

# DTLB Alliance Executive Committee

July 11, 2024

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:



# I. Call to Order and Introductions

Denise Carter, Chairperson

## 2. Secretary Report: Minutes – May 2

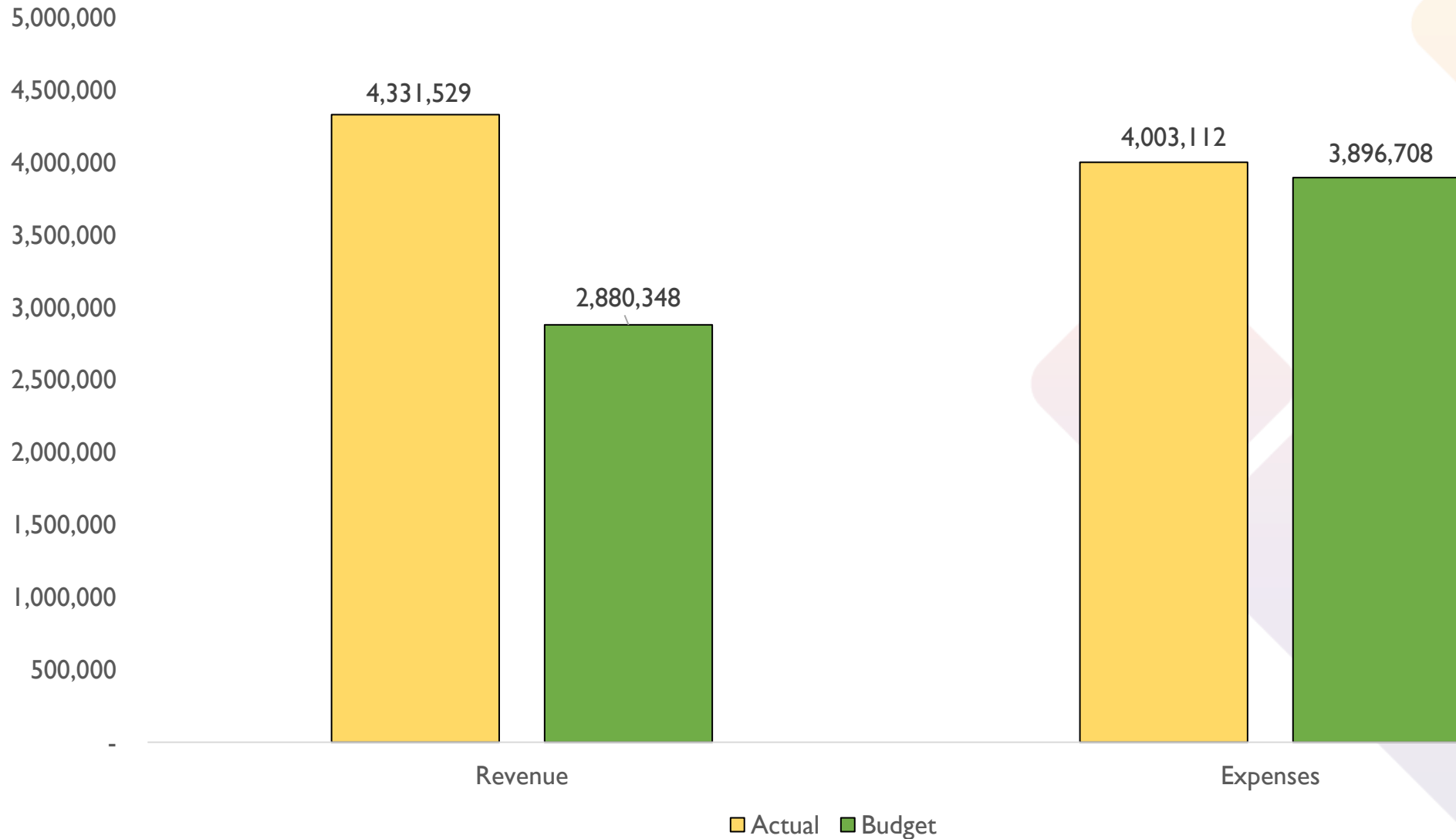
- Board Election Updates
- Remote Workers Downtown
- Upcoming Events/Campaigns

