

La Jolla Village Merchant Association

Balance Sheet

As of April 30, 2025

	<u>Apr 30, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	167,718.28
Total Checking/Savings	<u>185,546.49</u>
Accounts Receivable	
Accounts Receivable	15,420.00
Total Accounts Receivable	<u>15,420.00</u>
Other Current Assets	
Prepaid Insurance	3,786.68
ROU Asset	38,160.47
Security Deposit	1,358.00
Total Other Current Assets	<u>43,305.15</u>
Total Current Assets	<u>244,271.64</u>
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u>244,271.64</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Assessment	582.31
Deferred Income	15,000.00
Lease Liability	16,116.51
Lease Liability - Non Current	23,147.96
Payroll Liabilities	
Social Security	0.01
Total Payroll Liabilities	<u>0.01</u>
State of CA. Deferred Income	15,743.08
Total Other Current Liabilities	<u>70,589.87</u>
Total Current Liabilities	<u>70,589.87</u>
Total Liabilities	70,589.87
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	39,894.24
Total Equity	<u>173,681.77</u>
TOTAL LIABILITIES & EQUITY	<u>244,271.64</u>

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

	Jul '24 - Apr 25	Budget	Variance
Income			
Advertising			
Co-op	0.00	1,670.00	-1,670.00
Newsletter Sponsorship	0.00	1,080.00	-1,080.00
Advertising - Other	0.00	2,420.00	-2,420.00
Total Advertising	0.00	5,170.00	-5,170.00
Associate Membership	2,880.00	4,170.00	-1,290.00
Banner Income	46,226.59	11,670.00	34,556.59
Bid CarryForward	0.00	2,740.00	-2,740.00
BID Income	142,891.74	135,910.00	6,981.74
Donations			
Jigsaw Puzzle.	4,160.00		
Total Donations	4,160.00		
Grant Income	49,660.92	82,074.00	-32,413.08
Hotel Booking Income	36.43	420.00	-383.57
SBEP	34,136.00	17,500.00	16,636.00
SBEP Tech. Assistance/Acctg.	2,560.00	4,169.00	-1,609.00
Special Events.			
Merchant Events	2,922.00	10,000.00	-7,078.00
Total Special Events.	2,922.00	10,000.00	-7,078.00
Total Income	285,473.68	273,823.00	11,650.68
Gross Profit	285,473.68	273,823.00	11,650.68
Expense			
Contingency Funds	0.00	4,170.00	-4,170.00
Design/Beautification			
Banner	0.00	1,670.00	-1,670.00
Holiday DecorRoof Line Lighting	9,355.36	8,340.00	1,015.36
Total Design/Beautification	9,355.36	10,010.00	-654.64
Office /Administration			
Accounting/Bookkeeping	12,800.00	8,670.00	4,130.00
Audit	4,625.00	7,460.00	-2,835.00
Bank/Merchant Account Fees	13.20	200.00	-186.80
Dues/Subscriptions/Fees	1,583.88	1,640.00	-56.12
Election Costs	372.24	800.00	-427.76
Equipment & Furniture	0.00	500.00	-500.00
Insurance	0.00	2,500.00	-2,500.00
Internet	290.76	500.00	-209.24
Meetings/Conference	36.90	840.00	-803.10
Office & Cell Phone	1,301.16	1,700.00	-398.84
Office Maintenance Expense	0.00	90.00	-90.00
Office Supplies	77.51	650.00	-572.49
Postage & Delivery	0.00	500.00	-500.00
Professional Fees	1,159.90	600.00	559.90
Rent	14,219.08	14,000.00	219.08

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

	Jul '24 - Apr 25	Budget	Variance
Utilities	1,139.79	800.00	339.79
Total Office /Administration	37,619.42	41,450.00	-3,830.58
Outreach/Promotion			
Advertising & Publicity	2,946.92	10,390.00	-7,443.08
Email Marketing	1,670.60	1,000.00	670.60
IT Maintenance	3,080.00	3,770.00	-690.00
Marketing/Graphic Design	0.00	6,670.00	-6,670.00
Printing	0.00	1,680.00	-1,680.00
Promotional Materials	32,666.69	27,500.00	5,166.69
Website Design Maintenance	1,579.24	8,260.00	-6,680.76
Total Outreach/Promotion	41,943.45	59,270.00	-17,326.55
Personnel			
Employer Taxes - Federal	6,975.64	5,020.00	1,955.64
Employer Taxes - State	186.63	1,090.00	-903.37
Executive Director	91,611.43	63,010.00	28,601.43
Health Insurance	13,111.92	12,830.00	281.92
Payroll Fees	1,570.77	1,250.00	320.77
Workers Compensation	2,781.50	0.00	2,781.50
Total Personnel	116,237.89	83,200.00	33,037.89
Special Events			
First Fridays/Recurring Events	13,170.00	18,404.00	-5,234.00
Merchant Events	27,253.32	38,070.00	-10,816.68
Total Special Events	40,423.32	56,474.00	-16,050.68
Total Expense	245,579.44	254,574.00	-8,994.56
Net Income	39,894.24	19,249.00	20,645.24

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

	% of Budget
Income	
Advertising	
Co-op	0.0%
Newsletter Sponsorship	0.0%
Advertising - Other	0.0%
Total Advertising	0.0%
Associate Membership	69.07%
Banner Income	396.12%
Bid CarryForward	0.0%
BID Income	105.14%
Donations	
Jigsaw Puzzle.	
Total Donations	
Grant Income	60.51%
Hotel Booking Income	8.67%
SBEP	195.06%
SBEP Tech. Assistance/Acctg.	61.41%
Special Events.	
Merchant Events	29.22%
Total Special Events.	29.22%
Total Income	104.26%
Gross Profit	104.26%
Expense	
Contingency Funds	0.0%
Design/Beautification	
Banner	0.0%
Holiday DecorRoof Line Lighting	112.18%
Total Design/Beautification	93.46%
Office /Administration	
Accounting/Bookkeeping	147.64%
Audit	62.0%
Bank/Merchant Account Fees	6.6%
Dues/Subscriptions/Fees	96.58%
Election Costs	46.53%
Equipment & Furniture	0.0%
Insurance	0.0%
Internet	58.15%
Meetings/Conference	4.39%
Office & Cell Phone	76.54%
Office Maintenance Expense	0.0%
Office Supplies	11.93%
Postage & Delivery	0.0%
Professional Fees	193.32%
Rent	101.57%

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

	% of Budget
Utilities	142.47%
Total Office /Administration	90.76%
Outreach/Promotion	
Advertising & Publicity	28.36%
Email Marketing	167.06%
IT Maintenance	81.7%
Marketing/Graphic Design	0.0%
Printing	0.0%
Promotional Materials	118.79%
Website Design Maintenance	19.12%
Total Outreach/Promotion	70.77%
Personnel	
Employer Taxes - Federal	138.96%
Employer Taxes - State	17.12%
Executive Director	145.39%
Health Insurance	102.2%
Payroll Fees	125.66%
Workers Compensation	100.0%
Total Personnel	139.71%
Special Events	
First Fridays/Recurring Events	71.56%
Merchant Events	71.59%
Total Special Events	71.58%
Total Expense	96.47%
Net Income	207.25%

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

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
Income						
Associate Membership	0.00	0.00	2,880.00	0.00	0.00	2,880.00
Banner Income	0.00	0.00	46,226.59	0.00	0.00	46,226.59
BID Income	142,891.74	0.00	0.00	0.00	0.00	142,891.74
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	24,660.92	49,660.92
Hotel Booking Income	0.00	0.00	36.43	0.00	0.00	36.43
SBEP	0.00	0.00	0.00	34,136.00	0.00	34,136.00
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	142,891.74	25,000.00	56,225.02	36,696.00	24,660.92	285,473.68
Gross Profit	142,891.74	25,000.00	56,225.02	36,696.00	24,660.92	285,473.68
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	10,240.00	0.00	0.00	2,560.00	0.00	12,800.00
Audit	4,625.00	0.00	0.00	0.00	0.00	4,625.00
Bank/Merchant Account Fees	0.00	0.00	13.20	0.00	0.00	13.20
Dues/Subscriptions/Fees	1,519.40	0.00	64.48	0.00	0.00	1,583.88
Election Costs	372.24	0.00	0.00	0.00	0.00	372.24
Internet	280.81	0.00	9.95	0.00	0.00	290.76
Meetings/Conference	0.00	0.00	36.90	0.00	0.00	36.90
Office & Cell Phone	1,301.16	0.00	0.00	0.00	0.00	1,301.16
Office Supplies	0.00	0.00	77.51	0.00	0.00	77.51
Professional Fees	1,159.90	0.00	0.00	0.00	0.00	1,159.90
Rent	14,219.08	0.00	0.00	0.00	0.00	14,219.08
Utilities	1,139.79	0.00	0.00	0.00	0.00	1,139.79
Total Office /Administration	34,857.38	0.00	202.04	2,560.00	0.00	37,619.42
Outreach/Promotion						
Advertising & Publicity	2,490.00	0.00	456.92	0.00	0.00	2,946.92
Email Marketing	1,540.97	0.00	129.63	0.00	0.00	1,670.60

La Jolla Village Merchant Association

Profit & Loss by Class

July 2024 through April 2025

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
IT Maintenance	2,730.00	0.00	72.00	0.00	278.00	3,080.00
Promotional Materials	7,642.47	25,000.00	0.00	0.00	24.22	32,666.69
Website Design Maintenance	1,500.00	0.00	79.24	0.00	0.00	1,579.24
Total Outreach/Promotion	15,903.44	25,000.00	737.79	0.00	302.22	41,943.45
Personnel						
Employer Taxes - Federal	3,946.28	0.00	952.07	1,985.49	91.80	6,975.64
Employer Taxes - State	65.00	0.00	121.63	0.00	0.00	186.63
Executive Director	53,852.60	0.00	8,831.78	27,727.05	1,200.00	91,611.43
Health Insurance	7,206.67	0.00	2,743.32	3,161.93	0.00	13,111.92
Payroll Fees	986.45	0.00	584.32	0.00	0.00	1,570.77
Workers Compensation	0.00	0.00	1,519.97	1,261.53	0.00	2,781.50
Total Personnel	66,057.00	0.00	14,753.09	34,136.00	1,291.80	116,237.89
Special Events						
First Fridays/Recurring Events	2,400.00	0.00	0.00	0.00	10,770.00	13,170.00
Merchant Events	14,318.56	0.00	637.86	0.00	12,296.90	27,253.32
Total Special Events	16,718.56	0.00	637.86	0.00	23,066.90	40,423.32
Total Expense	142,891.74	25,000.00	16,330.78	36,696.00	24,660.92	245,579.44
	0.00	0.00	39,894.24	0.00	0.00	39,894.24