

Downtown Long Beach Alliance
As of December 31, 2021
(Fiscal Year Ending September 30, 2022)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	1,280,223	982,733	297,490
Expenses	1,340,665	1,127,868	212,798
Net	(60,443)	(145,135)	84,692

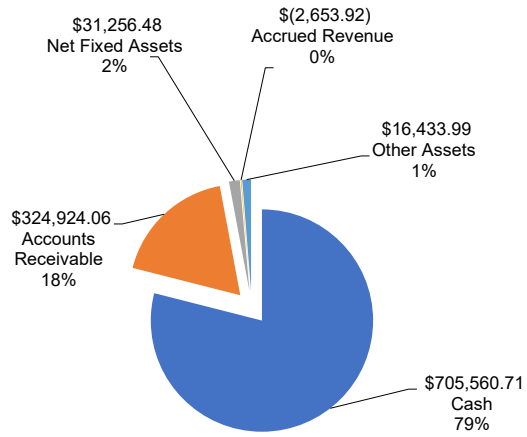
REVENUES:
PBID Revenue is budgeted to arrive at the end of the first quarter. Budget is on track.
DPIA Revenue is budgeted to arrive at the end of the first quarter. Actual funds received reflect higher FY21 projected assessments at year end.
Parking Meter Revenue is under budgeted totals for October - November by \$27,500 (32%). We are hopeful this will catching up in coming months given the holiday season. This is a revenue line we can't control, but we are trending slightly higher than we did last fiscal year.
Special Event Revenue is going to be delayed. The first FY22 event budgeted was Powwow, budgeted for November. This will happen in the latter portion of the fiscal year. We are seeing some unbudgeted New Year's Eve sponsorship revenue this month.
Grants & Contract Services Revenue is slightly below budget because of Prop A invoicing. We budgeted for Prop A funds in December but will invoice them in January. There are some smaller variances in other lines but nothing of significant concern at this point.
Other Misc Income Revenue actuals reflect insurance payments. We don't budget revenue in this line.

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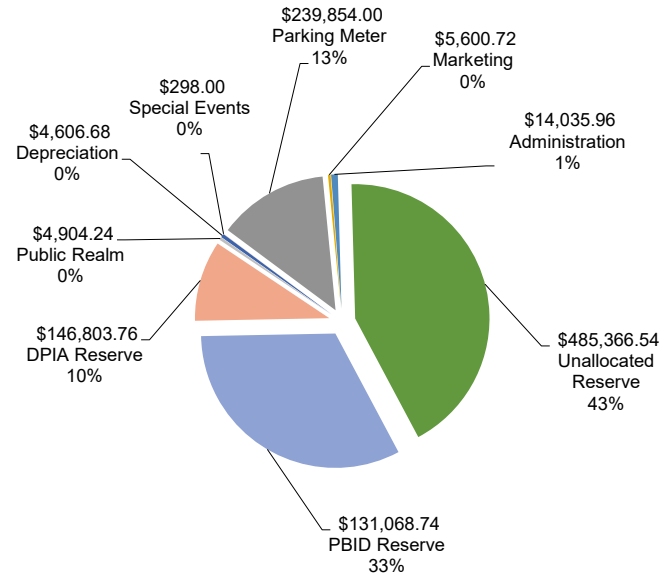
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Revenue	1,280,223	982,733	297,490
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Net	(60,443)	(145,135)	84,692

EXPENSES:
Administrative Expenses are over budget by 184% - (\$329,000). This is driven primarily by unbudgeted professional services expenses (legal expenses and contractual expenses in accordance with terms of employment contracts which are offset by deferred revenue). Aside from these variances these numbers reflect a variance for the holiday party (\$5,000), and unbudgeted depreciation expenses (6,000).
Research, Dev. & Advocacy is over budget by \$77,000 (132%). The variance in these lines are primarily driven by Strategic Plan and PBID renewal (\$44,500 - budgeted last year), DEIA training with BDS (\$35,000 - unbudgeted). We are using deferred revenue to cover these expenses.
Placemaking Expenses are under budget by \$6,000 (9%). There is no concern with this line as the variance is driven primarily by salary savings (\$5,000).
Economic Development Expenses are over budget by \$20,000 (32%) driven by the timing of expenses associated with business recruitment and retention (\$11,000), and business retention and expansion (\$10,000). Staff has no concern about this line at this point.
Marketing Expenses are under budget by 58% - (\$18,600) due to the timing of publications expenses (\$3,100), advertising (\$13,000), and Public Relations (\$5,000). There is a salary variance of approximately \$18,000. Expenses include unbudgeted \$24,000 in recovery campaign spending for "Our Downtown." The marketing team is reassessing the budget and strategizing the best way to move forward.
Special Event Expenses are under budget by \$59,000 (41%). This variance is driven by the cancellation of the Pow VWow event (\$78,000) which is slightly offset by the timing of New Year's Eve expenses (\$32,000). There is no concern here.
Operations Expenses are under budget by \$139,000 (26%). This is primarily driven by Block By Block staffing expenses with Safe team (\$47,500) and Clean (\$15,000). Additional variances include contract services (\$41,000), pressure washing (\$18,000 - including the truck which was paid off) and a salary variance (\$14,000).