**ACTION:** Approve Minutes from May 2 Executive Committee Meeting

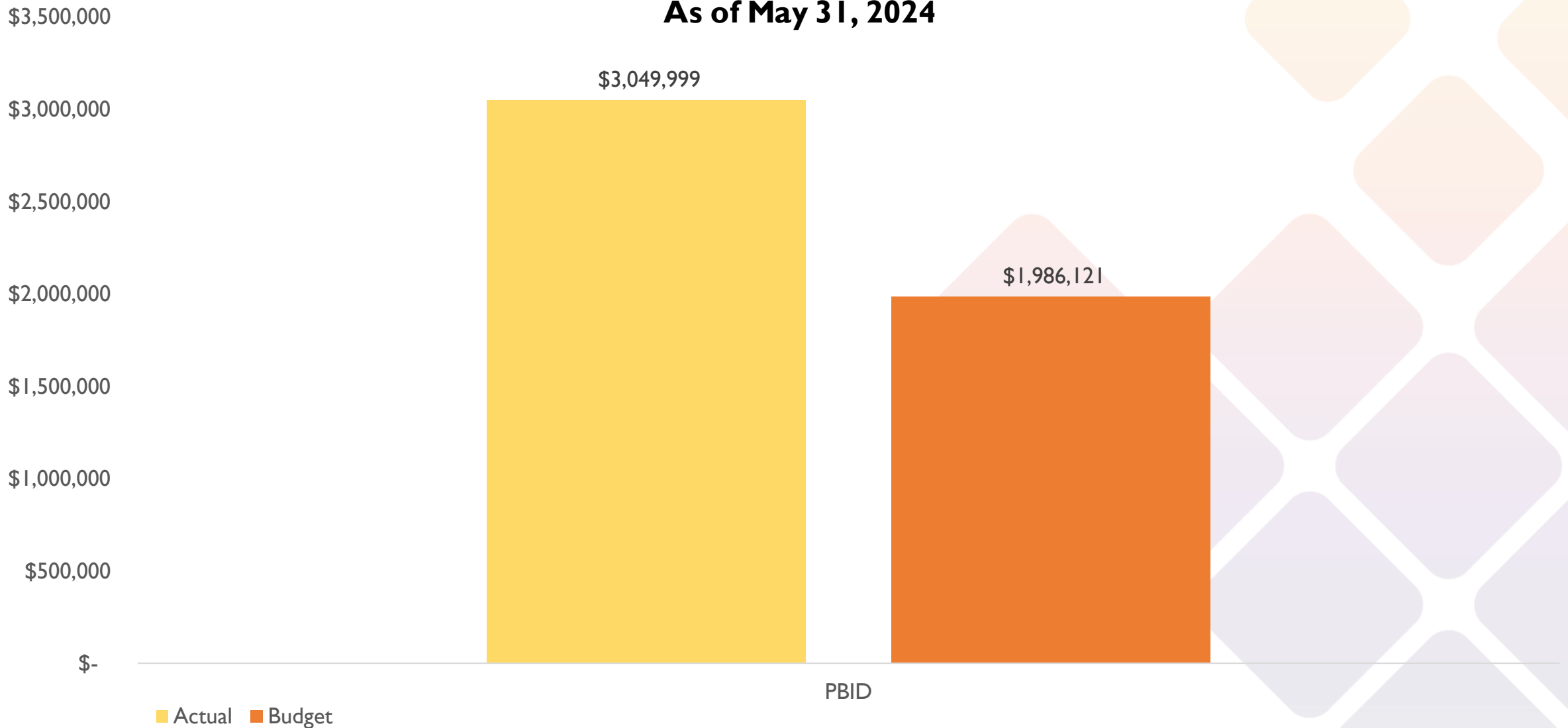
# 3. Treasurer's Report

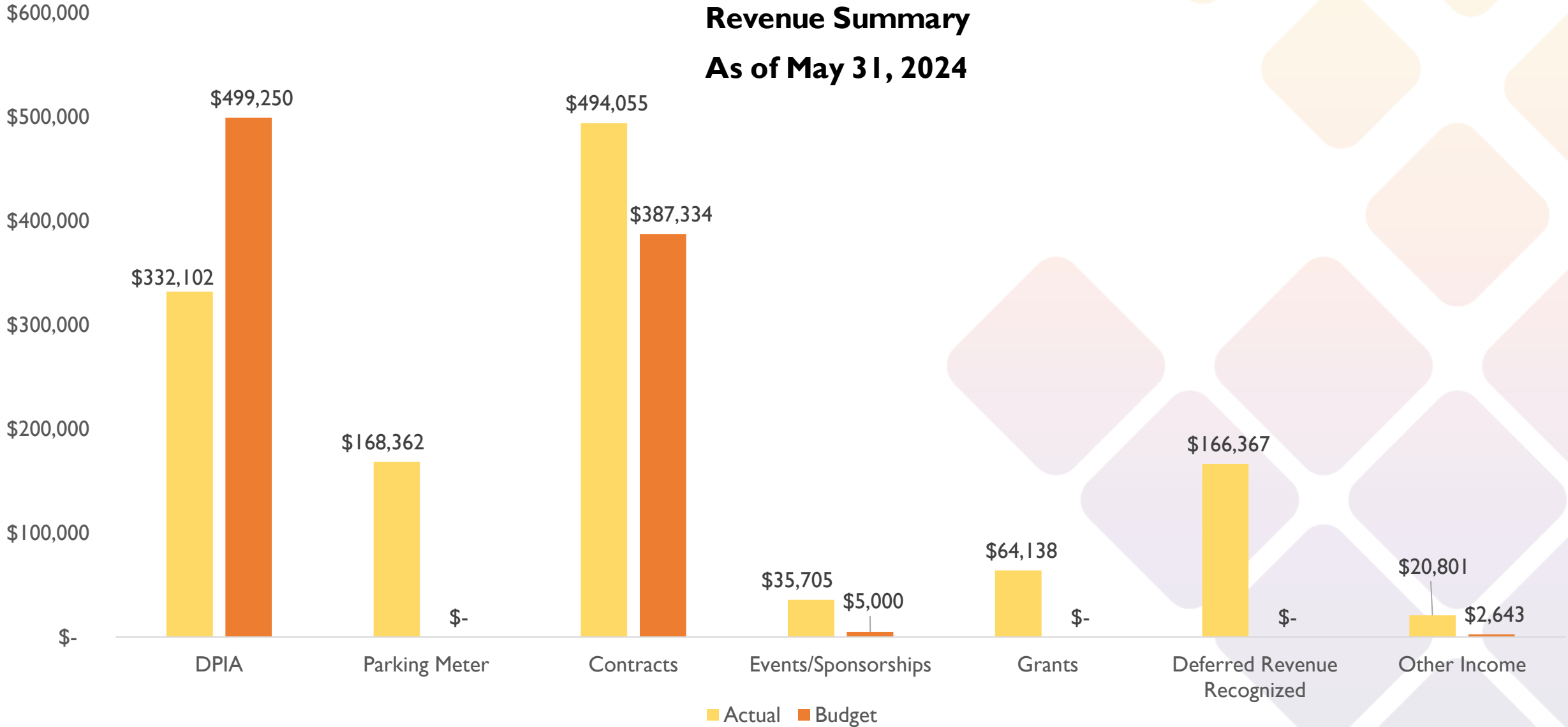
Mike Gold, Treasurer

Jeremy Ancalade, Vice President of Finance and Administration

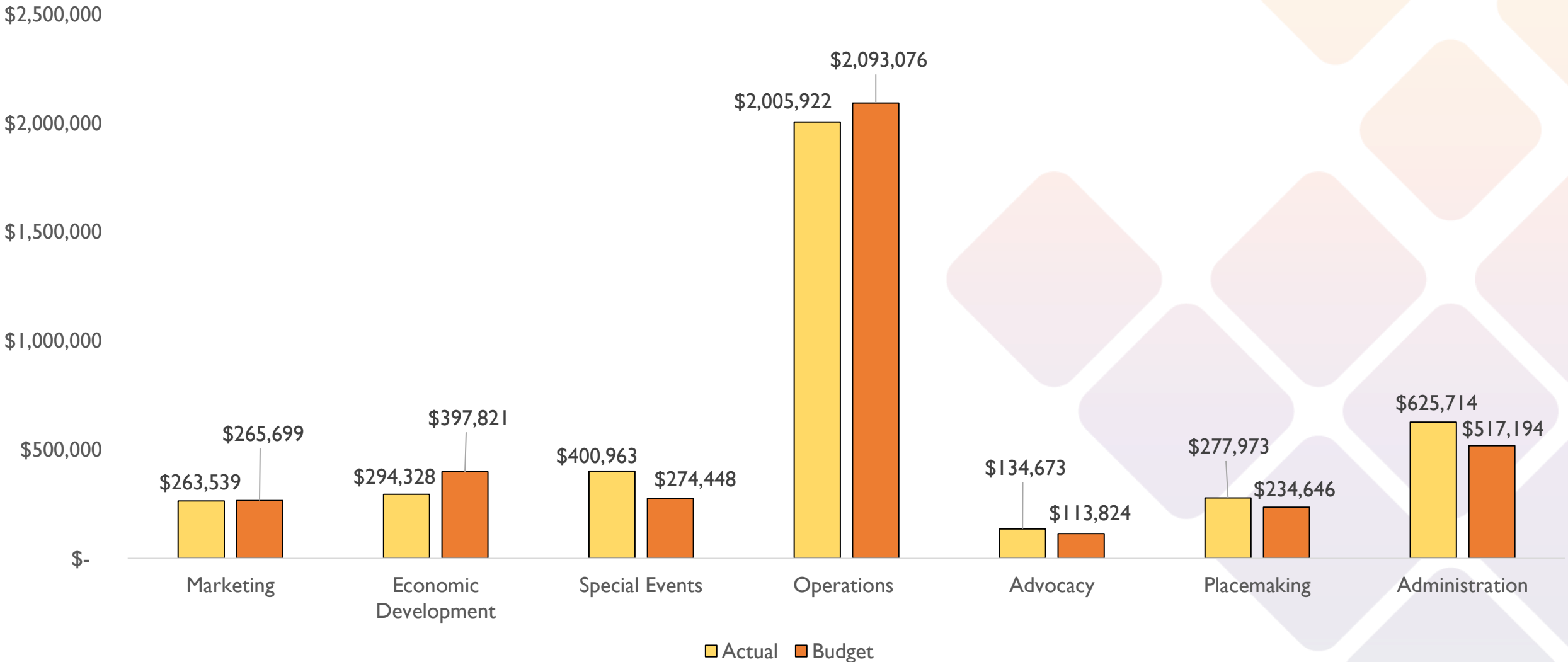


### Revenue Summary As of May 31, 2024

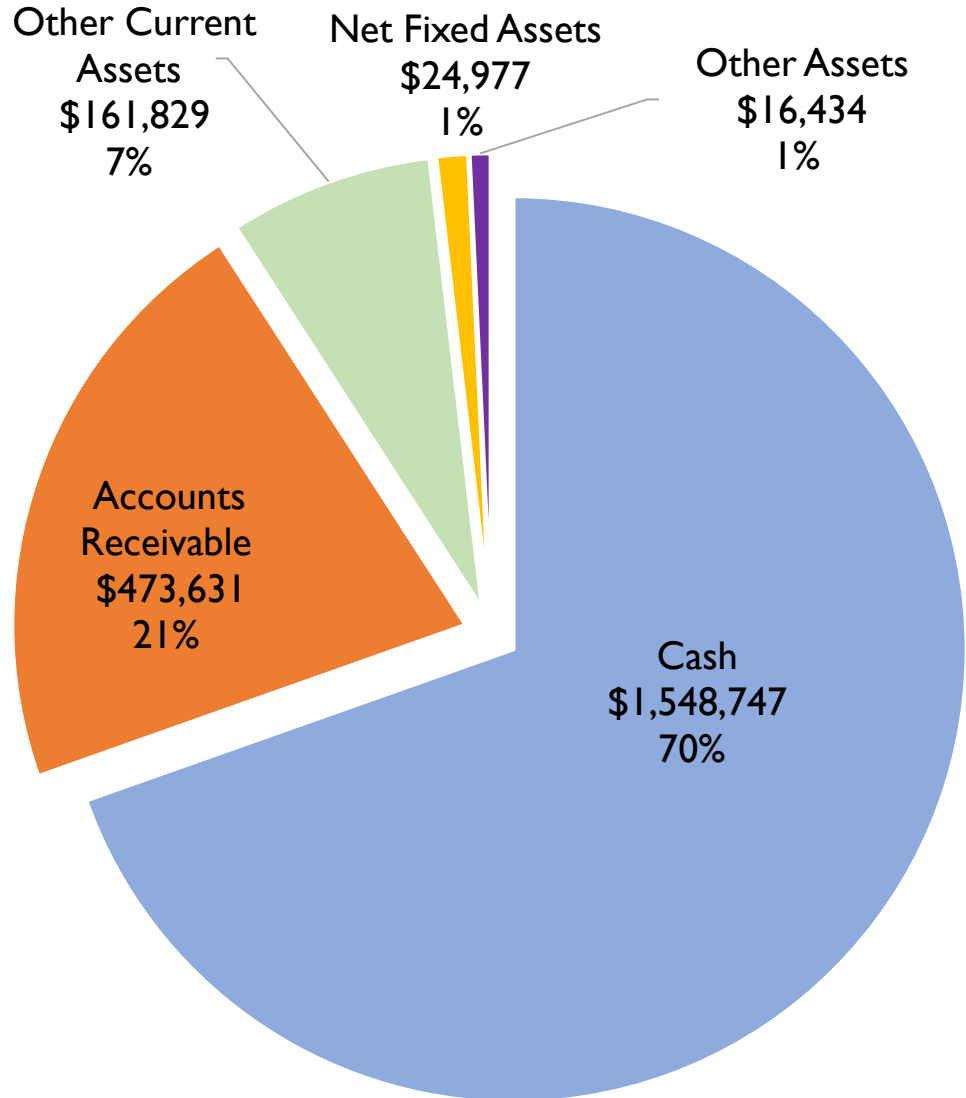




**Expense Summary  
As of May 31, 2024**

