

La Jolla Village Merchant Association

Balance Sheet

As of July 31, 2026

	Jul 31, 26
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	117,944.98
Total Checking/Savings	135,773.19
Accounts Receivable	
Accounts Receivable	8,720.00
Total Accounts Receivable	8,720.00
Other Current Assets	
BID Receivable	30,110.14
Prepaid Insurance	2,851.68
ROU Asset	22,518.47
Security Deposit	1,358.00
Total Other Current Assets	56,838.29
Total Current Assets	201,331.48
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	201,331.48
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deferred Income	15,000.00
Lease Liability	17,233.51
Lease Liability - Non Current	5,914.96
Payroll Liabilities	
401K-Employee	1,184.23
Total Payroll Liabilities	1,184.23
Total Other Current Liabilities	39,332.70
Total Current Liabilities	39,332.70
Total Liabilities	39,332.70
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	127,259.07
Net Income	-3,763.29
Total Equity	161,998.78
TOTAL LIABILITIES & EQUITY	201,331.48

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

	Jul 26	Budget	\$ Over Budget	% of Budget
Income				
Associate Membership	0.00	170.00	-170.00	0.0%
Banner Income	0.00	5,150.00	-5,150.00	0.0%
Bid CarryForward	0.00	700.00	-700.00	0.0%
BID Income	13,730.71	13,818.00	-87.29	99.4%
Community Enhancement Grant	0.00	3,750.00	-3,750.00	0.0%
Grant Income	0.00	500.00	-500.00	0.0%
Neighborhood Reinvestment Grant	0.00	4,000.00	-4,000.00	0.0%
Special Events.				
Sponsorship	4,000.00	335.00	3,665.00	1,194.0%
Total Special Events.	4,000.00	335.00	3,665.00	1,194.0%
Total Income	17,730.71	28,423.00	-10,692.29	62.4%
Gross Profit	17,730.71	28,423.00	-10,692.29	62.4%
Expense				
Business Promotion/Development				
Advertising & Publicity	16.79	95.00	-78.21	17.7%
Email Marketing	192.48	20.00	172.48	962.4%
Marketing/Graphic Design	0.00	4,834.00	-4,834.00	0.0%
Promotional Materials	481.96	0.00	481.96	100.0%
Total Business Promotion/Development	691.23	4,949.00	-4,257.77	14.0%
Communications/Website				
Fees For Website Maintenance	0.00	417.00	-417.00	0.0%
IT Maintenance	256.00	125.00	131.00	204.8%
Website Design Maintenance	215.94	0.00	215.94	100.0%
Total Communications/Website	471.94	542.00	-70.06	87.1%
Design/Improvements				
Banner	3,149.96	417.00	2,732.96	755.4%
Total Design/Improvements	3,149.96	417.00	2,732.96	755.4%
Office /Operational				
Accounting/Bookkeeping	1,200.00	1,398.00	-198.00	85.8%
Bank/Merchant Account Fees	0.00	20.00	-20.00	0.0%
Dues/Subscriptions/Fees	20.00	130.00	-110.00	15.4%
Equipment & Furniture	0.00	50.00	-50.00	0.0%
Internet	0.00	50.00	-50.00	0.0%
Meetings/Conference	41.24	50.00	-8.76	82.5%
Office & Cell Phone	170.00	290.00	-120.00	58.6%
Office Supplies	87.26	151.00	-63.74	57.8%