DLBA Assets



DLBA Deferred/Reserve Revenue



Depreciation	\$	4,606.68
Special Events	\$	298.00
Parking Meter	\$	239,854.00
Marketing	\$	5,600.72
Administration	\$	14,035.96
Unallocated Reserve	\$	485,366.54
PBID Reserve	\$	131,068.74
DPIA Reserve	\$	146,803.76
Public Realm	\$	4,904.24
	\$	1,032,538.64
Cash	\$	705,560.71
Accounts Receivable	\$	324,924.06
Net Fixed Assets	\$	31,256.48
Accrued Revenue	\$	(2,653.92)
Other Assets	\$	16,433.99
	\$	1,075,521.32

Downtown Long Beach Alliance
Budget vs. Actuals: FY 22 Budget - FY22 P&L

	December 2021				Total Year To Date			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4001 DPIA Funds		\$ -	\$ -		\$ 26,215.80	\$ -	\$ 26,215.80	
4002 City Funds - Parking Meters	\$ 57,470.07	\$ 84,944.85	\$ (27,474.78)	68%	\$ 57,470.07	\$ 84,944.85	\$ (27,474.78)	68%
4003 PBID		\$ -	\$ -		\$ -	\$ -	\$ -	
4003-1 PBID Funds		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4003 PBID	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
4150 Sponsorships		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-03 POW WOW		\$ -	\$ -		\$ -	\$ 42,000.00	\$ (42,000.00)	0%
4150-13 Taste Downtown		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-17 Celebrate Downtown		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-23 New Year's Eve	\$ 2,500.00	\$ -	\$ 2,500.00		\$ 2,500.00	\$ -	\$ 2,500.00	
Total 4150 Sponsorships	\$ 2,500.00	\$ -	\$ 2,500.00		\$ 2,500.00	\$ 42,000.00	\$ (39,500.00)	6%
4900 Revenue Deferred to Subsequent Years		\$ -	\$ -		\$ -	\$ -	\$ -	
4900-01 PBID Reserve		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4900 Revenue Deferred to Subsequent Years	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4000 Revenues	\$ 59,970.07	\$ 84,944.85	\$ (24,974.78)	71%	\$ 86,185.87	\$ 126,944.85	\$ (40,758.98)	68%
4700 Other Income		\$ -	\$ -		\$ 39.95	\$ -	\$ 39.95	
4700-01 Office rent reimbursement	\$ 250.00	\$ 250.00	\$ -	100%	\$ 750.00	\$ 750.00	\$ -	100%
4700-02 Contract Clean Team Services		\$ -	\$ -		\$ -	\$ -	\$ -	
001 Long Beach Transit	\$ 17,770.43	\$ 19,054.17	\$ (1,283.74)	93%	\$ 53,632.93	\$ 57,162.51	\$ (3,529.58)	94%
002 Hillcrest Monterey	\$ 1,053.27	\$ 1,416.67	\$ (363.40)	74%	\$ 3,159.81	\$ 4,250.01	\$ (1,090.20)	74%
003 Other Clean Team Services		\$ -	\$ -		\$ 404.55	\$ -	\$ 404.55	
006 300 Alamitos	\$ 2,344.00	\$ 804.17	\$ 1,539.83	291%	\$ 2,344.00	\$ 2,412.51	\$ (68.51)	97%
