

La Jolla Village Merchant Association

Balance Sheet

As of March 31, 2025

	<u>Mar 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	<u>189,512.37</u>
Total Checking/Savings	207,340.58
Accounts Receivable	
Accounts Receivable	<u>14,940.00</u>
Total Accounts Receivable	14,940.00
Other Current Assets	
Prepaid Insurance	3,786.68
ROU Asset	38,160.47
Security Deposit	<u>1,358.00</u>
Total Other Current Assets	<u>43,305.15</u>
Total Current Assets	265,585.73
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	<u>21,050.00</u>
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u><u>265,585.73</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	2,293.60
Deferred Income	15,000.00
Lease Liability	16,116.51
Lease Liability - Non Current	23,147.96
Payroll Liabilities	
Social Security	<u>0.01</u>
Total Payroll Liabilities	0.01
SBEP Advance	10,526.36
State of CA. Deferred Income	<u>17,972.38</u>
Total Other Current Liabilities	<u>85,056.82</u>
Total Current Liabilities	<u>85,056.82</u>
Total Liabilities	85,056.82
Equity	
Equity Prior Period Adjustment	1,200.00
Interfund-Cost of Admin LJCAP	20,800.00
Perm. Restricted-Beg Balance	16,625.00
Unrestricted Net Assets	95,162.53
Net Income	<u>46,741.38</u>
Total Equity	<u>180,528.91</u>
TOTAL LIABILITIES & EQUITY	<u><u>265,585.73</u></u>

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2024 through March 2025

	Jul '24 - Mar 25	Budget	Variance	% of Budget
Income				
Advertising				
Co-op	0.00	1,503.00	-1,503.00	0.0%
Newsletter Sponsorship	0.00	972.00	-972.00	0.0%
Advertising - Other	0.00	2,178.00	-2,178.00	0.0%
Total Advertising	0.00	4,653.00	-4,653.00	0.0%
Associate Membership	2,280.00	3,753.00	-1,473.00	60.75%
Banner Income	46,226.59	10,503.00	35,723.59	440.13%
Bid CarryForward	0.00	2,466.00	-2,466.00	0.0%
BID Income	129,666.53	122,319.00	7,347.53	106.01%
Donations				
Jigsaw Puzzle.	4,160.00			
Total Donations	4,160.00			
Grant Income	47,431.62	80,407.00	-32,975.38	58.99%
Hotel Booking Income	36.43	378.00	-341.57	9.64%
SBEP	23,609.64	15,750.00	7,859.64	149.9%
SBEP Tech. Assistance/Acctg.	2,560.00	3,752.00	-1,192.00	68.23%
Special Events.				
Merchant Events	2,922.00	9,000.00	-6,078.00	32.47%
Total Special Events.	2,922.00	9,000.00	-6,078.00	32.47%
Total Income	258,892.81	252,981.00	5,911.81	102.34%
Gross Profit	258,892.81	252,981.00	5,911.81	102.34%
Expense				
Contingency Funds	0.00	3,753.00	-3,753.00	0.0%
Design/Beautification				
Banner	0.00	1,503.00	-1,503.00	0.0%
Holiday DecorRoof Line Lighting	9,355.36	7,506.00	1,849.36	124.64%
Total Design/Beautification	9,355.36	9,009.00	346.36	103.85%
Office /Administration				
Accounting/Bookkeeping	11,600.00	7,803.00	3,797.00	148.66%
Audit	4,625.00	6,714.00	-2,089.00	68.89%
Bank/Merchant Account Fees	8.70	180.00	-171.30	4.83%
Dues/Subscriptions/Fees	1,563.88	1,476.00	87.88	105.95%
Election Costs	372.24	720.00	-347.76	51.7%
Equipment & Furniture	0.00	450.00	-450.00	0.0%
Insurance	0.00	2,250.00	-2,250.00	0.0%
Internet	288.77	450.00	-161.23	64.17%
Meetings/Conference	25.00	756.00	-731.00	3.31%
Office & Cell Phone	1,129.91	1,530.00	-400.09	73.85%
Office Maintenance Expense	0.00	81.00	-81.00	0.0%
Office Supplies	77.51	585.00	-507.49	13.25%
Postage & Delivery	0.00	450.00	-450.00	0.0%
Professional Fees	159.90	540.00	-380.10	29.61%
Rent	12,778.43	12,600.00	178.43	101.42%
Utilities	1,024.31	720.00	304.31	142.27%
Total Office /Administration	33,653.65	37,305.00	-3,651.35	90.21%
Outreach/Promotion				

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2024 through March 2025

	Jul '24 - Mar 25	Budget	Variance	% of Budget
Advertising & Publicity	1,746.92	9,351.00	-7,604.08	18.68%
Email Marketing	1,492.87	900.00	592.87	165.87%
IT Maintenance	2,723.00	3,393.00	-670.00	80.25%
Marketing/Graphic Design	0.00	6,003.00	-6,003.00	0.0%
Printing	0.00	1,512.00	-1,512.00	0.0%
Promotional Materials	25,351.86	27,250.00	-1,898.14	93.03%
Website Design Maintenance	1,579.24	7,434.00	-5,854.76	21.24%
Total Outreach/Promotion	32,893.89	55,843.00	-22,949.11	58.9%
Personnel				
Employer Taxes - Federal	5,874.98	4,518.00	1,356.98	130.04%
Employer Taxes - State	186.63	981.00	-794.37	19.02%
Executive Director	77,223.78	56,709.00	20,514.78	136.18%
Health Insurance	11,782.50	11,547.00	235.50	102.04%
Payroll Fees	1,424.69	1,125.00	299.69	126.64%
Workers Compensation	527.00	0.00	527.00	100.0%
Total Personnel	97,019.58	74,880.00	22,139.58	129.57%
Special Events				
First Fridays/Recurring Events	13,170.00	18,404.00	-5,234.00	71.56%
Merchant Events	26,058.95	36,463.00	-10,404.05	71.47%
Total Special Events	39,228.95	54,867.00	-15,638.05	71.5%
Total Expense	212,151.43	235,657.00	-23,505.57	90.03%
	46,741.38	17,324.00	29,417.38	269.81%