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

	Jul 26	Budget	\$ Over Budget	% of Budget
Rent	1,491.07	1,642.00	-150.93	90.8%
Utilities	118.95	150.00	-31.05	79.3%
Total Office /Operational	3,128.52	3,931.00	-802.48	79.6%
Personnel/Staffing				
ED Benefits	2,468.00	2,468.00	0.00	100.0%
Employer Taxes - Federal	755.20	690.00	65.20	109.4%
Employer Taxes - State	0.00	180.00	-180.00	0.0%
Executive Director	9,872.00	8,706.00	1,166.00	113.4%
Health Insurance	371.90	372.00	-0.10	100.0%
Payroll Fees	578.80	200.00	378.80	289.4%
Workers Compensation	0.00	185.00	-185.00	0.0%
Total Personnel/Staffing	14,045.90	12,801.00	1,244.90	109.7%
Special Events				
First Fridays/Recurring Events	0.00	3,750.00	-3,750.00	0.0%
Merchant Events	6.45	665.00	-658.55	1.0%
Total Special Events	6.45	4,415.00	-4,408.55	0.1%
Total Expense	21,494.00	27,055.00	-5,561.00	79.4%
Net Income	-3,763.29	1,368.00	-5,131.29	-275.1%

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

	BID	Discretionary	TOTAL
Income			
BID Income	13,730.71	0.00	13,730.71
Special Events.			
Sponsorship	0.00	4,000.00	4,000.00
Total Special Events.	0.00	4,000.00	4,000.00
Total Income	13,730.71	4,000.00	17,730.71
Gross Profit	13,730.71	4,000.00	17,730.71
Expense			
Business Promotion/Development			
Advertising & Publicity	16.79	0.00	16.79
Email Marketing	188.32	4.16	192.48
Promotional Materials	481.96	0.00	481.96
Total Business Promotion/Development	687.07	4.16	691.23
Communications/Website			
IT Maintenance	256.00	0.00	256.00
Website Design Maintenance	0.00	215.94	215.94
Total Communications/Website	256.00	215.94	471.94
Design/Improvements			
Banner	3,149.96	0.00	3,149.96
Total Design/Improvements	3,149.96	0.00	3,149.96
Office /Operational			
Accounting/Bookkeeping	1,200.00	0.00	1,200.00
Dues/Subscriptions/Fees	20.00	0.00	20.00
Meetings/Conference	0.00	41.24	41.24
Office & Cell Phone	110.00	60.00	170.00
Office Supplies	9.26	78.00	87.26
Rent	1,491.07	0.00	1,491.07
Utilities	118.95	0.00	118.95
Total Office /Operational	2,949.28	179.24	3,128.52
Personnel/Staffing			
ED Benefits	0.00	2,468.00	2,468.00
Employer Taxes - Federal	459.00	296.20	755.20
Executive Director	6,000.00	3,872.00	9,872.00
Health Insurance	0.00	371.90	371.90
Payroll Fees	229.40	349.40	578.80
Total Personnel/Staffing	6,688.40	7,357.50	14,045.90
Special Events			
Merchant Events	0.00	6.45	6.45
Total Special Events	0.00	6.45	6.45
Total Expense	13,730.71	7,763.29	21,494.00
Net Income	0.00	-3,763.29	-3,763.29

La Jolla Village Merchant Association
A/R Aging Summary
As of July 31, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
BizX	0.00	0.00	0.00	0.00	0.00	0.00
City Of San Diego	0.00	0.00	0.00	0.00	0.00	0.00
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
Franchise Tax Board.	0.00	0.00	0.00	0.00	0.00	0.00
Jim McInerney Real Estate Team	0.00	0.00	0.00	0.00	120.00	120.00
La Jolla Rotary	0.00	4,000.00	0.00	0.00	0.00	4,000.00
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
Parkink.	0.00	0.00	0.00	0.00	0.00	0.00
Reaction Marketing & Promotions, Inc.	0.00	0.00	4,000.00	0.00	0.00	4,000.00
SDG&E	0.00	0.00	0.00	0.00	0.00	0.00
The Portrait Mama	0.00	0.00	0.00	0.00	120.00	120.00
TOTAL	0.00	4,000.00	4,000.00	0.00	720.00	8,720.00

