

**La Jolla Village Merchant Association**

**Balance Sheet**

As of April 30, 2026

Apr 30, 26

<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	<u>107,334.72</u>
<b>Total Checking/Savings</b>	125,162.93
Accounts Receivable	
Accounts Receivable	<u>720.00</u>
<b>Total Accounts Receivable</b>	720.00
<b>Other Current Assets</b>	
BID Receivable	8,826.11
Prepaid Insurance	2,851.68
ROU Asset	22,518.47
Security Deposit	<u>1,358.00</u>
<b>Total Other Current Assets</b>	<u>35,554.26</u>
<b>Total Current Assets</b>	161,437.19
<b>Fixed Assets</b>	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	<u>21,050.00</u>
<b>Total Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<u><u>161,437.19</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Lease Liability	17,233.51
Lease Liability - Non Current	5,914.96
<b>Payroll Liabilities</b>	
401K-Employee	<u>1,184.23</u>
<b>Total Payroll Liabilities</b>	<u>1,184.23</u>
<b>Total Other Current Liabilities</b>	<u>24,332.70</u>
<b>Total Current Liabilities</b>	<u>24,332.70</u>
<b>Total Liabilities</b>	24,332.70
<b>Equity</b>	
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	<u>-35,360.95</u>
<b>Total Equity</b>	<u>137,104.49</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>161,437.19</u></u>

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

	<u>Jul '25 - Apr 26</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
Associate Membership	1,080.00	2,400.00	-1,320.00	45.0%
Banner Income	16,050.00	37,000.00	-20,950.00	43.38%
Bid CarryForward	8,826.11	23,340.00	-14,513.89	37.82%
BID Income	131,083.55	135,102.00	-4,018.45	97.03%
Grant Income	63,014.02	95,994.00	-32,979.98	65.64%
Hotel Booking Income	52.12	50.00	2.12	104.24%
SBEP	16,517.37	13,192.00	3,325.37	125.21%
Special Events.				
<b>Merchant Events</b>	0.00	7,180.00	-7,180.00	0.0%
<b>Total Special Events.</b>	0.00	7,180.00	-7,180.00	0.0%
<b>Total Income</b>	<u>236,623.17</u>	<u>314,258.00</u>	<u>-77,634.83</u>	<u>75.3%</u>
<b>Gross Profit</b>	<u>236,623.17</u>	<u>314,258.00</u>	<u>-77,634.83</u>	<u>75.3%</u>
<b>Expense</b>				
CarryForward	8,826.11	23,340.00	-14,513.89	37.82%
Contingency Funds	0.00	12,570.00	-12,570.00	0.0%
Design/Beautification				
Holiday DecorRoof Line Lighting	10,000.00	8,340.00	1,660.00	119.9%
Total Design/Beautification	<u>10,000.00</u>	<u>8,340.00</u>	<u>1,660.00</u>	<u>119.9%</u>
Office /Administration				
Accounting/Bookkeeping	12,000.00	9,902.00	2,098.00	121.19%
Audit	4,800.00	4,620.00	180.00	103.9%
Bank/Merchant Account Fees	0.00	300.00	-300.00	0.0%
Dues/Subscriptions/Fees	2,151.60	900.00	1,251.60	239.07%
Election Costs	431.49	800.00	-368.51	53.94%
Equipment & Furniture	0.00	500.00	-500.00	0.0%
Insurance	5.70	2,500.00	-2,494.30	0.23%
Internet	119.88	500.00	-380.12	23.98%
Meetings/Conference	611.70	200.00	411.70	305.85%
Office & Cell Phone	1,713.43	1,900.00	-186.57	90.18%
Office Supplies	1,207.40	800.00	407.40	150.93%
Postage & Delivery	32.75	500.00	-467.25	6.55%

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

	Jul '25 - Apr 26	Budget	\$ Over Budget	% of Budget
Professional Fees	159.90	600.00	-440.10	26.65%
Rent	14,685.49	34,000.00	-19,314.51	43.19%
Utilities	1,174.00	950.00	224.00	123.58%
<b>Total Office /Administration Outreach/Promotion</b>	<b>39,093.34</b>	<b>58,972.00</b>	<b>-19,878.66</b>	<b>66.29%</b>
Advertising & Publicity	1,928.97	1,330.00	598.97	145.04%
Email Marketing	1,069.47	0.00	1,069.47	100.0%
Fees For Website Maintenance	1,229.93	2,100.00	-870.07	58.57%
IT Maintenance	3,129.51	2,750.00	379.51	113.8%
Marketing/Graphic Design	9,131.58	0.00	9,131.58	100.0%
Promotional Materials	18.31	21,300.00	-21,281.69	0.09%
Website Design Maintenance	29,688.00	8,340.00	21,348.00	355.97%
<b>Total Outreach/Promotion Personnel</b>	<b>46,195.77</b>	<b>35,820.00</b>	<b>10,375.77</b>	<b>128.97%</b>
ED Benefits	14,630.45			
Employer Taxes - Federal	6,667.28	8,182.00	-1,514.72	81.49%
Employer Taxes - State	818.32	760.00	58.32	107.67%
Executive Director	94,738.40	104,540.00	-9,801.60	90.62%
Health Insurance	14,647.55	17,600.00	-2,952.45	83.23%
Payroll Fees	1,822.75	700.00	1,122.75	260.39%
Workers Compensation	2,373.50	1,000.00	1,373.50	237.35%
<b>Total Personnel Special Events</b>	<b>135,698.25</b>	<b>132,782.00</b>	<b>2,916.25</b>	<b>102.2%</b>
Merchant Events	32,158.65	35,690.00	-3,531.35	90.11%
Merchant Mixers	12.00	0.00	12.00	100.0%
<b>Total Special Events</b>	<b>32,170.65</b>	<b>35,690.00</b>	<b>-3,519.35</b>	<b>90.14%</b>
<b>Total Expense</b>	<b>271,984.12</b>	<b>307,514.00</b>	<b>-35,529.88</b>	<b>88.45%</b>
	<b>-35,360.95</b>	<b>6,744.00</b>	<b>-42,104.95</b>	<b>-524.33%</b>