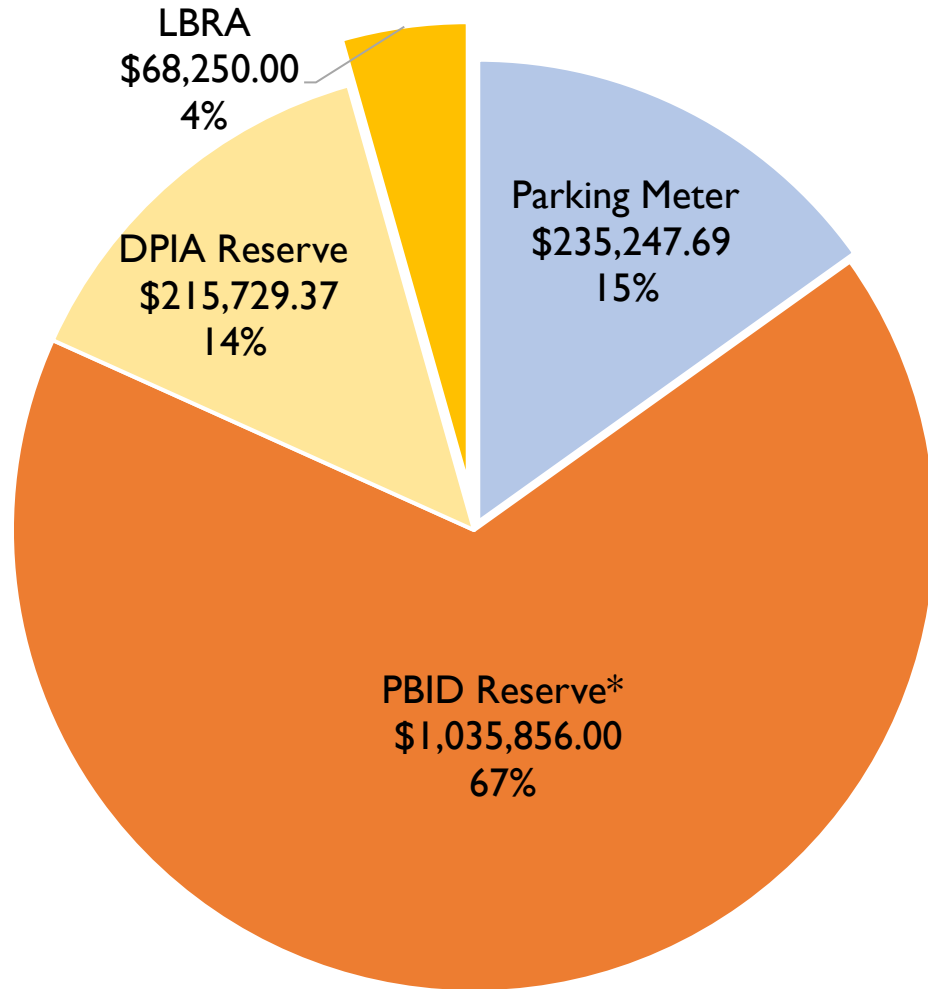






**DLBA Assets**

Cash	\$	1,548,747
Accounts Receivable	\$	473,631
Other Current Assets	\$	161,829
Net Fixed Assets	\$	24,977
Other Assets	\$	16,434
		<hr/> <hr/>
	\$	2,225,619



**DLBA Deferred Revenue**

Parking Meter	\$ 235,247.69
PBID Reserve*	\$ 1,035,856.00
DPIA Reserve	\$ 215,729.37
LBRA	\$ 68,250.00
<hr/>	
Balance less PBID Reserve	<u>\$ 519,227.06</u>

