

DTLB Alliance Executive Committee

August 1, 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 – July 11

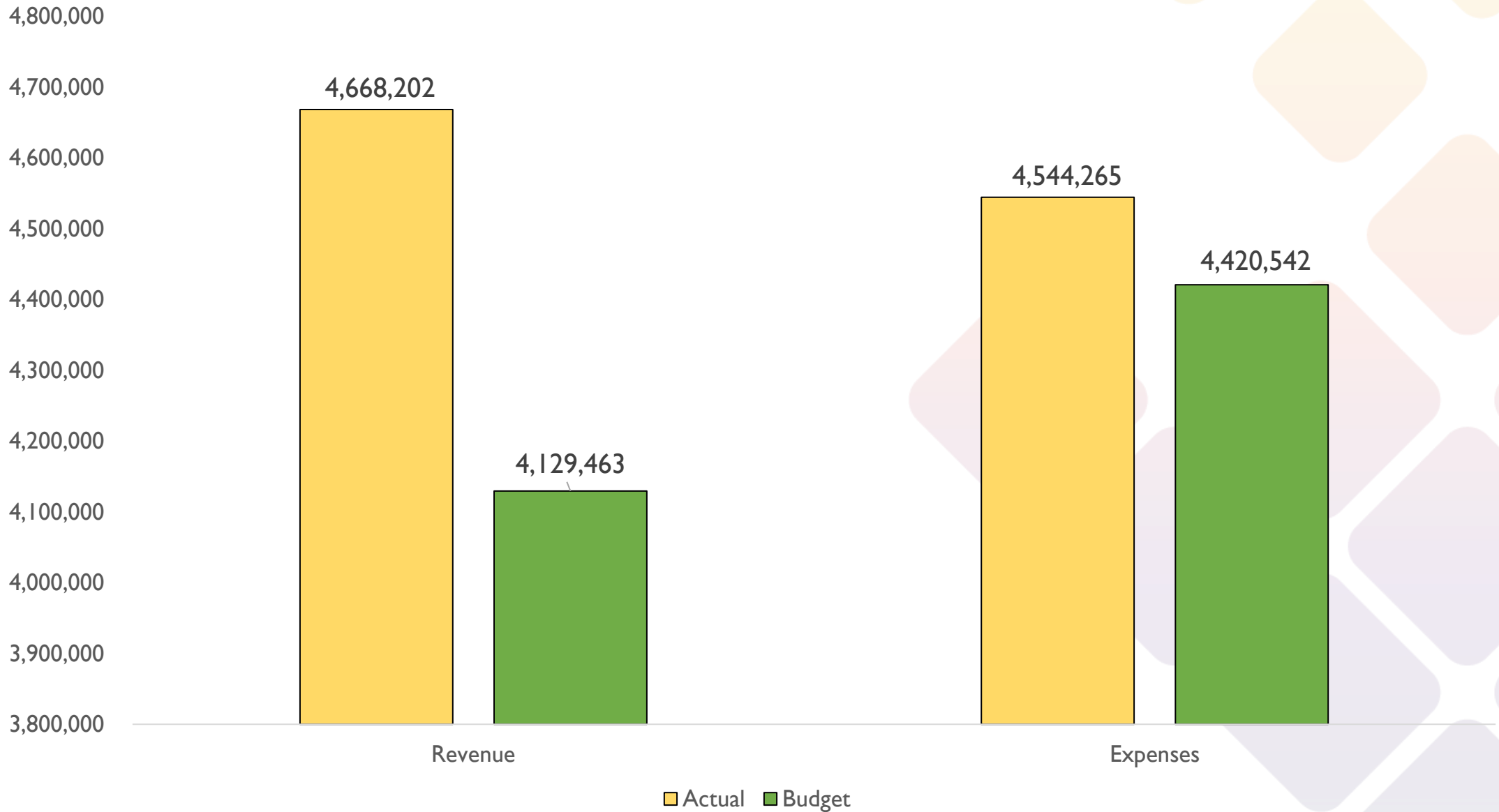
- President/CEO Evaluation Reminder
- Board Election/Executive Committee Timeline
- Draft FY25 Budget

