



**DOWNTOWN
LONG BEACH
ALLIANCE**

FY 2024-25 BUDGET
Draft 2
Summary Document

REVENUES	Total
PBID Funds (net)	\$ 4,154,768
DPBIA	\$ 782,574
Parking Meters	\$ 250,000
Events	\$ 160,000
Small Business Grant Fundraising	\$ 5,000
Contracts	\$ 839,252
TOTAL REVENUE	\$ 6,191,594

EXPENSES	Total
Administration	\$ 870,532
Advocacy	\$ 247,332
Marketing	\$ 387,576
Events	\$ 474,160
Operations	\$ 3,203,425
Economic Development	\$ 544,474
Placemaking	\$ 402,181
Reserve (1%)	\$ 61,916
TOTAL EXPENSES	\$ 6,191,594

NET CHANGE	Total
TOTAL REVENUE	\$ 6,191,594
TOTAL EXPENSES	\$ 6,191,594
NET CHANGE	\$ 0



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FY 2024-25 BUDGET
Draft 2
Revenue Allocation Detail

DESCRIPTION	PBID	DPBIA	PKG MTR	Grants	Events	Contracts	Total
REVENUES							
PBID Funds (gross)	\$ 4,329,879	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,329,879
Deferred Revenue Recognized	\$ 1,035,856	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,035,856
PBID Delinquency (3.0% per mg. plan)	\$ (128,498)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (128,498)
PBID Revenue Deferred to 24/25	\$ (1,082,470)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,082,470)
DPBIA	\$ -	\$ 782,574	\$ -	\$ -	\$ -	\$ -	\$ 782,574
Parking Meters	\$ -	\$ -	\$ 250,000	\$ -	\$ -	\$ -	\$ 250,000
Taste of Downtown - Sip	\$ -	\$ -	\$ -	\$ -	\$ 15,000	\$ -	\$ 15,000
Taste of Downtown - Pine	\$ -	\$ -	\$ -	\$ -	\$ 45,000	\$ -	\$ 45,000
Taste of Downtown - Beer & Wine	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 20,000
Art Walk	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ 5,000
New Year's Eve	\$ -	\$ -	\$ -	\$ -	\$ 35,000	\$ -	\$ 35,000
Celebrate Downtown	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 20,000
Activations	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 20,000
Blu Condominiums	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,000	\$ 11,000
Hillcrest Monterey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,598	\$ 14,598
HUBB Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,500	\$ 4,500
LB Transist & Visitor Center	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 274,903	\$ 274,903
Midtown	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60,000	\$ 60,000
Misc. Revenue (rent reimbursement)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Mosaic Street Mural	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,251	\$ 27,251
Prop A	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 395,000	\$ 395,000
Zaferia	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 49,000	\$ 49,000
Grants	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 5,000
TOTAL REVENUE	\$ 4,154,768	\$ 782,574	\$ 250,000	\$ 5,000	\$ 160,000	\$ 839,252	\$ 6,191,594



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**FY 2024-25 BUDGET
Draft 2
Expense Allocation Detail**

ADMINISTRATION	2025	2024	Change
Personnel	\$265,936	\$230,607	\$35,329
General Benefit	\$16,840	\$15,678	\$1,162
Reserve	\$8,225	\$0	\$8,225
Program	\$595,981	\$561,206	\$34,775
Administration Total	\$878,757	\$807,490	\$71,266

ADVOCACY	2025	2024	Change
Personnel	\$169,782	\$145,777	\$24,005
General Benefit	\$4,743	\$4,951	-\$208
Reserve	\$2,031	\$0	\$2,031
Program	\$74,838	\$74,018	\$820
Advocacy Total	\$249,363	\$224,746	\$24,617

MARKETING	2025	2024	Change
Personnel	\$224,555	\$225,656	-\$1,102
General Benefit	\$13,076	\$12,753	\$323
Reserve	\$4,326	\$0	\$4,326
Program	\$154,270	\$134,651	\$19,620
Marketing Total	\$391,901	\$373,060	\$18,841

