

La Jolla Village Merchant Association
Balance Sheet
As of June 30, 2025

	<u>Jun 30, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	145,727.55
Total Checking/Savings	<u>163,555.76</u>
Accounts Receivable	
Accounts Receivable	22,370.00
Total Accounts Receivable	<u>22,370.00</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	229,230.91
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><u>229,230.91</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deferred Income	15,000.00
Lease Liability	16,116.51
Lease Liability - Non Current	23,147.96
Total Other Current Liabilities	<u>54,264.47</u>
Total Current Liabilities	<u>54,264.47</u>
Total Liabilities	54,264.47
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	41,178.91
Total Equity	<u>174,966.44</u>
TOTAL LIABILITIES & EQUITY	<u><u>229,230.91</u></u>

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

	Jul '24 - Jun 25	Budget	Variance	% of Budget
Income				
Advertising				
Co-op	0.00	2,000.00	-2,000.00	0.0%
Newsletter Sponsorship	0.00	1,300.00	-1,300.00	0.0%
Advertising - Other	0.00	2,900.00	-2,900.00	0.0%
Total Advertising	0.00	6,200.00	-6,200.00	0.0%
Associate Membership	2,880.00	5,000.00	-2,120.00	57.6%
Banner Income	53,176.59	14,000.00	39,176.59	379.83%
Bid CarryForward	0.00	3,284.00	-3,284.00	0.0%
BID Income	163,085.00	163,085.00	0.00	100.0%
Donations				
Jigsaw Puzzle.	4,160.00			
Total Donations	4,160.00			
Grant Income	73,904.00	85,404.00	-11,500.00	86.54%
Hotel Booking Income	36.43	500.00	-463.57	7.29%
SBEP	34,136.00	21,000.00	13,136.00	162.55%
SBEP Tech. Assistance/Acctg.	2,560.00	5,000.00	-2,440.00	51.2%
Special Events.				
Merchant Events	2,922.00	12,000.00	-9,078.00	24.35%
Total Special Events.	2,922.00	12,000.00	-9,078.00	24.35%
Total Income	336,860.02	315,473.00	21,387.02	106.78%
Gross Profit	336,860.02	315,473.00	21,387.02	106.78%
Expense				
Contingency Funds	0.00	5,000.00	-5,000.00	0.0%
Design/Beautification				
Banner	0.00	2,000.00	-2,000.00	0.0%
Holiday DecorRoof Line Lighting	9,355.36	10,000.00	-644.64	93.55%
Total Design/Beautification	9,355.36	12,000.00	-2,644.64	77.96%
Office /Administration				
Accounting/Bookkeeping	15,200.00	10,400.00	4,800.00	146.15%
Audit	4,625.00	8,940.00	-4,315.00	51.73%
Bank/Merchant Account Fees	13.20	240.00	-226.80	5.5%
Dues/Subscriptions/Fees	1,764.38	1,960.00	-195.62	90.02%
Election Costs	372.24	960.00	-587.76	38.78%
Equipment & Furniture	0.00	600.00	-600.00	0.0%
Insurance	0.00	3,000.00	-3,000.00	0.0%
Internet	294.74	600.00	-305.26	49.12%
Meetings/Conference	36.90	1,000.00	-963.10	3.69%
Office & Cell Phone	1,683.66	2,040.00	-356.34	82.53%
Office Maintenance Expense	0.00	100.00	-100.00	0.0%
Office Supplies	77.51	780.00	-702.49	9.94%
Postage & Delivery	0.00	600.00	-600.00	0.0%