ACTION: Approve Minutes from July 11 Executive Committee Meeting

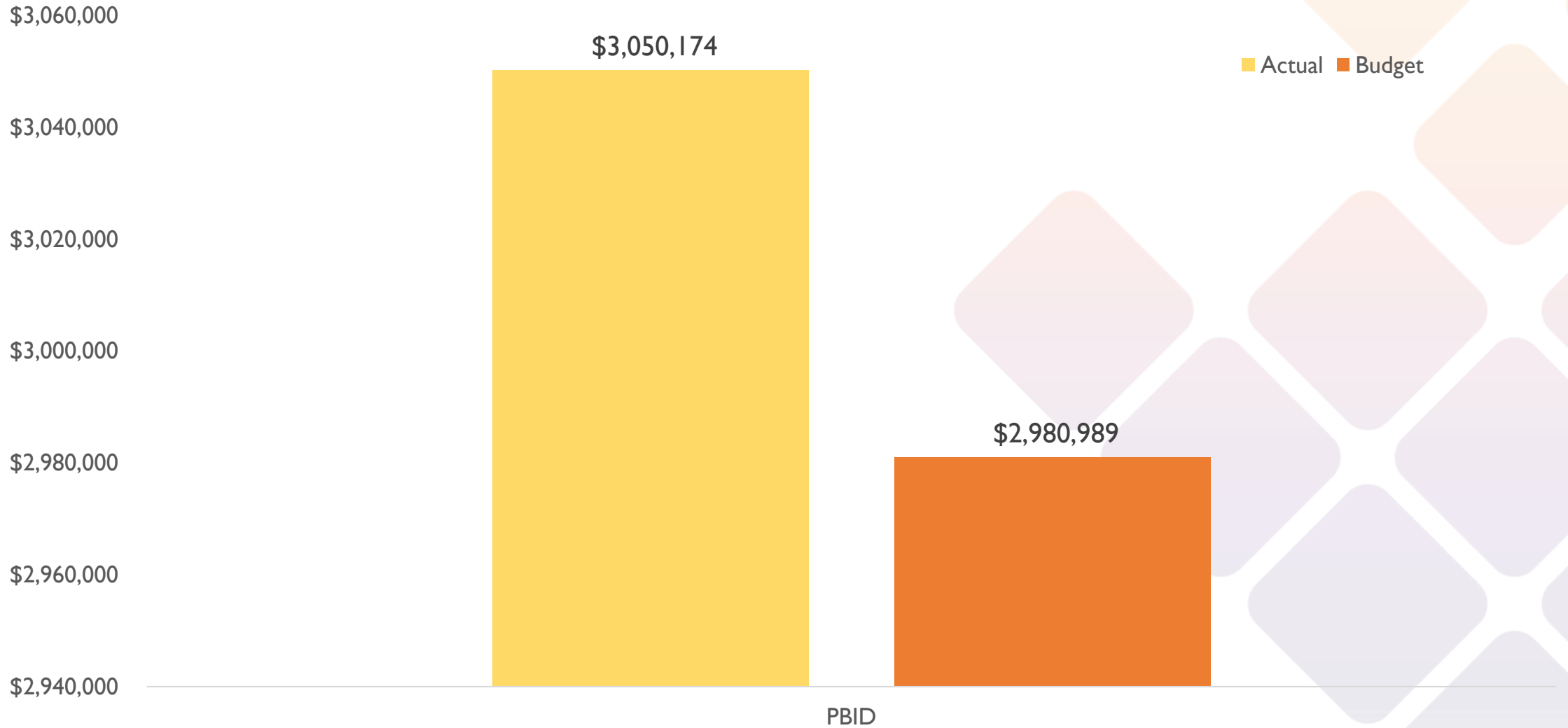
3. Treasurer's Report

Mike Gold, Treasurer

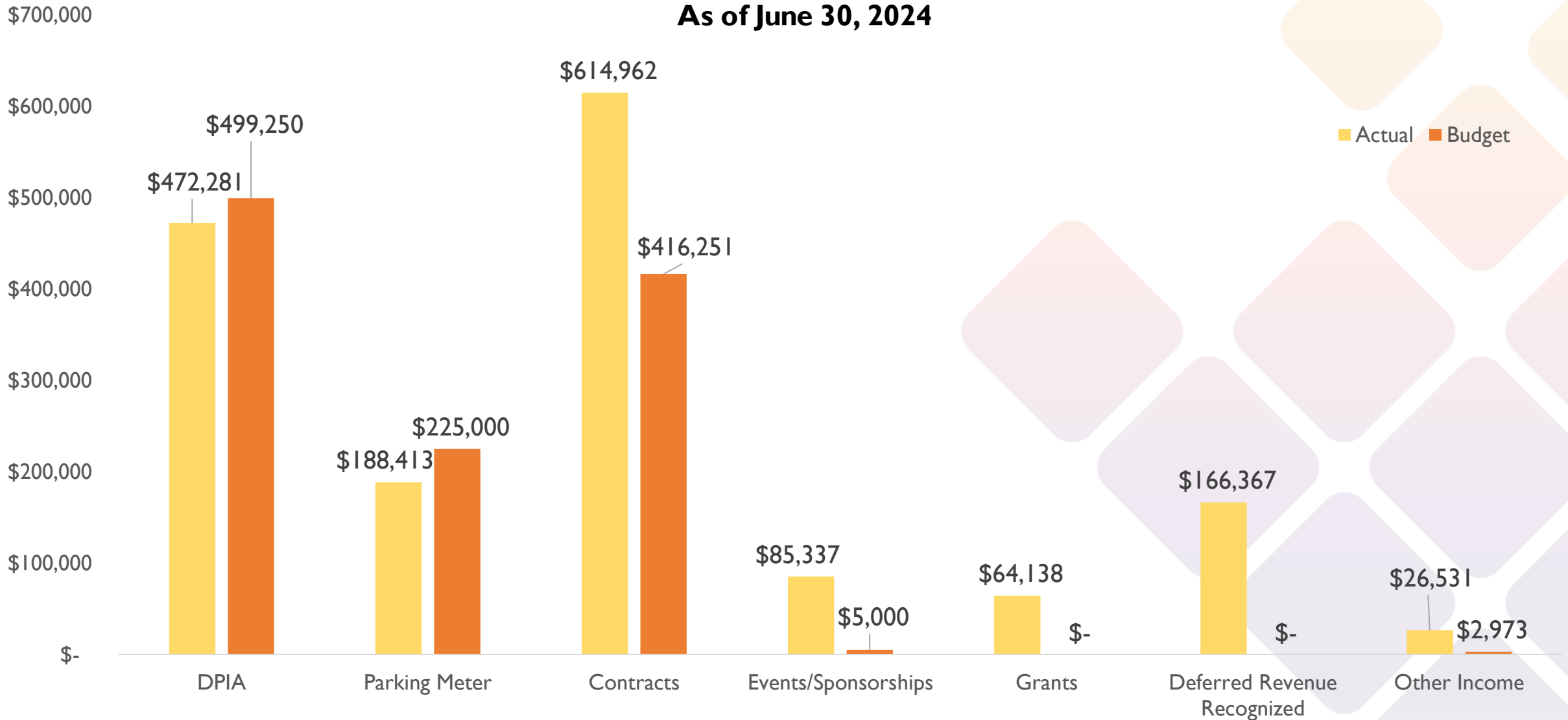
Jeremy Ancalade, Vice President of Finance and Administration



