

**NORTH PARK MAIN STREET**  
**Balance Sheet**  
As of December 31, 2024

	Dec 31, 24	Notes
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
PETTY CASH	226.41	
<b>UNION BANK ACCOUNTS</b>		
10095 · SED Account - 3993/USB 9937	481.36	
10131 · Savings Acct - 3944/USB 9440	69,484.70	
10120 · Farmer's Market - 7186/USB 1868	16,833.81	
10100 · General Checking - 3557/USB5574	103,877.75	
<b>Total UNION BANK ACCOUNTS</b>	190,677.62	
<b>Total Checking/Savings</b>	190,904.03	
<b>Accounts Receivable</b>		
GENERAL ACCOUNTS RECEIVABLE	144,289.62	<i>SED October, November &amp; December.</i>
<b>Total Accounts Receivable</b>	144,289.62	
<b>Total Current Assets</b>	335,193.65	
<b>Fixed Assets</b>		
<b>FIXED ASSETS</b>		
10240 · Automobile	11,300.00	
10230 · COMPUTER	2,611.06	
10200 · FURNITURE & EQUIPMENT	8,649.50	
10210 · LESS ACCUMULATED DEPRECIATION	(17,084.98)	
<b>Total FIXED ASSETS</b>	5,475.58	
<b>Total Fixed Assets</b>	5,475.58	
<b>Other Assets</b>		
Refundable Security Deposits	3,629.00	<i>storage garage deposit and mobile storage unit for FM. Office Rent deposit.</i>
<b>Total Other Assets</b>	3,629.00	
<b>TOTAL ASSETS</b>	<b>344,298.23</b>	
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
20270 · ACCOUNTS PAYABLE	29,459.38	
<b>Total Accounts Payable</b>	29,459.38	
<b>Credit Cards</b>		
<b>Credit Cards</b>		
USBank - JN 7126	60.00	
Home Depot	1,437.56	
<b>Total Credit Cards</b>	1,497.56	
<b>Total Credit Cards</b>	1,497.56	
<b>Other Current Liabilities</b>		
Payroll Clearing	(20,459.38)	

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<b>ACCRUED PAYABLES</b>	12,409.00	
<b>Total Other Current Liabilities</b>	<u>(8,050.38)</u>	
<b>Total Current Liabilities</b>	<u>22,906.56</u>	
<b>Total Liabilities</b>	22,906.56	
<b>Equity</b>		
<b>Gain/Loss on Disposal of Assets</b>	(2,220.00)	
<b>30011 · Retained Earnings</b>	18,049.00	
<b>30010 · FUND BALANCE</b>	184,119.00	
<b>30015 · NET ASSETS</b>	29,405.48	
<b>Net Income</b>	92,038.19	
<b>Total Equity</b>	<u>321,391.67</u>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>344,298.23</u></u>	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
December 2024

	Dec 24	Jul - Dec 24	Notes - December
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
40070 · SPONSORSHIPS	0.00	748.68	
40025 · SED - Special Enhancement Dist	39,489.98	300,103.36	December SED
40021 · BID Assessments Advance	8,605.69	53,779.81	December BID
41140 · Grants	0.00	56,525.10	CA Special Events Grants
40160 · GRANTS - TEMP RESTRICTED	0.00	32,874.00	SBEP Grant FY'24
70010 · INTEREST INCOME	14.25	78.46	
40015 · BANNER PROGRAM INCOME	0.00	10,064.03	
40040 · SPECIAL EVENTS INCOME			
Community Crawls	0.00	8,347.60	
Book Fair	0.00	321.54	
Pressure Washing Program	250.00	3,275.00	
40066 · Taste of North Park			
Boutique Participation	0.00	4,250.00	
Ticket Sales	0.00	66,236.02	
<b>Total 40066 · Taste of North Park</b>	<b>0.00</b>	<b>70,486.02</b>	
40045 · FARMER'S MARKET			
40045-A · Vendor Fees	8,926.00	78,156.00	
<b>Total 40045 · FARMER'S MARKET</b>	<b>8,926.00</b>	<b>78,156.00</b>	
<b>Total 40040 · SPECIAL EVENTS INCOME</b>	<b>9,176.00</b>	<b>160,586.16</b>	
40150 · MISCELLANEOUS INCOME			
40154 · Community Profile	300.00	1,000.00	
40150 · MISCELLANEOUS INCOME - Other	2,072.11	2,432.11	
<b>Total 40150 · MISCELLANEOUS INCOME</b>	<b>2,372.11</b>	<b>3,432.11</b>	
<b>Total Income</b>	<b>59,658.03</b>	<b>618,191.71</b>	
<b>Gross Profit</b>	<b>59,658.03</b>	<b>618,191.71</b>	
<b>Expense</b>			
51510 · PROMOTION			
51514 · Marketing			
51514a · Small Business Saturday	3,340.06	7,265.07	
51514 · Marketing - Other	0.00	369.13	
<b>Total 51514 · Marketing</b>	<b>3,340.06</b>	<b>7,634.20</b>	
51515 · WEB SITE	1,000.00	4,960.00	
<b>Total 51510 · PROMOTION</b>	<b>4,340.06</b>	<b>12,594.20</b>	
51537 · SED - Special Enhancement Dist			
Landscaping Imp & Activities			
SED - Maintenance Personnel	23,734.28	180,605.78	
SED - Supplies & Storage	4,871.31	24,571.66	
SED - Waste / Dumpster Service	901.61	4,945.66	
SED - Water Services	0.00	1,913.68	
SED - Program Management	2,874.10	16,660.19	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
December 2024

	Dec 24	Jul - Dec 24	Notes - December
<b>Total Landscaping Imp &amp; Activities</b>	32,381.30	228,696.97	
<b>General Operating</b>			
SED - Events & Mixers	0.00	2,037.50	
SED - Retail Rent & Recruitment	0.00	18,000.00	
SED - Insurance			
Insurance - Workers Comp	3,269.25	6,603.00	
<b>Total SED - Insurance</b>	3,269.25	6,603.00	
SED - Program Management	0.00	11,000.00	
SED - Accounting & Audit	0.00	6,200.00	
<b>Total General Operating</b>	3,269.25	43,840.50	
<b>Non-Profit Admin</b>			
SED - Admin Personnel	0.00	14,724.54	
SED - Rent	2,050.00	8,200.00	
SED - Telephone & Internet	447.98	2,687.04	
SED - Office Supplies	0.00	936.28	
<b>Total Non-Profit Admin</b>	2,497.98	26,547.86	
SED - Sanitation	0.00	303.00	
SED - Landscaping	0.00	68.80	
<b>Total 51537 · SED - Special Enhancement Dist</b>	38,148.53	299,457.13	
<b>SPECIAL EVENTS &amp; PROJECTS</b>			
Community Crawls Expense	0.00	971.65	
51536 · North Park Book Fair	0.00	1,550.67	
51530 · Holiday Events	43.37	2,178.01	
51520 · Taste of North Park			
Taste - Consultant/Contractors	0.00	12,950.00	
Taste - Advertising	497.00	4,100.64	
Taste - Supplies/Materials	0.00	2,716.16	
Taste - Printing	0.00	10,310.03	
<b>Total 51520 · Taste of North Park</b>	497.00	30,076.83	
51522 · Community Profile	6.24	256.24	
52000 · PRINTING & MARKETING	43.10	366.35	
52004 · FESTIVAL			
52004J · Printing - general items	0.00	96.98	
52004L · Beer Gardens&Craft Block	0.00	1,118.00	
52004B · Music&Dancers (Artist/ Entert)	0.00	50.00	
52004D · Marketing/Advertising	385.00	698.43	
<b>Total 52004 · FESTIVAL</b>	385.00	1,963.41	
52010 · DESIGN			
52015 · BANNER PROGRAM EXPENSES	1,745.85	15,778.87	
<b>Total 52010 · DESIGN</b>	1,745.85	15,778.87	
52200 · FARMER'S MARKET			
52200L · Staffing	4,928.45	29,384.83	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
December 2024

	Dec 24	Jul - Dec 24	Notes - December
52200I · FM - Bank Charges	291.03	1,908.47	
52200A · Facility Expense	2,185.80	15,580.40	
52200B · Marketing & Promotions	3,365.00	6,973.94	
52200C · Materials & Supplies	329.36	1,642.84	
52200E · Taxes & Licenses	1,390.00	3,845.20	
<b>Total 52200 · FARMER'S MARKET</b>	<b>12,489.64</b>	<b>59,335.68</b>	
<b>Total SPECIAL EVENTS &amp; PROJECTS ORGANIZATION</b>	<b>15,210.20</b>	<b>112,477.71</b>	
50040 · Hospitality	384.08	1,962.78	
50070 · INSURANCE			
General Liability Insurance	0.00	18.00	
Directors & Officers Insurance	0.00	3,806.00	
Workers Compensation Insurance	1,089.75	2,123.00	
<b>Total 50070 · INSURANCE</b>	<b>1,089.75</b>	<b>5,947.00</b>	
50080 · TRAVEL & Parking	0.00	412.55	
61100 · ACCOUNTING			
61100b · CPA - Audit & Tax Return	5,000.00	5,000.00	
61100a · Bookkeeping	3,200.00	13,000.00	
<b>Total 61100 · ACCOUNTING</b>	<b>8,200.00</b>	<b>18,000.00</b>	
61200 · BANK SERVICE FEES			
Interest Expense	0.00	35.00	
Merchant Fees	322.50	1,074.66	
61200 · BANK SERVICE FEES - Other	0.00	0.00	
<b>Total 61200 · BANK SERVICE FEES</b>	<b>322.50</b>	<b>1,109.66</b>	
61300 · BOARD & STAFF WORKSHOP & Develop	0.00	33.29	
50135 · COMPUTER SUPPLIES			
Comp Maint/Support/Software	361.74	2,118.66	
<b>Total 50135 · COMPUTER SUPPLIES</b>	<b>361.74</b>	<b>2,118.66</b>	
50155 · COPIER LEASE	375.35	1,601.83	
50060 · DUES & SUBSCRIPTIONS	0.00	1,076.00	
50035 · HEALTH INSURANCE	0.00	331.02	
50150 · OFFICE SUPPLIES & EXPENSES	53.39	1,008.45	
65600 · PAYROLL PREP FEES	311.00	1,986.50	
50020 · RENT-OFFICE	0.00	4,100.00	
50025 · STAFFING PAYROLL			
50038 · Employee Retirement	3,033.16	6,525.60	
50027 · ASST. DIRECTOR	0.00	12,783.34	
50026 · EXECUTIVE DIRECTOR	12,199.98	36,233.28	
50030 · PAYROLL TAX EXPENSE	1,443.23	6,394.52	
<b>Total 50025 · STAFFING PAYROLL</b>	<b>16,676.37</b>	<b>61,936.74</b>	
<b>Total ORGANIZATION</b>	<b>27,774.18</b>	<b>101,624.48</b>	
<b>Total Expense</b>	<b>85,472.97</b>	<b>526,153.52</b>	

**NORTH PARK MAIN STREET**  
**Profit & Loss**  
December 2024

Net Ordinary Income  
Net Income

	Dec 24	Jul - Dec 24	Notes - December
Net Ordinary Income	(25,814.94)	92,038.19	
Net Income	<b>(25,814.94)</b>	<b>92,038.19</b>	