



DOWNTOWN LONG BEACH ALLIANCE

FY 24 Proposed Budget Summary - Final Draft

REVENUE	FY 24 (Proposed)	FY 23	FY 22	FY 21	FY 20	FY 19
PBID	\$ 3,975,854	\$ 3,600,991	\$ 2,814,275	\$ 2,788,982	\$ 2,686,818	\$ 2,588,686
DPBIA	\$ 748,875	\$ 716,627	\$ 690,392	\$ 594,383	\$ 716,159	\$ 690,965
Parking Meter	\$ 300,000	\$ 300,000	\$ 400,000	\$ 225,907	\$ 181,828	\$ 409,487
Corporate Grants	\$ 30,000	\$ 30,000	\$ 55,000	\$ 3,543	\$ 91,282	\$ -
Events	\$ 95,000	\$ 180,000	\$ 158,000	\$ -	\$ 49,429	\$ 244,312
Contract/Misc	\$ 690,150	\$ 583,230	\$ 561,250	\$ 519,919	\$ 512,585	\$ 460,978
Government Grants	\$ -	\$ -	\$ -	\$ 389,439	\$ -	\$ -
Deferred	\$ 80,000	\$ -	\$ -	\$ -	\$ -	\$ -
TOTALS	\$ 5,919,879	\$ 5,410,848	\$ 4,678,917	\$ 4,522,172	\$ 4,238,100	\$ 4,394,428

EXPENSES	FY 24 (Proposed)	FY 23	FY 22	FY 21	FY 20	FY 19
Administration	\$ 807,490	\$ 713,573	\$ 670,446	\$ 848,717	\$ 672,437	\$ 696,199
Advocacy, Research, & Develop	\$ 224,746	\$ 241,470	\$ 221,186	\$ 323,589	\$ 128,890	\$ 162,327
Economic Development	\$ 525,765	\$ 593,566	\$ 440,609	\$ 393,846	\$ 318,753	\$ 260,788
Special Events & Sponsorships	\$ 443,760	\$ 453,367	\$ 461,601	\$ 177,934	\$ 249,304	\$ 609,372
Marketing & Communications	\$ 373,060	\$ 367,407	\$ 320,288	\$ 255,735	\$ 251,007	\$ 267,203
Operations	\$ 3,163,457	\$ 2,752,972	\$ 2,328,438	\$ 2,073,980	\$ 1,957,433	\$ 1,961,769
Placemaking	\$ 381,601	\$ 288,494	\$ 236,348	\$ 396,659	\$ 239,089	\$ 342,435
TOTALS	\$ 5,919,879	\$ 5,410,848	\$ 4,678,917	\$ 4,470,460	\$ 3,816,913	\$ 4,300,093

FY 24 Net	FY 24 (Proposed)	FY 23	FY 22	FY 21	FY 20	FY 19
Total Revenue	\$ 5,919,879	\$ 5,410,848	\$ 4,678,917	\$ 4,522,172	\$ 4,238,100	\$ 4,394,428
Total Expenses	\$ 5,919,879	\$ 5,410,848	\$ 4,678,917	\$ 4,470,460	\$ 3,816,913	\$ 4,300,093
TOTALS	\$ 0	\$ 0	\$ 0	\$ 51,713	\$ 421,188	\$ 94,335



DOWNTOWN LONG BEACH ALLIANCE

FY 2023-24 BUDGET Final Draft - Revenue Detail

DESCRIPTION	PBID	DPBIA	PKG MTR	Fundraising for Grants	Event Revenue	Contract/Misc	Deferred	Total
REVENUES								
PBID Funds (gross)	\$ 4,143,425	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,143,425
Deferred Revenue Recognized from 22/23	\$ 991,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 991,250
PBID Delinquency (3.0% per mg. plan)	\$ (122,965)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (122,965)
PBID Revenue Deferred to 24/25	\$ (1,035,856)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,035,856)
DPIA	\$ -	\$ 748,875	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 748,875
Parking Meters	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ -	\$ 300,000
Taste of Downtown	\$ -	\$ -	\$ -	\$ -	\$ 85,000	\$ -	\$ -	\$ 85,000
New Year's Eve Waterfront	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 5,000
Celebrate Downtown	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 5,000
Small Business Grant Fundraising	\$ -	\$ -	\$ -	\$ 30,000	\$ -	\$ -	\$ -	\$ 30,000
Blu Condominium Association	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,864	\$ -	\$ 3,864
Hillcrest Monterey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,686	\$ -	\$ 14,686
300 Alamos	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,076	\$ -	\$ 11,076
Prop A	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 312,000	\$ -	\$ 312,000
Long Beach Transit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 265,335	\$ -	\$ 265,335
Zafaria BID	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 52,048	\$ -	\$ 52,048
Lincoln Park	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80,000	\$ 80,000
Mosaic Street Mural	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,178	\$ -	\$ 27,178
Misc Income (rent reimbursement)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,963	\$ -	\$ 3,963
TOTAL REVENUE	\$ 3,975,854	\$ 748,875	\$ 300,000	\$ 30,000	\$ 95,000	\$ 690,150	\$ 80,000	\$ 5,919,879



