La Jolla Village Merchant Association
Balance Sheet
As of July 31, 2025

	Jul 31, 25
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	119,774.63
Total Checking/Savings	137,602.84
Accounts Receivable	
Accounts Receivable	14,940.00
Total Accounts Receivable	14,940.00
Other Current Assets	
BID Receivable	10,049.72
Prepaid Insurance	3,786.68
ROU Asset	38,160.47
Security Deposit	1,358.00
Total Other Current Assets	53,354.87
Total Current Assets	205,897.71
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	**205,897.71**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Lease Liability	16,116.51
Lease Liability - Non Current	23,147.96
Total Other Current Liabilities	39,264.47
Total Current Liabilities	39,264.47
Total Liabilities	39,264.47
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	136,341.44
Net Income	-8,333.20
Total Equity	166,633.24
TOTAL LIABILITIES & EQUITY	**205,897.71**

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

	Jul 25	Budget	Variance	% of Budget
Income				
Associate Membership	0.00	240.00	-240.00	0.0%
Banner Income	0.00	3,700.00	-3,700.00	0.0%
Bid CarryForward	0.00	2,334.00	-2,334.00	0.0%
BID Income	10,049.72	13,507.00	-3,457.28	74.4%
Grant Income	15,000.00	20,000.00	-5,000.00	75.0%
Hotel Booking Income	0.00	5.00	-5.00	0.0%
Special Events.				
Merchant Events	0.00	250.00	-250.00	0.0%
Total Special Events.	0.00	250.00	-250.00	0.0%
Total Income	25,049.72	40,036.00	-14,986.28	62.57%
Gross Profit	25,049.72	40,036.00	-14,986.28	62.57%
Expense				
CarryForward	0.00	2,334.00	-2,334.00	0.0%
Contingency Funds	0.00	1,257.00	-1,257.00	0.0%
Design/Beautification				
Holiday DecorRoof Line Lighting	0.00	834.00	-834.00	0.0%
Total Design/Beautification	0.00	834.00	-834.00	0.0%
Office /Administration				
Accounting/Bookkeeping	1,200.00	895.00	305.00	134.08%
Audit	2,000.00	462.00	1,538.00	432.9%
Bank/Merchant Account Fees	0.00	30.00	-30.00	0.0%
Dues/Subscriptions/Fees	320.00	90.00	230.00	355.56%
Election Costs	0.00	80.00	-80.00	0.0%
Equipment & Furniture	0.00	50.00	-50.00	0.0%
Insurance	0.00	250.00	-250.00	0.0%
Internet	1.99	50.00	-48.01	3.98%
Meetings/Conference	0.00	20.00	-20.00	0.0%
Office & Cell Phone	171.25	190.00	-18.75	90.13%
Office Supplies	102.96	80.00	22.96	128.7%
Postage & Delivery	0.00	50.00	-50.00	0.0%
Professional Fees	0.00	60.00	-60.00	0.0%
Rent	1,440.65	3,500.00	-2,059.35	41.16%
Utilities	115.48	95.00	20.48	121.56%
Total Office /Administration	5,352.33	5,902.00	-549.67	90.69%
Outreach/Promotion				
Advertising & Publicity	0.00	133.00	-133.00	0.0%
Email Marketing	307.86	0.00	307.86	100.0%
Fees For Website Maintenance	0.00	210.00	-210.00	0.0%
IT Maintenance	268.00	275.00	-7.00	97.46%
Promotional Materials	0.00	15,630.00	-15,630.00	0.0%
Website Design Maintenance	0.00	834.00	-834.00	0.0%

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

	Jul 25	Budget	Variance	% of Budget
Total Outreach/Promotion	575.86	17,082.00	-16,506.14	3.37%
Personnel				
Employer Taxes - Federal	593.34	714.00	-120.66	83.1%
Employer Taxes - State	131.42	76.00	55.42	172.92%
Executive Director	9,473.84	9,334.00	139.84	101.5%
Health Insurance	1,329.42	1,760.00	-430.58	75.54%
Payroll Fees	153.38	70.00	83.38	219.11%
Workers Compensation	150.00			
Total Personnel	11,831.40	11,954.00	-122.60	98.97%
Special Events				
Merchant Events	15,623.33	3,569.00	12,054.33	437.75%
Total Special Events	15,623.33	3,569.00	12,054.33	437.75%
Total Expense	33,382.92	42,932.00	-9,549.08	77.76%
Net Income	**-8,333.20**	**-2,896.00**	**-5,437.20**	**287.75%**

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

	BID	County of San Diego	Discretionary	TOTAL
Income				
BID Income	10,049.72	0.00	0.00	10,049.72
Grant Income	0.00	15,000.00	0.00	15,000.00
Total Income	10,049.72	15,000.00	0.00	25,049.72
Gross Profit	10,049.72	15,000.00	0.00	25,049.72
Expense				
Office /Administration				
Accounting/Bookkeeping	1,200.00	0.00	0.00	1,200.00
Audit	2,000.00	0.00	0.00	2,000.00
Dues/Subscriptions/Fees	300.00	0.00	20.00	320.00
Internet	0.00	0.00	1.99	1.99
Office & Cell Phone	0.00	0.00	171.25	171.25
Office Supplies	63.10	0.00	39.86	102.96
Rent	0.00	0.00	1,440.65	1,440.65
Utilities	0.00	0.00	115.48	115.48
Total Office /Administration	3,563.10	0.00	1,789.23	5,352.33
Outreach/Promotion				
Email Marketing	307.86	0.00	0.00	307.86
IT Maintenance	268.00	0.00	0.00	268.00
Total Outreach/Promotion	575.86	0.00	0.00	575.86
Personnel				
Employer Taxes - Federal	541.70	0.00	51.64	593.34
Employer Taxes - State	118.51	0.00	12.91	131.42
Executive Director	4,473.84	0.00	5,000.00	9,473.84
Health Insurance	0.00	0.00	1,329.42	1,329.42
Payroll Fees	153.38	0.00	0.00	153.38
Workers Compensation	0.00	0.00	150.00	150.00
Total Personnel	5,287.43	0.00	6,543.97	11,831.40
Special Events				
Merchant Events	623.33	15,000.00	0.00	15,623.33
Total Special Events	623.33	15,000.00	0.00	15,623.33
Total Expense	10,049.72	15,000.00	8,333.20	33,382.92
	0.00	**0.00**	**-8,333.20**	**-8,333.20**

