La Jolla Village Merchant Association
Balance Sheet
As of October 31, 2026

	Oct 31, 26	
ASSETS		
Current Assets		
Checking/Savings		
First Republic - Chase		17,828.21
Wells Fargo		147,586.40
Total Checking/Savings		165,414.61
Accounts Receivable		
Accounts Receivable		1,560.00
Total Accounts Receivable		1,560.00
Other Current Assets		
BID Receivable		3,557.69
Prepaid Insurance		3,101.67
ROU Asset		6,393.85
SBEP Receivable		2,482.91
Security Deposit		1,358.00
Total Other Current Assets		16,894.12
Total Current Assets		183,868.73
Fixed Assets		
Furniture & Equipment		39,362.89
less Accumulated Depreciation		-60,412.89
Website		21,050.00
Total Fixed Assets		0.00
TOTAL ASSETS		**183,868.73**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Deferred Income		17,229.19
Lease Liability		5,914.16
Payroll Liabilities		
401K-Employee	-4,936.00	
CA Disability	4,936.00	
Total Payroll Liabilities		0.00
Total Other Current Liabilities		23,143.35
Total Current Liabilities		23,143.35
Total Liabilities		23,143.35
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		129,802.98
Net Income		-7,580.60
Total Equity		160,725.38
TOTAL LIABILITIES & EQUITY		**183,868.73**

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

	Jul - Oct 26	Budget	$ Over Budget	% of Budget
Income				
Associate Membership	1,080.00	680.00	400.00	158.8%
Banner Income	7,785.00	20,600.00	-12,815.00	37.8%
Bid CarryForward	0.00	2,800.00	-2,800.00	0.0%
BID Income	48,023.41	55,272.00	-7,248.59	86.9%
Community Enhancement Grant	0.00	15,000.00	-15,000.00	0.0%
Grant Income	29,770.81	2,000.00	27,770.81	1,488.5%
Neighborhood Reinvestment Grant	0.00	16,000.00	-16,000.00	0.0%
SBEP	2,482.91	2,938.00	-455.09	84.5%
Special Events.				
Sponsorship	4,000.00	1,340.00	2,660.00	298.5%
Total Special Events.	4,000.00	1,340.00	2,660.00	298.5%
Total Income	93,142.13	116,630.00	-23,487.87	79.9%
Gross Profit	93,142.13	116,630.00	-23,487.87	79.9%
Expense				
Business Promotion/Development				
Advertising & Publicity	3,655.48	380.00	3,275.48	962.0%
Email Marketing	942.49	80.00	862.49	1,178.1%
Marketing/Graphic Design	1,572.00	19,336.00	-17,764.00	8.1%
Promotional Materials	734.06	0.00	734.06	100.0%
Total Business Promotion/Development	6,904.03	19,796.00	-12,891.97	34.9%
Communications/Website				
Fees For Website Maintenance	1,500.00	1,668.00	-168.00	89.9%
IT Maintenance	256.00	500.00	-244.00	51.2%
Website Design Maintenance	215.94	0.00	215.94	100.0%
Total Communications/Website	1,971.94	2,168.00	-196.06	91.0%
Design/Improvements				
Banner	10,675.79	1,668.00	9,007.79	640.0%
Total Design/Improvements	10,675.79	1,668.00	9,007.79	640.0%
Office /Operational				
Accounting/Bookkeeping	5,040.00	5,796.00	-756.00	87.0%
Audit	0.00	6,000.00	-6,000.00	0.0%
Bank/Merchant Account Fees	9.00	80.00	-71.00	11.3%
Dues/Subscriptions/Fees	1,319.08	520.00	799.08	253.7%
Election Costs	1,668.69	960.00	708.69	173.8%
Equipment & Furniture	0.00	200.00	-200.00	0.0%
Insurance	0.00	999.00	-999.00	0.0%
Internet	0.00	200.00	-200.00	0.0%
Meetings/Conference	41.24	200.00	-158.76	20.6%
Office & Cell Phone	680.00	1,160.00	-480.00	58.6%

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

	Jul - Oct 26	Budget	$ Over Budget	% of Budget
Office Supplies	410.87	604.00	-193.13	68.0%
Postage & Delivery	0.00	400.00	-400.00	0.0%
Professional Fees	209.90	360.00	-150.10	58.3%
Rent	5,964.28	6,568.00	-603.72	90.8%
Utilities	475.80	600.00	-124.20	79.3%
Total Office /Operational	15,818.86	24,647.00	-8,828.14	64.2%
Personnel/Staffing				
ED Benefits	9,872.00	9,872.00	0.00	100.0%
Employer Taxes - Federal	3,020.80	3,018.00	2.80	100.1%
Employer Taxes - State	0.00	180.00	-180.00	0.0%
Executive Director	39,488.00	37,624.00	1,864.00	105.0%
Health Insurance	1,397.60	1,488.00	-90.40	93.9%
Payroll Fees	1,689.70	800.00	889.70	211.2%
Workers Compensation	0.00	740.00	-740.00	0.0%
Total Personnel/Staffing	55,468.10	53,722.00	1,746.10	103.3%
Special Events				
First Fridays/Recurring Events	0.00	15,000.00	-15,000.00	0.0%
Merchant Events	9,884.01	2,660.00	7,224.01	371.6%
Total Special Events	9,884.01	17,660.00	-7,775.99	56.0%
Total Expense	100,722.73	119,661.00	-18,938.27	84.2%
Net Income	**-7,580.60**	**-3,031.00**	**-4,549.60**	**250.1%**

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

	BID	County of San Diego	Discretionary	SBEP	TOTAL
Income					
Associate Membership	0.00	0.00	1,080.00	0.00	1,080.00
Banner Income	0.00	0.00	7,785.00	0.00	7,785.00
BID Income	48,023.41	0.00	0.00	0.00	48,023.41
Grant Income	0.00	21,770.81	8,000.00	0.00	29,770.81
SBEP	0.00	0.00	0.00	2,482.91	2,482.91
Special Events.					
Sponsorship	0.00	0.00	4,000.00	0.00	4,000.00
Total Special Events.	0.00	0.00	4,000.00	0.00	4,000.00
Total Income	48,023.41	21,770.81	20,865.00	2,482.91	93,142.13
Gross Profit	48,023.41	21,770.81	20,865.00	2,482.91	93,142.13
Expense					
Business Promotion/Development					
Advertising & Publicity	316.79	2,988.42	350.27	0.00	3,655.48
Email Marketing	753.28	0.00	189.21	0.00	942.49
Marketing/Graphic Design	0.00	1,572.00	0.00	0.00	1,572.00
Promotional Materials	481.96	234.27	17.83	0.00	734.06
Total Business Promotion/Development	1,552.03	4,794.69	557.31	0.00	6,904.03
Communications/Website					
Fees For Website Maintenance	1,500.00	0.00	0.00	0.00	1,500.00
IT Maintenance	256.00	0.00	0.00	0.00	256.00
Website Design Maintenance	0.00	0.00	215.94	0.00	215.94
Total Communications/Website	1,756.00	0.00	215.94	0.00	1,971.94
Design/Improvements					
Banner	3,149.96	7,525.83	0.00	0.00	10,675.79
Total Design/Improvements	3,149.96	7,525.83	0.00	0.00	10,675.79
Office /Operational					
Accounting/Bookkeeping	4,354.65	0.00	542.68	142.67	5,040.00
Bank/Merchant Account Fees	0.00	0.00	9.00	0.00	9.00
Dues/Subscriptions/Fees	1,090.00	0.00	229.08	0.00	1,319.08
Election Costs	1,019.54	0.00	649.15	0.00	1,668.69
Meetings/Conference	0.00	0.00	41.24	0.00	41.24
Office & Cell Phone	390.00	0.00	290.00	0.00	680.00
Office Supplies	151.42	0.00	259.45	0.00	410.87
Professional Fees	0.00	0.00	209.90	0.00	209.90
Rent	4,182.14	0.00	1,782.14	0.00	5,964.28
Utilities	475.80	0.00	0.00	0.00	475.80
Total Office /Operational	11,663.55	0.00	4,012.64	142.67	15,818.86

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

	BID	County of San Diego	Discretionary	SBEP	TOTAL
Personnel/Staffing					
ED Benefits	0.00	0.00	9,872.00	0.00	9,872.00
Employer Taxes - Federal	2,191.02	0.00	689.54	140.24	3,020.80
Executive Director	26,938.75	0.00	10,349.25	2,200.00	39,488.00
Health Insurance	0.00	0.00	1,397.60	0.00	1,397.60
Payroll Fees	472.10	0.00	1,217.60	0.00	1,689.70
Total Personnel/Staffing	29,601.87	0.00	23,525.99	2,340.24	55,468.10
Special Events					
Merchant Events	300.00	9,450.29	133.72	0.00	9,884.01
Total Special Events	300.00	9,450.29	133.72	0.00	9,884.01
Total Expense	48,023.41	21,770.81	28,445.60	2,482.91	100,722.73
Net Income	**0.00**	**0.00**	**-7,580.60**	**0.00**	**-7,580.60**

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
BSA Plastic Surgery	0.00	0.00	240.00	0.00	0.00	240.00
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
Hotel La Jolla	0.00	0.00	480.00	0.00	0.00	480.00
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
Unispace	0.00	0.00	120.00	0.00	0.00	120.00
TOTAL	**0.00**	**0.00**	**840.00**	**0.00**	**720.00**	**1,560.00**