DOWNTOWN LONG BEACH ALLIANCE

FY 2023-24 BUDGET Final Draft - Expense Detail

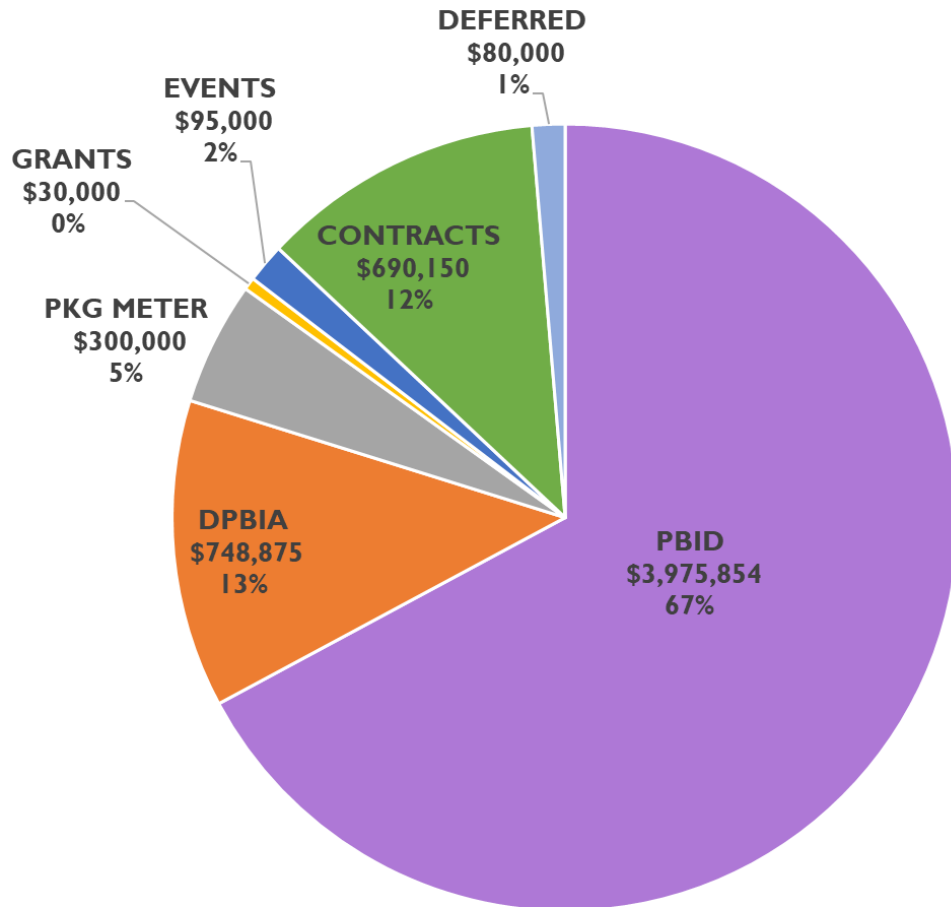
DESCRIPTION	PBID	DPBIA	PKG MTR	Fundraising for Grants	Event Revenue	Contract/Misc	Deferred	Total
ADMINISTRATION								
Rent	\$ 132,000	\$ 132,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 264,000
Telephone/Data	\$ -	\$ 21,540	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21,540
Computers	\$ -	\$ 41,896	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41,896
Office Equip Lease	\$ -	\$ 12,040	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,040
Office Supplies	\$ -	\$ 7,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,800
Postage	\$ 950	\$ 950	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,900
General Insurance	\$ 36,500	\$ 36,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 73,000
Professional Services	\$ 35,750	\$ 35,750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 71,500
Utilities	\$ -	\$ 3,780	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,780
Admin Projects	\$ -	\$ 12,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000
Taxes	\$ -	\$ 2,520	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,520
Office Maint. & Repairs	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000
Employee Recruitment and Retention	\$ -	\$ 23,836	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,836
Admin Services	\$ -	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000
Credit Card Merchant Fees and Interest	\$ -	\$ 2,400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400
Dues & Subscriptions	\$ -	\$ 5,194	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,194
Board & Committee Meetings	\$ 4,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,800
Holiday Party/Gifts	\$ 1,035	\$ 6,965	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000
PBID General Benefit	\$ -	\$ 15,678	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,678
Administrative Personnel	\$ 115,303	\$ 115,303	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 230,607
TOTAL ADMINISTRATION	\$ 326,338	\$ 481,152	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 807,490
ADVOCACY								
Travel/Education/Civic Events	\$ 3,156	\$ 16,844	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000
Research & Data Analytics	\$ 27,050	\$ 27,050	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 54,100
PBID General Benefit	\$ -	\$ 4,951	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,951
Advocacy Personnel	\$ 72,848	\$ 72,848	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145,695
TOTAL ADVOCACY	\$ 103,054	\$ 121,693	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 224,746
ECONOMIC DEVELOPMENT								
Strategic Recruitment	\$ 13,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,600
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Grand Opening Assistance	\$ 4,272	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,272
Small Business Grants	\$ 20,000	\$ -	\$ -	\$ 30,000	\$ -	\$ -	\$ -	\$ 50,000
Economic Profile & Snapshot Reports	\$ 17,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17,000
Business Development Support	\$ 59,080	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 59,080
Business Seminars	\$ 51,924	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 51,924
Broker Mixers	\$ 29,900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,900
Conference Attendance	\$ 1,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500
Memberships	\$ 1,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250
Community Sponsorships	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PBID General Benefit	\$ -	\$ 22,678	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22,678
ED Personnel	\$ 273,499	\$ 1,062	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 274,561
TOTAL ECONOMIC DEVELOPMENT	\$ 472,025	\$ 23,740	\$ -	\$ 30,000	\$ -	\$ -	\$ -	\$ 525,765

