

DLBA Executive Committee

March 7, 2024

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:



DLBA Executive Committee

March 7, 2024



Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.

I. Call to Order and Introductions

Denise Carter, Chairperson

2. Secretary Report: Minutes – February I

- 501(c)(3) update
- CPI & Rate Assessment Adjustment Discussion

ACTION: Approve Minutes from February I Executive Committee Meeting

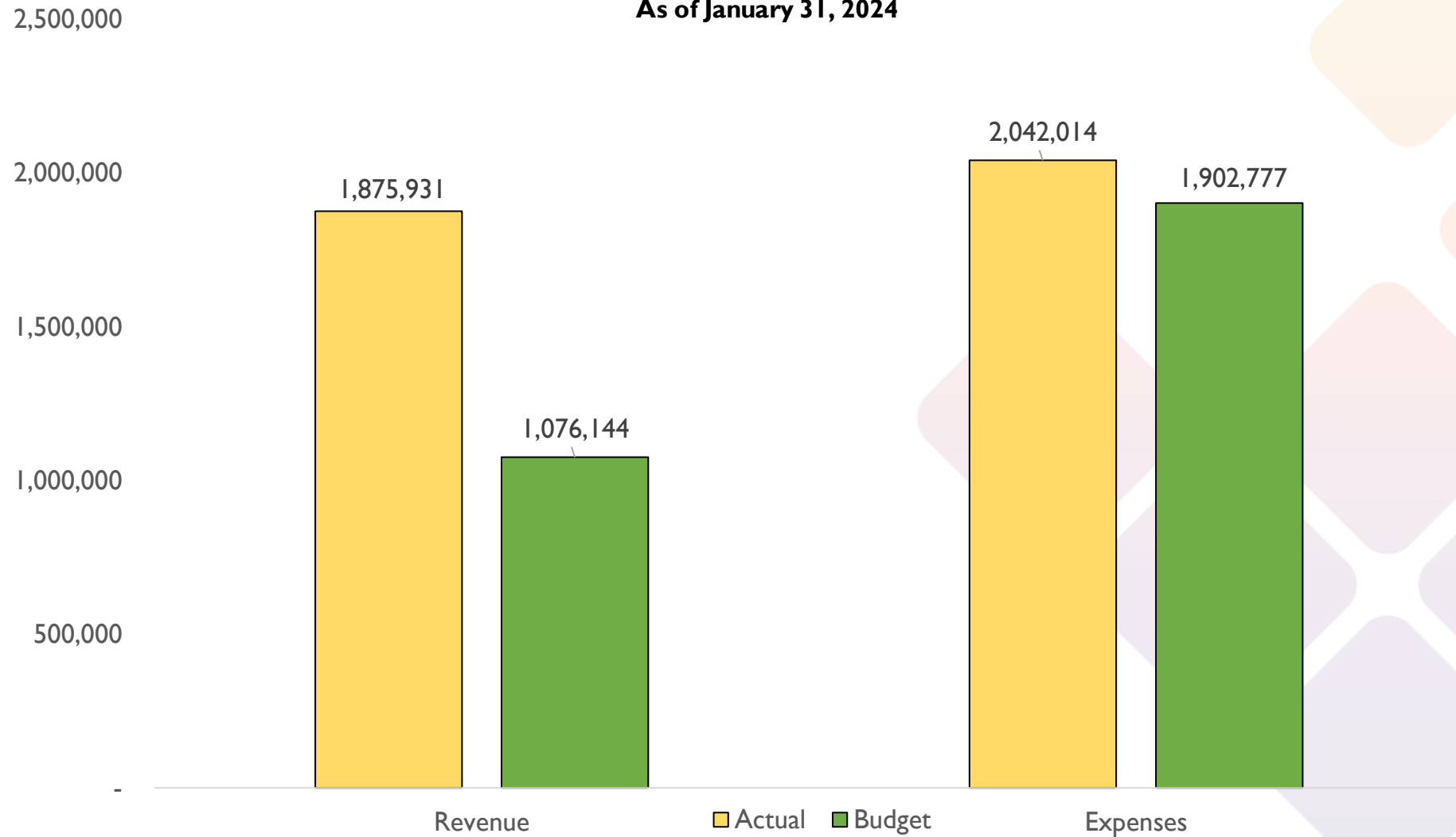
3. Treasurer's Report

Mike Gold, Treasurer

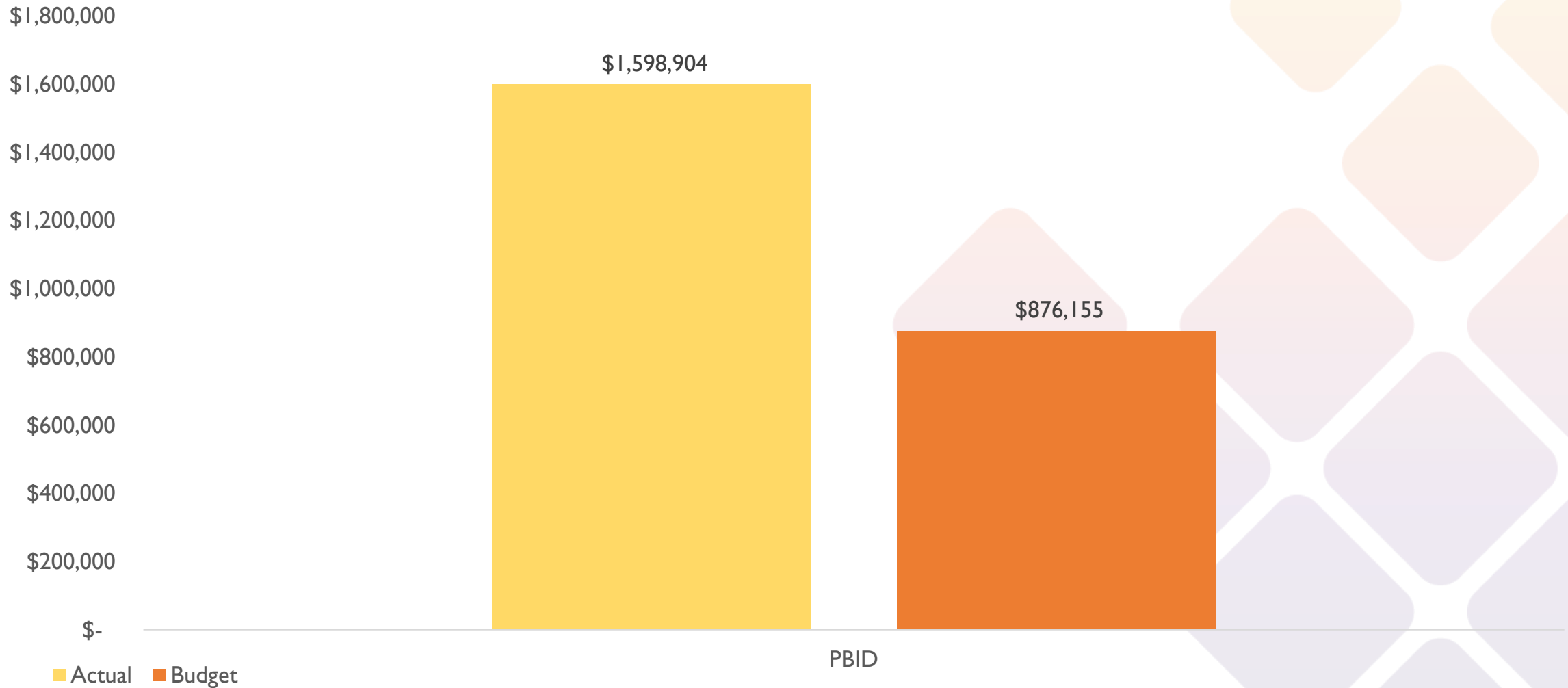
Jeremy Ancalade, Vice President of Finance and Administration

