

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	\$ 43,385.13	\$ 44,956.65	\$ 85,424.95	\$ 37,099.59	\$ 24,636.60	\$ 32,953.96	\$ 21,089.46				\$ 325,319.97
<b>Actual minus Budget (Variance):</b>	\$ 1,955.53	\$ (1,029.90)	\$ 21,013.13	\$ 12,696.65	\$ 53,196.95	\$ 15,261.59	\$ 5,519.60	\$ 15,468.96	\$ 1,786.46	\$ (21,228.00)	\$ (16,689.00)	\$ (12,632.00)	\$ 75,319.97

Expenses															
Acct. No.	Category	2024						2025						Totals	
		July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June		
100	<b>Strategic Planning/Admin</b>														
	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	\$ 5,350.00	\$ 3,350.00	\$ 3,350.00	\$ 3,350.00		\$ 3,350.00	\$ 3,350.00	\$ 3,350.00				\$ 25,450.00
	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	\$ 1,100.00					\$ 7,500.00
		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	\$ 145.09	\$ 144.53	\$ 144.12	\$ 146.40	\$ 141.64			\$ 1,262.33	
140	Strategic Planning	Budget	\$ 2,000.00											\$ 2,000.00	
		Actual												\$ -	
200	<b>Advertising</b>														
	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	\$ 5,995.00	\$ 9,795.00	\$ 25,195.00			\$ 63,775.00
	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							\$ 2,200.00	\$ 2,200.00	\$ 2,200.00			\$ 6,600.00
	240	Online Digital	Budget						\$ 3,000.00	\$ 3,000.00	\$ 3,500.00	\$ 3,500.00	\$ 3,300.00		\$ 16,300.00
			Actual								\$ 3,125.00				\$ 3,125.00
	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	\$ 2,200.00	\$ 15,400.00
			Actual					\$ 4,400.00	\$ 2,200.00	\$ 2,200.00					\$ 8,800.00
	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	\$ 3,200.00	\$ 3,200.00				\$ 20,300.00	
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				\$ 49.17	\$ 478.12	\$ 1,205.47	\$ 459.94	\$ 500.00				\$ 2,692.70	
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	\$ 500.00	\$ 250.00	\$ 250.00	\$ 250.00			\$ 2,250.00	
300	<b>Merchant Support</b>														
	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	\$ 3,000.00	\$ 3,000.00			\$ 12,000.00	
	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	\$ 500.00	\$ 500.00			\$ 2,500.00	
	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		\$ 1,800.00	\$ 2,500.00		\$ 4,000.00	\$ 1,300.00	\$ 1,400.00				\$ 12,250.00
330	Merchant Relations - Annual Meeting Mixer	Budget					\$ 1,500.00							\$ 1,500.00	
		Actual		\$ 1,250.00										\$ 1,250.00	
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	\$ 250.00	\$ 250.00			\$ 1,000.00	
400	<b>Partnerships/Sponsorships</b>														
	410	CVB Membership Dues	Budget										\$ 3,100.00	\$ 3,100.00	
			Actual	\$ 425.00										\$ 425.00	
	420	Palm Desert Chamber Membership	Budget	\$ 700.00											\$ 700.00
			Actual												\$ -
430	Fashion Week El Paseo Sponsorship	Budget								\$ 20,000.00				\$ 20,000.00	
		Actual						\$ 20,000.00						\$ 20,000.00	
431	Palm Desert Food & Wine Sponsorship	Budget								\$ 5,000.00				\$ 5,000.00	
		Actual						\$ 5,000.00						\$ 5,000.00	
500	<b>El Paseo Street Activation</b>														
	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						\$ 1,325.00	\$ 7,499.00	\$ 1,299.00			\$ 10,123.00	
530	Printing: Collateral for First Fridays	Budget												\$ -	
		Actual				\$ 95.18			\$ 141.11					\$ 236.29	
<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	\$ 8,231.74	\$ 9,891.71	\$ 22,088.05	\$ 8,268.21	\$ 54,145.00	\$ 25,415.17	\$ 35,390.40	\$ 32,460.64	\$ -	\$ -	\$ -	\$ 206,539.32
<b>Actual minus Budget (Variance):</b>			\$ (651.60)	\$ (368.26)	\$ (2,808.29)	\$ (4,061.95)	\$ (10,781.79)	\$ 28,695.00	\$ (634.83)	\$ (16,409.60)	\$ 2,760.64	\$ (31,000.00)	\$ (22,700.00)	\$ (10,500.00)	\$ (68,460.68)

**YTD Income Balance (Assessments + FY 24-25 Resrv):** \$ 422,430.81 **YTD Expenses:** \$ 206,539.32 **Cash Reserves (YTD Income minus Expenses):** \$ 215,891.49

**El Paseo Business Association**

**FY 2024-2025**

**Budget vs Actual Recap - February**

<u>Description</u>	<u>Budgeted</u>	<u>Actual</u>	<u>Variance</u>
	<b>Income</b>		
Beginning Cash Balance	130,505.84	229,699.11	99,193.27
This Month's Assessments	<u>17,485.00</u>	<u>32,953.96</u>	<u>15,468.96</u>
Year To Date Balance	147,990.84	262,653.07	114,662.23
	<b>Expenses</b>		
Beginning Expenses	129,300.00	138,688.28	(9,388.28)
This Month's Expenses	<u>51,800.00</u>	<u>35,390.40</u>	<u>16,409.60</u>
Year To Date Expenses	181,100.00	174,078.68	7,021.32
YTD Cash Balance	96,190.84	<b>227,262.67</b>	131,071.83

**El Paseo Business Association**

**FY 2024-2025**

**Budget vs Actual Recap - March**

<u>Description</u>	<u>Budgeted</u>	<u>Actual</u>	<u>Variance</u>
	<b>Income</b>		
Beginning Cash Balance	96,190.84	227,262.67	131,071.83
This Month's Assessments	<u>19,303.00</u>	<u>21,089.46</u>	<u>1,786.46</u>
Year To Date Balance	115,493.84	248,352.13	132,858.29
	<b>Expenses</b>		
Beginning Expenses	181,100.00	174,078.68	7,021.32
This Month's Expenses	<u>29,700.00</u>	<u>32,460.64</u>	<u>(2,760.64)</u>
Year To Date Expenses	210,800.00	206,539.32	4,260.68
YTD Cash Balance	85,793.84	<b>215,891.49</b>	130,097.65