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

	BID	County of San Diego	Discretionary	SBEP	State of CA, Special Events	TOTAL
<b>Income</b>						
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	131,083.55	0.00	0.00	0.00	0.00	131,083.55
Grant Income	0.00	15,000.00	6,000.00	0.00	42,014.02	63,014.02
Hotel Booking Income	0.00	0.00	52.12	0.00	0.00	52.12
SBEP	0.00	0.00	0.00	16,517.37	0.00	16,517.37
<b>Total Income</b>	<b>139,909.66</b>	<b>15,000.00</b>	<b>23,182.12</b>	<b>16,517.37</b>	<b>42,014.02</b>	<b>236,623.17</b>
<b>Gross Profit</b>	<b>139,909.66</b>	<b>15,000.00</b>	<b>23,182.12</b>	<b>16,517.37</b>	<b>42,014.02</b>	<b>236,623.17</b>
<b>Expense</b>						
CarryForward	8,826.11	0.00	0.00	0.00	0.00	8,826.11
Design/Beautification						
Holiday Decor/Line Lighting	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Total Design/Beautification	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Office /Administration						
Accounting/Bookkeeping	10,300.00	0.00	0.00	1,700.00	0.00	12,000.00
Audit	4,800.00	0.00	0.00	0.00	0.00	4,800.00
Dues/Subscriptions/Fees	1,611.40	0.00	540.20	0.00	0.00	2,151.60
Election Costs	431.49	0.00	0.00	0.00	0.00	431.49
Insurance	0.00	0.00	5.70	0.00	0.00	5.70
Internet	119.88	0.00	0.00	0.00	0.00	119.88
Meetings/Conference	0.00	0.00	611.70	0.00	0.00	611.70
Office & Cell Phone	295.43	0.00	1,418.00	0.00	0.00	1,713.43
Office Supplies	331.40	0.00	876.00	0.00	0.00	1,207.40
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	7,212.88	0.00	7,472.61	0.00	0.00	14,685.49
Utilities	356.85	0.00	817.15	0.00	0.00	1,174.00
<b>Total Office /Administration</b>	<b>25,619.23</b>	<b>0.00</b>	<b>11,774.11</b>	<b>1,700.00</b>	<b>0.00</b>	<b>39,093.34</b>
Outreach/Promotion						
Advertising & Publicity	129.00	0.00	114.49	0.00	1,685.48	1,928.97
Email Marketing	909.86	0.00	159.61	0.00	0.00	1,069.47
Fees For Website Maintenance	1,026.33	0.00	0.00	0.00	203.60	1,229.93
IT Maintenance	1,193.53	0.00	1,491.98	0.00	444.00	3,129.51
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	4,136.04	0.00	0.00	0.00	25,551.96	29,688.00
<b>Total Outreach/Promotion</b>	<b>16,544.65</b>	<b>0.00</b>	<b>1,766.08</b>	<b>0.00</b>	<b>27,885.04</b>	<b>46,195.77</b>

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

	BID	County of San Diego	Discretionary	SBEP	State of CA, Special Events	TOTAL
<b>Personnel</b>						
ED Benefits	0.00	0.00	14,630.45	0.00	0.00	14,630.45
Employer Taxes - Federal	5,602.19	0.00	274.94	790.15	0.00	6,667.28
Employer Taxes - State	599.34	0.00	81.60	137.38	0.00	818.32
Executive Director	62,728.05	0.00	16,120.51	13,889.84	2,000.00	94,738.40
Health Insurance	4,677.06	0.00	9,970.49	0.00	0.00	14,647.55
Payroll Fees	893.36	0.00	929.39	0.00	0.00	1,822.75
Workers Compensation	1,500.00	0.00	873.50	0.00	0.00	2,373.50
<b>Total Personnel</b>	<b>76,000.00</b>	<b>0.00</b>	<b>42,880.88</b>	<b>14,817.37</b>	<b>2,000.00</b>	<b>135,698.25</b>
<b>Special Events</b>						
Merchant Events	2,919.67	15,000.00	2,110.00	0.00	12,128.98	32,158.65
Merchant Mixers	0.00	0.00	12.00	0.00	0.00	12.00
<b>Total Special Events</b>	<b>2,919.67</b>	<b>15,000.00</b>	<b>2,122.00</b>	<b>0.00</b>	<b>12,128.98</b>	<b>32,170.65</b>
<b>Total Expense</b>	<b>139,909.66</b>	<b>15,000.00</b>	<b>58,543.07</b>	<b>16,517.37</b>	<b>42,014.02</b>	<b>271,984.12</b>
<b>Net Income</b>	<b>0.00</b>	<b>0.00</b>	<b>-35,360.95</b>	<b>0.00</b>	<b>0.00</b>	<b>-35,360.95</b>

La Jolla Village Merchant Association

A/R Aging Summary

As of April 30, 2026

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 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
<b>TOTAL</b>	<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>