



FINANCIAL REPORT

**For period ending
November 30, 2009**

Pending Approval

**Provided to the
Downtown Long Beach Associates
Executive Committee
January 7, 2009**

Downtown Long Beach Associates
November 2009
Financial Summary

REVENUE:

- Revenue for the two months has been recorded based on budgeted amounts
- Amounts allocated from deferred revenue during 2008-2009 have been included in the 2009-2010 budget as follows:
 - LBT visitors Center - \$12,000
 - East Village Special Events - \$4,500
 - LED Lighting (Phase II) - \$40,000
 - Pine Master Plan - \$50,000
 - Ocean Blvd Art - \$75,000
 - CEC Lighting - \$15,000
 - Trees and Design Charrette - \$10,000

EXPENSES:

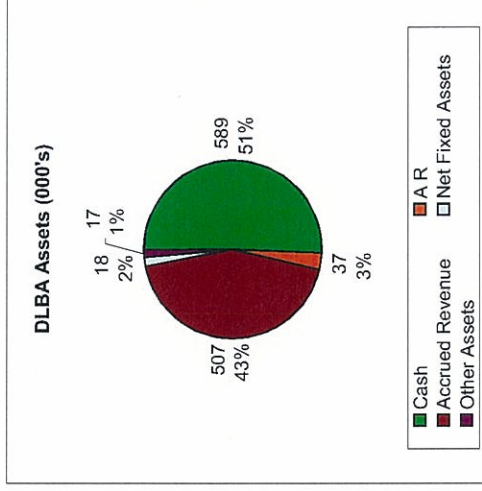
- Expenses for the two months ended November 2009 are:
 - Personnel - \$93,000 (at budget)
 - Administration - \$55,000 (over budget \$1,000)
 - Advocacy - \$25,000 (over budget \$10,000)
 - Capital Improvements - \$2,000 (under budget \$53,000 – this is the amount that is budgeted from current year revenues)
 - Economic Development - \$26,000 (under budget \$10,000)
 - Marketing – \$43,000 (over budget \$2,000)
 - Special Events - \$103,000 (under budget \$3,000)
 - Operations - \$208,000 (under budget \$1,000)

DEFERRED REVENUE:

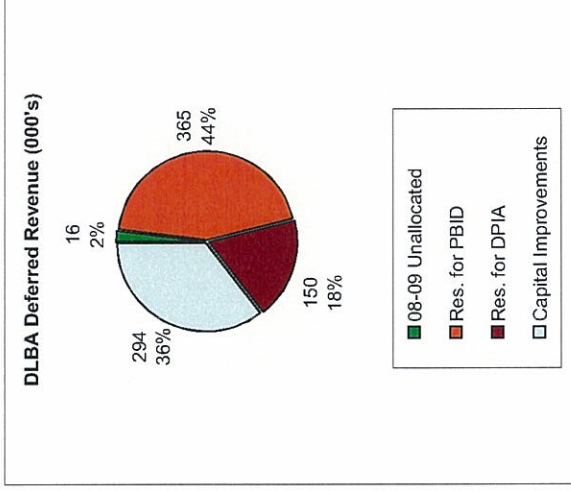
- Balances in Deferred Revenue at the end of the period include the following:
 - Reserves for PBID/DPIA – \$515,000
 - Unallocated Capital Improvements – \$273,750
 - Unallocated amount from 2008-2009 - \$16,202

Downtown Long Beach Associates
Balance Sheet
November 30, 2009

Assets	
Current Assets	
Cash	588,853
Accounts Receivable	36,585
Accrued Revenues	506,585
Prepaid Expenses	10,009
Total Current Assets	1,142,031
Fixed Assets	
Furniture & Equipment	162,920
Accumulated Depreciation	(145,138)
Total Fixed Assets	17,782
Other Assets	
Deposits	3,762
Software License	11,995
Accumulated Amortization	(9,196)
Total Other Assets	6,561
Total Assets	1,166,374



Liabilities & Fund Balances	
Current Liabilities	
Accounts Payable	82,706
Accrued Wages & Other Expenses	240,466
Unearned Revenue	-
Deferred Revenue	824,952
Total Current Liabilities	1,148,124
Long Term Liabilities	
Capital Lease Payable	14,989
Total Long Term Liabilities	14,989
Net Income (Loss)	3,261
Total Liabilities & Net Income (Loss)	1,166,374