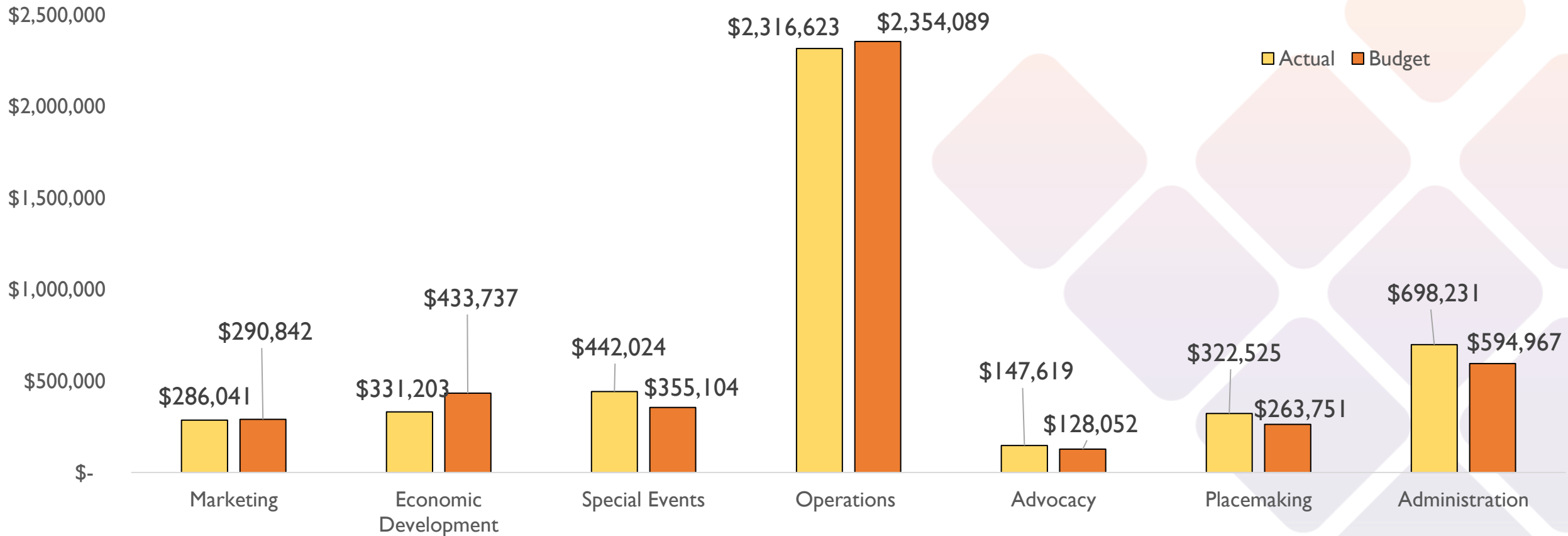
Revenue Summary As of June 30, 2024

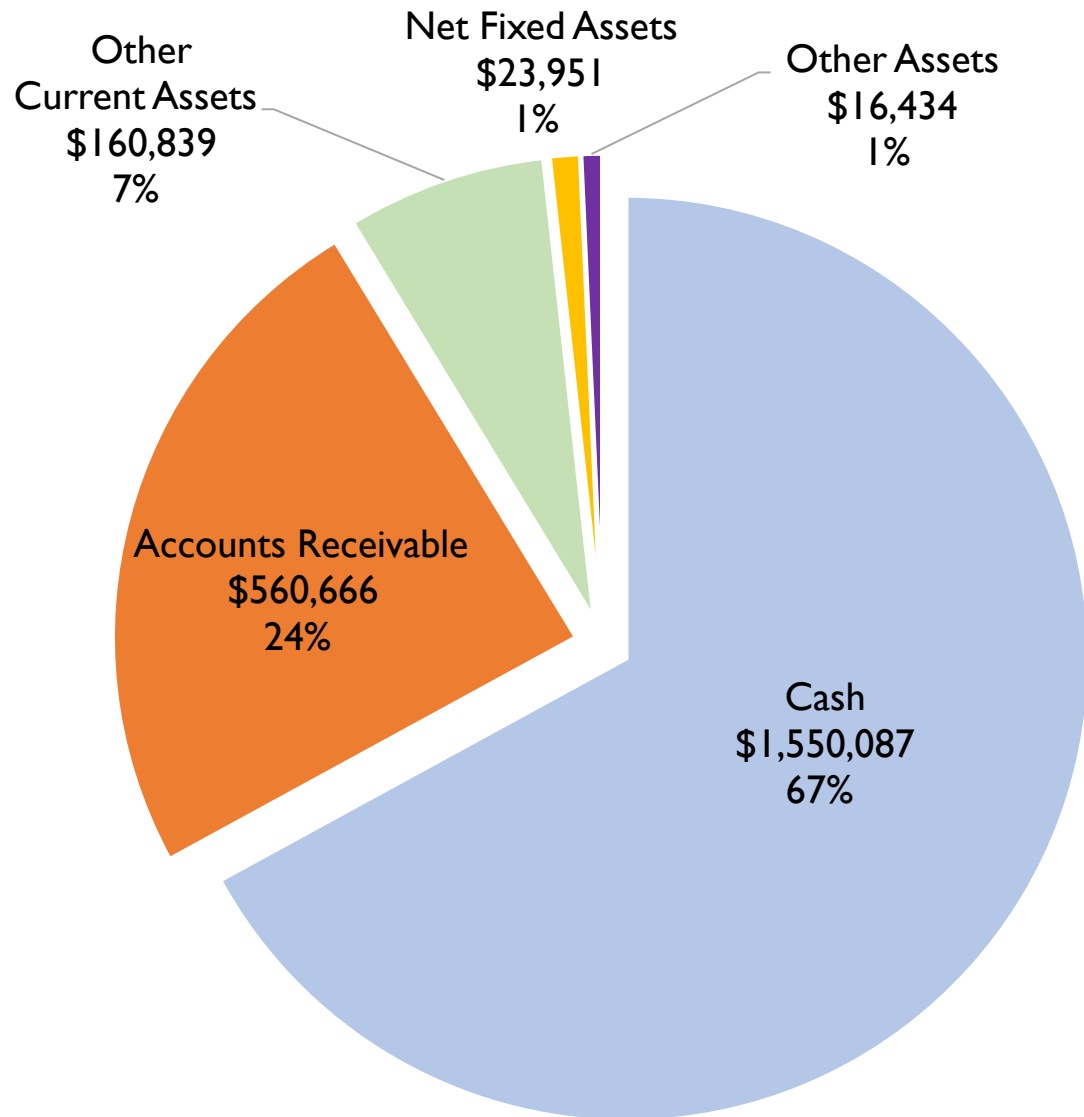


Revenue Summary As of June 30, 2024



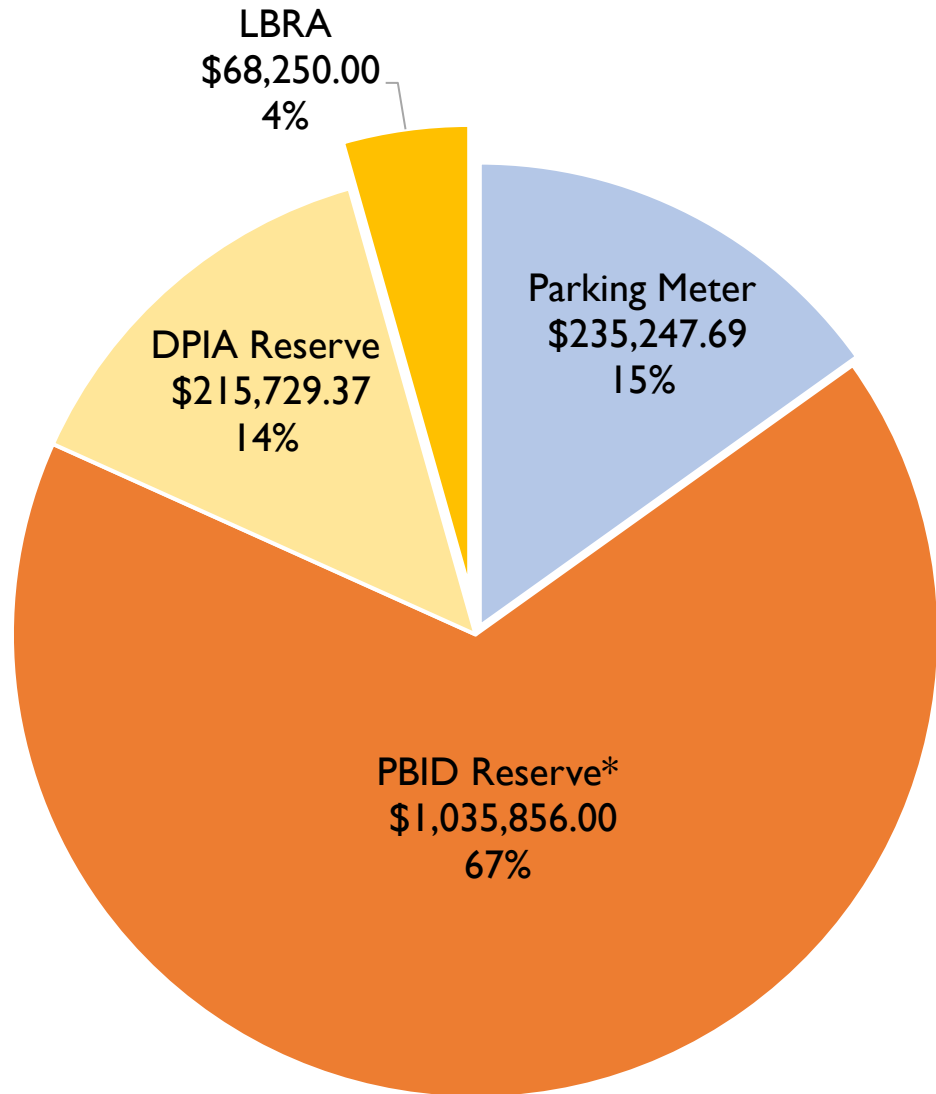
Expense Summary As of June 30, 2024





DLBA Assets

Cash	\$	1,550,087
Accounts Receivable	\$	560,666
Other Current Assets	\$	160,839
Net Fixed Assets	\$	23,951
Other Assets	\$	16,434
		<hr/>
	\$	2,311,978



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	\$ 519,227.06

A/R Aging Summary - \$2,000+

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ 207,433	\$ 75,000	\$ -	\$ -	\$ 100,119	\$ 382,551
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
Long Beach Transit	\$ 21,409	\$ -	\$ -	\$ -	\$ 4,060	\$ 25,469
Midtown BID	\$ 11,190	\$ -	\$ -	\$ -	\$ -	\$ 11,190
Tomi Riley	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ 10,000
Port of Long Beach	\$ -	\$ -	\$ 2,500	\$ -	\$ 3,000	\$ 5,500
California Resource Corp.	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ 5,000
Zaferia Business Association	\$ 4,963	\$ -	\$ -	\$ -	\$ -	\$ 4,963
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Long Beach Center Loan	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ 2,000
TOTAL	\$264,265	\$75,000	\$2,500	\$ -	\$ 210,932	\$552,697

A/R Aging Summary - Under \$2,000+

