

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

	Oct 31, 25
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	161,716.56
Total Checking/Savings	179,544.77
Accounts Receivable	
Accounts Receivable	27,170.00
Total Accounts Receivable	27,170.00
Other Current Assets	
Prepaid Insurance	2,851.68
ROU Asset	22,518.47
Security Deposit	1,358.00
Total Other Current Assets	26,728.15
Total Current Assets	233,442.92
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	233,442.92
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
BID Carry Over Advance	-3,557.69
Lease Liability	17,233.51
Lease Liability - Non Current	5,914.96
SBEP Advance	10,681.13
State of CA. Deferred Income	36,682.07
Total Other Current Liabilities	66,953.98
Total Current Liabilities	66,953.98
Total Liabilities	66,953.98
Equity	
Equity Prior Period Adjustment	1,078.00
Interfund-Cost of Admin LJCAP	20,800.00
Perm. Restricted-Beg Balance	16,625.00
Unrestricted Net Assets	133,962.44
Net Income	-5,976.50
Total Equity	166,488.94
TOTAL LIABILITIES & EQUITY	233,442.92

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

	<u>Jul - Oct 25</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Associate Membership	840.00	960.00	-120.00	87.5%
Banner Income	13,550.00	14,800.00	-1,250.00	91.55%
Bid CarryForward	3,557.69	9,336.00	-5,778.31	38.11%
BID Income	50,043.92	54,028.00	-3,984.08	92.63%
Grant Income	18,645.43	45,998.00	-27,352.57	40.54%
Hotel Booking Income	0.00	20.00	-20.00	0.0%
SBEP	5,836.24	3,196.00	2,640.24	182.61%
Special Events.				
Merchant Events	0.00	1,000.00	-1,000.00	0.0%
Total Special Events.	<u>0.00</u>	<u>1,000.00</u>	<u>-1,000.00</u>	<u>0.0%</u>
Total Income	<u>92,473.28</u>	<u>129,338.00</u>	<u>-36,864.72</u>	<u>71.5%</u>
Gross Profit	<u>92,473.28</u>	<u>129,338.00</u>	<u>-36,864.72</u>	<u>71.5%</u>
Expense				
CarryForward	3,557.69	9,336.00	-5,778.31	38.11%
Contingency Funds	0.00	5,028.00	-5,028.00	0.0%
Design/Beautification				
Holiday DecorRoof Line Lighting	10,000.00	3,336.00	6,664.00	299.76%
Total Design/Beautification	<u>10,000.00</u>	<u>3,336.00</u>	<u>6,664.00</u>	<u>299.76%</u>
Office /Administration				
Accounting/Bookkeeping	4,800.00	3,716.00	1,084.00	129.17%
Audit	2,000.00	1,848.00	152.00	108.23%
Bank/Merchant Account Fees	4.50	120.00	-115.50	3.75%
Dues/Subscriptions/Fees	470.00	360.00	110.00	130.56%
Election Costs	431.49	320.00	111.49	134.84%
Equipment & Furniture	0.00	200.00	-200.00	0.0%
Insurance	0.00	1,000.00	-1,000.00	0.0%
Internet	136.96	200.00	-63.04	68.48%
Meetings/Conference	500.00	80.00	420.00	625.0%
Office & Cell Phone	685.00	760.00	-75.00	90.13%
Office Supplies	102.96	320.00	-217.04	32.18%
Postage & Delivery	0.00	200.00	-200.00	0.0%
Professional Fees	159.90	240.00	-80.10	66.63%
Rent	5,762.60	13,600.00	-7,837.40	42.37%
Utilities	461.92	380.00	81.92	121.56%
Total Office /Administration	<u>15,515.33</u>	<u>23,344.00</u>	<u>-7,828.67</u>	<u>66.46%</u>
Outreach/Promotion				
Advertising & Publicity	1,685.48	532.00	1,153.48	316.82%
Email Marketing	1,320.50	0.00	1,320.50	100.0%
Fees For Website Maintenance	0.00	840.00	-840.00	0.0%
IT Maintenance	1,072.00	1,100.00	-28.00	97.46%
Promotional Materials	0.00	17,520.00	-17,520.00	0.0%
Website Design Maintenance	0.00	3,336.00	-3,336.00	0.0%
Total Outreach/Promotion	<u>4,077.98</u>	<u>23,328.00</u>	<u>-19,250.02</u>	<u>17.48%</u>

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

	<u>Jul - Oct 25</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Personnel				
Employer Taxes - Federal	2,355.48	3,116.00	-760.52	75.59%
Employer Taxes - State	543.56	304.00	239.56	178.8%
Executive Director	37,895.36	40,136.00	-2,240.64	94.42%
Health Insurance	5,317.68	7,040.00	-1,722.32	75.54%
Payroll Fees	613.52	280.00	333.52	219.11%
Workers Compensation	150.00	400.00	-250.00	37.5%
Total Personnel	<u>46,875.60</u>	<u>51,276.00</u>	<u>-4,400.40</u>	<u>91.42%</u>
Special Events				
Merchant Events	18,423.18	14,276.00	4,147.18	129.05%
Total Special Events	<u>18,423.18</u>	<u>14,276.00</u>	<u>4,147.18</u>	<u>129.05%</u>
Total Expense	<u>98,449.78</u>	<u>129,924.00</u>	<u>-31,474.22</u>	<u>75.78%</u>
	<u>-5,976.50</u>	<u>-586.00</u>	<u>-5,390.50</u>	<u>1,019.88%</u>