DOWNTOWN LONG BEACH ASSOCIATES
FINANCIAL STATEMENT - In thousands
11/30/2009

	YEAR TO DATE ACTUALS					YEAR TO DATE BUDGET					VARIANCE TO YTD BUDGET	TOTAL YEAR BUDGET													
	DPIA	PBID	Parking Meters	RDA	Sponsor Other Deferred	TOTAL	DPIA	PBID	Parking Meters	RDA		Sponsor Other Deferred	TOTAL	DPIA	PBID	Parking Meters	RDA	Sponsor Other Deferred	TOTAL						
Revenues																									
DPIA	98				98	98					98							585							
Parking Meter Revenue			75		75			75			75				450			450							
RDA				45	45				45		45					270		270							
PBID		301			301		301				301		1,803					1,803							
Delinquency		(11)			(11)		(11)				(11)		(69)					(69)							
Sponsorships			10		10					12	12					205		205							
Other Income				23	23					25	25					153		153							
Deferred Revenue					18	18				18	18							226							
Total Revenue	98	289	75	45	10	23	18	557	98	289	75	45	12	25	18	562	585	1,734	450	270	205	153	226	3,624	
Expenses																									
Personnel	65	17		10	93	65	18		10								0	393	105		63			560	
Administrative	29	24			55	28	24						2					(1)	114	102			13		228
Advocacy	15	5	5		25	8	2	4										(10)	51	13	22			12	98
Capital Improvements					2													53		103	225				190
Economic Dev.	0	11	1	13	1	26			2	15	2	17		1			10	13	88	11	100		9		220
Marketing	12	20	6	4	43					19	18	3					(2)			50	56	21			127
Special Events		31	22	2	28	18	103	17	26	19	8	12		18	100	(3)	15	169	137	87	175	10	24	617	
Operations					208					184		5	20		209	1		1,105			30	121		1,256	
Total Expenses	121	297	36	28	30	23	18	554	121	305	80	38	17	24	18	603	48	585	1,734	450	270	205	153	226	3,624
Net Operating Income(Loss)	(24)	(8)	39	17	(20)	(1)	-	3	(23)	(16)	(5)	7	(5)	2	(40)	44	-	-	-	-	-	-	-	-	-

**DOWNTOWN LONG BEACH ASSOCIATES
FINANCIAL STATEMENT
11/30/2009**

	YEAR TO DATE ACTUALS				YEAR TO DATE BUDGET				TOTAL YEAR BUDGET					
	DPIA	PBID	Parking Meters	RDA Sponsors & Other Ticket Sales	DPIA	PBID	Parking Meters	RDA Sponsors & Other Ticket Sales	DPIA	PBID	Parking Meters	RDA Sponsors & Other Ticket Sales	Deferred	TOTAL
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	526	1,152	-	1,679	-	17,130	37,503	-	-	-	102,773	225,000	-	160,000
-	526	1,152	-	1,679	-	17,130	37,503	-	-	-	102,773	225,000	-	190,000
-	-	-	-	-	-	-	-	-	-	-	-	-	-	517,773

Capital Improvements

PBID Special Projects	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Street and Landscape	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Capital Improvements	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Economic Development

Research	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bus Recruitment & Retention	93	10,954	1,493	12,583	83	11,667	1,331	13,764	665	832	2,500	8,000	4,000	165,000
Outreach and Special Projects	-	-	-	-	2,083	2,500	-	2,917	834	8,334	12,500	-	17,500	50,000
Total Economic Dev.	93	10,954	1,493	12,583	747	14,583	1,747	16,671	1,499	36,866	10,796	100,000	9,000	220,000

Marketing

Publications	12,348	12,348	-	24,696	-	13,889	11,111	-	-	-	25,000	14,000	-	31,500
Co-operative Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stakeholder Outreach	-	2,304	-	2,304	-	-	-	-	-	(2,304)	-	-	-	-
Advertising/Promotions	-	5,729	4,759	3,614	-	5,416	4,500	3,416	-	13,332	(770)	20,500	-	80,000
Public Relations	18	-	-	36	-	-	-	-	-	-	-	-	-	-
Web Site Development	-	-	1,387	1,387	-	-	2,500	-	-	2,500	1,113	15,000	-	15,000
Total Marketing	12,366	20,399	6,147	3,614	-	19,305	16,111	3,416	-	40,832	(1,692)	55,000	20,500	125,500