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ 893	\$ 1,785
Pedal Movement	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY	\$ 1,166	\$ -	\$ -	\$ -	\$ -	\$ 1,166
Mercy Housing	\$ 968	\$ -	\$ -	\$ -	\$ -	\$ 968
Planet Fitness	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 750
AMO Marketing, Inc.	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ 500
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
Hamburger Mary's	\$ -	\$ -	\$ 250	\$ -	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
TOTAL	\$ 3,776	\$ 500	\$ 250	\$ -	\$ 3,443	\$ 7,969

A/R Aging Summary - \$2,000+

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ 140,178	\$ 75,000	\$ -	\$ 100,119	\$ 315,297
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
Long Beach Transit	\$ -	\$ 21,409	\$ -	\$ -	\$ 4,060	\$ 25,469
Midtown Business Improvement District	\$ -	\$ 5,595	\$ 5,595	\$ -	\$ -	\$ 11,190
Tomi Riley	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ 10,000
California Resource Corp.	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ 5,000
Zaferia Business Association	\$ -	\$ 4,963	\$ -	\$ -	\$ -	\$ 4,963
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Long Beach Center Loan, LLC (Mosaic)	\$ -	\$ 2,271	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ 2,000
TOTAL	\$ -	\$191,415	\$80,595	\$ -	\$ 210,932	\$482,943