	Jan 2024			Total YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
4000 Revenues	\$ 607,479	\$ (115,095)	\$ 722,575	\$ 1,616,404	\$ 881,155	\$ 735,250
4500 Grant Income	\$ -	\$ -	\$ -	\$ 59,138	\$ -	\$ 59,138
4700 Other Income	\$ 111,634	\$ 107,247	\$ 4,387	\$ 199,397	\$ 194,989	\$ 4,408
4701 Interest Income	\$ 165		\$ 165	\$ 740	\$ -	\$ 740
4800 Deferred Revenue Recognized	\$ -	\$ -	\$ -	\$ 251	\$ -	\$ 251
Total Income	\$719,278	\$ (7,848)	\$727,126	\$1,875,931	\$1,076,144	\$ 799,787
5200 Marketing	\$ 23,650	\$ 32,343	\$ (8,693)	\$ 102,465	\$ 135,277	\$ (32,812)
5300 Economic Development	\$ 34,340	\$ 57,866	\$ (23,526)	\$ 132,963	\$ 197,357	\$ (64,394)
5400 Special Events & Outreach	\$ 34,905	\$ 27,956	\$ 6,949	\$ 163,734	\$ 117,224	\$ 46,510
5500 Operations (Clean Team)	\$ 298,242	\$ 260,958	\$ 37,284	\$ 1,030,799	\$ 1,033,734	\$ (2,935)
5600 Advocacy & Development	\$ 16,583	\$ 14,228	\$ 2,355	\$ 68,270	\$ 56,912	\$ 11,358
5650 Placemaking	\$ 19,493	\$ 20,305	\$ (812)	\$ 155,122	\$ 147,726	\$ 7,396
5800 Administration	\$ 72,872	\$ 45,058	\$ 27,814	\$ 388,660	\$ 214,547	\$ 174,113
Total Expenses	\$500,084	\$ 458,714	\$ 41,370	\$2,042,014	\$1,902,777	\$ 139,237
Net Income	\$219,193	\$(466,562)	\$685,755	\$ (166,083)	\$ (826,633)	\$ 660,550

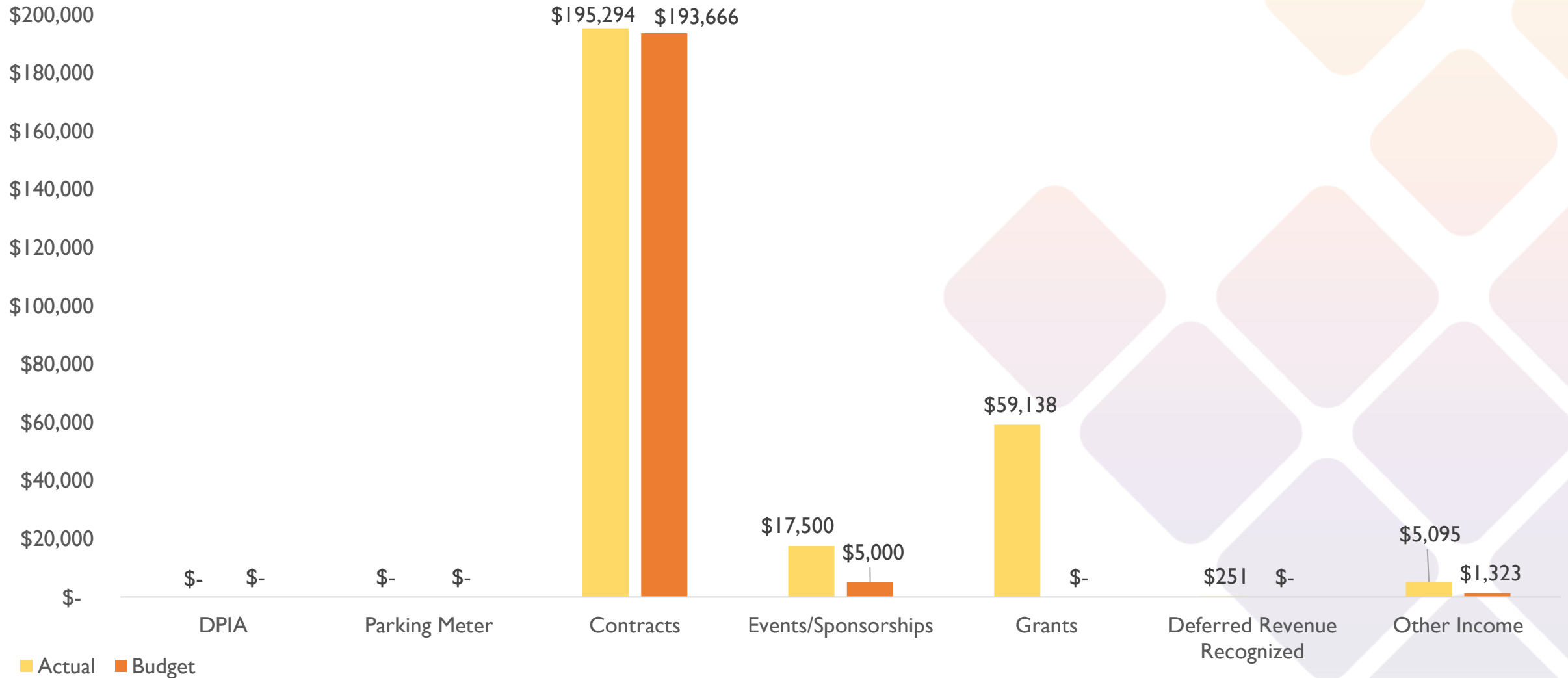
Downtown Long Beach Alliance Financial Summary
As of January 31, 2024



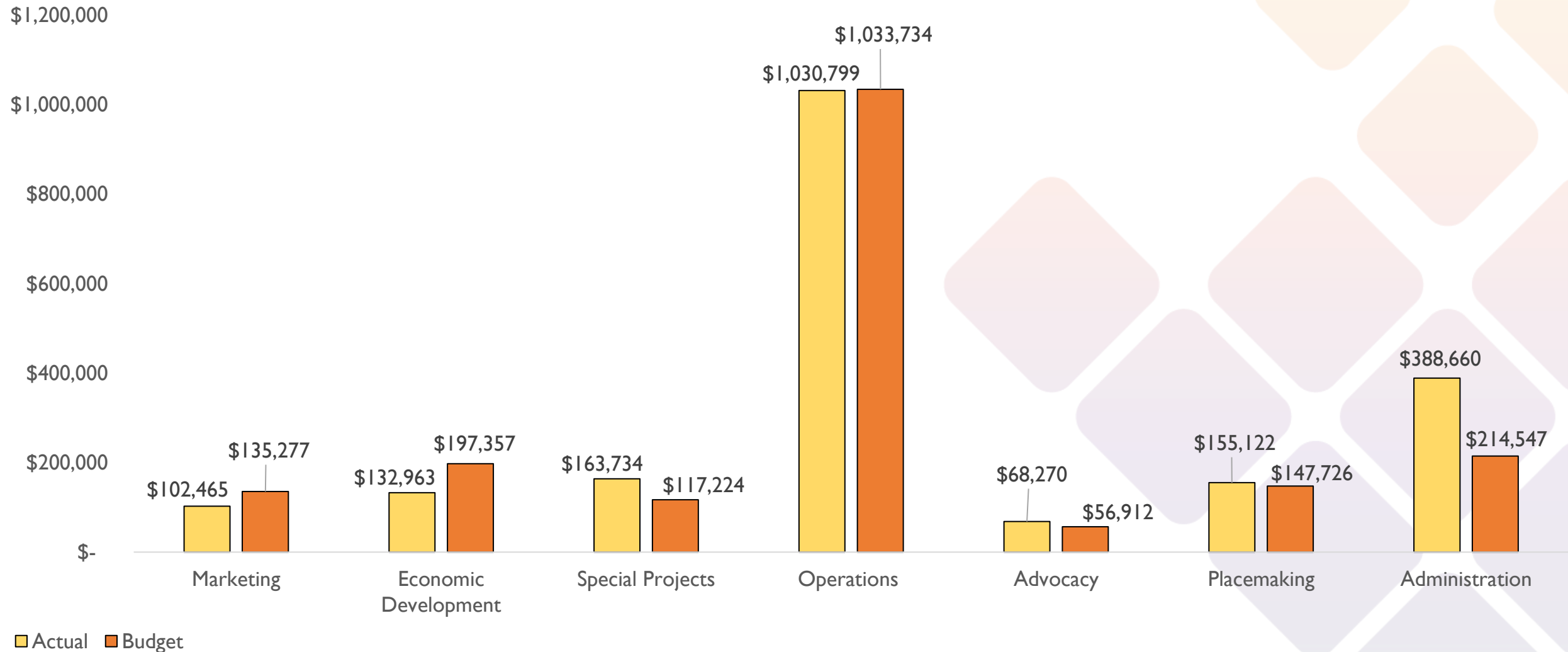
**Downtown Long Beach Alliance Revenue Summary
As of January 31, 2024**

