

La Jolla Village Merchant Association

Balance Sheet

As of April 30, 2022

Apr 30, 22

ASSETS

Current Assets

Checking/Savings

First Republic 17,827.00

Wells Fargo 134,335.23

Total Checking/Savings 152,162.23

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. 2,000.00

Total Other Current Assets 3,358.00

Total Current Assets 157,908.50

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 157,908.50

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

BID Assessment 20,034.66

SBEP Advance 3,137.12

Total Other Current Liabilities 23,171.78

Total Current Liabilities 23,171.78

Total Liabilities 23,171.78

Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 94,491.20

Net Income 2,820.52

Total Equity 134,736.72

TOTAL LIABILITIES & EQUITY 157,908.50

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

	<u>Jul '21 - Apr 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	2,500.00	-2,500.00	0.0%
Newsletter Sponsorship	0.00	2,750.00	-2,750.00	0.0%
Website Ads	0.00	5,000.00	-5,000.00	0.0%
Total Advertising	0.00	10,250.00	-10,250.00	0.0%
Associate Membership	17.00	4,170.00	-4,153.00	0.41%
Banner Income	5,575.00	11,670.00	-6,095.00	47.77%
Bid CarryForward	0.00	2,580.00	-2,580.00	0.0%
BID Income	116,875.85	166,800.00	-49,924.15	70.07%
Grant Income	3,000.00	9,270.00	-6,270.00	32.36%
Hotel Booking Income	32.41	420.00	-387.59	7.72%
Other Income	308.05			
SBEP	21,590.88	17,510.00	4,080.88	123.31%
Special Events.				
Merchant Events	0.00	10,000.00	-10,000.00	0.0%
Total Special Events.	0.00	10,000.00	-10,000.00	0.0%
Total Income	147,399.19	232,670.00	-85,270.81	63.35%
Expense				
Contingency Funds	0.00	12,500.00	-12,500.00	0.0%
Design/Beautification				
Banner	0.00	1,670.00	-1,670.00	0.0%
Holiday DecorRoof Line Lighting	7,647.00	15,000.00	-7,353.00	50.98%
Total Design/Beautification	7,647.00	16,670.00	-9,023.00	45.87%
Office /Administration				
Accounting/Bookkeeping	9,000.00	10,000.00	-1,000.00	90.0%
Audit	4,500.00	8,090.00	-3,590.00	55.62%
Bank/Merchant Account Fees	5.69	420.00	-414.31	1.36%
Dues/Subscriptions/Fees	1,455.06	2,040.00	-584.94	71.33%
Election Costs	259.11	840.00	-580.89	30.85%
Equipment & Furniture	859.23	840.00	19.23	102.29%
Insurance	3,954.00	4,170.00	-216.00	94.82%
Internet	396.88	590.00	-193.12	67.27%
Meeting	24.97	840.00	-815.03	2.97%
Office Maintenance Expense	0.00	180.00	-180.00	0.0%
Office Supplies	222.56	750.00	-527.44	29.68%
Postage & Delivery	0.00	560.00	-560.00	0.0%
Professional Fees	149.90	840.00	-690.10	17.85%
Rent	13,969.20	14,000.00	-30.80	99.78%
Telephone	2,307.04	2,000.00	307.04	115.35%
Utilities	105.68	1,170.00	-1,064.32	9.03%
Total Office /Administration	37,209.32	47,330.00	-10,120.68	78.62%
Outreach/Promotion				
Advertising & Publicity	2,648.60	9,690.00	-7,041.40	27.33%
Email Marketing	789.00	590.00	199.00	133.73%

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

	<u>Jul '21 - Apr 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
IT Maintenance	2,361.77	2,090.00	271.77	113.0%
Marketing/Graphic Design	357.00	1,670.00	-1,313.00	21.38%
Printing	1,441.67	840.00	601.67	171.63%
Promotional Materials	149.95	2,500.00	-2,350.05	6.0%
Website Design Maintenance	1,311.80	840.00	471.80	156.17%
Total Outreach/Promotion	<u>9,059.79</u>	<u>18,220.00</u>	<u>-9,160.21</u>	<u>49.72%</u>
Personnel				
Employer Taxes - Federal	5,020.99	6,970.00	-1,949.01	72.04%
Employer Taxes - State	114.76	1,180.00	-1,065.24	9.73%
Executive Director	64,125.00	76,680.00	-12,555.00	83.63%
Health Insurance	14,263.07	11,970.00	2,293.07	119.16%
Payroll Fees	1,367.25	2,500.00	-1,132.75	54.69%
Workers Compensation	0.00	2,500.00	-2,500.00	0.0%
Total Personnel	<u>84,891.07</u>	<u>101,800.00</u>	<u>-16,908.93</u>	<u>83.39%</u>
Special Events				
Merchant Events	5,771.49	12,500.00	-6,728.51	46.17%
Total Special Events	<u>5,771.49</u>	<u>12,500.00</u>	<u>-6,728.51</u>	<u>46.17%</u>
Total Expense	<u>144,578.67</u>	<u>209,020.00</u>	<u>-64,441.33</u>	<u>69.17%</u>
Net Income	<u>2,820.52</u>	<u>23,650.00</u>	<u>-20,829.48</u>	<u>11.93%</u>

La Jolla Village Merchant Association
Profit & Loss by Class
 July 2021 through April 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	116,875.85	0.00	0.00	116,875.85
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	21,590.88	21,590.88
Total Income	116,875.85	8,932.46	21,590.88	147,399.19
Expense				
Design/Beautification				
Holiday DecorRoof 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	3,000.00	9,000.00
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	195.21	0.00	1,455.06
Election Costs	259.11	0.00	0.00	259.11
Equipment & Furniture	859.23	0.00	0.00	859.23
Insurance	3,954.00	0.00	0.00	3,954.00
Internet	396.88	0.00	0.00	396.88
Meeting	11.00	13.97	0.00	24.97
Office Supplies	222.56	0.00	0.00	222.56
Professional Fees	149.90	0.00	0.00	149.90
Rent	13,969.20	0.00	0.00	13,969.20
Telephone	2,307.04	0.00	0.00	2,307.04
Utilities	105.68	0.00	0.00	105.68
Total Office /Administration	33,994.45	214.87	3,000.00	37,209.32
Outreach/Promotion				
Advertising & Publicity	2,603.60	45.00	0.00	2,648.60
Email Marketing	700.00	89.00	0.00	789.00
IT Maintenance	2,361.77	0.00	0.00	2,361.77
Marketing/Graphic Design	357.00	0.00	0.00	357.00
Printing	1,441.67	0.00	0.00	1,441.67
Promotional Materials	149.95	0.00	0.00	149.95
Website Design Maintenance	1,311.80	0.00	0.00	1,311.80
Total Outreach/Promotion	8,925.79	134.00	0.00	9,059.79
Personnel				
Employer Taxes - Federal	3,805.11	0.00	1,215.88	5,020.99
Employer Taxes - State	114.76	0.00	0.00	114.76
Executive Director	46,750.00	0.00	17,375.00	64,125.00
Health Insurance	8,500.00	5,763.07	0.00	14,263.07
Payroll Fees	1,367.25	0.00	0.00	1,367.25
Total Personnel	60,537.12	5,763.07	18,590.88	84,891.07
Special Events				
Merchant Events	5,771.49	0.00	0.00	5,771.49
Total Special Events	5,771.49	0.00	0.00	5,771.49
Total Expense	116,875.85	6,111.94	21,590.88	144,578.67
	0.00	2,820.52	0.00	2,820.52