A/R Aging Summary - Under \$2,000+

As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Blu Community	\$ -	\$ 893	\$ -	\$ -	\$ 893	\$ 1,785
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ 1,166	\$ -	\$ -	\$ -	\$ 1,166
Mercy Housing (300 Alamitos)	\$ -	\$ 968	\$ -	\$ -	\$ -	\$ 968
Planet Fitness	\$ -	\$ 750	\$ -	\$ -	\$ -	\$ 750
AMO Marketing, Inc.	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ 500
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ 250	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
TOTAL	\$ 250	\$ 3,776	\$ 500	\$ 250	\$ 3,443	\$ 8,219

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

Year-to-Date	Actual	Budget	Variance
Revenue	4,668,202	4,129,463	538,739
Expenses	4,544,265	4,420,542	123,723
Net	123,937	(291,079)	415,016

4. Chairperson Report

Denise Carter

4. Chairperson's Report – Denise Carter, Chair

A. Remarks from the Chair

4. Chairperson's Report – Denise Carter, Chair

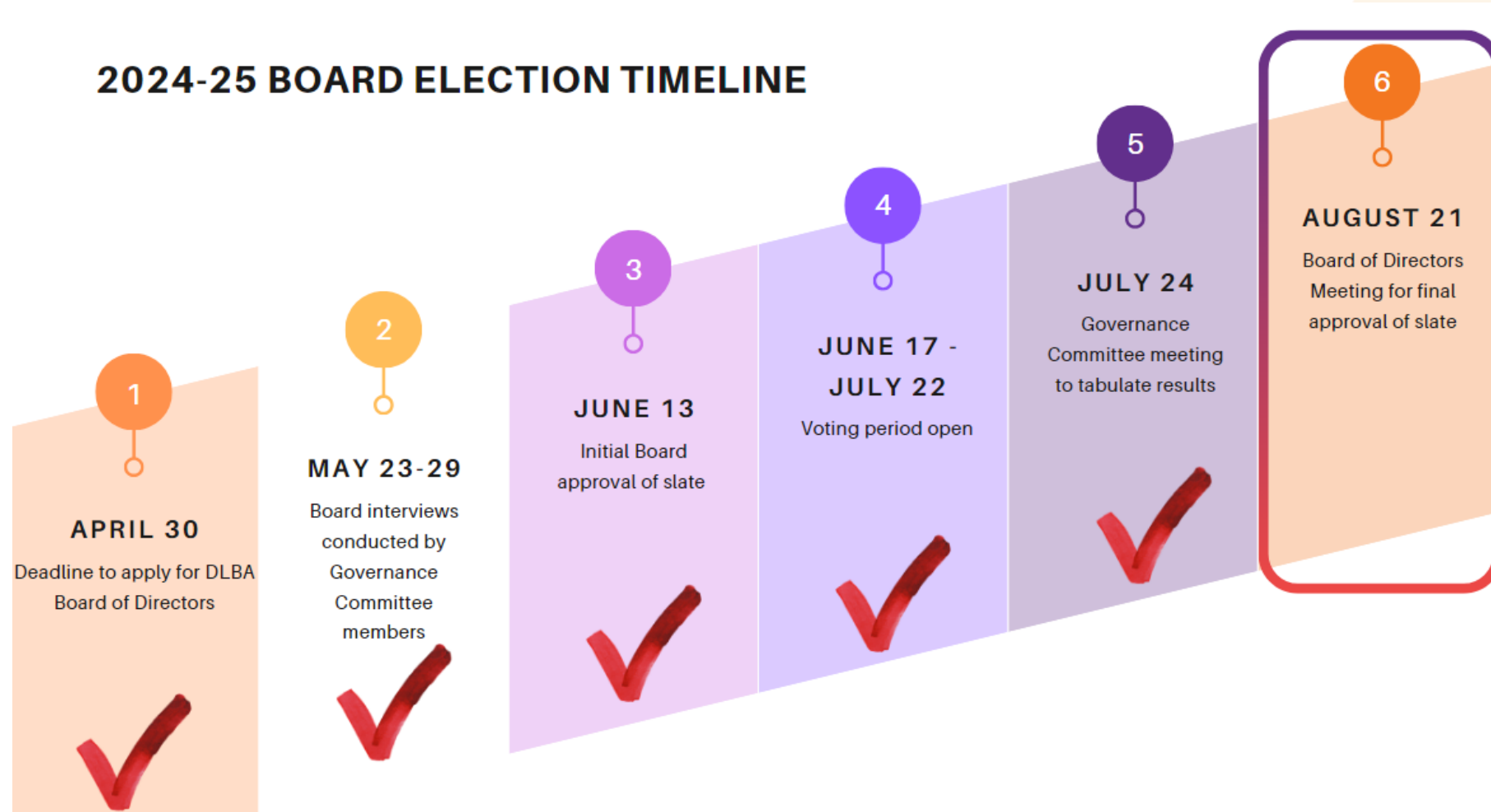
B. President & CEO Evaluation Reminder

4. Chairperson’s Report – Denise Carter, Chair

C. Governance Committee Report i. Board Election Results

District	Total Returned Ballots	In Favor	Opposed	Total Ballots	% of Ballots Returned	Results
PBID	70	68	8	3,332	2.1%	Pass
DPBIA	25	23	2	1281	1.9%	Pass

2024-25 BOARD ELECTION TIMELINE



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.