La Jolla Village Merchant Association
Profit & Loss by Class
July 2024 through March 2025

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
Income						
Associate Membership	0.00	0.00	2,280.00	0.00	0.00	2,280.00
Banner Income	0.00	0.00	46,226.59	0.00	0.00	46,226.59
BID Income	129,666.53	0.00	0.00	0.00	0.00	129,666.53
Donations						
Jigsaw Puzzle.	0.00	0.00	4,160.00	0.00	0.00	4,160.00
Total Donations	0.00	0.00	4,160.00	0.00	0.00	4,160.00
Grant Income	0.00	25,000.00	0.00	0.00	22,431.62	47,431.62
Hotel Booking Income	0.00	0.00	36.43	0.00	0.00	36.43
SBEP	0.00	0.00	0.00	23,609.64	0.00	23,609.64
SBEP Tech. Assistance/Acctg.	0.00	0.00	0.00	2,560.00	0.00	2,560.00
Special Events.						
Merchant Events	0.00	0.00	2,922.00	0.00	0.00	2,922.00
Total Special Events.	0.00	0.00	2,922.00	0.00	0.00	2,922.00
Total Income	129,666.53	25,000.00	55,625.02	26,169.64	22,431.62	258,892.81
Gross Profit	129,666.53	25,000.00	55,625.02	26,169.64	22,431.62	258,892.81
Expense						
Design/Beautification						
Holiday DecorRoof Line Lighting	9,355.36	0.00	0.00	0.00	0.00	9,355.36
Total Design/Beautification	9,355.36	0.00	0.00	0.00	0.00	9,355.36
Office /Administration						
Accounting/Bookkeeping	9,040.00	0.00	0.00	2,560.00	0.00	11,600.00
Audit	4,625.00	0.00	0.00	0.00	0.00	4,625.00
Bank/Merchant Account Fees	0.00	0.00	8.70	0.00	0.00	8.70
Dues/Subscriptions/Fees	1,499.40	0.00	64.48	0.00	0.00	1,563.88
Election Costs	372.24	0.00	0.00	0.00	0.00	372.24
Internet	278.82	0.00	9.95	0.00	0.00	288.77
Meetings/Conference	0.00	0.00	25.00	0.00	0.00	25.00
Office & Cell Phone	1,129.91	0.00	0.00	0.00	0.00	1,129.91
Office Supplies	0.00	0.00	77.51	0.00	0.00	77.51
Professional Fees	159.90	0.00	0.00	0.00	0.00	159.90
Rent	12,778.43	0.00	0.00	0.00	0.00	12,778.43
Utilities	1,024.31	0.00	0.00	0.00	0.00	1,024.31
Total Office /Administration	30,908.01	0.00	185.64	2,560.00	0.00	33,653.65
Outreach/Promotion						
Advertising & Publicity	1,290.00	0.00	456.92	0.00	0.00	1,746.92
Email Marketing	1,363.24	0.00	129.63	0.00	0.00	1,492.87

La Jolla Village Merchant Association

Profit & Loss by Class

July 2024 through March 2025

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
IT Maintenance	2,373.00	0.00	72.00	0.00	278.00	2,723.00
Promotional Materials	327.64	25,000.00	0.00	0.00	24.22	25,351.86
Website Design Maintenance	1,500.00	0.00	79.24	0.00	0.00	1,579.24
Total Outreach/Promotion	6,853.88	25,000.00	737.79	0.00	302.22	32,893.89
Personnel						
Employer Taxes - Federal	3,946.28	0.00	417.83	1,510.87	0.00	5,874.98
Employer Taxes - State	65.00	0.00	121.63	0.00	0.00	186.63
Executive Director	53,852.60	0.00	4,434.34	18,936.84	0.00	77,223.78
Health Insurance	7,206.67	0.00	1,413.90	3,161.93	0.00	11,782.50
Payroll Fees	986.45	0.00	438.24	0.00	0.00	1,424.69
Workers Compensation	0.00	0.00	527.00	0.00	0.00	527.00
Total Personnel	66,057.00	0.00	7,352.94	23,609.64	0.00	97,019.58
Special Events						
First Fridays/Recurring Events	2,400.00	0.00	0.00	0.00	10,770.00	13,170.00
Merchant Events	14,092.28	0.00	607.27	0.00	11,359.40	26,058.95
Total Special Events	16,492.28	0.00	607.27	0.00	22,129.40	39,228.95
Total Expense	129,666.53	25,000.00	8,883.64	26,169.64	22,431.62	212,151.43
	0.00	0.00	46,741.38	0.00	0.00	46,741.38