DESCRIPTION	PBID	DPBIA	PKG MTR	Fundraising for Grants	Event Revenue	Contract/Misc	Deferred	Total
SPECIAL EVENTS								
Celebrate Downtown	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 25,000
Taste of Downtown	\$ 9,262	\$ 5,738	\$ -	\$ -	\$ 85,000	\$ -	\$ -	\$ 100,000
Art Walk (10/14)	\$ 20,000	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,000
New Year's Eve	\$ 15,000	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 20,000
Community Space Entertainment Activation	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000
General Expenses	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Event Sponsorship - Juneteenth	\$ 2,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500
Event Sponsorship - Long Beach Walls	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000
Event Sponsorship - Dia De Los Muertos	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000
Microgrants	\$ 5,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000
Community Outreach	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000
Events Committee Projects	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
PBID General Benefit	\$ -	\$ 168	\$ 12,585	\$ -	\$ -	\$ -	\$ -	\$ 12,753
Special Events Personnel	\$ 178,092	\$ -	\$ 26,415	\$ -	\$ -	\$ -	\$ -	\$ 204,507
TOTAL SPECIAL EVENTS	\$ 263,854	\$ 45,906	\$ 39,000	\$ -	\$ 95,000	\$ -	\$ -	\$ 443,760
MARKETING								
Annual Report / Publications	\$ 6,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000
Advertising/Promotions	\$ 90,779	\$ -	\$ 1,123	\$ -	\$ -	\$ -	\$ -	\$ 91,901
Public Relations	\$ 13,996	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ 23,996
Website Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PBID General Benefit	\$ -	\$ -	\$ 12,753	\$ -	\$ -	\$ -	\$ -	\$ 12,753
Marketing Personnel	\$ 151,285	\$ -	\$ 87,124	\$ -	\$ -	\$ -	\$ -	\$ 238,409
TOTAL MARKETING	\$ 262,060	\$ -	\$ 111,000	\$ -	\$ -	\$ -	\$ -	\$ 373,060
OPERATIONS								
Clean Team Personnel	\$ 622,000	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ 627,000
Clean Team Management	\$ 109,584	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 109,584
Clean Team Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clean Team Equipment Insurance	\$ 19,972	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ 24,972
Clean Team Fuel	\$ 6,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000
Clean Team Equipment & Maintenance	\$ 77,030	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 77,030
Pressure Washing	\$ 302,017	\$ -	\$ -	\$ -	\$ -	\$ 12,533	\$ -	\$ 314,550
Safe Team	\$ 906,784	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 906,784
Homeless Outreach	\$ 82,769	\$ 26,211	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 108,980
Special Projects	\$ 19,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,800
Community Outreach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Contract Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 551,300	\$ 26,000	\$ 577,300
Public Safety Projects	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Operations Personnel	\$ 274,141	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 274,141
PBID General Benefit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 116,317	\$ -	\$ 116,317
TOTAL OPERATIONS	\$ 2,421,096	\$ 26,211	\$ -	\$ -	\$ -	\$ 690,150	\$ 26,000	\$ 3,163,457
PLACEMAKING								
Tree Planting	\$ 336	\$ -	\$ 3,114	\$ -	\$ -	\$ -	\$ -	\$ 3,450
Holiday Decor	\$ 2,247	\$ 32,279	\$ 34,526	\$ -	\$ -	\$ -	\$ -	\$ 69,051
Lighting Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Banners	\$ -	\$ -	\$ 2,700	\$ -	\$ -	\$ -	\$ -	\$ 2,700
Mutt Mitts	\$ -	\$ -	\$ 11,700	\$ -	\$ -	\$ -	\$ -	\$ 11,700
Public Space Infrastructure	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Public Space Activation	\$ -	\$ -	\$ 30,635	\$ -	\$ -	\$ -	\$ 54,000	\$ 84,635
Education/Promotion	\$ -	\$ -	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ 600
Other Misc. Service Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PBID General Benefit	\$ -	\$ -	\$ 6,122	\$ -	\$ -	\$ -	\$ -	\$ 6,122
PR Personnel	\$ 124,844	\$ 17,896	\$ 60,604	\$ -	\$ -	\$ -	\$ -	\$ 203,343
TOTAL PLACEMAKING	\$ 127,426	\$ 50,175	\$ 150,000	\$ -	\$ -	\$ -	\$ 54,000	\$ 381,601
TOTAL EXPENSE	\$ 3,975,853	\$ 748,876	\$ 300,000	\$ 30,000	\$ 95,000	\$ 690,150	\$ 80,000	\$ 5,919,879