Special Events

Event Productions	-	30,845	21,937	1,824	27,880	1,764	18,312	102,582	-	22,486	15,523	5,061	12,252	-	18,312	73,634	(28,948)	5,250	145,822	112,875	72,000	175,000	10,000	18,312	539,259	
Event Sponsorships	-	250	250	-	500	17,250	3,106	2,500	-	3,106	3,106	2,500	-	-	-	25,961	25,461	9,750	23,625	23,625	15,000	-	-	-	5,889	77,889
Total Special Events	-	31,095	22,187	1,824	27,880	1,764	18,312	103,082	17,250	25,592	18,629	7,561	12,252	-	18,312	99,595	(3,487)	15,000	169,447	138,500	87,000	175,000	10,000	24,201	617,148	

Operations

Clean Team Personnel	86,752	-	-	17,669	104,820	88,184	-	-	18,166	106,350	1,740	-	-	-	528,192	-	-	-	-	-	-	-	-	-	-	-	638,192
Clean Team Supplies	(685)	-	-	(685)	830	600	-	-	-	830	1,415	-	-	-	5,000	-	-	-	-	-	-	-	-	-	-	-	5,000
Clean Team Equip. Insurance	600	-	-	600	600	600	-	-	-	600	-	-	-	-	3,600	-	-	-	-	-	-	-	-	-	-	-	3,600
Clean Team Fuel	3,326	-	-	3,326	3,326	5,170	-	-	-	5,170	1,844	-	-	-	31,000	-	-	-	-	-	-	-	-	-	-	-	31,000
Clean Team Equipment Leases	3,724	-	-	3,724	3,724	3,168	-	-	-	3,168	(558)	-	-	-	19,000	-	-	-	-	-	-	-	-	-	-	-	19,000
Clean Team Equipment Maint.	79,569	-	-	1,755	82,026	86,248	-	-	5,000	2,000	11,222	-	-	-	517,473	-	-	-	-	-	-	-	-	-	-	-	559,473
DownTown Guides	14,447	-	-	14,447	14,447	-	-	-	-	-	(14,447)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pressure Washing Service	-	-	-	-	-	184,210	-	-	5,000	20,166	1,217	-	-	-	1,105,265	-	-	-	-	-	-	-	-	-	-	-	1,105,265
Total Operations	121,995	297,175	36,066	28,407	29,635	23,170	18,312	554,180	120,889	304,792	79,566	36,065	17,252	23,621	18,312	802,765	48,965	585,000	1,734,485	450,000	270,000	205,000	155,000	226,201	3,623,666		

Total Expenses

Mer Operating Income(Loss)	(23,895)	(6,090)	38,914	16,593	(19,683)	(577)	-	3,261	(23,399)	(15,667)	(4,656)	6,935	(5,252)	1,663	(40,374)	43,936	-	-	-	-	-	-	-	-	-	-	-	-
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**DLBA
Detail of Recognized Deferred Revenue and Expense
11/30/09**

	Balance 9/30/2009	YE Deferral	Balance 9/30/2009	Re-allocated	Additions	Reductions	Balance 11/30/2009
Reserve for PBID	365,000		365,000				365,000
Reserve for DPIA	150,000		150,000				150,000
Unallocated 08-09	-	16,202	16,202				16,202
LBT Visitors Center	12,000	-	12,000			-12,000	-
East Village Special Events	4,500		4,500			-4,500	-
Marketing Events	-		-				-
Halloween 2009	18,312		18,312			-18,312	-
Carboload	1,389		1,389			-1,389	-
Capital Improvements	273,750		273,750	20,000			293,750
LED Lighting Phase II	40,000		40,000	(40,000)			-
Ocean Blvd Lighting	-		-	40,000		-40,000	-
Pine Master Plan	50,000		50,000			-50,000	-
Ocean Blvd Art	75,000		75,000			-75,000	-
CEC Lighting	15,000		15,000	(15,000)			-
Trees	5,000		5,000			-5,000	-
Design Charrette	5,000		5,000	(5,000)			-
Total deferred revenue	1,014,951	16,202	1,031,153	-	-	(206,201)	824,952