## Downtown Long Beach Alliance

### A/R Aging Summary - \$2,500+

As of May 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
<b>CITY OF LONG BEACH</b>	\$ 75,000	\$ -	\$ -	\$ -	\$ 159,257	\$ 234,257
<b>State of California</b>	\$ -	\$ -	\$ -	\$ -	\$ 149,257	\$ 149,257
<b>Long Beach Transit (Customer)</b>	\$ 44,258	\$ -	\$ -	\$ -	\$ 4,060	\$ 48,319
<b>Midtown Business Improvement District</b>	\$ 5,595	\$ 5,395	\$ 4,937	\$ -	\$ -	\$ 15,927
<b>Port of Long Beach</b>	\$ -	\$ 2,500	\$ -	\$ -	\$ 3,000	\$ 5,500
<b>Long Beach Center Loan, LLC (Mosaic)</b>	\$ 4,542	\$ -	\$ -	\$ -	\$ -	\$ 4,542
<b>Padre Latin Table &amp; Cocktails</b>	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
<b>Hyatt Regency Long Beach.</b>	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500
<b>TOTAL</b>	<b>\$129,395</b>	<b>\$10,395</b>	<b>\$4,937</b>	<b>\$ -</b>	<b>\$ 319,574</b>	<b>\$464,301</b>

**Downtown Long Beach Alliance  
A/R Aging Summary - Under \$2,500  
As of May 31, 2024**

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>91 and over</b>	<b>Total</b>
<b>LA County MTA</b>	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
<b>Blu Community</b>	\$ 893	\$ -	\$ -	\$ -	\$ 893	\$ 1,785
<b>Pedal Movement (Customer)</b>	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
<b>HILLCREST MONTEREY ASSOCIATES</b>	\$ 1,166	\$ -	\$ -	\$ -	\$ 527	\$ 1,693
<b>Studio One Eleven.</b>	\$ -	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,000
<b>J Graphix Studio</b>	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
<b>Hamburger Mary's (Customer)</b>	\$ -	\$ 250	\$ -	\$ -	\$ -	\$ 250
<b>Stay Anchored.</b>	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
<b>The Cypher on Elm</b>	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
<b>The Scarlet Flower</b>	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
<b>TOTAL</b>	<b>\$ 2,058</b>	<b>\$ 1,250</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 6,021</b>	<b>\$ 9,329</b>

## Downtown Long Beach Alliance A/R Aging Summary - \$2,500+

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
<b>CITY OF LONG BEACH</b>	\$ 72,750	\$ 75,000	\$ -	\$ -	\$ 159,257	\$ 307,007
<b>State of California</b>	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
<b>Long Beach Transit (Customer)</b>	\$ 21,409	\$ -	\$ -	\$ -	\$ 4,060	\$ 25,469
<b>Midtown Business Improvement District</b>	\$ 11,190	\$ -	\$ -	\$ -	\$ -	\$ 11,190
<b>Tomi Riley</b>	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ 10,000
<b>Port of Long Beach</b>	\$ -	\$ -	\$ 2,500	\$ -	\$ 3,000	\$ 5,500
<b>California Resource Corp.</b>	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ 5,000
<b>Zaferia Business Association</b>	\$ 4,963	\$ -	\$ -	\$ -	\$ -	\$ 4,963
<b>Padre Latin Table &amp; Cocktails</b>	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
<b>TOTAL</b>	<b>\$125,311</b>	<b>\$75,000</b>	<b>\$ 2,500</b>	<b>\$ -</b>	<b>\$ 268,019</b>	<b>\$470,830</b>

## Downtown Long Beach Alliance A/R Aging Summary - Under \$2,500

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ 2,000
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ 893	\$ 1,785
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES	\$ 1,166	\$ -	\$ -	\$ -	\$ -	\$ 1,166
Mercy Housing (300 Alamos)	\$ 968	\$ -	\$ -	\$ -	\$ -	\$ 968
Planet Fitness	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 750
AMO Marketing, Inc.	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ 500
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
Hamburger Mary's (Customer)	\$ -	\$ -	\$ 250	\$ -	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
<b>TOTAL</b>	<b>\$ 8,047</b>	<b>\$ 500</b>	<b>\$ 250</b>	<b>\$ -</b>	<b>\$ 5,494</b>	<b>\$ 14,291</b>

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

<b>Year-to-Date</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>Revenue</b>	4,331,529	2,880,348	1,451,181
<b>Expenses</b>	4,003,112	3,896,708	106,404
<b>Net</b>	328,417	(1,016,360)	1,344,778

# 4. Chairperson Report

Denise Carter



## 4. Chairperson's Report – Denise Carter, Chair

### A. Remarks from the Chair

## 4. Chairperson's Report – Denise Carter, Chair

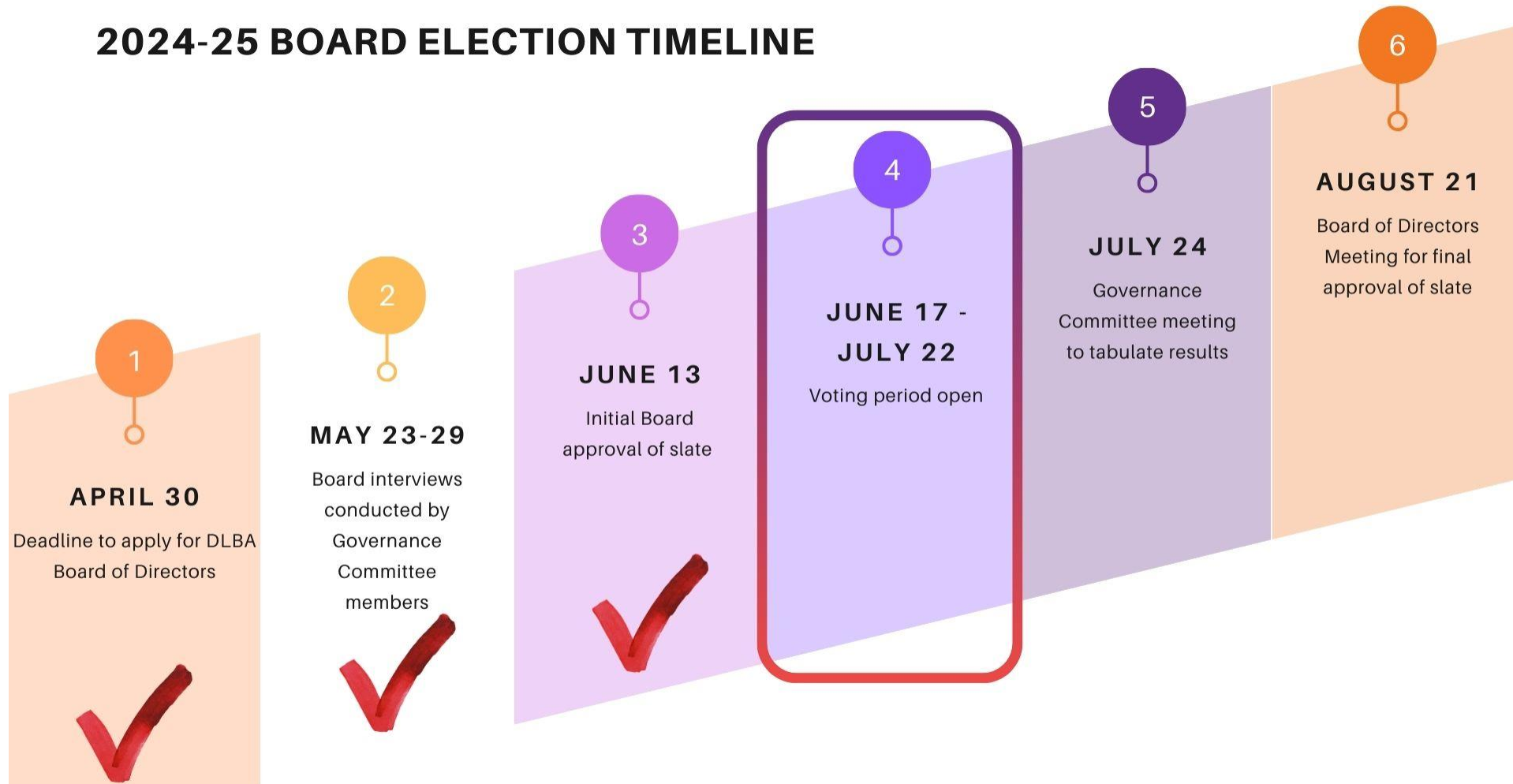
### B. President & CEO Evaluation Reminder

