Income

Assessments	2024 July	2024 Aug.	2024 Sept.	2024 Oct.	2024 Nov.	2024 Dec.	2025 Jan.	2025 Feb.	2025 Mar.	2025 Apr.	2025 May	2025 June	YTD Totals
Projected Budgeted:	$ 12,773	$ 22,075	$ 22,372	$ 32,260	$ 32,228	$ 21,838	$ 19,117	$ 17,485	$ 19,303	$ 21,228	$ 16,689	$ 12,632	$ 250,000
Actual Received Assessments:	$ 14,728.53	$ 21,045.10	$ 48,385.13	$ 44,956.65									$ 129,115.41
Actual minus Budget (Variance):	$ 1,955.53	$ (1,029.90)	$ 26,013.13	$ 12,696.65	$ (32,228.00)	$ (21,838.00)	$ (19,117.00)	$ (17,485.00)	$ (19,303.00)	$ (21,228.00)	$ (16,689.00)	$ (12,632.00)	$ (120,884.59)

Expenses

	Acct. No.	Category		2023 July	2023 Aug.	2023 Sept.	2023 Oct.	2023 Nov.	2023 Dec.	2024 Jan.	2024 Feb.	2024 Mar.	2024 Apr.	2024 May	2024 June	Totals
100		**Strategic Planning/Admin**														
	110	Monthly Retainer	Budget	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 3,350.00	$ 40,200.00
			Actual	$ 3,350.00	$ 3,350.00	$ 3,350.00										$ 10,050.00
	120	COPD Administration	Budget	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 3,000.00
			Actual													$ -
	130	Brand Concept/ Monthly Graphics	Budget	$ 1,000.00	$ 1,000.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 1,100.00	$ 13,000.00
			Actual	$ 1,000.00	$ 1,000.00	$ 1,100.00										$ 3,100.00
		Photo Licensing - PSL	Budget				$ 10,000.00									$ 10,000.00
			Actual													$ -
		Photo Captures 310	Budget			$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00		$ 13,500.00
			Actual													$ -
		Telephone	Budget													
			Actual	$ 123.40	$ 131.74	$ 141.71	$ 143.70									$ 540.55
	140	Strategic Planning	Budget	$ 2,000.00												$ 2,000.00
			Actual	$ 2,000.00												$ 2,000.00
200		**Advertising**														
	210	Palm Springs Life/EMC Healthy Living	Budget				$ 2,200.00		$ 6,800.00	$ 4,400.00	$ 4,400.00	$ 6,800.00	$ 5,000.00			$ 29,600.00
			Actual													$ -
	230	Outdoor Digital Rotating Campaigns	Budget						$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00		$ 15,000.00
			Actual													$ -
	240	Online Digital	Budget							$ 3,000.00	$ 3,000.00	$ 3,500.00	$ 3,500.00	$ 3,300.00		$ 16,300.00
			Actual													$ -
	380	Digital/ Enewsletters / Consumers	Budget					$ 2,200.00	$ 2,200.00	$ 2,200.00	$ 2,200.00	$ 2,200.00	$ 2,200.00	$ 2,200.00		$ 15,400.00
			Actual													$ -
	260	Social Media	Budget	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 30,000.00
			Actual	$ 2,500.00	$ 2,500.00	$ 2,500.00										$ 7,500.00
	710	Social Media - Paid Campaigns	Budget			$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 5,000.00
			Actual													$ -
	270	Website	Budget	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 3,000.00
			Actual		$ 500.00											$ 500.00
300		**Merchant Support**														
	310	Monthly Content Generation	Budget			$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00	$ 1,500.00		$ 13,500.00
			Actual													$ -
	320	Publicity/ Influencers	Budget			$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 5,000.00
			Actual			$ 500.00										$ 500.00
	330	Merchant Relations	Budget	$ 1,250.00	$ 1,250.00	$ 1,250.00	$ 2,500.00	$ 2,500.00	$ 1,250.00	$ 1,250.00	$ 2,000.00	$ 2,000.00	$ 2,000.00	$ 2,000.00	$ 1,800.00	$ 21,050.00
			Actual	$ 1,250.00	$ 1,250.00											$ 2,500.00
	330	Merchant Relations - Annual Meeting Mixer	Budget					$ 1,500.00								$ 1,500.00
			Actual			$ 1,800.00										$ 1,800.00
	340	Catalogue Delivery	Budget					$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 2,000.00
			Actual													$ -
400		**Partnerships/Sponsorships**														
	410	CVB Membership Dues	Budget										$ 3,100.00			$ 3,100.00
			Actual													$ -
	420	Palm Desert Chamber Membership	Budget	$ 700.00												$ 700.00
			Actual	$ 425.00												$ 425.00
	430	Fashion Week El Paseo Sponsorship	Budget								$ 20,000.00					$ 20,000.00
			Actual													$ -
	431	Palm Desert Food & Wine Sponsorship	Budget								$ 5,000.00					$ 5,000.00
			Actual													$ -
500		**El Paseo Street Activation**														
	510	Street Activation	Budget					$ 1,150.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00		$ 7,150.00
			Actual													$ -
	530	Printing: Collateral for First Fridays	Budget													$ -
			Actual													$ -
		Total Expenses	Budget	$ 11,300.00	$ 8,600.00	$ 12,700.00	$ 26,150.00	$ 19,050.00	$ 25,450.00	$ 26,050.00	$ 51,800.00	$ 29,700.00	$ 31,000.00	$ 22,700.00	$ 10,500.00	$ 275,000.00
			Actual	$ 10,648.40	$ 8,731.74	$ 9,391.71	$ 143.70									$ 28,915.55
		Actual minus Budget (Variance):		$ (651.60)	$ 131.74	$ (3,308.29)	$ (26,006.30)	$ (19,050.00)	$ (25,450.00)	$ (26,050.00)	$ (51,800.00)	$ (29,700.00)	$ (31,000.00)	$ (22,700.00)	$ (10,500.00)	$ (246,084.45)

YTD Income Balance (Assessments + FY 22-23 Resrv):	$ 226,226.25	**YTD Expenses:**	$ 28,915.55	**Cash Reserves** (YTD Income minus Expenses):	$ 197,310.70

El Paseo Business Association **FY 2024-2025**

Budget vs Actual Recap - September

Description	**Budgeted**	**Actual**	**Variance**
	Income		
Beginning Cash Balance	121,730.84	162,247.75	40,516.91
This Month's Assessments	32,260.00	44,956.65	12,696.65
Year To Date Balance	153,990.84	207,204.40	53,213.56
	Expenses		
Beginning Expenses	32,600.00	19,021.85	13,578.15
This Month's Expenses	26,150.00	9,893.70	16,256.30
Year To Date Expenses	58,750.00	28,915.55	29,834.45
YTD Cash Balance	127,840.84	**197,310.70**	69,469.86