SPECIAL EVENTS	2025	2024	Change
Personnel	\$229,856	\$204,507	\$25,349
General Benefit	\$13,076	\$12,753	\$323
Reserve	\$4,390	\$0	\$4,390
Program	\$235,617	\$226,500	\$9,117
Special Events Total	\$478,550	\$443,760	\$34,790

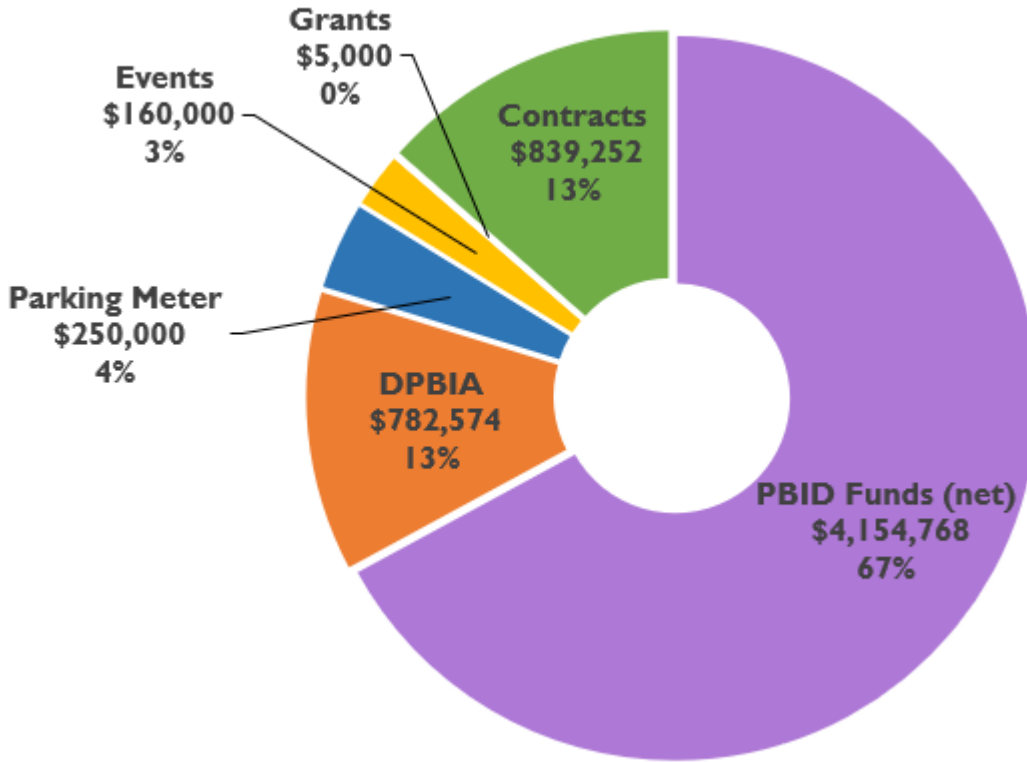
OPERATIONS	2025	2024	Change
Personnel	\$261,338	\$274,141	-\$12,802
General Benefit	\$115,154	\$116,317	-\$1,163
Reserve	\$32,713	\$0	\$32,713
Program	\$2,859,646	\$2,773,000	\$86,646
Operations Total	\$3,236,138	\$3,163,457	\$72,680

ECONOMIC DEVELOPMENT	2025	2024	Change
Personnel	\$286,824	\$274,561	\$12,262
General Benefit	\$23,923	\$22,678	\$1,246
Reserve	\$5,440	\$0	\$5,440
Program	\$239,167	\$228,526	\$10,641
Economic Development Total	\$549,914	\$525,765	\$24,149

PLACEMAKING	2025	2024	Change
Personnel	\$192,954	\$203,343	-\$10,389
General Benefit	\$12,795	\$6,122	\$6,673
Reserve	\$4,791	\$0	\$4,791
Program	\$201,223	\$172,136	\$29,087
Placemaking Total	\$406,972	\$381,601	\$25,371

TOTAL EXPENSE BUDGET	\$6,191,594	\$5,919,880	\$271,715
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REVENUE CHART



EXPENSE CHART