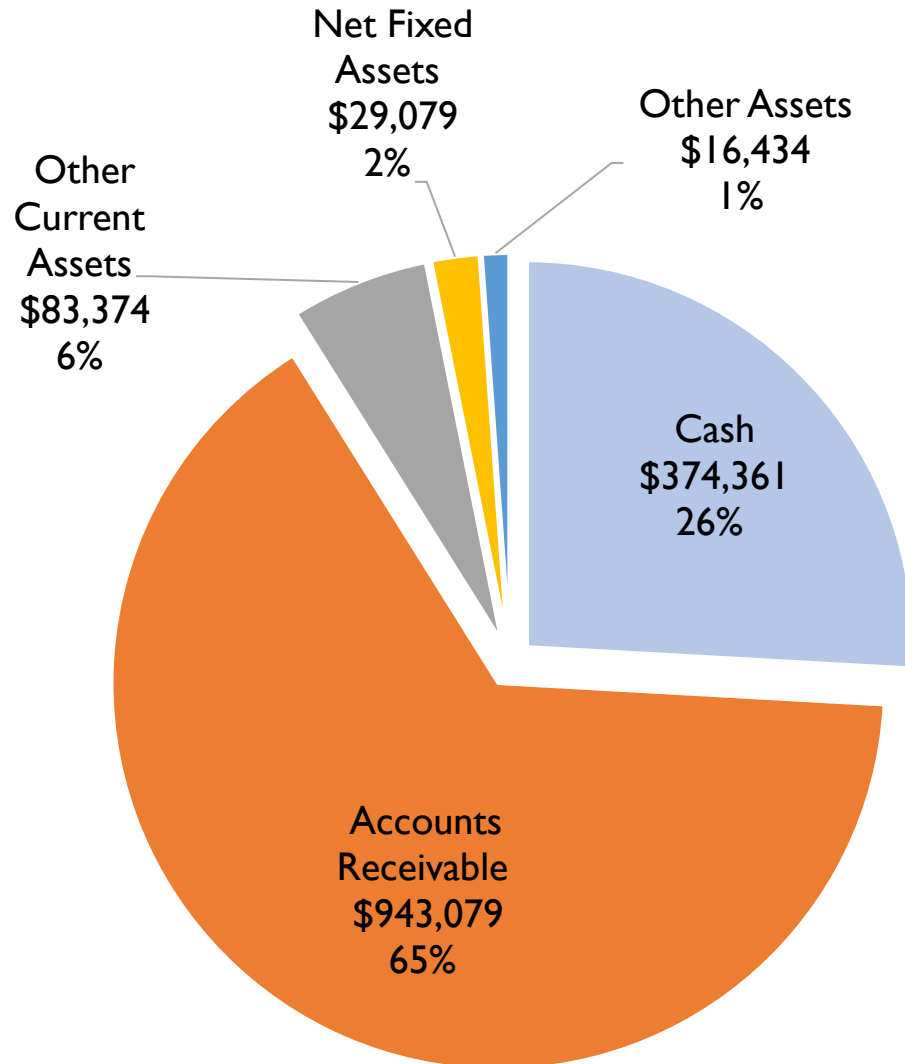


Downtown Long Beach Alliance Revenue Summary
As of January 31, 2024



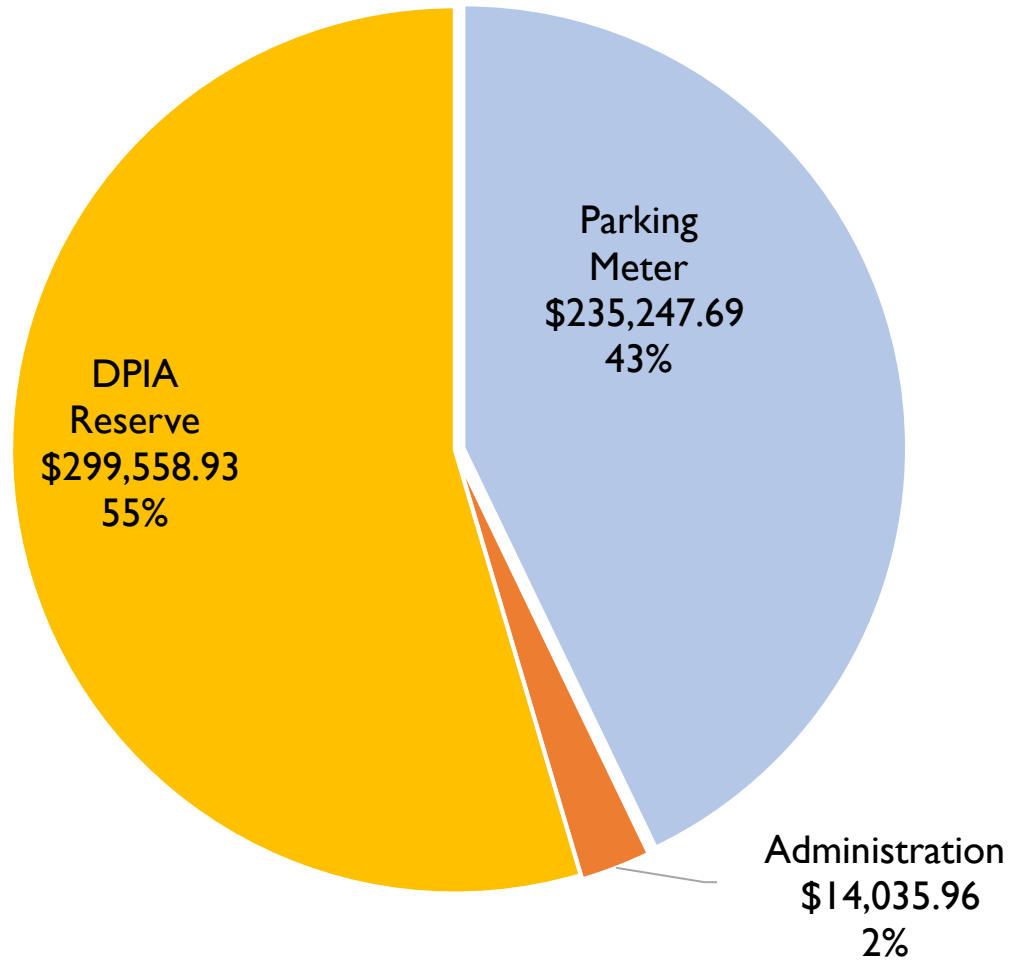
**Downtown Long Beach Alliance Expense Summary
As of January 31, 2024**





DLBA Assets

Cash	\$	374,361
Accounts Receivable	\$	943,079
Other Current Assets	\$	83,374
Net Fixed Assets	\$	29,079
Other Assets	\$	16,434
	\$	<u>1,446,327</u>



DLBA Deferred Revenue

Parking Meter	\$ 235,247.69
Administration	\$ 14,035.96
PBID Reserve*	\$ -
DPLA Reserve	\$ 299,558.93
LBRA	\$ 136,500.00
Balance less PBID Reserve	\$ 685,342.58

A/R Aging Summary - As of January 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ 554,737	\$ 59,138	\$ -	\$ -	\$ 14,825	\$ 628,700
State of California	\$ 51,555	\$ -	\$ -	\$ -	\$ 97,703	\$ 149,257
US Government	\$ -	\$ -	\$ -	\$ -	\$ 56,758	\$ 56,758
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160	\$ 38,160
Long Beach Transit (Customer)	\$ 22,721	\$ -	\$ -	\$ -	\$ 4,060	\$ 26,781
Queen Mary (customer)	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ 10,000
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 9,622	\$ 9,622
Zaferia Business Association	\$ 4,086	\$ -	\$ -	\$ -	\$ -	\$ 4,086
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
SHORELINE VILLAGE	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ 2,500
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ 1,013	\$ -	\$ -	\$ -	\$ 1,038	\$ 2,051
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
BLOCK-BY-BLOCK	\$ 250	\$ 250	\$ -	\$ 250	\$ 250	\$ 1,000
Mercy Housing (300 Alamitos)	\$ 923	\$ -	\$ -	\$ -	\$ -	\$ 923
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ -	\$ 893
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ -	\$ -	\$ -	\$ 527	\$ 527
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
TOTAL	\$ 638,448	\$ 69,388	\$ 2,500	\$ 250	\$ 232,493	\$ 943,079

