.41
Other Income	0.00	308.05	0.00	308.05
SBEP	0.00	0.00	16,595.88	16,595.88
Total Income	105,920.96	8,932.46	17,095.88	131,949.30
Expense				
Design/Beautification				
Holiday Decor/Line Lighting	7,647.00	0.00	0.00	7,647.00
Total Design/Beautification	7,647.00	0.00	0.00	7,647.00
Office /Administration				
Accounting/Bookkeeping	6,000.00	0.00	2,000.00	8,000.00
Audit	4,500.00	0.00	0.00	4,500.00
Bank/Merchant Account Fees	0.00	5.69	0.00	5.69
Dues/Subscriptions/Fees	1,259.85	0.00	0.00	1,259.85
Election Costs	259.11	0.00	0.00	259.11
Equipment & Furniture	859.23	0.00	0.00	859.23
Internet	307.88	0.00	0.00	307.88
Meeting	11.00	0.00	0.00	11.00
Office Supplies	222.56	0.00	0.00	222.56
Professional Fees	149.90	0.00	0.00	149.90
Rent	12,650.80	0.00	0.00	12,650.80
Telephone	2,099.36	0.00	0.00	2,099.36
Total Office /Administration	28,319.69	5.69	2,000.00	30,325.38
Outreach/Promotion				
Advertising & Publicity	2,603.60	45.00	0.00	2,648.60
Email Marketing	630.00	89.00	0.00	719.00
IT Maintenance	2,146.77	0.00	0.00	2,146.77
Printing	1,441.67	0.00	0.00	1,441.67
Promotional Materials	149.95	0.00	0.00	149.95
Website Design Maintenance	1,150.00	0.00	0.00	1,150.00
Total Outreach/Promotion	8,121.99	134.00	0.00	8,255.99
Personnel				
Employer Taxes - Federal	3,666.92	0.00	1,095.88	4,762.80
Employer Taxes - State	114.76	0.00	0.00	114.76
Executive Director	46,750.00	0.00	14,000.00	60,750.00
Health Insurance	7,700.00	5,213.24	0.00	12,913.24
Payroll Fees	1,234.75	0.00	0.00	1,234.75
Total Personnel	59,466.43	5,213.24	15,095.88	79,775.55
Special Events				
Merchant Events	2,365.85	0.00	0.00	2,365.85
Total Special Events	2,365.85	0.00	0.00	2,365.85
Total Expense	105,920.96	5,352.93	17,095.88	128,369.77
Net Income	0.00	3,579.53	0.00	3,579.53