

PACIFIC BEACH TOWN COUNCIL

2025 ANNUAL FINANCIAL REPORT

FINANCIAL POSITION

- The town council's financial position continues to be in a strong financial position and remains fiscally sound. Based on current financial statements, cash flow, and reserves.
- We are able to meet all existing obligations as they come due and continue to responsibly support our programs and operations.
- There are no present concerns for the town council's ability to operate over the next 5 - 10 years.
- We maintain prudent financial management practices and ongoing oversight to ensure long-term sustainability and stewardship of our resources.

FINANCIAL POSITION

- Cash reserves have remained relatively unchanged over last year driven by conservative spending and support from the public.
- Increase in cash balance at the end of 2025 is primarily due to remaining 2025 PAESAN contributions and grants that will be spent on outstanding PAESAN 2025 purchases to be completed in 2026 for the lifeguards (~\$45-50,000 for lifeguard tower and rip current signs).

	12/31/2025	12/31/2024	Net Change (+/-)
Cash	\$225,596	\$174,887	+\$50,709
General Account	\$190,842	\$146,788	+\$44,054
Rose Creek Cottage	\$34,754	\$28,099	+\$6,655

MEMBERSHIP

- In 2025 we saw a drop in both our individual memberships and business memberships.
- In mid-2025 we transitioned to the Zeffy platform with the goal of better membership management, including ease of sign-ups, renewals, and outreach.
- In 2026, we have already more in memberships than 2025, collected \$1,000 in business memberships and 3,100 in individual/family memberships.

	CY2025	CY2024	Net Change (+/-)
Membership Dues	\$2,911	\$8,786	-\$5,875
Individual/Family	\$2,161	\$3,886	-\$1,725
Business Membership	\$750	\$4,900	+\$4,150

OPERATING BUDGET

- Operating loss driven by losing membership income, offset by general donations to the town council.

	CY2025	CY2024	Net Change (+/-)
Operating Income	\$4,981	\$9,541	-\$4,560
Interest	\$2,070	\$755	+\$1,315
Membership Dues	\$2,911	\$8,786	-\$5,875
Operating Expenses	\$5,509	\$5,586	
Rent	\$1,200	\$1200	\$0
Telephone & Utilities	\$1,349	\$2,038	-\$689
Mailing and Printing	\$496	\$337	+\$159
Technology & Subscriptions	\$617	\$351	+\$266
Insurance & Accounting	\$1,847	\$1,660	+\$187
Net Income	-\$528	+\$3,955	-\$4,483

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FY 2026 ADOPTED BUDGET & ACTION PLAN

OVERVIEW

- 2025 marked a change in the fundraising climate, with government cuts to grant funding and businesses reducing philanthropic donations. By all indications, that trend will continue into 2026.
- The PBTC budget and action plan for 2026 centers around building sustainability into our operations.
- Primary areas of focus:
 - Reducing operational expenses & increasing efficiency
 - Setting reasonable goals for fundraising
 - Continuing to build our reserves
 - Rejuvenating our annual membership levels

2026 ADOPTED BUDGET

- Board set attainable goals to address organizational scope creep.
- Adjustments to 2026 PBTC operations:
 - Recalibration of Concerts on the Green back to original 4-weekend event
 - Implementation of a set PAESAN fundraising goal
 - Reduced routine expenses (printing, supplies, etc.)
- With these changes, conservative predictions currently forecast a deficit of approximately \$3,500.00.
 - Between 2023 and 2025, PBTC significantly grew its reserves, so even in a worst case scenario, we are prepared.

2026 ADOPTED BUDGET cont.

- What has not been priced in:
 - We've already exceeded our baseline membership goal for the entire year of 2026, by approximately \$1,000.00. With more resources dedicated to a renewal campaign, we are on track to double our current prediction and restore high levels of membership.
 - Annual fundraisers with local businesses and historically reliable grants
 - Partnerships we are currently working on
- This is not merely a game of austerity or sequestration to cut back on our initiatives.
 - With a more sustainable scope of operations, this frees up PBTC funds to explore or support other projects in 2026.

QUESTIONS?

*A copy of these slides and FY26 Adopted Budget
will be made available on the website*