La Jolla Village Merchant Association
A/R Aging Summary
As of July 31, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
BioMed Health Center	0.00	0.00	0.00	0.00	240.00	240.00
Clarion Commercial	0.00	0.00	0.00	0.00	120.00	120.00
Dekra-Lite Industries, Inc	0.00	0.00	0.00	0.00	5,400.00	5,400.00
Dermatology and Plastic Surgery Specialis	0.00	0.00	0.00	0.00	240.00	240.00
Greg Russo Training and Bodywork	0.00	0.00	0.00	0.00	120.00	120.00
Humble Design	0.00	0.00	0.00	0.00	120.00	120.00
La Jolla Cosmetic & Implant Dentistry	0.00	0.00	0.00	0.00	240.00	240.00
Matthews Real Estate	0.00	0.00	0.00	0.00	120.00	120.00
Mixology Masters	0.00	0.00	0.00	0.00	120.00	120.00
Pilates with Abla	0.00	0.00	0.00	0.00	120.00	120.00
R&P catering	0.00	0.00	0.00	0.00	120.00	120.00
Secret Table	0.00	0.00	0.00	0.00	240.00	240.00
So Diego, Inc.	0.00	0.00	0.00	0.00	240.00	240.00
UCSD San Diego	0.00	0.00	0.00	0.00	7,500.00	7,500.00
TOTAL	**0.00**	**0.00**	**0.00**	**0.00**	**14,940.00**	**14,940.00**

La Jolla Village Merchant Association
Profit & Loss Budget Overview
July 2025 through June 2026

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26
Income						
Associate Membership			2,880.00			2,880.00
Banner Income			44,400.00			44,400.00
Bid CarryForward	28,000.00					28,000.00
BID Income	162,085.00					162,085.00
Grant Income		15,000.00	60,000.00		40,328.00	115,328.00
Hotel Booking Income			60.00			60.00
SBEP				16,518.00		16,518.00
Special Events.						
Merchant Events			3,000.00			3,000.00
Total Special Events.			3,000.00			3,000.00
Total Income	190,085.00	15,000.00	110,340.00	16,518.00	40,328.00	372,271.00
Gross Profit	190,085.00	15,000.00	110,340.00	16,518.00	40,328.00	372,271.00
Expense						
CarryForward	28,000.00					28,000.00
Contingency Funds	15,085.00					15,085.00
Design/Beautification						
Holiday DecorRoof Line Lighting	10,000.00					10,000.00
Total Design/Beautification	10,000.00					10,000.00
Office /Administration						
Accounting/Bookkeeping	7,400.00		3,336.00	1,224.00		11,960.00
Audit	4,340.00		1,200.00			5,540.00
Bank/Merchant Account Fees	240.00		120.00			360.00
Dues/Subscriptions/Fees	960.00		120.00			1,080.00
Election Costs	960.00					960.00
Equipment & Furniture	600.00					600.00
Insurance	2,999.00					2,999.00
Internet	600.00					600.00
Meetings/Conference			240.00			240.00
Office & Cell Phone	2,040.00		240.00			2,280.00
Office Supplies	781.00		180.00			961.00
Postage & Delivery	600.00					600.00
Professional Fees	720.00					720.00
Rent	16,800.00		25,200.00			42,000.00

La Jolla Village Merchant Association
Profit & Loss Budget Overview
July 2025 through June 2026

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26	Jul '25 - Jun 26
Utilities	960.00		180.00			1,140.00
Total Office /Administration	40,000.00		30,816.00	1,224.00		72,040.00
Outreach/Promotion						
Advertising & Publicity	1,140.00		456.00			1,596.00
Fees For Website Maintenance	2,500.00					2,500.00
IT Maintenance	3,300.00			0.00		3,300.00
Promotional Materials	7,560.00	15,000.00				22,560.00
Website Design Maintenance	10,000.00					10,000.00
Total Outreach/Promotion	24,500.00	15,000.00	456.00	0.00		39,956.00
Personnel						
Employer Taxes - Federal	4,588.00		3,984.00	1,294.00		9,866.00
Employer Taxes - State	372.00		540.00			912.00
Executive Director	60,000.00		52,000.00	14,000.00		126,000.00
Health Insurance	5,040.00		16,080.00	0.00		21,120.00
Payroll Fees			840.00			840.00
Total Personnel	70,000.00		73,444.00	15,294.00		158,738.00
Special Events						
Merchant Events	2,500.00				40,328.00	42,828.00
Total Special Events	2,500.00				40,328.00	42,828.00
Total Expense	190,085.00	15,000.00	104,716.00	16,518.00	40,328.00	366,647.00
	0.00	**0.00**	**5,624.00**	**0.00**	**0.00**	**5,624.00**