La Jolla Village Merchant Association
Balance Sheet
As of September 30, 2026

	Sep 30, 26
ASSETS	
Current Assets	
Checking/Savings	
First Republic - Chase	17,828.21
Wells Fargo	145,876.75
Total Checking/Savings	163,704.96
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
Security Deposit	1,358.00
Total Other Current Assets	14,411.21
Total Current Assets	179,676.17
Fixed Assets	
Furniture & Equipment	39,362.89
less Accumulated Depreciation	-60,412.89
Website	21,050.00
Total Fixed Assets	0.00
TOTAL ASSETS	**179,676.17**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deferred Income	17,369.50
Lease Liability	5,914.16
Payroll Liabilities	
401K-Employee	-2,468.00
CA Disability	2,468.00
Total Payroll Liabilities	0.00
Total Other Current Liabilities	23,283.66
Total Current Liabilities	23,283.66
Total Liabilities	23,283.66
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	-11,913.47
Total Equity	156,392.51
TOTAL LIABILITIES & EQUITY	**179,676.17**

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

	Jul - Sep 26	Budget	$ Over Budget	% of Budget
Income				
Associate Membership	1,080.00	510.00	570.00	211.8%
Banner Income	7,785.00	15,450.00	-7,665.00	50.4%
Bid CarryForward	0.00	2,100.00	-2,100.00	0.0%
BID Income	35,906.82	41,454.00	-5,547.18	86.6%
Community Enhancement Grant	0.00	11,250.00	-11,250.00	0.0%
Grant Income	21,630.50	1,500.00	20,130.50	1,442.0%
Neighborhood Reinvestment Grant	0.00	12,000.00	-12,000.00	0.0%
SBEP	0.00	1,469.00	-1,469.00	0.0%
Special Events.				
Sponsorship	4,000.00	1,005.00	2,995.00	398.0%
Total Special Events.	4,000.00	1,005.00	2,995.00	398.0%
Total Income	70,402.32	86,738.00	-16,335.68	81.2%
Gross Profit	70,402.32	86,738.00	-16,335.68	81.2%
Expense				
Business Promotion/Development				
Advertising & Publicity	3,317.07	285.00	3,032.07	1,163.9%
Email Marketing	707.71	60.00	647.71	1,179.5%
Marketing/Graphic Design	1,572.00	14,502.00	-12,930.00	10.8%
Promotional Materials	716.23	0.00	716.23	100.0%
Total Business Promotion/Development	6,313.01	14,847.00	-8,533.99	42.5%
Communications/Website				
Fees For Website Maintenance	1,500.00	1,251.00	249.00	119.9%
IT Maintenance	256.00	375.00	-119.00	68.3%
Website Design Maintenance	215.94	0.00	215.94	100.0%
Total Communications/Website	1,971.94	1,626.00	345.94	121.3%
Design/Improvements				
Banner	10,675.79	1,251.00	9,424.79	853.4%
Total Design/Improvements	10,675.79	1,251.00	9,424.79	853.4%
Office /Operational				
Accounting/Bookkeeping	3,600.00	4,296.00	-696.00	83.8%
Audit	0.00	4,000.00	-4,000.00	0.0%
Bank/Merchant Account Fees	9.00	60.00	-51.00	15.0%
Dues/Subscriptions/Fees	1,279.08	390.00	889.08	328.0%
Election Costs	1,668.69	480.00	1,188.69	347.6%
Equipment & Furniture	0.00	150.00	-150.00	0.0%
Insurance	0.00	999.00	-999.00	0.0%
Internet	0.00	150.00	-150.00	0.0%
Meetings/Conference	41.24	150.00	-108.76	27.5%
Office & Cell Phone	510.00	870.00	-360.00	58.6%