FY 25 BUDGET DRAFT 2

REVENUES	Total
PBID Funds (net)	\$ 4,154,768
DPIA	\$ 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
Agency Reserve	\$ 61,916
TOTAL EXPENSES	\$6,191,594

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

FY 25 BUDGET DRAFT 2 - REVENUE

PBID Revenue	\$4,154,768
---------------------	--------------------

Admin / Advocacy		Environment		Economy	
10.8%		64.1%		25.1%	
\$448,714.90		\$2,663,206.05		\$1,042,846.67	
ADMIN	ADV	Placemaking	Clean & Safe	ED	MARKETING & EVENTS
78.0%	22.0%	10.0%	90.0%	47.8%	52.2%
\$350,519	\$98,717	\$266,321	\$2,396,885	\$497,959	\$544,366
8.4%	2.4%	6.4%	57.7%	12.0%	13.1%

Marketing	\$299,401.28
Events	<u>\$244,964.68</u>
	\$544,365.96

FY 25 BUDGET DRAFT 2 - REVENUE

DPBIA		
	2024-25	
Current year budget	748,875	
% DPBIA Adjustment for 2024-25	33,699	4.5%
	782,574	

	FY 24/25	
Department	Dollar Allocation	Percent Allocation
TOTALS	\$782,574	100.00%
Administration	\$528,238	67.50%
Advocacy	\$150,646	19.25%
Marketing	\$0	0.00%
Special Events	\$41,085	5.25%
Operations	\$0	0.00%
Economic Development	\$46,954	6.00%
Placemaking	\$15,651	2.00%
TOTAL DPBIA FUNDS	\$782,574	

FY 25 BUDGET DRAFT 2 - REVENUE

Parking Meter		
	2024-25	
Budget	250,000	
Placemaking	125,000	50%
Marketing	92,500	37%
Special Events	32,500	13%
Total	250,000	

Fundraising for Grants		
F&M Sponsor	\$	5,000.00
TOTAL	\$	5,000.00

FY 25 BUDGET DRAFT 2 - REVENUE

Special Events	Sales	Sponsorship
Taste of Downtown - Sip	\$ 5,000.00	\$ 10,000.00
Taste of Downtown - Pine	\$ 30,000.00	\$ 15,000.00
Taste of Downtown - Beer & Wine	\$ 15,000.00	\$ 5,000.00
Art Walk	\$ -	\$ 5,000.00
New Year's Eve	\$ 15,000.00	\$ 20,000.00
Celebrate Downtown	\$ 5,000.00	\$ 15,000.00
Activations	\$ -	\$ 20,000.00
TOTAL	\$ 70,000.00	\$ 90,000.00

FY 25 BUDGET DRAFT 2 - REVENUE

Contract Services	2025	2024
300 Alamos Parking Lot	\$ -	\$ 11,076.00
Blu Condominiums	\$ 11,000.00	\$ 3,864.00
Hillcrest Monterey	\$ 14,597.84	\$ 14,686.00
HUBB Maintenance	\$ 4,500.00	\$ -
LB Transist & Visitor Center	\$ 274,903.00	\$ 265,334.86
Midtown	\$ 60,000.00	\$ -
Misc. Revenue (rent reimbursement)	\$ 3,000.00	\$ 3,963.00
Mosaic Street Mural	\$ 27,251.46	\$ 27,178.00
Prop A	\$ 395,000.00	\$ 312,000.00
Zaferia	\$ 49,000.00	\$ 52,048.00
TOTAL	\$ 839,252.30	\$ 690,149.86



- Board Election
- Holiday Mixer
- Shared Agency Insurance
- Community Meetings
- Office Management
- Financial/Legal Matters

- Downtown Advocacy
- Meetings with Elected Officials
- Advocacy for Agency Positions
- Community Meetings
- Civic Events





- Expanded Food Series
- Bimonthly Mug to Mug and Link and Learn
- Enhanced Job Data Software
- Popup Activations following Food Series
- Spanish Food Series

- Monthly Events
- Continuing with Art Walk
- Themed Alliance Signature Events
- Downtown Activations
- Community Outreach





- Downtown Clean Services
- Downtown Safe Services
- Homeless Outreach
- Fresh Start
- Contracted Services

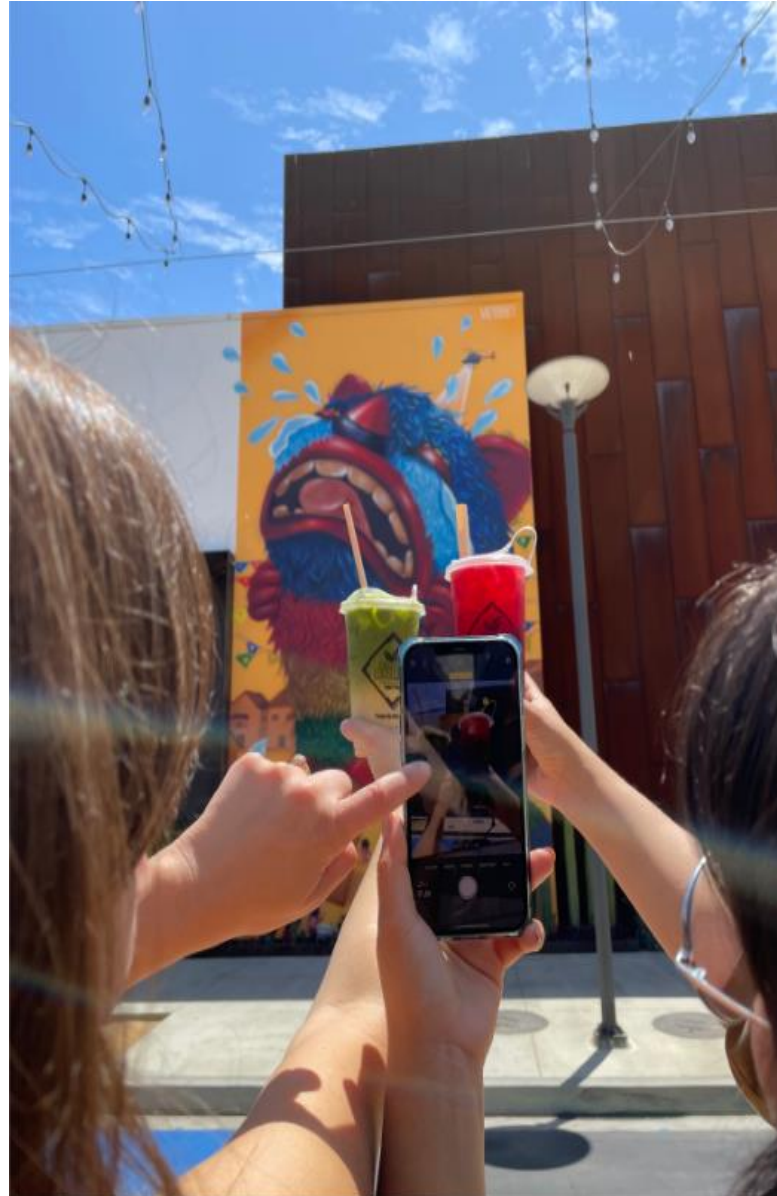
- Additional voices to newsletters
- Website Development
- Opposite of Ordinary rollout
 - Pole Wraps
 - Traffic Signs
- Chat GPT to introduce more AI