## 4. Chairperson's Report – Denise Carter, Chair

### C. Governance Committee Report

#### i. Board Election Timeline – Kelsey Mader

## 2024-25 BOARD ELECTION TIMELINE



## 4. Chairperson's Report – Denise Carter, Chair

### C. Governance Committee Report

#### ii. Executive Committee Composition Timeline – Kelsey Mader

- ~~Early July: EC application announcement to eligible candidates (completed)~~
- July 31: Deadline to submit interest in serving on EC
- August: Interviews by Governance Committee (if more applicants than seats available)
- September: Deadline to make recommendations for EC/Board officers
- October: New Board begins
  - Board meeting: Approve new EC
  - Executive Committee meeting: Approve officers

# 5. President & CEO Report

Austin Metoyer

# 5. President & CEO Report – Austin Metoyer

## A. Draft FY2024-25 Budget Presentation

# BUDGET TIMELINE

- May 2024: Community Forum
  - Staff meets with the community to hear priorities and feedback into community needs.
- May 2024: Budget Creation + Committee Input
  - Managers create draft FY25 budget and solicit feedback.
- June 2024: Finalize findings
  - Prepare to distribute first draft of budget.
- **July 2024: Initial Presentation**
  - First draft of the budget presented to the Executive Committee.
- August 2024: Final Draft Presentation
  - Final draft presented to the Executive Committee.
  - Final draft presented to the Board of Directors for approval.



# SOURCES & USES

SOURCES	PBID	DBPIA	PKG METER	TICKETS / VENDORS & SPONSORS	CONTRACT/MISC	3-MO. PBID RESERVES	TOTAL
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## RESTRICTED REVENUE:

**PBID:** The Environment portion accounts for 64.1% of the PBID revenue and includes Clean and Safe Programs as well as Beautification efforts. The Economy activities aimed at improving Downtown's overall image accounts for 25.1%, and Advocacy and Administrative costs of 10.8% have been included.

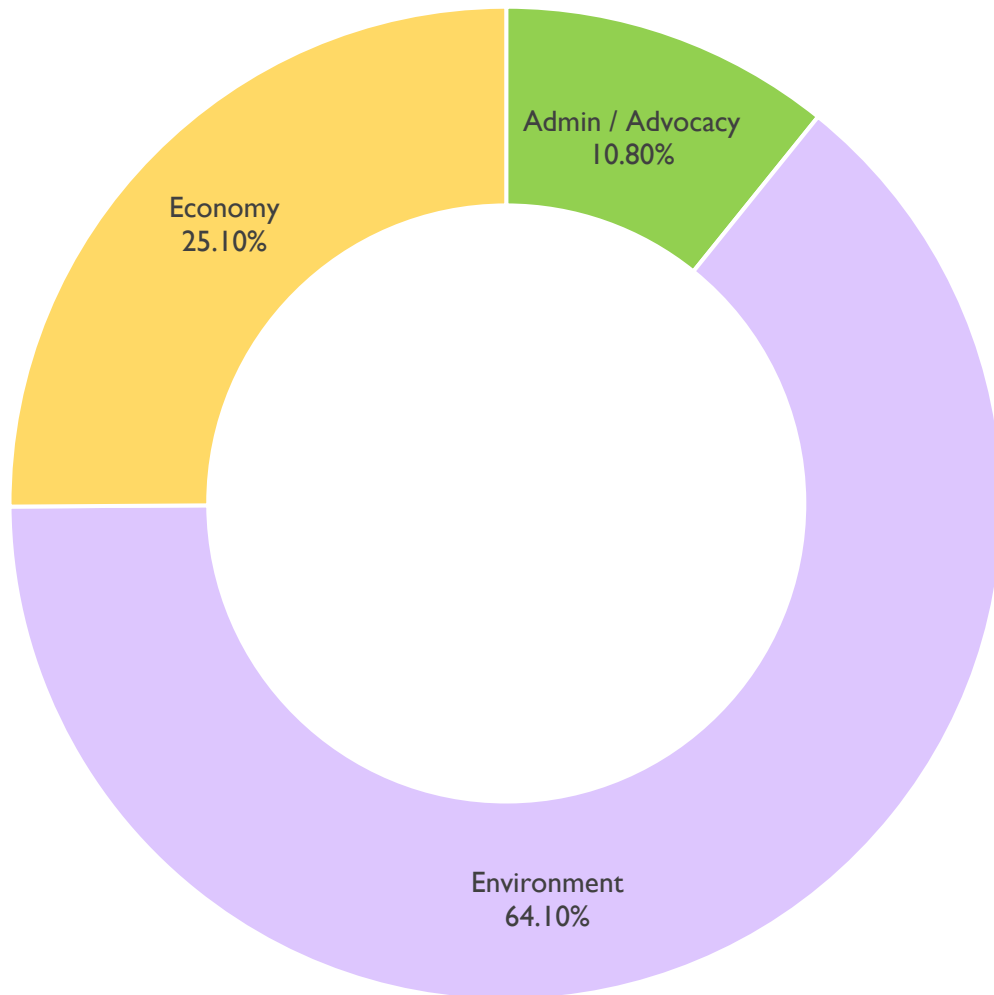
**PARKING METER:** The Ordinance relating to Downtown Parking Meter Revenues dictates it be spent with one-half used for Capital Improvements and one-half used for Marketing purposes to promote the Downtown.

**Ticket/Vendors & Sponsors:** Funding received from signature events is reinvested back into Special Events & Marketing

**Contracted Services:** Revenue from Clean Team contract services provided above and beyond levels mandated in the PBID management plan is reinvested back into Operations

# REVENUE SOURCE - PBID

## Funded Activities (Restrictions)



- Environment (64.1%) ~\$2,663,000**
  - Clean & Safe:** Litter removal, steam cleaning, graffiti removal, sweeping, foot, bike & Segway patrols, visitor services, safety escorts, homeless outreach, resident coordinator
  - Beautification:** seasonal banners, public art, street furniture, activities that continue to enhance downtown Long Beach
- Economy: (25.1%) ~\$1,043,000**
  - Economic Development:** Assist property owners in recruitment/retention of tenants, fill storefronts & attract diverse retail and employers to occupy office buildings.
  - Marketing & Special Events:** promote positive image, activate DTLB with regularly scheduled events, promotions and public relations
- Admin/Advocacy: (10.8%) ~\$450,000**
  - Administration:** General administrative functions, including overhead (rent, utilities, storage, insurance)
  - Advocacy:** Public support for or recommendation of policies supporting Downtown businesses, properties, and/or interests.

