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

	Sep 30, 25
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	161,279.59
Total Checking/Savings	179,107.80
Accounts Receivable	
Accounts Receivable	20,280.00
Total Accounts Receivable	20,280.00
Other Current Assets	
Prepaid Insurance	2,851.68
ROU Asset	22,518.47
SBEP Receivable	1,755.20
Security Deposit	1,358.00
Total Other Current Assets	28,483.35
Total Current Assets	227,871.15
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	**227,871.15**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Lease Liability	17,111.51
Lease Liability - Non Current	5,914.96
State of CA. Deferred Income	40,327.50
Total Other Current Liabilities	63,353.97
Total Current Liabilities	63,353.97
Total Liabilities	63,353.97
Equity	
Equity Prior Period Adjustment	1,322.00
Interfund-Cost of Admin LJCAP	20,800.00
Opening Balance Equity	-122.00
Perm. Restricted-Beg Balance	16,625.00
Unrestricted Net Assets	133,962.44
Net Income	-8,070.26
Total Equity	164,517.18
TOTAL LIABILITIES & EQUITY	**227,871.15**

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

	Jul - Sep 25	Budget	Variance	% of Budget
Income				
Associate Membership	0.00	720.00	-720.00	0.0%
Banner Income	7,500.00	11,100.00	-3,600.00	67.57%
Bid CarryForward	0.00	7,002.00	-7,002.00	0.0%
BID Income	35,050.82	40,521.00	-5,470.18	86.5%
Grant Income	15,000.00	37,332.00	-22,332.00	40.18%
Hotel Booking Income	0.00	15.00	-15.00	0.0%
SBEP	1,755.20	1,530.00	225.20	114.72%
Special Events.				
Merchant Events	0.00	750.00	-750.00	0.0%
Total Special Events.	0.00	750.00	-750.00	0.0%
Total Income	59,306.02	98,970.00	-39,663.98	59.92%
Gross Profit	59,306.02	98,970.00	-39,663.98	59.92%
Expense				
CarryForward	0.00	7,002.00	-7,002.00	0.0%
Contingency Funds	0.00	3,771.00	-3,771.00	0.0%
Design/Beautification				
Holiday DecorRoof Line Lighting	0.00	2,502.00	-2,502.00	0.0%
Total Design/Beautification	0.00	2,502.00	-2,502.00	0.0%
Office /Administration				
Accounting/Bookkeeping	3,600.00	2,685.00	915.00	134.08%
Audit	2,000.00	1,386.00	614.00	144.3%
Bank/Merchant Account Fees	4.50	90.00	-85.50	5.0%
Dues/Subscriptions/Fees	450.00	270.00	180.00	166.67%
Election Costs	431.49	240.00	191.49	179.79%
Equipment & Furniture	0.00	150.00	-150.00	0.0%
Insurance	0.00	750.00	-750.00	0.0%
Internet	5.97	150.00	-144.03	3.98%
Meetings/Conference	500.00	60.00	440.00	833.33%
Office & Cell Phone	513.75	570.00	-56.25	90.13%
Office Supplies	102.96	240.00	-137.04	42.9%
Postage & Delivery	0.00	150.00	-150.00	0.0%
Professional Fees	159.90	180.00	-20.10	88.83%
Rent	4,321.95	10,200.00	-5,878.05	42.37%
Utilities	346.44	285.00	61.44	121.56%
Total Office /Administration	12,436.96	17,406.00	-4,969.04	71.45%
Outreach/Promotion				
Advertising & Publicity	0.00	399.00	-399.00	0.0%
Email Marketing	940.90	0.00	940.90	100.0%
Fees For Website Maintenance	0.00	630.00	-630.00	0.0%
IT Maintenance	804.00	825.00	-21.00	97.46%
Promotional Materials	0.00	16,890.00	-16,890.00	0.0%
Website Design Maintenance	0.00	2,502.00	-2,502.00	0.0%
Total Outreach/Promotion	1,744.90	21,246.00	-19,501.10	8.21%