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

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





- Holiday Décor
- Adding Spring/Summer Décor
- Monthly Banner Audits
- Pride Banner Expansion
- Interactive Streetscapes
- Updating Crosswalks

FY 25 BUDGET DRAFT 2

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

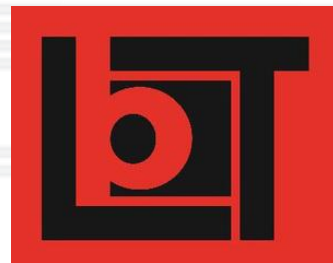
EXPENSES	Total
Administration	\$ 870,532
Advocacy	\$ 247,332
Marketing	\$ 387,576
Events	\$ 474,160
Operations	\$ 3,203,425
Economic Development	\$ 544,474
Placemaking	\$ 402,181
Agency Reserve	\$ 61,916
TOTAL EXPENSES	\$6,191,594

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

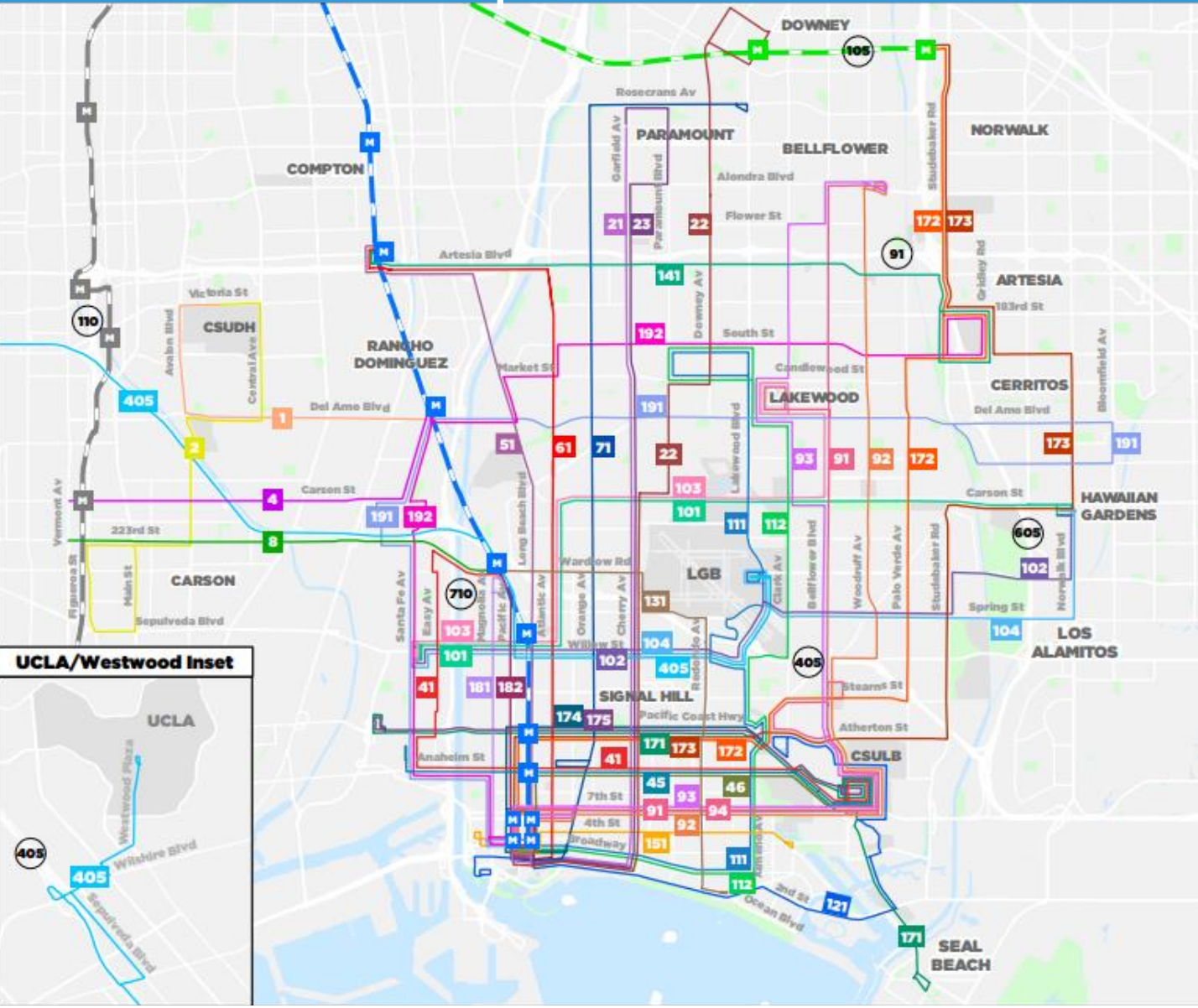
5. President & CEO Report – Austin Metoyer

B. Presentation on Long Beach Transit – Mike Gold

Riding with Long Beach Transit



Service Map



Long Beach

Lakewood

Signal Hill

Cerritos

Artesia

Los Alamitos

Hawaiian Gardens

Norwalk

Compton

Paramount

Downey

Carson

Seal Beach

Cerritos

Bellflower

At-A-Glance



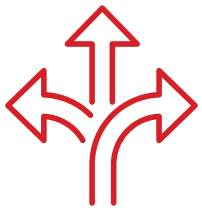
250 buses



38 fixed-routes



100% mobility-device accessible



More than just a bus service



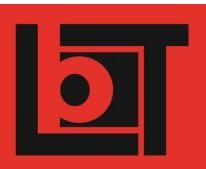
Sustainability

100%
Alternatively-Fueled
Fleet

44
Battery-Electric
Buses

87
Hybrid
Buses

125
CNG
Buses



Senior Fares and Passes

Standard LBT and Senior Fare	Cost
Single Ride*	.60
Day Pass	\$2.50
5-Day Pass	\$9
30-Day Pass	\$24

LIFE Discounts Available	Cost
20 Rides Option	Free
Day Pass	\$7
7-Day Pass	\$12
30-Day Pass	\$16



Dial-A-Lift (rideibt.com/DAL)



What is it?