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

	Jul '24 - Jun 25	Budget	Variance	% of Budget
Professional Fees	1,159.90	720.00	439.90	161.1%
Rent	17,100.38	16,800.00	300.38	101.79%
Utilities	1,370.75	960.00	410.75	142.79%
Total Office /Administration	43,698.66	49,700.00	-6,001.34	87.93%
Outreach/Promotion				
Advertising & Publicity	2,946.92	12,460.00	-9,513.08	23.65%
Email Marketing	2,214.07	1,200.00	1,014.07	184.51%
IT Maintenance	3,616.00	4,520.00	-904.00	80.0%
Marketing/Graphic Design	9,600.00	8,000.00	1,600.00	120.0%
Printing	0.00	2,000.00	-2,000.00	0.0%
Promotional Materials	32,666.69	28,000.00	4,666.69	116.67%
Website Design Maintenance	10,079.24	9,905.00	174.24	101.76%
Total Outreach/Promotion	61,122.92	66,085.00	-4,962.08	92.49%
Personnel				
Employer Taxes - Federal	8,425.15	6,020.00	2,405.15	139.95%
Employer Taxes - State	186.63	1,300.00	-1,113.37	14.36%
Executive Director	110,559.11	75,600.00	34,959.11	146.24%
Health Insurance	15,770.76	15,380.00	390.76	102.54%
Payroll Fees	1,824.89	1,500.00	324.89	121.66%
Workers Compensation	3,422.50	0.00	3,422.50	100.0%
Total Personnel	140,189.04	99,800.00	40,389.04	140.47%
Special Events				
First Fridays/Recurring Events	13,417.51	18,404.00	-4,986.49	72.91%
Merchant Events	27,897.62	41,284.00	-13,386.38	67.58%
Total Special Events	41,315.13	59,688.00	-18,372.87	69.22%
Total Expense	295,681.11	292,273.00	3,408.11	101.17%
	41,178.91	23,200.00	17,978.91	177.5%

La Jolla Village Merchant Association

Profit & Loss by Class

July 2024 through June 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	53,176.59	0.00	0.00	53,176.59
BID Income	163,085.00	0.00	0.00	0.00	0.00	163,085.00
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	8,500.00	0.00	40,404.00	73,904.00
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	163,085.00	25,000.00	71,675.02	36,696.00	40,404.00	336,860.02
Gross Profit	163,085.00	25,000.00	71,675.02	36,696.00	40,404.00	336,860.02
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	2,400.00	2,560.00	0.00	15,200.00
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	1,659.25	0.00	105.13	0.00	0.00	1,764.38
Election Costs	372.24	0.00	0.00	0.00	0.00	372.24
Internet	282.80	0.00	11.94	0.00	0.00	294.74
Meetings/Conference	0.00	0.00	36.90	0.00	0.00	36.90
Office & Cell Phone	1,472.41	0.00	211.25	0.00	0.00	1,683.66
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	15,050.30	0.00	2,050.08	0.00	0.00	17,100.38
Utilities	1,255.27	0.00	115.48	0.00	0.00	1,370.75
Total Office /Administration	36,117.17	0.00	5,021.49	2,560.00	0.00	43,698.66
Outreach/Promotion						
Advertising & Publicity	2,490.00	0.00	456.92	0.00	0.00	2,946.92
Email Marketing	2,084.44	0.00	129.63	0.00	0.00	2,214.07

La Jolla Village Merchant Association

Profit & Loss by Class

July 2024 through June 2025

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
IT Maintenance	3,266.00	0.00	72.00	0.00	278.00	3,616.00
Marketing/PR	9,581.29	0.00	0.00	0.00	18.71	9,600.00
Promotional Materials	7,642.47	25,000.00	0.00	0.00	24.22	32,666.69
Website Design Maintenance	8,880.90	0.00	79.24	0.00	1,119.10	10,079.24
Total Outreach/Promotion	33,945.10	25,000.00	737.79	0.00	1,440.03	61,122.92
Personnel						
Employer Taxes - Federal	3,946.28	0.00	1,876.87	1,985.49	616.51	8,425.15
Employer Taxes - State	65.00	0.00	121.63	0.00	0.00	186.63
Executive Director	53,852.60	0.00	11,198.90	27,727.05	17,780.56	110,559.11
Health Insurance	7,206.67	0.00	5,402.16	3,161.93	0.00	15,770.76
Payroll Fees	986.45	0.00	838.44	0.00	0.00	1,824.89
Workers Compensation	0.00	0.00	2,160.97	1,261.53	0.00	3,422.50
Total Personnel	66,057.00	0.00	21,598.97	34,136.00	18,397.07	140,189.04
Special Events						
First Fridays/Recurring Events	2,647.51	0.00	0.00	0.00	10,770.00	13,417.51
Merchant Events	14,962.86	0.00	3,137.86	0.00	9,796.90	27,897.62
Total Special Events	17,610.37	0.00	3,137.86	0.00	20,566.90	41,315.13
Total Expense	163,085.00	25,000.00	30,496.11	36,696.00	40,404.00	295,681.11
	0.00	0.00	41,178.91	0.00	0.00	41,178.91