**Note:** Residents & non-profits are not assessed for economy activities

# REVENUE SOURCE - DPBIA

The Downtown Parking and Business Improvement Area (DPBIA) is the Downtown BID funded through business license assessments.

## DPBIA Area FY2025 Rates:

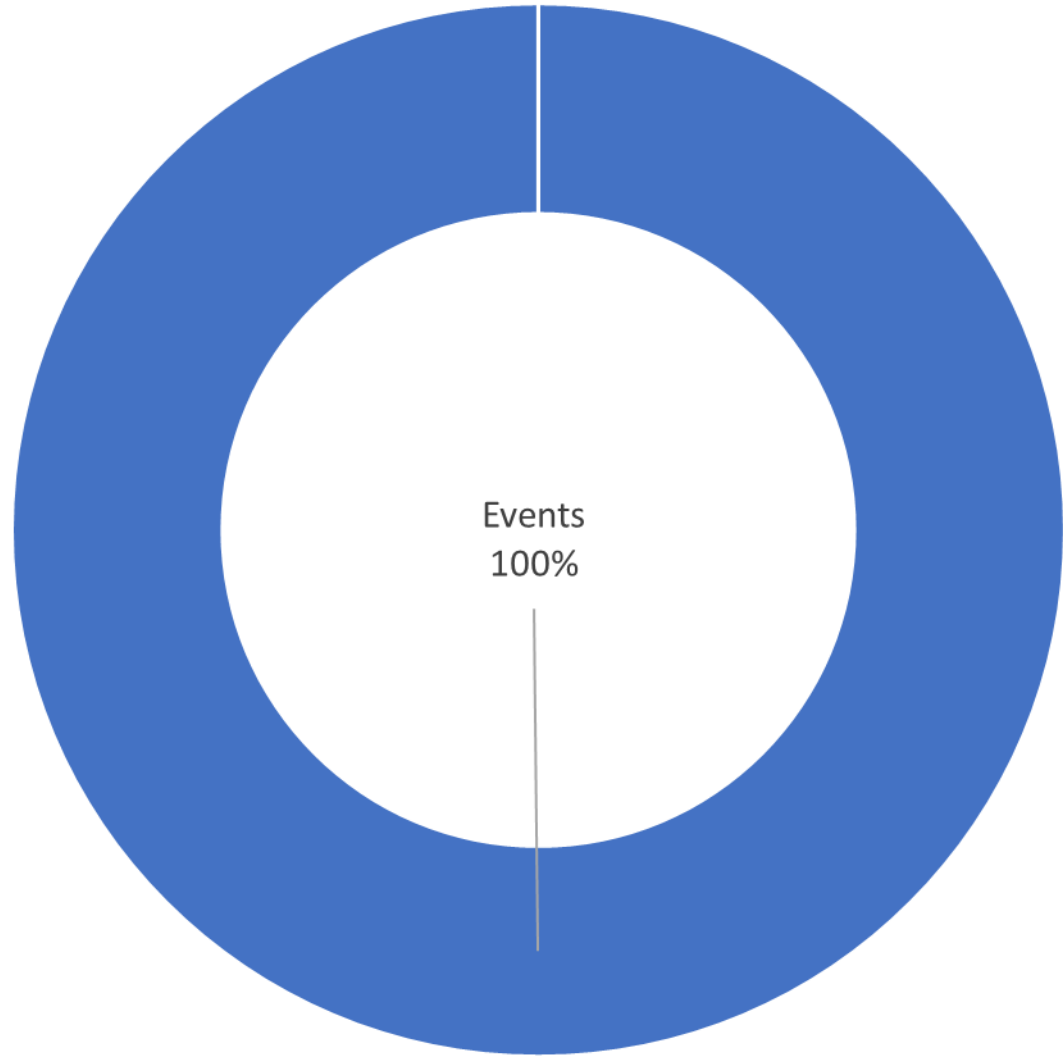
	Per Business	Per Employee
All Businesses	\$ 548.58	\$ 8.68
Independent Contractor	\$ 376.75	\$ 6.27