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

	Jul - Sep 25	Budget	Variance	% of Budget
Personnel				
Employer Taxes - Federal	1,768.10	2,272.00	-503.90	77.82%
Employer Taxes - State	406.18	228.00	178.18	178.15%
Executive Director	28,421.52	29,402.00	-980.48	96.67%
Health Insurance	3,988.26	5,280.00	-1,291.74	75.54%
Payroll Fees	460.14	210.00	250.14	219.11%
Workers Compensation	150.00	300.00	-150.00	50.0%
Total Personnel	35,194.20	37,692.00	-2,497.80	93.37%
Special Events				
Merchant Events	18,000.22	10,707.00	7,293.22	168.12%
Total Special Events	18,000.22	10,707.00	7,293.22	168.12%
Total Expense	67,376.28	100,326.00	-32,949.72	67.16%
Net Income	**-8,070.26**	**-1,356.00**	**-6,714.26**	**595.15%**

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

	BID	County of San Diego	Discretionary	SBEP	TOTAL
Income					
Banner Income	0.00	0.00	7,500.00	0.00	7,500.00
BID Income	35,050.82	0.00	0.00	0.00	35,050.82
Grant Income	0.00	15,000.00	0.00	0.00	15,000.00
SBEP	0.00	0.00	0.00	1,755.20	1,755.20
Total Income	35,050.82	15,000.00	7,500.00	1,755.20	59,306.02
Gross Profit	35,050.82	15,000.00	7,500.00	1,755.20	59,306.02
Expense					
Office /Administration					
Accounting/Bookkeeping	3,100.00	0.00	0.00	500.00	3,600.00
Audit	2,000.00	0.00	0.00	0.00	2,000.00
Bank/Merchant Account Fees	0.00	0.00	4.50	0.00	4.50
Dues/Subscriptions/Fees	390.00	0.00	60.00	0.00	450.00
Election Costs	431.49	0.00	0.00	0.00	431.49
Internet	0.00	0.00	5.97	0.00	5.97
Meetings/Conference	0.00	0.00	500.00	0.00	500.00
Office & Cell Phone	0.00	0.00	513.75	0.00	513.75
Office Supplies	63.10	0.00	39.86	0.00	102.96
Professional Fees	159.90	0.00	0.00	0.00	159.90
Rent	988.87	0.00	3,333.08	0.00	4,321.95
Utilities	0.00	0.00	346.44	0.00	346.44
Total Office /Administration	7,133.36	0.00	4,803.60	500.00	12,436.96
Outreach/Promotion					
Email Marketing	826.41	0.00	114.49	0.00	940.90
IT Maintenance	804.00	0.00	0.00	0.00	804.00
Total Outreach/Promotion	1,630.41	0.00	114.49	0.00	1,744.90
Personnel					
Employer Taxes - Federal	1,407.07	0.00	271.83	89.20	1,768.10
Employer Taxes - State	324.58	0.00	81.60	0.00	406.18
Executive Director	20,828.97	0.00	6,426.55	1,166.00	28,421.52
Health Insurance	500.00	0.00	3,488.26	0.00	3,988.26
Payroll Fees	306.76	0.00	153.38	0.00	460.14
Workers Compensation	0.00	0.00	150.00	0.00	150.00
Total Personnel	23,367.38	0.00	10,571.62	1,255.20	35,194.20
Special Events					
Merchant Events	2,919.67	15,000.00	80.55	0.00	18,000.22
Total Special Events	2,919.67	15,000.00	80.55	0.00	18,000.22
Total Expense	35,050.82	15,000.00	15,570.26	1,755.20	67,376.28
Net Income	**0.00**	**0.00**	**-8,070.26**	**0.00**	**-8,070.26**

La Jolla Village Merchant Association
A/R Aging Summary
As of September 30, 2025

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Dekra-Lite Industries, Inc	0.00	0.00	0.00	0.00	5,400.00	5,400.00
Kindred Dog LLC	0.00	-120.00	0.00	0.00	0.00	-120.00
UCSD San Diego	0.00	0.00	7,500.00	0.00	7,500.00	15,000.00
TOTAL	**0.00**	**-120.00**	**7,500.00**	**0.00**	**12,900.00**	**20,280.00**