

La Jolla Village Merchant Association
Profit & Loss Budget vs. Actual
July 2025 through January 2026

	<u>Jul '25 - Jan 26</u>	<u>Budget</u>	<u>Variance</u>	<u>% of Budget</u>
Income				
Advertising				
Co-op	0.00	0.00	0.00	0.0%
Newsletter Sponsorship	0.00	0.00	0.00	0.0%
Advertising - Other	0.00	0.00	0.00	0.0%
Total Advertising	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.0%</u>
Associate Membership	1,080.00	1,680.00	-600.00	64.29%
Banner Income	16,050.00	25,900.00	-9,850.00	61.97%
Bid CarryForward	9,245.80	16,338.00	-7,092.20	56.59%
BID Income	91,693.31	94,570.00	-2,876.69	96.96%
Grant Income	31,762.06	66,996.00	-35,233.94	47.41%
Hotel Booking Income	52.12	35.00	17.12	148.91%
SBEP	16,517.37	8,194.00	8,323.37	201.58%
SBEP Tech. Assistance/Acctg.	0.00	0.00	0.00	0.0%
Special Events.				
Merchant Events	0.00	5,005.00	-5,005.00	0.0%
Total Special Events.	<u>0.00</u>	<u>5,005.00</u>	<u>-5,005.00</u>	<u>0.0%</u>
Total Income	<u>166,400.66</u>	<u>218,718.00</u>	<u>-52,317.34</u>	<u>76.08%</u>
Gross Profit	166,400.66	218,718.00	-52,317.34	76.08%
Expense				
CarryForward	9,245.80	16,338.00	-7,092.20	56.59%
Contingency Funds	0.00	8,799.00	-8,799.00	0.0%
Design/Beautification				
Banner	0.00	0.00	0.00	0.0%
Holiday DecorRoof Line Lighting	10,000.00	5,838.00	4,162.00	171.29%
Total Design/Beautification	<u>10,000.00</u>	<u>5,838.00</u>	<u>4,162.00</u>	<u>171.29%</u>
Office /Administration				
Accounting/Bookkeeping	8,400.00	6,809.00	1,591.00	123.37%
Audit	4,800.00	3,234.00	1,566.00	148.42%
Bank/Merchant Account Fees	0.00	210.00	-210.00	0.0%
Dues/Subscriptions/Fees	1,165.84	630.00	535.84	185.05%
Election Costs	431.49	560.00	-128.51	77.05%
Equipment & Furniture	0.00	350.00	-350.00	0.0%
Insurance	0.00	1,750.00	-1,750.00	0.0%
Internet	0.00	350.00	-350.00	0.0%
Meetings/Conference	581.56	140.00	441.56	415.4%
Office & Cell Phone	1,198.75	1,330.00	-131.25	90.13%
Office Maintenance Expense	0.00	0.00	0.00	0.0%

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Office Supplies	885.69	560.00	325.69	158.16%
Postage & Delivery	32.75	350.00	-317.25	9.36%
Professional Fees	159.90	420.00	-260.10	38.07%
Rent	10,212.28	23,800.00	-13,587.72	42.91%
Utilities	817.15	665.00	152.15	122.88%
Total Office /Administration	28,685.41	41,158.00	-12,472.59	69.7%
Outreach/Promotion				
Advertising & Publicity	1,928.97	931.00	997.97	207.19%
Email Marketing	260.17	0.00	260.17	100.0%
Fees For Website Maintenance	1,229.93	1,470.00	-240.07	83.67%
IT Maintenance	2,361.51	1,925.00	436.51	122.68%
Marketing/Graphic Design	8,711.89	0.00	8,711.89	100.0%
Printing	0.00	0.00	0.00	0.0%
Promotional Materials	18.31	19,410.00	-19,391.69	0.09%
Website Design Maintenance	1,588.00	5,838.00	-4,250.00	27.2%
Total Outreach/Promotion	16,098.78	29,574.00	-13,475.22	54.44%
Personnel				
ED Benefits	3,552.69			
Employer Taxes - Federal	4,493.00	5,648.00	-1,155.00	79.55%
Employer Taxes - State	818.32	532.00	286.32	153.82%
Executive Director	66,316.88	72,338.00	-6,021.12	91.68%
Health Insurance	9,603.80	12,320.00	-2,716.20	77.95%
Payroll Fees	1,493.35	490.00	1,003.35	304.77%
Workers Compensation	2,373.50	700.00	1,673.50	339.07%
Total Personnel	88,651.54	92,028.00	-3,376.46	96.33%
Special Events				
Merchant Events	25,248.18	24,983.00	265.18	101.06%
Merchant Mixers	0.00	0.00	0.00	0.0%
Total Special Events	25,248.18	24,983.00	265.18	101.06%
Total Expense	177,929.71	218,718.00	-40,788.29	81.35%
	<u>-11,529.05</u>	<u>0.00</u>	<u>-11,529.05</u>	<u>100.0%</u>