La Jolla Village Merchant Association

Profit & Loss Budget Overview

July 2026 through June 2027

	BID Jul '26 - Jun 27	County of San Diego Jul '26 - Jun 27	Discretionary Jul '26 - Jun 27	SBEP Jul '26 - Jun 27	TOTAL Jul '26 - Jun 27
Income					
Associate Membership					2,040.00
Banner Income					61,800.00
Bid CarryForward	8,404.00				8,404.00
BID Income	165,809.00				165,809.00
Community Enhancement Grant		15,000.00			15,000.00
Grant Income			6,000.00		6,000.00
Hotel Booking Income			0.00		0.00
Neighborhood Reinvestment Grant		24,000.00		16,518.00	24,000.00
SBEP					16,518.00
Special Events.					0.00
Merchant Events			0.00		0.00
Sponsorship			4,020.00		4,020.00
Total Special Events.					4,020.00
Total Income	174,213.00	39,000.00	73,860.00	16,518.00	303,591.00
Gross Profit	174,213.00	39,000.00	73,860.00	16,518.00	303,591.00
Expense					
Business Promotion/Development					
Advertising & Publicity	0.00		1,140.00		1,140.00
Email Marketing			240.00		240.00
Marketing/Graphic Design	10,000.00	24,000.00			34,000.00
Promotional Materials	0.00				0.00
Total Business Promotion/Development	10,000.00	24,000.00	1,380.00		35,380.00
CarryForward					0.00
Communications/Website					
Fees For Website Maintenance	5,000.00				5,000.00
IT Maintenance	0.00		1,500.00		1,500.00
Website Design Maintenance	0.00				0.00
Total Communications/Website	5,000.00		1,500.00		6,500.00
Contingency Funds					0.00
Design/Improvements					
Banner	5,000.00				5,000.00
Holiday DecorRoof Line Lighting	0.00				0.00
Total Design/Improvements	5,000.00				5,000.00

La Jolla Village Merchant Association

Profit & Loss Budget Overview

July 2026 through June 2027

	BID	County of San Diego	Discretionary	SBEP	TOTAL
	Jul '26 - Jun 27	Jul '26 - Jun 27	Jul '26 - Jun 27	Jul '26 - Jun 27	Jul '26 - Jun 27
Office /Operational					
Accounting/Bookkeeping	12,000.00				18,000.00
Audit	4,343.00		4,776.00	1,224.00	10,343.00
Bank/Merchant Account Fees	240.00		6,000.00		240.00
Dues/Subscriptions/Fees	960.00		0.00		1,560.00
Election Costs	960.00		600.00		960.00
Equipment & Furniture	600.00				600.00
Insurance	2,997.00				2,997.00
Internet	600.00				600.00
Meetings/Conference			600.00		600.00
Office & Cell Phone	2,036.00		1,440.00		3,476.00
Office Supplies	780.00		1,020.00		1,800.00
Postage & Delivery	600.00				600.00
Professional Fees	720.00				720.00
Rent	12,204.00		7,500.00		19,704.00
Utilities	960.00		840.00		1,800.00
Total Office /Operational	40,000.00		22,776.00	1,224.00	64,000.00
Personnel/Staffing					
ED Benefits			29,616.00		29,616.00
Employer Taxes - Federal	6,007.00		2,280.00	1,294.00	9,581.00
Employer Taxes - State	469.00		180.00		649.00
Executive Director	99,008.00		4,456.00	14,000.00	117,464.00
Health Insurance	1,920.00		2,544.00		4,464.00
Payroll Fees			2,400.00		2,400.00
Workers Compensation	1,000.00		2,220.00		3,220.00
Total Personnel/Staffing	108,404.00		43,696.00	15,294.00	167,394.00
Special Events					
First Fridays/Recurring Events		15,000.00			15,000.00
Merchant Events	5,809.00		2,160.00		7,969.00
Total Special Events	5,809.00	15,000.00	2,160.00		22,969.00
Total Expense	174,213.00	39,000.00	71,512.00	16,518.00	301,243.00
Net Income	0.00	0.00	2,348.00	0.00	2,348.00