La Jolla Village Merchant Association
Profit & Loss by Class

July through October 2025

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
Income						
Associate Membership	0.00	0.00	840.00	0.00	0.00	840.00
Banner Income	0.00	0.00	13,550.00	0.00	0.00	13,550.00
Bid CarryForward	3,557.69	0.00	0.00	0.00	0.00	3,557.69
BID Income	50,043.92	0.00	0.00	0.00	0.00	50,043.92
Grant Income	0.00	15,000.00	0.00	0.00	3,645.43	18,645.43
SBEP	0.00	0.00	0.00	5,836.24	0.00	5,836.24
Total Income	53,601.61	15,000.00	14,390.00	5,836.24	3,645.43	92,473.28
Gross Profit	53,601.61	15,000.00	14,390.00	5,836.24	3,645.43	92,473.28
Expense						
CarryForward	3,557.69	0.00	0.00	0.00	0.00	3,557.69
Design/Beautification	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Holiday Decor/Roof Line Lighting						
Total Design/Beautification	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Office /Administration						
Accounting/Bookkeeping	3,100.00	0.00	0.00	1,700.00	0.00	4,800.00
Audit	2,000.00	0.00	0.00	0.00	0.00	2,000.00
Bank/Merchant Account Fees	0.00	0.00	4.50	0.00	0.00	4.50
Dues/Subscriptions/Fees	390.00	0.00	80.00	0.00	0.00	470.00
Election Costs	431.49	0.00	0.00	0.00	0.00	431.49
Internet	128.00	0.00	0.00	0.00	0.00	128.00
Meetings/Conference	0.00	0.00	7.96	0.00	0.00	7.96
Office & Cell Phone	0.00	0.00	500.00	0.00	0.00	500.00
Office Supplies	63.10	0.00	685.00	0.00	0.00	748.10
Professional Fees	158.90	0.00	39.86	0.00	0.00	198.76
Rent	988.87	0.00	4,773.73	0.00	0.00	5,762.60
Utilities	0.00	0.00	461.92	0.00	0.00	461.92
Total Office /Administration	7,262.36	0.00	6,552.97	1,700.00	0.00	15,515.33
Outreach/Promotion						
Advertising & Publicity	0.00	0.00	0.00	0.00	1,685.48	1,685.48
Email Marketing	826.41	0.00	114.49	0.00	379.60	1,320.50
IT Maintenance	804.00	0.00	0.00	0.00	268.00	1,072.00
Total Outreach/Promotion	1,630.41	0.00	114.49	0.00	2,333.08	4,077.98
Personnel						
Employer Taxes - Federal	1,750.79	0.00	271.83	332.86	0.00	2,355.48
Employer Taxes - State	324.58	0.00	81.60	137.38	0.00	543.56
Executive Director	25,193.97	0.00	8,033.39	3,666.00	1,000.00	37,895.36
Health Insurance	500.00	0.00	4,817.68	0.00	0.00	5,317.68
Payroll Fees	460.14	0.00	153.38	0.00	0.00	613.52
Workers Compensation	0.00	0.00	150.00	0.00	0.00	150.00
Total Personnel	28,231.48	0.00	13,507.88	4,136.24	1,000.00	46,875.60
Special Events						
Merchant Events	2,919.67	15,000.00	191.16	0.00	312.35	18,423.18
Total Special Events	2,919.67	15,000.00	191.16	0.00	312.35	18,423.18
Total Expense	53,601.61	15,000.00	20,366.50	5,836.24	3,645.43	96,449.78
Net Income	0.00	0.00	-5,976.50	0.00	0.00	-5,976.50

La Jolla Village Merchant Association

A/R Aging Summary

As of October 31, 2025

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Coldwell Banker	0.00	120.00	0.00	0.00	0.00	120.00
DataSet Analysis	0.00	120.00	0.00	0.00	0.00	120.00
Dekra-Lite Industries, Inc	6,050.00	0.00	0.00	0.00	5,400.00	11,450.00
Jim McInerney Real Estate Team	0.00	120.00	0.00	0.00	0.00	120.00
ML Design Co	0.00	120.00	0.00	0.00	0.00	120.00
New York Life	0.00	120.00	0.00	0.00	0.00	120.00
The Portrait Mama	0.00	120.00	0.00	0.00	0.00	120.00
UCSD San Diego	0.00	0.00	0.00	0.00	15,000.00	15,000.00
TOTAL	<u><u>6,050.00</u></u>	<u><u>720.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>20,400.00</u></u>	<u><u>27,170.00</u></u>