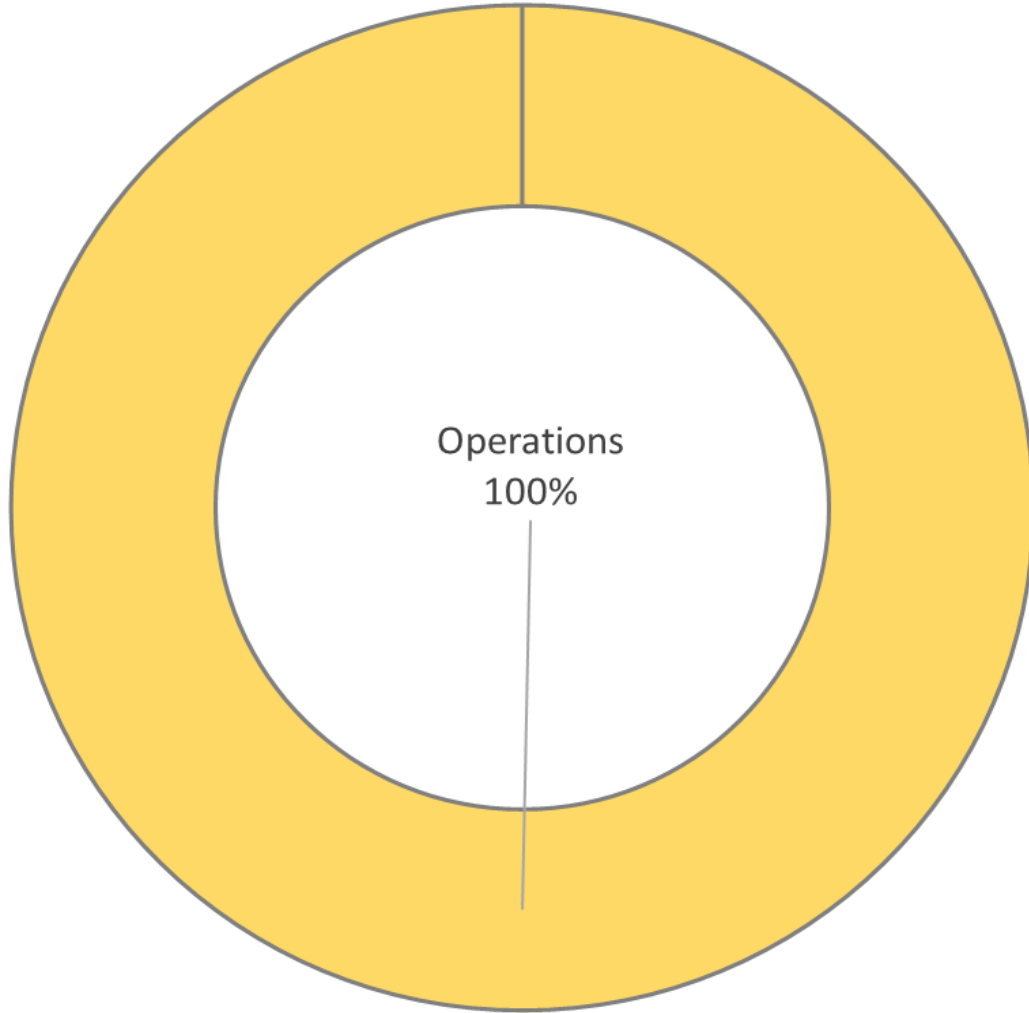


# REVENUE SOURCE – PARKING METERS

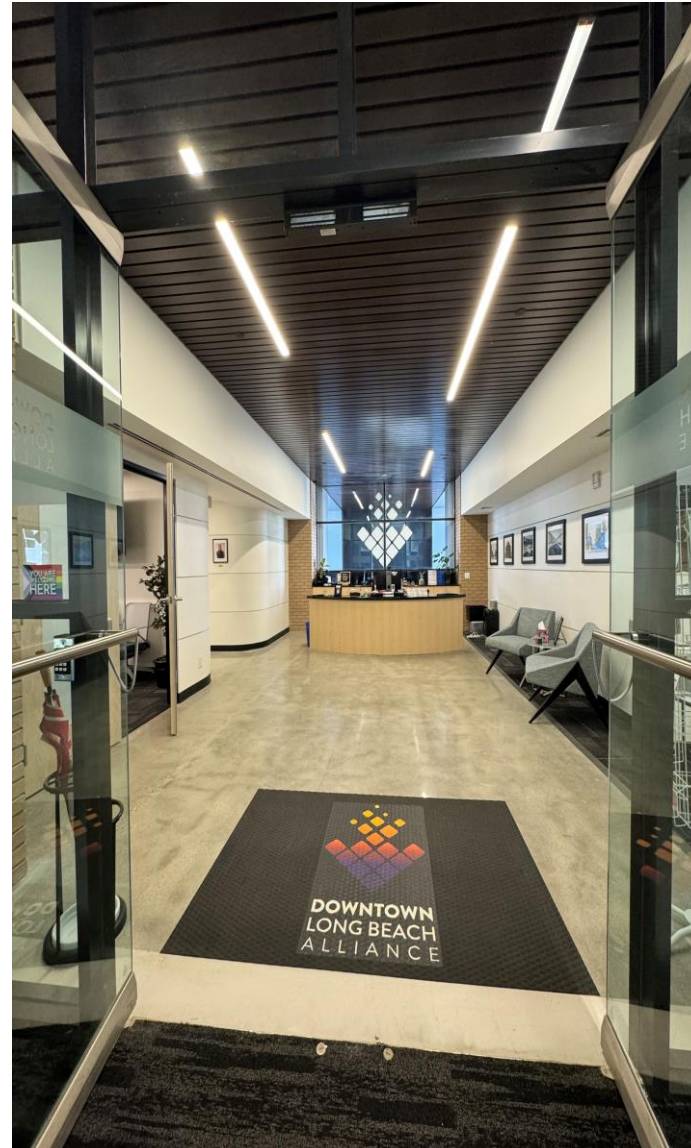


# REVENUE SOURCE – EVENTS





<b>REVENUES</b>	<b>FY 25 BUDGET</b>	<b>FY 24 BUDGET</b>	<b>Variance</b>
PBID	\$ 4,154,768	\$ 3,975,854	\$ 178,914
DPIA	\$ 782,574	\$ 748,875	\$ 33,699
Parking Meters	\$ 250,000	\$ 300,000	\$ (50,000)
Events & Activations	\$ 135,000	\$ 95,000	\$ 40,000
Grants	\$ 5,000	\$ 30,000	\$ (25,000)
Contracted Services	\$ 839,252	\$ 770,150	\$ 69,102
<b>TOTAL REVENUE</b>	<b>\$ 6,166,594</b>	<b>\$ 5,919,879</b>	<b>\$ 246,715</b>









# SPECIAL EVENTS



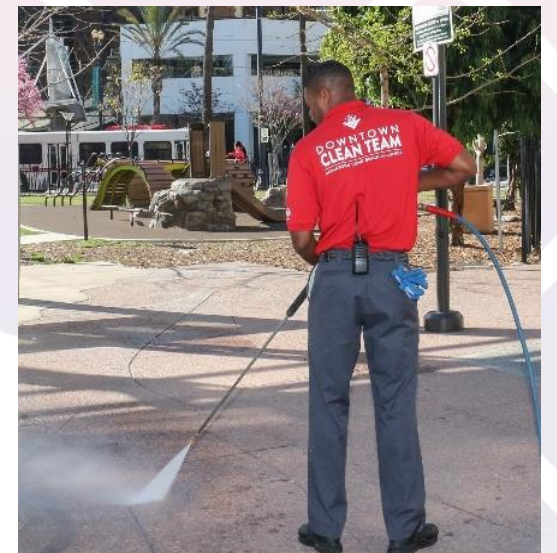
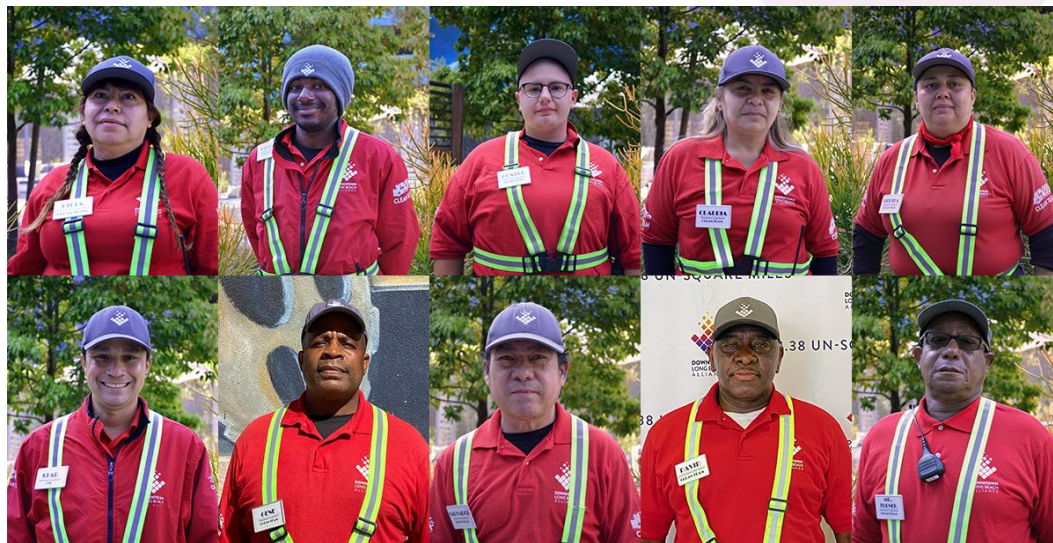
**Artwalk** DOWNTOWN LONG BEACH  
SAT, OCT 14 | noon – 6 pm



**ACTIVATIONS**

- U.S. International Poster Biennial  
DTLB Design District,  
Studio One Elevator, Poster Territory  
The Promenade  
between Broadway and 3rd Street
- Long Beach Rising Exhibit & Miser  
DreamKreator Studios Arts Annex  
255 E. 4th Street
- Carl Aldana Exhibit  
LUMA Downtown  
356 E 3rd Street
- Professional Artist  
Fellows Exhibit  
Arts Council for Long Beach

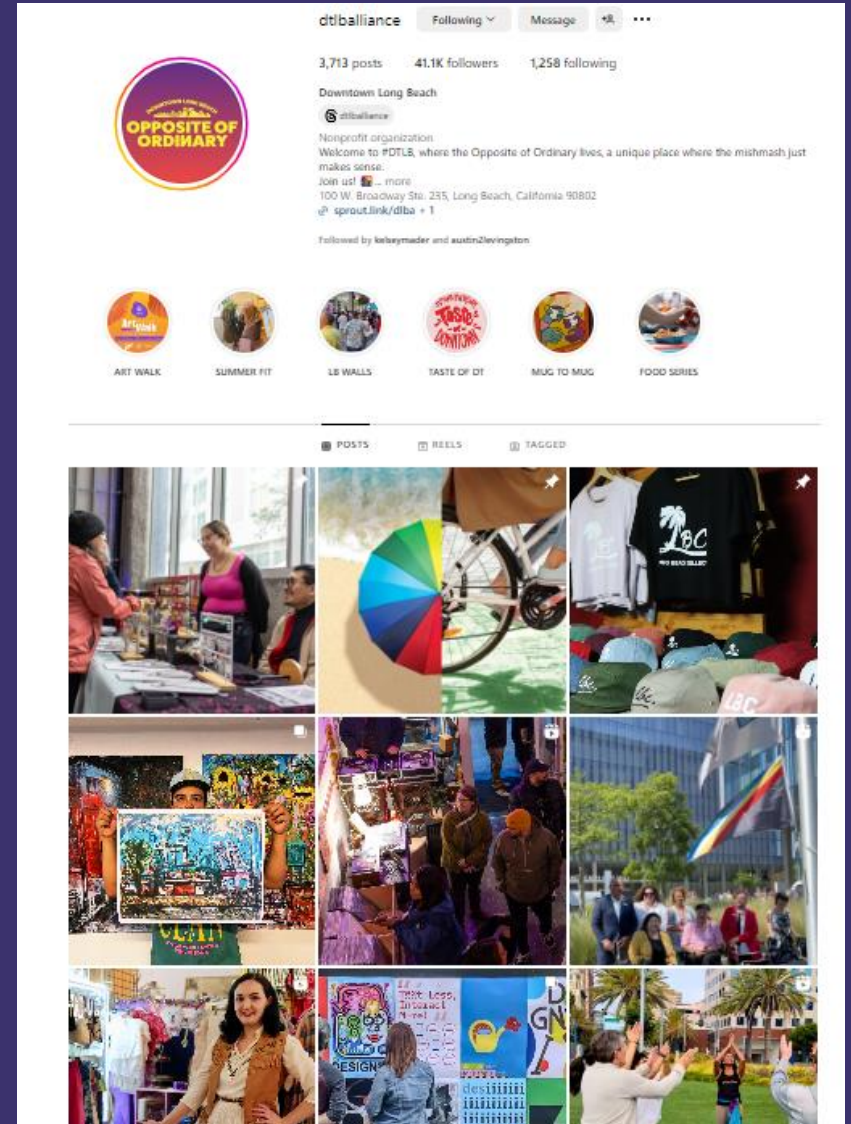




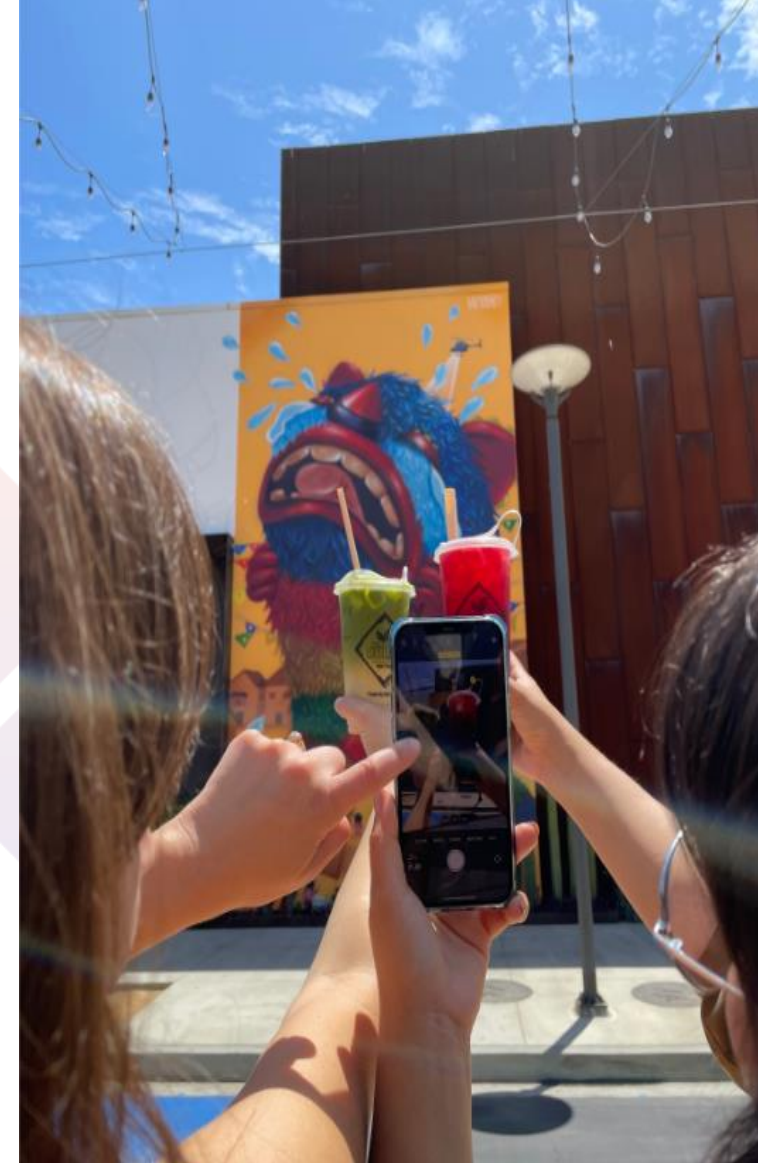


**Like Bacon & Eggs  
Like Lois & Clark  
Like a City Street with  
an Ocean View**

**Welcome to  
Downtown Long Beach:  
Opposite of Ordinary**



# PLACEMAKING



<b>EXPENSES</b>	<b>FY 25 BUDGET</b>	<b>FY 24 BUDGET</b>	<b>Variance</b>
Administration	\$ 820,063	\$ 807,490	\$ 12,573
Advocacy	\$ 223,929	\$ 224,746	\$ (817)
Marketing	\$ 431,030	\$ 373,060	\$ 57,970
Events	\$ 412,465	\$ 443,760	\$ (31,295)
Operations	\$ 3,259,615	\$ 3,163,457	\$ 96,158
Economic Development	\$ 542,088	\$ 525,765	\$ 16,323
Placemaking	\$ 477,404	\$ 381,601	\$ 95,803
<b>TOTAL EXPENSES</b>	<b>\$ 6,166,594</b>	<b>\$ 5,919,879</b>	<b>\$ 246,715</b>

# FY 25 BUDGET DRAFT

## NET CHANGE

<b>REVENUES</b>	<b>FY 25 BUDGET</b>	<b>FY 24 BUDGET</b>	<b>Variance</b>
Total Revenue	\$ 6,166,594	\$ 5,919,879	\$ 246,715
Total Expenses	\$ 6,166,594	\$ 5,919,879	\$ 246,715
Net Change	\$ -	\$ -	\$ -



# 5. President & CEO Report – Austin Metoyer

## B. PD-6 Task Force Recommendation

# 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:**

August 1, 2024

DTLB Alliance Conference Room

# DTLB Alliance Executive Committee

July 11, 2024

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:

