

La Jolla Village Merchant Association
Balance Sheet
As of June 30, 2022

Jun 30, 22

ASSETS

Current Assets

Checking/Savings

First Republic 17,827.00

Wells Fargo 135,154.52

Total Checking/Savings 152,981.52

Accounts Receivable

Accounts Receivable 2,388.27

Total Accounts Receivable 2,388.27

Other Current Assets

Prepaid Insurance 1,349.83

Security Deposit 1,358.00

Tech Assistance/Acctg. Rcvbl. 2,000.00

Total Other Current Assets 4,707.83

Total Current Assets 160,077.62

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 160,077.62

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

BID Assessment 27,752.40

Total Other Current Liabilities 27,752.40

Total Current Liabilities 27,752.40

Total Liabilities 27,752.40

Equity

Interfund-Cost of Admin LJCAP 20,800.00

Perm. Restricted-Beg Balance 16,625.00

Unrestricted Net Assets 94,491.20

Net Income 409.02

Total Equity 132,325.22

TOTAL LIABILITIES & EQUITY 160,077.62

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

	<u>Jul '21 - Jun 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	3,000.00	-3,000.00	0.0%
Newsletter Sponsorship	0.00	3,300.00	-3,300.00	0.0%
Website Ads	0.00	6,000.00	-6,000.00	0.0%
Total Advertising	0.00	12,300.00	-12,300.00	0.0%
Associate Membership	17.00	5,000.00	-4,983.00	0.34%
Banner Income	5,575.00	14,000.00	-8,425.00	39.82%
Bid CarryForward	0.00	3,123.00	-3,123.00	0.0%
BID Income	143,646.73	200,000.00	-56,353.27	71.82%
Donations	600.00			
Grant Income	3,000.00	11,118.00	-8,118.00	26.98%
Hotel Booking Income	73.80	500.00	-426.20	14.76%
Other Income	308.05			
SBEP	26,728.00	21,000.00	5,728.00	127.28%
Special Events.				
Merchant Events	0.00	12,000.00	-12,000.00	0.0%
Total Special Events.	0.00	12,000.00	-12,000.00	0.0%
Total Income	179,948.58	279,041.00	-99,092.42	64.49%
Expense				
Contingency Funds	379.00	15,000.00	-14,621.00	2.53%
Design/Beautification				
Banner	800.00	2,000.00	-1,200.00	40.0%
Holiday DecorRoof Line Lighting	7,647.00	18,000.00	-10,353.00	42.48%
Total Design/Beautification	8,447.00	20,000.00	-11,553.00	42.24%
Office /Administration				
Accounting/Bookkeeping	12,000.00	12,000.00	0.00	100.0%
Audit	4,500.00	9,700.00	-5,200.00	46.39%
Bank/Merchant Account Fees	5.69	500.00	-494.31	1.14%
Dues/Subscriptions/Fees	1,656.05	2,435.00	-778.95	68.01%
Election Costs	259.11	1,000.00	-740.89	25.91%
Equipment & Furniture	859.23	1,000.00	-140.77	85.92%
Insurance	4,561.00	5,000.00	-439.00	91.22%
Internet	396.88	700.00	-303.12	56.7%
Meeting	24.97	1,000.00	-975.03	2.5%
Office Maintenance Expense	0.00	200.00	-200.00	0.0%
Office Supplies	222.56	900.00	-677.44	24.73%
Postage & Delivery	0.00	665.00	-665.00	0.0%
Professional Fees	149.90	1,000.00	-850.10	14.99%
Rent	16,606.00	16,800.00	-194.00	98.85%
Telephone	2,772.24	2,400.00	372.24	115.51%
Utilities	317.04	1,400.00	-1,082.96	22.65%
Total Office /Administration	44,330.67	56,700.00	-12,369.33	78.19%
Outreach/Promotion				
Advertising & Publicity	2,648.60	11,623.00	-8,974.40	22.79%

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

	<u>Jul '21 - Jun 22</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Email Marketing	859.00	700.00	159.00	122.71%
IT Maintenance	2,591.77	2,500.00	91.77	103.67%
Jigsaw Puzzle	2,453.29			
Marketing/Graphic Design	357.00	2,000.00	-1,643.00	17.85%
Printing	1,441.67	1,000.00	441.67	144.17%
Promotional Materials	149.95	3,000.00	-2,850.05	5.0%
Website Design Maintenance	1,311.80	1,000.00	311.80	131.18%
Total Outreach/Promotion	<u>11,813.08</u>	<u>21,823.00</u>	<u>-10,009.92</u>	<u>54.13%</u>
Personnel				
Employer Taxes - Federal	6,582.73	8,350.00	-1,767.27	78.84%
Employer Taxes - State	114.76	1,400.00	-1,285.24	8.2%
Executive Director	84,539.50	92,000.00	-7,460.50	91.89%
Health Insurance	15,612.90	14,350.00	1,262.90	108.8%
Payroll Fees	1,566.00	3,000.00	-1,434.00	52.2%
Workers Compensation	0.00	3,000.00	-3,000.00	0.0%
Total Personnel	<u>108,415.89</u>	<u>122,100.00</u>	<u>-13,684.11</u>	<u>88.79%</u>
Special Events				
Merchant Events	6,153.92	15,000.00	-8,846.08	41.03%
Total Special Events	<u>6,153.92</u>	<u>15,000.00</u>	<u>-8,846.08</u>	<u>41.03%</u>
Total Expense	<u>179,539.56</u>	<u>250,623.00</u>	<u>-71,083.44</u>	<u>71.64%</u>
	<u>409.02</u>	<u>28,418.00</u>	<u>-28,008.98</u>	<u>1.44%</u>

La Jolla Village Merchant Association

Profit & Loss by Class

July 2021 through June 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	143,646.73	0.00	0.00	143,646.73
Donations	0.00	600.00	0.00	600.00
Grant Income	0.00	3,000.00	0.00	3,000.00
Hotel Booking Income	0.00	73.80	0.00	73.80
Other Income	0.00	308.05	0.00	308.05
SBEP	0.00	0.00	26,728.00	26,728.00
Total Income	143,646.73	9,573.85	26,728.00	179,948.58
Expense				
Contingency Funds	379.00	0.00	0.00	379.00
Design/Beautification				
Banner	800.00	0.00	0.00	800.00
Holiday DecorRoof Line Lighting	7,647.00	0.00	0.00	7,647.00
Total Design/Beautification	8,447.00	0.00	0.00	8,447.00
Office /Administration				
Accounting/Bookkeeping	7,000.00	0.00	5,000.00	12,000.00
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	1,440.84	215.21	0.00	1,656.05
Election Costs	259.11	0.00	0.00	259.11
Equipment & Furniture	859.23	0.00	0.00	859.23
Insurance	4,561.00	0.00	0.00	4,561.00
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	16,606.00	0.00	0.00	16,606.00
Telephone	2,772.24	0.00	0.00	2,772.24
Utilities	317.04	0.00	0.00	317.04
Total Office /Administration	39,095.80	234.87	5,000.00	44,330.67
Outreach/Promotion				
Advertising & Publicity	2,603.60	45.00	0.00	2,648.60
Email Marketing	770.00	89.00	0.00	859.00
IT Maintenance	2,591.77	0.00	0.00	2,591.77
Jigsaw Puzzle	0.00	2,453.29	0.00	2,453.29
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	9,225.79	2,587.29	0.00	11,813.08
Personnel				
Employer Taxes - Federal	5,161.17	0.00	1,421.56	6,582.73
Employer Taxes - State	114.76	0.00	0.00	114.76
Executive Director	64,233.06	0.00	20,306.44	84,539.50
Health Insurance	9,300.00	6,312.90	0.00	15,612.90
Payroll Fees	1,566.00	0.00	0.00	1,566.00
Total Personnel	80,374.99	6,312.90	21,728.00	108,415.89
Special Events				
Merchant Events	6,124.15	29.77	0.00	6,153.92
Total Special Events	6,124.15	29.77	0.00	6,153.92
Total Expense	143,646.73	9,164.83	26,728.00	179,539.56
Net Income	0.00	409.02	0.00	409.02