

Income													
Assessments	2024						2025						YTD Totals
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	
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	\$ 85,424.95	\$ 37,099.59	\$ 24,636.60						\$ 276,276.55
<b>Actual minus Budget (Variance):</b>	\$ 1,955.53	\$ (1,029.90)	\$ 26,013.13	\$ 12,696.65	\$ 53,196.95	\$ 15,261.59	\$ 5,519.60	\$ (17,485.00)	\$ (19,303.00)	\$ (21,228.00)	\$ (16,689.00)	\$ (12,632.00)	\$ 26,276.55

Expenses															
Acct. No.	Category	2024						2025						Totals	
		July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June		
<b>Strategic Planning/Admin</b>															
100	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	\$ 40,200.00
		Actual	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00								\$ 16,750.00
	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	\$ 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	\$ 13,000.00
		Actual	\$ 1,000.00	\$ 1,000.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00								\$ 5,300.00
		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		\$ 13,500.00
		Actual													\$ -
		Telephone	Budget												
		Actual	\$ 123.40	\$ 131.74	\$ 141.71	\$ 143.70	\$ 145.09	\$ 144.53	\$ 144.12						\$ 974.29
	140	Strategic Planning	Budget	\$ 2,000.00											\$ 2,000.00
		Actual	\$ 2,000.00												\$ 2,000.00
<b>Advertising</b>															
200	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				\$ 11,600.00	\$ 4,395.00	\$ 6,795.00							\$ 22,790.00
	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		\$ 15,400.00
		Actual					\$ 2,200.00	\$ 2,200.00							\$ 4,400.00
	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	\$ 30,000.00
		Actual	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 3,900.00								\$ 13,900.00
	710	Social Media - Paid Campaigns	Budget			\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,000.00
		Actual				\$ 527.29	\$ 1,205.47								\$ 1,732.76
	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	\$ 3,000.00
		Actual		\$ 500.00		\$ 250.00	\$ 500.00	\$ 250.00							\$ 1,500.00
<b>Merchant Support</b>															
300	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	\$ 13,500.00	
		Actual				\$ 3,000.00	\$ 3,000.00							\$ 6,000.00	
	320	Publicity/ Influencers	Budget			\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 5,000.00	
		Actual			\$ 500.00	\$ 500.00	\$ 500.00							\$ 1,500.00	
	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	\$ 1,800.00	\$ 21,050.00
		Actual	\$ 1,250.00	\$ 1,250.00		\$ 2,500.00	\$ 2,500.00								\$ 7,500.00
	330	Merchant Relations - Annual Meeting Mixer	Budget					\$ 1,500.00							\$ 1,500.00
		Actual			\$ 1,800.00	\$ 95.18	\$ 1,500.00								\$ 3,395.18
	340	Catalogue Delivery	Budget					\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 2,000.00
		Actual						\$ 250.00							\$ 250.00
<b>Partnerships/Sponsorships</b>															
400	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													\$ -	
<b>El Paseo Street Activation</b>															
500	510	Street Activation	Budget					\$ 1,150.00	\$ 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													\$ -		
<b>Total Expenses</b>		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	\$ 25,566.17	\$ 24,295.56	\$ 9,639.53	\$ 144.12	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 88,417.23
<b>Actual minus Budget (Variance):</b>		\$ (651.60)	\$ 131.74	\$ (3,308.29)	\$ (583.83)	\$ 5,245.56	\$ (15,810.47)	\$ (25,905.88)	\$ (51,800.00)	\$ (29,700.00)	\$ (31,000.00)	\$ (22,700.00)	\$ (10,500.00)	\$ (186,582.77)	

YTD Income Balance (Assessments + FY 22-23 Resrv): \$ 373,387.39      YTD Expenses: \$ 88,417.23      Cash Reserves (YTD Income minus Expenses): \$ 284,970.16

**El Paseo Business Association**

**FY 2024-2025**

**Budget vs Actual Recap - January**

<u>Description</u>	<u>Budgeted</u>	<u>Actual</u>	<u>Variance</u>
	<b>Income</b>		
Beginning Cash Balance	141,018.84	272,422.68	131,403.84
This Month's Assessments	<u>21,838.00</u>	<u>24,636.60</u>	<u>2,798.60</u>
Year To Date Balance	162,856.84	297,059.28	134,202.44
	<b>Expenses</b>		
Beginning Expenses	77,800.00	76,928.11	871.89
This Month's Expenses	<u>25,450.00</u>	<u>12,089.12</u>	<u>13,360.88</u>
Year To Date Expenses	103,250.00	89,017.23	14,232.77
YTD Cash Balance	137,406.84	<b>284,970.16</b>	147,563.32