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

	Jul - Sep 26	Budget	$ Over Budget	% of Budget
Office Supplies	251.18	453.00	-201.82	55.4%
Postage & Delivery	0.00	200.00	-200.00	0.0%
Professional Fees	209.90	180.00	29.90	116.6%
Rent	4,473.21	4,926.00	-452.79	90.8%
Utilities	356.85	450.00	-93.15	79.3%
Total Office /Operational	12,399.15	17,754.00	-5,354.85	69.8%
Personnel/Staffing				
ED Benefits	7,404.00	7,404.00	0.00	100.0%
Employer Taxes - Federal	2,265.60	2,199.00	66.60	103.0%
Employer Taxes - State	0.00	180.00	-180.00	0.0%
Executive Director	29,616.00	27,518.00	2,098.00	107.6%
Health Insurance	1,115.70	1,116.00	-0.30	100.0%
Payroll Fees	1,110.90	600.00	510.90	185.2%
Workers Compensation	0.00	555.00	-555.00	0.0%
Total Personnel/Staffing	41,512.20	39,572.00	1,940.20	104.9%
Special Events				
First Fridays/Recurring Events	0.00	11,250.00	-11,250.00	0.0%
Merchant Events	9,443.70	1,995.00	7,448.70	473.4%
Total Special Events	9,443.70	13,245.00	-3,801.30	71.3%
Total Expense	82,315.79	88,295.00	-5,979.21	93.2%
Net Income	**-11,913.47**	**-1,557.00**	**-10,356.47**	**765.2%**

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

	BID	County of San Diego	Discretionary	TOTAL
Income				
Associate Membership	0.00	0.00	1,080.00	1,080.00
Banner Income	0.00	0.00	7,785.00	7,785.00
BID Income	35,906.82	0.00	0.00	35,906.82
Grant Income	0.00	21,630.50	0.00	21,630.50
Special Events.				
Sponsorship	0.00	0.00	4,000.00	4,000.00
Total Special Events.	0.00	0.00	4,000.00	4,000.00
Total Income	35,906.82	21,630.50	12,865.00	70,402.32
Gross Profit	35,906.82	21,630.50	12,865.00	70,402.32
Expense				
Business Promotion/Development				
Advertising & Publicity	316.79	2,988.42	11.86	3,317.07
Email Marketing	564.96	0.00	142.75	707.71
Marketing/Graphic Design	0.00	1,572.00	0.00	1,572.00
Promotional Materials	481.96	234.27	0.00	716.23
Total Business Promotion/Development	1,363.71	4,794.69	154.61	6,313.01
Communications/Website				
Fees For Website Maintenance	1,500.00	0.00	0.00	1,500.00
IT Maintenance	256.00	0.00	0.00	256.00
Website Design Maintenance	0.00	0.00	215.94	215.94
Total Communications/Website	1,756.00	0.00	215.94	1,971.94
Design/Improvements				
Banner	3,149.96	7,525.83	0.00	10,675.79
Total Design/Improvements	3,149.96	7,525.83	0.00	10,675.79
Office /Operational				
Accounting/Bookkeeping	3,057.32	0.00	542.68	3,600.00
Bank/Merchant Account Fees	0.00	0.00	9.00	9.00
Dues/Subscriptions/Fees	1,070.00	0.00	209.08	1,279.08
Election Costs	1,019.54	0.00	649.15	1,668.69
Meetings/Conference	0.00	0.00	41.24	41.24
Office & Cell Phone	280.00	0.00	230.00	510.00
Office Supplies	9.26	0.00	241.92	251.18
Professional Fees	0.00	0.00	209.90	209.90
Rent	2,691.07	0.00	1,782.14	4,473.21
Utilities	356.85	0.00	0.00	356.85
Total Office /Operational	8,484.04	0.00	3,915.11	12,399.15

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

	BID	County of San Diego	Discretionary	TOTAL
Personnel/Staffing				
ED Benefits	0.00	0.00	7,404.00	7,404.00
Employer Taxes - Federal	1,576.06	0.00	689.54	2,265.60
Executive Director	19,266.75	0.00	10,349.25	29,616.00
Health Insurance	0.00	0.00	1,115.70	1,115.70
Payroll Fees	310.30	0.00	800.60	1,110.90
Total Personnel/Staffing	21,153.11	0.00	20,359.09	41,512.20
Special Events				
Merchant Events	0.00	9,309.98	133.72	9,443.70
Total Special Events	0.00	9,309.98	133.72	9,443.70
Total Expense	35,906.82	21,630.50	24,778.47	82,315.79
Net Income	**0.00**	**0.00**	**-11,913.47**	**-11,913.47**

La Jolla Village Merchant Association
A/R Aging Summary
As of September 30, 2026

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