

La Jolla Village Merchant Association

Balance Sheet

As of August 31, 2025

Aug 31, 25

ASSETS

Current Assets

Checking/Savings

First Republic - Chase 17,828.21

Wells Fargo 165,785.65

Total Checking/Savings 183,613.86

Accounts Receivable

Accounts Receivable 20,400.00

Total Accounts Receivable 20,400.00

Other Current Assets

Prepaid Insurance 3,786.68

ROU Asset 38,160.47

Security Deposit 1,358.00

Total Other Current Assets 43,305.15

Total Current Assets 247,319.01

Fixed Assets

Furniture & Equipment 39,362.89

less Accumulated Depreciation -60,412.89

Website 21,050.00

Total Fixed Assets 0.00

TOTAL ASSETS 247,319.01

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Lease Liability 16,116.51

Lease Liability - Non Current 23,147.96

State of CA. Deferred Income 40,327.50

Total Other Current Liabilities 79,591.97

Total Current Liabilities 79,591.97

Total Liabilities 79,591.97

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 134,301.44

Net Income -5,199.40

Total Equity 167,727.04

TOTAL LIABILITIES & EQUITY 247,319.01

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

	<u>Jul - Aug 25</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Associate Membership	0.00	480.00	-480.00	0.0%
Banner Income	7,500.00	7,400.00	100.00	101.35%
Bid CarryForward	0.00	4,668.00	-4,668.00	0.0%
BID Income	23,134.55	27,014.00	-3,879.45	85.64%
Grant Income	15,000.00	28,666.00	-13,666.00	52.33%
Hotel Booking Income	0.00	10.00	-10.00	0.0%
Special Events.				
Merchant Events	0.00	500.00	-500.00	0.0%
Total Special Events.	0.00	500.00	-500.00	0.0%
Total Income	<u>45,634.55</u>	<u>68,738.00</u>	<u>-23,103.45</u>	<u>66.39%</u>
Gross Profit	45,634.55	68,738.00	-23,103.45	66.39%
Expense				
CarryForward	0.00	4,668.00	-4,668.00	0.0%
Contingency Funds	0.00	2,514.00	-2,514.00	0.0%
Design/Beautification				
Holiday DecorRoof Line Lighting	0.00	1,668.00	-1,668.00	0.0%
Total Design/Beautification	0.00	1,668.00	-1,668.00	0.0%
Office /Administration				
Accounting/Bookkeeping	2,400.00	1,790.00	610.00	134.08%
Audit	2,000.00	924.00	1,076.00	216.45%
Bank/Merchant Account Fees	0.00	60.00	-60.00	0.0%
Dues/Subscriptions/Fees	340.00	180.00	160.00	188.89%
Election Costs	431.49	160.00	271.49	269.68%
Equipment & Furniture	0.00	100.00	-100.00	0.0%
Insurance	0.00	500.00	-500.00	0.0%
Internet	3.98	100.00	-96.02	3.98%
Meetings/Conference	0.00	40.00	-40.00	0.0%
Office & Cell Phone	342.50	380.00	-37.50	90.13%
Office Supplies	102.96	160.00	-57.04	64.35%
Postage & Delivery	0.00	100.00	-100.00	0.0%
Professional Fees	0.00	120.00	-120.00	0.0%
Rent	2,881.30	6,800.00	-3,918.70	42.37%
Utilities	230.96	190.00	40.96	121.56%
Total Office /Administration	<u>8,733.19</u>	<u>11,604.00</u>	<u>-2,870.81</u>	<u>75.26%</u>
Outreach/Promotion				
Advertising & Publicity	0.00	266.00	-266.00	0.0%
Email Marketing	600.83	0.00	600.83	100.0%
Fees For Website Maintenance	0.00	420.00	-420.00	0.0%
IT Maintenance	536.00	550.00	-14.00	97.46%
Promotional Materials	0.00	16,260.00	-16,260.00	0.0%
Website Design Maintenance	0.00	1,668.00	-1,668.00	0.0%

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

	Jul - Aug 25	Budget	Variance	% of Budget
Total Outreach/Promotion	1,136.83	19,164.00	-18,027.17	5.93%
Personnel				
Employer Taxes - Federal	1,180.72	1,428.00	-247.28	82.68%
Employer Taxes - State	268.80	152.00	116.80	176.84%
Executive Director	18,947.68	18,668.00	279.68	101.5%
Health Insurance	2,658.84	3,520.00	-861.16	75.54%
Payroll Fees	306.76	140.00	166.76	219.11%
Workers Compensation	150.00	200.00	-50.00	75.0%
Total Personnel	23,512.80	24,108.00	-595.20	97.53%
Special Events				
Merchant Events	17,451.13	7,138.00	10,313.13	244.48%
Total Special Events	17,451.13	7,138.00	10,313.13	244.48%
Total Expense	50,833.95	70,864.00	-20,030.05	71.74%
	-5,199.40	-2,126.00	-3,073.40	244.56%

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

	<u>BID</u>	<u>County of San Diego</u>	<u>Discretionary</u>	<u>TOTAL</u>
Income				
Banner Income	0.00	0.00	7,500.00	7,500.00
BID Income	23,134.55	0.00	0.00	23,134.55
Grant Income	0.00	15,000.00	0.00	15,000.00
Total Income	<u>23,134.55</u>	<u>15,000.00</u>	<u>7,500.00</u>	<u>45,634.55</u>
Gross Profit	23,134.55	15,000.00	7,500.00	45,634.55
Expense				
Office /Administration				
Accounting/Bookkeeping	2,400.00	0.00	0.00	2,400.00
Audit	2,000.00	0.00	0.00	2,000.00
Dues/Subscriptions/Fees	300.00	0.00	40.00	340.00
Election Costs	431.49	0.00	0.00	431.49
Internet	0.00	0.00	3.98	3.98
Office & Cell Phone	0.00	0.00	342.50	342.50
Office Supplies	63.10	0.00	39.86	102.96
Rent	0.00	0.00	2,881.30	2,881.30
Utilities	0.00	0.00	230.96	230.96
Total Office /Administration	<u>5,194.59</u>	<u>0.00</u>	<u>3,538.60</u>	<u>8,733.19</u>
Outreach/Promotion				
Email Marketing	600.83	0.00	0.00	600.83
IT Maintenance	536.00	0.00	0.00	536.00
Total Outreach/Promotion	<u>1,136.83</u>	<u>0.00</u>	<u>0.00</u>	<u>1,136.83</u>
Personnel				
Employer Taxes - Federal	960.38	0.00	220.34	1,180.72
Employer Taxes - State	255.89	0.00	12.91	268.80
Executive Director	12,828.97	0.00	6,118.71	18,947.68
Health Insurance	0.00	0.00	2,658.84	2,658.84
Payroll Fees	306.76	0.00	0.00	306.76
Workers Compensation	0.00	0.00	150.00	150.00
Total Personnel	<u>14,352.00</u>	<u>0.00</u>	<u>9,160.80</u>	<u>23,512.80</u>
Special Events				
First Fridays/Recurring Events	44.82	0.00	0.00	44.82
Merchant Events	2,406.31	15,000.00	0.00	17,406.31
Total Special Events	<u>2,451.13</u>	<u>15,000.00</u>	<u>0.00</u>	<u>17,451.13</u>
Total Expense	<u>23,134.55</u>	<u>15,000.00</u>	<u>12,699.40</u>	<u>50,833.95</u>
	<u>0.00</u>	<u>0.00</u>	<u>-5,199.40</u>	<u>-5,199.40</u>