	PBID	DPBIA	PKG METER	GRANTS	EVENTS	CONTRACTS	DEFERRED	TOTAL
2023 - 2024	\$ 3,975,854	\$ 748,875	\$ 300,000	\$ 30,000	\$ 95,000	\$ 690,150	\$ 80,000	\$ 5,919,879
2022 - 2023	\$ 3,600,991	\$ 716,627	\$ 300,000	\$ 30,000	\$ 120,000	\$ 583,230	\$ -	\$ 5,350,848
Delta (\$)	\$ 374,863	\$ 32,248	\$ -	\$ -	\$ (25,000)	\$ 106,920	\$ 80,000	\$ 569,031
Delta (%)	9%	4%	0%	0%	-26%	15%	100%	10%

	ADMIN	ADVOCACY	PLACEMAKING	ECON DEV	MARKETING	SPECIAL EVENTS	OPERATIONS	TOTAL
2023 - 2024	\$ 807,490	\$ 224,746	\$ 381,601	\$ 525,765	\$ 373,060	\$ 443,760	\$ 3,163,457	\$ 5,919,879
2022 - 2023	\$ 713,572	\$ 241,470	\$ 288,494	\$ 593,566	\$ 367,407	\$ 453,367	\$ 2,752,972	\$ 5,410,849
Delta (\$)	\$ 93,918	\$ (16,724)	\$ 93,107	\$ (67,802)	\$ 5,653	\$ (9,607)	\$ 410,485	\$ 509,030
Delta (%)	12%	-7%	24%	-13%	2%	-2%	13%	9%

REVENUE SOURCES



RESOURCE USES