Curb-to-curb paratransit service



Who Qualifies?

Individuals with permanent disabilities



Areas Served

- Long Beach
- Signal Hill
- Lakewood
- Paramount



Cost

\$2 each trip (\$4 roundtrip)



Security Aboard LBT



Transit Ambassadors
Patrol buses, bus stops and
transit facilities.



Collaboration with Long Beach
Police Department for proactive
patrols and quick response to
incidents.



Surveillance on buses and at
transit centers to monitor
activity.



Customer Care representatives are
available to answer any questions or
concerns.



Drivers can make
announcements and address
safety concerns through the
bus PA system.

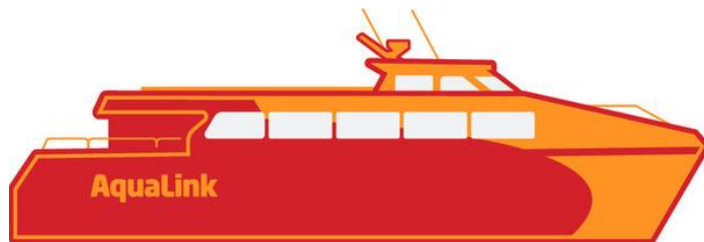
Water Taxis

AquaLink

Fare: \$5.00

Capacity: 70 people

Route: Alamitos Bay Landing
to Aquarium Dock 4



Memorial Day weekend
through Labor Day

AquaBus

Fare: \$1.00

Capacity: 35 people

Route: Aquarium Dock 4 to the
Queen Mary to Shoreline
Village Dock 9



Other Services



Explore the
arts



Commute easily
along the 405



Catch the
match with a
free ride

Connect with LBT



562.591.2301



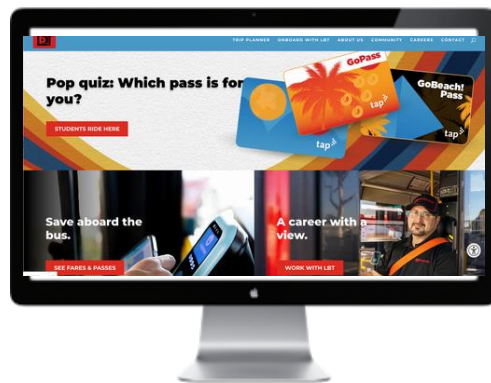
@lbtransit



@longbeachtransit



@lbtransit



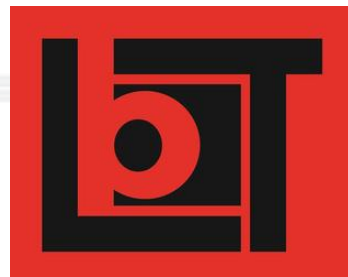
ridelbt.com



E-Newsletter

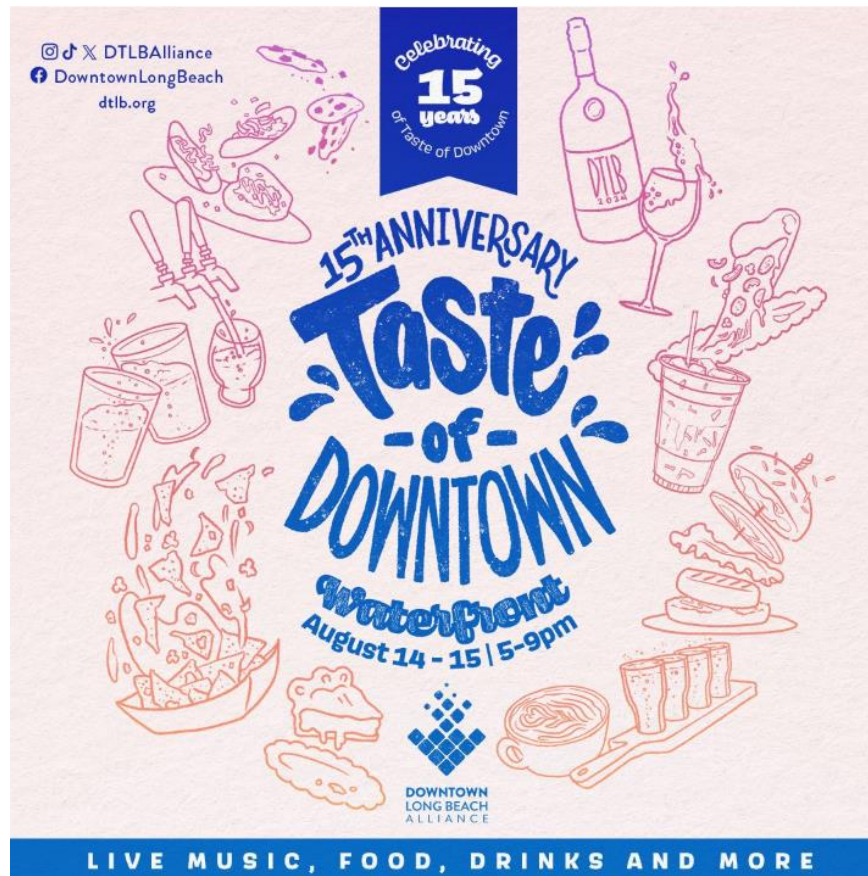


Thank you!



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:

September 5, 2024

DTLB Alliance Conference Room

DTLB Alliance Executive Committee

August 1, 2024

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:

