

La Jolla Village Merchant Association
Balance Sheet
As of February 28, 2026

	Feb 28, 26
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	152,770.61
Total Checking/Savings	170,598.82
Accounts Receivable	
Accounts Receivable	720.00
Total Accounts Receivable	720.00
Other Current Assets	
BID Receivable	8,826.11
Prepaid Insurance	2,851.68
ROU Asset	22,518.47
Security Deposit	1,358.00
Total Other Current Assets	35,554.26
Total Current Assets	206,873.08
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	206,873.08
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Lease Liability	17,233.51
Lease Liability - Non Current	5,914.96
State of CA. Deferred Income	29,115.44
Total Other Current Liabilities	52,263.91
Total Current Liabilities	52,263.91
Total Liabilities	52,263.91
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	-17,856.27
Total Equity	154,609.17
TOTAL LIABILITIES & EQUITY	206,873.08

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

	Jul '25 - Feb 26	Budget	\$ Over Budget	% of Budget
Income				
Associate Membership	1,080.00	1,920.00	-840.00	56.3%
Banner Income	16,050.00	29,600.00	-13,550.00	54.2%
Bid CarryForward	8,826.11	18,672.00	-9,845.89	47.3%
BID Income	106,618.25	108,080.00	-1,461.75	98.6%
Grant Income	32,212.06	76,662.00	-44,449.94	42.0%
Hotel Booking Income	52.12	40.00	12.12	130.3%
SBEP	16,517.37	9,860.00	6,657.37	167.5%
Special Events.				
Merchant Events	0.00	5,744.00	-5,744.00	0.0%
Total Special Events.	0.00	5,744.00	-5,744.00	0.0%
Total Income	181,355.91	250,578.00	-69,222.09	72.4%
Gross Profit	181,355.91	250,578.00	-69,222.09	72.4%
Expense				
CarryForward	8,826.11	18,672.00	-9,845.89	47.3%
Contingency Funds	0.00	10,056.00	-10,056.00	0.0%
Design/Beautification				
Holiday Decor/Roof Line Lighting	10,000.00	6,672.00	3,328.00	149.9%
Total Design/Beautification	10,000.00	6,672.00	3,328.00	149.9%
Office /Administration				
Accounting/Bookkeeping	9,600.00	7,840.00	1,760.00	122.4%
Audit	4,800.00	3,696.00	1,104.00	129.9%
Bank/Merchant Account Fees	0.00	240.00	-240.00	0.0%
Dues/Subscriptions/Fees	1,185.83	720.00	465.83	164.7%
Election Costs	431.49	640.00	-208.51	67.4%
Equipment & Furniture	0.00	400.00	-400.00	0.0%
Insurance	0.00	2,000.00	-2,000.00	0.0%
Internet	119.88	400.00	-280.12	30.0%
Meetings/Conference	581.56	160.00	421.56	363.5%
Office & Cell Phone	1,370.00	1,520.00	-150.00	90.1%
Office Supplies	912.41	640.00	272.41	142.6%
Postage & Delivery	32.75	400.00	-367.25	8.2%
Professional Fees	159.90	480.00	-320.10	33.3%
Rent	11,703.35	27,200.00	-15,496.65	43.0%
Utilities	936.10	760.00	176.10	123.2%
Total Office /Administration	31,833.27	47,096.00	-15,262.73	67.6%

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

	Jul '25 - Feb 26	Budget	\$ Over Budget	% of Budget
Outreach/Promotion				
Advertising & Publicity	1,928.97	1,064.00	864.97	181.3%
Email Marketing	545.54	0.00	545.54	100.0%
Fees For Website Maintenance	1,229.93	1,680.00	-450.07	73.2%
IT Maintenance	2,617.51	2,200.00	417.51	119.0%
Marketing/Graphic Design	9,131.58	0.00	9,131.58	100.0%
Promotional Materials	18.31	20,040.00	-20,021.69	0.1%
Website Design Maintenance	1,588.00	6,672.00	-5,084.00	23.8%
Total Outreach/Promotion	17,059.84	31,656.00	-14,596.16	53.9%
Personnel				
ED Benefits	8,709.30			
Employer Taxes - Federal	5,217.76	6,492.00	-1,274.24	80.4%
Employer Taxes - State	818.32	608.00	210.32	134.6%
Executive Director	75,790.72	83,072.00	-7,281.28	91.2%
Health Insurance	11,082.15	14,080.00	-2,997.85	78.7%
Payroll Fees	1,200.80	560.00	640.80	214.4%
Workers Compensation	2,373.50	800.00	1,573.50	296.7%
Total Personnel	105,192.55	105,612.00	-419.45	99.6%
Special Events				
Merchant Events	26,300.41	28,552.00	-2,251.59	92.1%
Total Special Events	26,300.41	28,552.00	-2,251.59	92.1%
Total Expense	199,212.18	248,316.00	-49,103.82	80.2%
Net Income	-17,856.27	2,262.00	-20,118.27	-789.4%

La Jolla Village Merchant Association
Profit & Loss by Class
 July 2025 through February 2026

	BID	County of San Diego	Discretionary	SBEP	State of CA. Special Events	TOTAL
Income						
Associate Membership	0.00	0.00	1,080.00	0.00	0.00	1,080.00
Banner Income	0.00	0.00	16,050.00	0.00	0.00	16,050.00
Bid CarryForward	8,826.11	0.00	0.00	0.00	0.00	8,826.11
BID Income	106,618.25	0.00	0.00	0.00	0.00	106,618.25
Grant Income	0.00	15,000.00	6,000.00	0.00	11,212.06	32,212.06
Hotel Booking Income	0.00	0.00	52.12	0.00	0.00	52.12
SBEP	0.00	0.00	16,517.37	0.00	0.00	16,517.37
Total Income	115,444.36	15,000.00	23,182.12	16,517.37	11,212.06	181,355.91
Gross Profit	115,444.36	15,000.00	23,182.12	16,517.37	11,212.06	181,355.91
Expense						
CarryForward	8,826.11	0.00	0.00	0.00	0.00	8,826.11
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	7,900.00	0.00	0.00	1,700.00	0.00	9,600.00
Audit	4,800.00	0.00	0.00	0.00	0.00	4,800.00
Dues/Subscriptions/Fees	1,009.40	0.00	176.43	0.00	0.00	1,185.83
Election Costs	431.49	0.00	0.00	0.00	0.00	431.49
Internet	119.88	0.00	0.00	0.00	0.00	119.88
Meetings/Conference	0.00	0.00	581.56	0.00	0.00	581.56
Office & Cell Phone	111.25	0.00	1,258.75	0.00	0.00	1,370.00
Office Supplies	63.10	0.00	849.31	0.00	0.00	912.41
Postage & Delivery	0.00	0.00	32.75	0.00	0.00	32.75
Professional Fees	159.90	0.00	0.00	0.00	0.00	159.90
Rent	4,534.78	0.00	7,168.57	0.00	0.00	11,703.35
Utilities	118.95	0.00	817.15	0.00	0.00	936.10
Total Office /Administration	19,248.75	0.00	10,884.52	1,700.00	0.00	31,833.27
Outreach/Promotion						
Advertising & Publicity	129.00	0.00	114.49	0.00	1,685.48	1,928.97
Email Marketing	545.54	0.00	0.00	0.00	0.00	545.54
Fees For Website Maintenance	1,026.33	0.00	0.00	0.00	203.60	1,229.93
IT Maintenance	1,041.51	0.00	1,132.00	0.00	444.00	2,617.51
Marketing/Graphic Design	9,131.58	0.00	0.00	0.00	0.00	9,131.58
Promotional Materials	18.31	0.00	0.00	0.00	0.00	18.31
Website Design Maintenance	1,588.00	0.00	0.00	0.00	0.00	1,588.00
Total Outreach/Promotion	13,480.27	0.00	1,246.49	0.00	2,333.08	17,059.84
Personnel						
ED Benefits	0.00	0.00	8,709.30	0.00	0.00	8,709.30
Employer Taxes - Federal	4,152.67	0.00	274.94	790.15	0.00	5,217.76
Employer Taxes - State	589.34	0.00	81.60	137.38	0.00	818.32
Executive Director	50,419.81	0.00	9,481.07	13,889.84	2,000.00	75,790.72
Health Insurance	3,404.38	0.00	7,677.77	0.00	0.00	11,082.15
Payroll Fees	883.36	0.00	307.44	0.00	0.00	1,200.80
Workers Compensation	1,500.00	0.00	873.50	0.00	0.00	2,373.50
Total Personnel	60,969.56	0.00	27,405.62	14,817.37	2,000.00	105,192.55
Special Events						
Merchant Events	2,919.67	15,000.00	1,501.76	0.00	6,878.98	26,300.41
Total Special Events	2,919.67	15,000.00	1,501.76	0.00	6,878.98	26,300.41
Total Expense	115,444.36	15,000.00	41,038.39	16,517.37	11,212.06	199,212.18
Net Income	0.00	0.00	-17,856.27	0.00	0.00	-17,856.27

La Jolla Village Merchant Association

A/R Aging Summary

As of February 28, 2026

	<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	0.00	0.00	0.00	120.00	120.00
DataSet Analysis	0.00	0.00	0.00	0.00	120.00	120.00
Jim McInerney Real Estate Team	0.00	0.00	0.00	0.00	120.00	120.00
ML Design Co	0.00	0.00	0.00	0.00	120.00	120.00
New York Life	0.00	0.00	0.00	0.00	120.00	120.00
The Portrait Mama	0.00	0.00	0.00	0.00	120.00	120.00
TOTAL	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>720.00</u></u>	<u><u>720.00</u></u>