A/R Aging Summary - As of March 1, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ 554,737	\$ 59,138	\$ -	\$ 14,825	\$ 628,700
State of California	\$ 51,555	\$ -	\$ -	\$ -	\$ 97,703	\$ 149,257
US Government	\$ -	\$ -	\$ -	\$ -	\$ 56,758	\$ 56,758
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160	\$ 38,160
Queen Mary (customer)	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ 10,000
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 9,622	\$ 9,622
Farmers and Merchants Bank	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ 5,000
Long Beach Transit (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 4,060	\$ 4,060
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
SHORELINE VILLAGE	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ 2,500
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ 1,013	\$ -	\$ -	\$ -	\$ 1,038	\$ 2,051
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
Mercy Housing (300 Alamitos)	\$ -	\$ 923	\$ -	\$ -	\$ -	\$ 923
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ -	\$ 893
BLOCK-BY-BLOCK	\$ 250	\$ 250	\$ 250	\$ -	\$ -	\$ 750
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ -	\$ -	\$ -	\$ 527	\$ 527
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
TOTAL	\$ 60,981	\$ 555,910	\$ 69,388	\$ 2,500	\$ 232,243	\$ 921,022

Downtown Long Beach Alliance
As of January 31, 2024
(Fiscal Year Ending September 30, 2024)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	1,875,931	1,076,144	799,787
Expenses	2,042,014	1,902,777	139,237
Net	(166,083)	(826,633)	660,550

4. Chairperson Report

Denise Carter

4. Chairperson's Report – Denise Carter

A. Remarks from the Chair

4. Chairperson's Report – Denise Carter

B. Governance Committee Report – Pierzina

i. Board/Committee Recruitment & Application Period



4. Chairperson's Report – Denise Carter

- B. Governance Committee Report – Pierzina
 - ii. FY24 Board/Committee Vacancy

5. President & CEO Report

Austin Metoyer

5. President & CEO Report – Austin Metoyer

A. CPI & District Assessment Adjustment Continued Discussion

A. CPI & District Assessment Adjustment Continued Discussion

DISTRICT BENCHMARKING: REGIONAL

District Name	Anticipated Adjustment	Type of District
Hollywood Partnership	3% increase (Max Allowable)	Property
DTLA Alliance	5% increase	Property
Downtown San Jose	1-3% increase on all parcels + 1-2% increase on commercial	Property & Merchant
Downtown Sacramento	4% increase annually from 2023 - 2025	Property & Merchant

A. CPI & District Assessment Adjustment Continued Discussion

DISTRICT BENCHMARKING: LOCAL

District Name	Anticipated Adjustment	Type of District
Retro Row (4th Street)	N/A	Merchant
Belmont Shore	<ul style="list-style-type: none"> One time increase of 25% in 2023, hadn't raised in 10 yrs, Will adjust every two years based on CPI 	Merchant
Bixby Knolls	<ul style="list-style-type: none"> One time increase of 42% in 2023, will hold off increase for 2024 	Merchant
Zaferia	<ul style="list-style-type: none"> Proposing 25% Increase 2023-24 Hadn't increased assessments in 10yrs 	Merchant
Magnolia Industrial	N/A	Property
Uptown	N/A	Property
Midtown	<ul style="list-style-type: none"> 4% Increase 	Property

A. CPI & District Assessment Adjustment Continued Discussion

DLBA FY25 PROJECTIONS: REVENUE

REVENUE				
DESCRIPTION	FY 24 Budget Total	FY 25 Projection	\$Change	%Change
PBID Funds (gross)	\$ 4,143,425	\$ 4,143,425	\$ -	
Deferred Revenue Recognized from 24	\$ 991,250	\$ 991,250	\$ -	
PBID Delinquency (3.0% per mg. plan)	\$ (122,965)	\$ (122,965)	\$ -	
PBID Revenue Deferred to 25	\$ (991,250)	\$ (991,250)	\$ -	
DPIA	\$ 748,875	\$ 748,875	\$ -	
Parking Meters	\$ 300,000	\$ 250,000	\$ (50,000)	-20%
Events	\$ 95,000	\$ 95,000	\$ -	
Small Business Grant Fundraising	\$ 30,000	\$ 5,000	\$ (25,000)	-500%
Contract Services	\$ 659,009	\$ 704,573	\$ 45,564	6%
Lincoln Park	\$ 80,000	\$ -	\$ (80,000)	-100%
Mosaic Street Mural	\$ 27,178	\$ -	\$ (27,178)	-100%
Misc Income (rent reimbursement)	\$ 3,963	\$ 3,963	\$ -	
TOTAL REVENUE	\$ 5,964,485	\$ 5,827,871	\$ (136,614)	

A. CPI & District Assessment Adjustment Continued Discussion

DLBA FY25 PROJECTIONS: EXPENSES

EXPENSES				
DESCRIPTION	FY 24 Budget Total	FY 25 Projection	\$Change	%Change
Administration	\$ 576,884	\$ 636,884	\$ 60,000	9%
Advocacy	\$ 79,051	\$ 79,051	\$ -	
Economic Development	\$ 251,203	\$ 221,203	\$ (30,000)	-14%
Special Events	\$ 239,253	\$ 239,253	\$ -	
Marketing	\$ 134,651	\$ 112,750	\$ (21,901)	-19%
Operations	\$ 2,889,316	\$ 3,009,316	\$ 120,000	4%
Placemaking	\$ 178,258	\$ 70,158	\$ (108,100)	-154%
Personnel	\$ 1,571,263	\$ 1,649,826	\$ 78,563	5%
TOTAL EXPENSE	\$ 5,919,879	\$ 5,919,879	\$ 58,562	

A. CPI & District Assessment Adjustment Continued Discussion

DLBA ADJUSTMENT RANGE IMPACT

PBID	
% Increase	\$ Increase
1.0%	\$ 41,434.25
1.5%	\$ 62,151.38
2.0%	\$ 82,868.50
2.5%	\$ 103,585.63
3.0%	\$ 124,302.75
3.5%	\$ 145,019.88
4.0%	\$ 165,737.00
4.5%	\$ 186,454.13
5.0%	\$ 207,171.25

DPBIA	
% Increase	\$ Increase
1.0%	\$ 7,488.75
1.5%	\$ 11,233.13
2.0%	\$ 14,977.50
2.5%	\$ 18,721.88
3.0%	\$ 22,466.25
3.5%	\$ 26,210.63
4.0%	\$ 29,955.00
4.5%	\$ 33,699.38
5.0%	\$ 37,443.76

A. CPI & District Assessment Adjustment Continued Discussion

POTENTIAL BUSINESS IMPACT

Businesses								
	0%	1%	2%	3%	3.50%	4%	4.50%	5%
Existing Base Rate	\$ 524.96	\$ 524.96	\$ 524.96	\$ 524.96	\$ 524.96	\$ 524.96	\$ 524.96	\$ 524.96
New Base Rate	\$ 524.96	\$ 530.21	\$ 535.45	\$ 540.70	\$ 543.33	\$ 545.95	\$ 548.58	\$ 551.20
Delta	\$ -	\$ 5.25	\$ 10.50	\$ 15.75	\$ 18.37	\$ 21.00	\$ 23.62	\$ 26.25
Existing Employee Rate	\$ 8.31	\$ 8.31	\$ 8.31	\$ 8.31	\$ 8.31	\$ 8.31	\$ 8.31	\$ 8.31
New Employee Rate	\$ 8.31	\$ 8.39	\$ 8.48	\$ 8.56	\$ 8.60	\$ 8.64	\$ 8.68	\$ 8.73
Delta	\$ -	\$ 0.08	\$ 0.17	\$ 0.25	\$ 0.29	\$ 0.33	\$ 0.37	\$ 0.42

Independent Contractors								
	0%	1%	2%	3%	3.50%	4%	4.50%	5%
Existing Base Rate	\$ 360.53	\$ 360.53	\$ 360.53	\$ 360.53	\$ 360.53	\$ 360.53	\$ 360.53	\$ 360.53
New Base Rate	\$ 360.53	\$ 364.13	\$ 367.74	\$ 371.34	\$ 373.14	\$ 374.95	\$ 376.75	\$ 378.55
Delta	\$ -	\$ 3.61	\$ 7.21	\$ 10.82	\$ 12.62	\$ 14.42	\$ 16.22	\$ 18.03
Existing Employee Rate	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00
New Employee Rate	\$ 6.00	\$ 6.06	\$ 6.12	\$ 6.18	\$ 6.21	\$ 6.24	\$ 6.27	\$ 6.30
Delta	\$ -	\$ 0.06	\$ 0.12	\$ 0.18	\$ 0.21	\$ 0.24	\$ 0.27	\$ 0.30

5. President & CEO Report – Austin Metoyer

B. Update on Enhanced Security Patrols

5. President & CEO Report – Austin Metoyer

C. Misc.

6. Old Business
7. New Business
8. Public Comments (three minutes on all non-agenda items)
9. Adjournment

Next Executive Committee Meeting:

April 4, 2024

DLBA Conference Room

DLBA Executive Committee

March 7, 2024



Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.