007 Blu Community Association	\$ 1,600.00	\$ 1,000.00	\$ 600.00	160%	\$ 1,600.00	\$ 1,000.00	\$ 600.00	160%
008 Zaferia	\$ 3,081.21	\$ 3,912.50	\$ (831.29)	79%	\$ 9,243.63	\$ 11,737.50	\$ (2,493.87)	79%
4700-02-005 Prop A		\$ 63,000.00	\$ (63,000.00)	0%	\$ -	\$ 63,000.00	\$ (63,000.00)	0%
Total 4700-02 Contract Clean Team Services	\$ 25,848.91	\$ 89,187.51	\$ (63,338.60)	29%	\$ 70,384.92	\$ 139,562.53	\$ (69,177.61)	50%
4700-08 Small Business Grant Fundraising ED		\$ -	\$ -		\$ -	\$ 30,000.00	\$ (30,000.00)	0%
20 Storefront Grants		\$ -	\$ -		\$ 30,000.00	\$ -	\$ 30,000.00	
Total 4700-08 Small Business Grant Fundraising ED	\$ -	\$ -	\$ -		\$ 30,000.00	\$ 30,000.00	\$ -	100%
4700-09 Other Misc. Income	\$ 40,000.00	\$ -	\$ 40,000.00		\$ 66,309.50	\$ -	\$ 66,309.50	
Total 4700 Other Income	\$ 66,098.91	\$ 89,437.51	\$ (23,338.60)	74%	\$ 167,484.37	\$ 170,312.53	\$ (2,828.16)	98%
4701 Interest Income	\$ 349.07	\$ -	\$ 349.07		\$ 1,469.71	\$ -	\$ 1,469.71	
4800 Deferred Revenue Recognized		\$ -	\$ -		\$ 314,225.27	\$ -	\$ 314,225.27	
4804 DRR-Depreciation (2014Computer)	\$ 1,605.89	\$ -	\$ 1,605.89		\$ 4,817.67	\$ -	\$ 4,817.67	
4823 DRR-PBID Reserve 18/19	\$ 235,346.67	\$ 228,491.87	\$ 6,854.80	103%	\$ 706,040.01	\$ 685,475.61	\$ 20,564.40	103%
Total 4800 Deferred Revenue Recognized	\$ 236,952.56	\$ 228,491.87	\$ 8,460.69	104%	\$ 1,025,082.95	\$ 685,475.61	\$ 339,607.34	150%
Total Income	\$ 363,370.61	\$ 402,874.23	\$ (39,503.62)	90%	\$ 1,280,222.90	\$ 982,732.99	\$ 297,489.91	130%
Expenses								
5200 Marketing		\$ -	\$ -		\$ -	\$ -	\$ -	
5201 Publications		\$ -	\$ -		\$ -	\$ -	\$ -	
5201-01 Newsletter		\$ 100.00	\$ (100.00)	0%	\$ -	\$ 100.00	\$ (100.00)	0%
5201-02 Annual Report		\$ 3,000.00	\$ (3,000.00)	0%	\$ -	\$ 3,000.00	\$ (3,000.00)	0%
Total 5201 Publications	\$ -	\$ 3,100.00	\$ (3,100.00)	0%	\$ -	\$ 3,100.00	\$ (3,100.00)	0%
5202 Advertising/Promotions		\$ -	\$ -		\$ -	\$ -	\$ -	
5202-20 Print Ads/Advertising		\$ 2,500.00	\$ (2,500.00)	0%	\$ -	\$ 2,500.00	\$ (2,500.00)	0%
5202-21 Outdoor Advertising		\$ -	\$ -		\$ -	\$ 4,500.00	\$ (4,500.00)	0%
5202-26 Digital Advertising/Promotions	\$ 320.56	\$ 600.00	\$ (279.44)	53%	\$ 757.43	\$ 1,800.00	\$ (1,042.57)	42%
5202-27 Service Subscriptions	\$ 1,159.11	\$ 544.00	\$ 615.11	213%	\$ 3,550.84	\$ 1,812.00	\$ 1,738.84	196%
5202-32 Unfiltered	\$ 313.27	\$ 5,000.00	\$ (4,686.73)	6%	\$ 8,066.77	\$ 15,000.00	\$ (6,933.23)	54%
Total 5202 Advertising/Promotions	\$ 1,792.94	\$ 8,644.00	\$ (6,851.06)	21%	\$ 12,375.04	\$ 25,612.00	\$ (13,236.96)	48%
5203 Public Relations		\$ -	\$ -		\$ -	\$ -	\$ -	
5203-10 5203-10 Gift Card Giveaway		\$ 200.00	\$ (200.00)	0%	\$ 100.00	\$ 600.00	\$ (500.00)	17%
5203-11 5203-11 Public Awareness Campaign		\$ 200.00	\$ (200.00)	0%	\$ 55.33	\$ 4,600.00	\$ (4,544.67)	1%
Total 5203 Public Relations	\$ -	\$ 400.00	\$ (400.00)	0%	\$ 155.33	\$ 5,200.00	\$ (5,044.67)	3%
5205 Website Development	\$ 210.94	\$ -	\$ 210.94		\$ 210.94	\$ -	\$ 210.94	
5206 Recovery Campaign		\$ -	\$ -		\$ 23,758.92	\$ -	\$ 23,758.92	
5208 Wages (Marketing)	\$ 9,945.35	\$ 16,700.91	\$ (6,755.56)	60%	\$ 31,650.08	\$ 50,102.73	\$ (18,452.65)	63%
5209 Payroll Tax (Marketing)	\$ 768.34	\$ 858.94	\$ (90.60)	89%	\$ 2,469.33	\$ 2,576.82	\$ (107.49)	96%
5210 Benefits (Marketing)	\$ 870.02	\$ 2,085.98	\$ (1,215.96)	42%	\$ 6,978.43	\$ 6,257.94	\$ 720.49	112%
5212 Professional Development		\$ -	\$ -		\$ -	\$ -	\$ -	
5214 PBID General Benefit 1%		\$ 351.72	\$ (351.72)	0%	\$ -	\$ 1,055.16	\$ (1,055.16)	0%
5215 PBID Engineer's Adjustment		\$ 116.52	\$ (116.52)	0%	\$ -	\$ 349.56	\$ (349.56)	0%
Total 5200 Marketing	\$ 13,587.59	\$ 32,258.07	\$ (18,670.48)	42%	\$ 77,598.07	\$ 94,254.21	\$ (16,656.14)	82%
5300 Economic Development		\$ -	\$ -		\$ -	\$ -	\$ -	
5303 Bus. Recruitment & Retention		\$ -	\$ -		\$ -	\$ -	\$ -	
5303-01 Strategic Recruitment	\$ 3,215.00	\$ 550.00	\$ 2,665.00	585%	\$ 12,819.04	\$ 1,650.00	\$ 11,169.04	777%
5303-04 Grand Opening Assistance		\$ -	\$ -		\$ 196.45	\$ -	\$ 196.45	
Total 5303 Bus. Recruitment & Retention	\$ 3,215.00	\$ 550.00	\$ 2,665.00	585%	\$ 13,015.49	\$ 1,650.00	\$ 11,365.49	789%
5303-40 Small Business Grants	\$ 10,000.00	\$ 10,000.00	\$ -	100%	\$ 10,000.00	\$ 10,000.00	\$ -	100%
5304 Business Retention & Expansion		\$ -	\$ -		\$ -	\$ -	\$ -	
5304-03 Economic Profile & Snapshot Reports		\$ -	\$ -		\$ 250.00	\$ 1,200.00	\$ (950.00)	21%
5304-04 Business Development Support	\$ 2,833.00	\$ -	\$ 2,833.00		\$ 11,332.00	\$ -	\$ 11,332.00	
Total 5304 Business Retention & Expansion	\$ 2,833.00	\$ -	\$ 2,833.00		\$ 11,582.00	\$ 1,200.00	\$ 10,382.00	965%
5305 Community Engagement & Business Outreach		\$ -	\$ -		\$ -	\$ -	\$ -	
5305-02 Business Seminars		\$ -	\$ -		\$ 250.00	\$ -	\$ 250.00	

5305-03 Broker Mixers		\$ -	\$ -		\$ -	\$ -	\$ -	
5305-04 Conference Attendance					\$ 1,030.40	\$ -	\$ 1,030.40	
5305-05 Memberships	\$ 305.79	\$ 23.96	\$ 281.83	1276%	\$ 519.69	\$ 71.88	\$ 447.81	723%
Total 5305 Community Engagement & Business Outreach	\$ 305.79	\$ 23.96	\$ 281.83	1276%	\$ 1,800.09	\$ 71.88	\$ 1,728.21	2504%
5307 Wages (Econ.Dev.)	\$ 11,556.44	\$ 13,053.47	\$ (1,497.03)	89%	\$ 35,178.56	\$ 39,160.41	\$ (3,981.85)	90%
5308 Payroll Taxes (Econ.Dev.)	\$ 878.11	\$ 966.03	\$ (87.92)	91%	\$ 2,822.10	\$ 2,898.09	\$ (75.99)	97%
5309 Benefits (Econ.Dev.)	\$ 1,003.48	\$ 2,014.63	\$ (1,011.15)	50%	\$ 8,048.92	\$ 6,043.89	\$ 2,005.03	133%
5310 Professional Development		\$ -	\$ -		\$ -	\$ -	\$ -	
5311 PBID General Benefit 1%		\$ 351.72	\$ (351.72)	0%	\$ -	\$ 1,055.16	\$ (1,055.16)	0%
5312 PBID Engineer's Adjustment		\$ 116.52	\$ (116.52)	0%	\$ -	\$ 349.56	\$ (349.56)	0%
Total 5300 Economic Development	\$ 29,791.82	\$ 27,076.33	\$ 2,715.49	110%	\$ 82,447.16	\$ 62,428.99	\$ 20,018.17	132%
5400 Special Projects			\$ -		\$ -	\$ -	\$ -	
5401 Event Productions			\$ -		\$ -	\$ -	\$ -	
5401-39 Unfiltered Photo Contest			\$ -		\$ -	\$ -	\$ -	
5401-44 POW WOW		\$ -	\$ -		\$ -	\$ 78,000.00	\$ (78,000.00)	0%
5401-48 Celebrate Downtown		\$ -	\$ -		\$ -	\$ -	\$ -	
5401-52 Taste of Downtown		\$ -	\$ -		\$ -	\$ -	\$ -	
5401-57 Shop Small Saturday			\$ -		\$ 37.45	\$ -	\$ 37.45	
5401-67 New Year's Eve	\$ 31,727.50	\$ -	\$ 31,727.50		\$ 31,727.50	\$ -	\$ 31,727.50	
Total 5401 Event Productions	\$ 31,727.50	\$ -	\$ 31,727.50		\$ 31,764.95	\$ 78,000.00	\$ (46,235.05)	41%
5401-69 General Expenses		\$ -	\$ -		\$ -	\$ 1,000.00	\$ (1,000.00)	0%
5402 Event Sponsorships			\$ -		\$ -	\$ -	\$ -	
5402-89 Event Sponsorship - Juneteenth		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5402 Event Sponsorships	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5403 Wages (Special Events)	\$ 10,133.76	\$ 11,360.13	\$ (1,226.37)	89%	\$ 30,846.87	\$ 34,080.39	\$ (3,233.52)	91%
5404 Payroll Tax (Special Events)	\$ 768.34	\$ 840.32	\$ (71.98)	91%	\$ 2,469.33	\$ 2,520.96	\$ (51.63)	98%
5405 Benefits (Special Events)	\$ 924.39	\$ 2,223.84	\$ (1,299.45)	42%	\$ 7,414.59	\$ 6,671.52	\$ 743.07	111%
5406 Professional Development		\$ -	\$ -		\$ -	\$ -	\$ -	
5407 PBID General Benefit 1%		\$ 351.72	\$ (351.72)	0%	\$ -	\$ 1,055.16	\$ (1,055.16)	0%
5408 PBID Engineer's Adjustment		\$ 116.52	\$ (116.52)	0%	\$ -	\$ 349.56	\$ (349.56)	0%
Total 5400 Special Projects	\$ 43,553.99	\$ 14,892.53	\$ 28,661.46	292%	\$ 72,495.74	\$ 123,677.59	\$ (51,181.85)	59%
5500 Operations (Clean Team)			\$ -		\$ -	\$ -	\$ -	
5501 Clean Team Personnel	\$ 44,093.12	\$ 32,010.25	\$ 12,082.87	138%	\$ 86,229.28	\$ 96,030.75	\$ (9,801.47)	90%
5501-01 Clean Team Management	\$ 7,830.63	\$ 7,255.40	\$ 575.23	108%	\$ 15,393.29	\$ 20,872.88	\$ (5,479.59)	74%
5502 Clean Team Supplies		\$ 350.00	\$ (350.00)	0%	\$ -	\$ 1,050.00	\$ (1,050.00)	0%
5503 Clean Team Equipment Insurance	\$ 91.00	\$ 150.00	\$ (59.00)	61%	\$ 182.00	\$ 450.00	\$ (268.00)	40%
5504 Clean Team Fuel		\$ 600.00	\$ (600.00)	0%	\$ 296.54	\$ 1,800.00	\$ (1,503.46)	16%
5505 Clean Team Equipment & Maintenance	\$ 4,261.27	\$ 2,322.50	\$ 1,938.77	183%	\$ 10,286.14	\$ 7,137.50	\$ 3,148.64	144%
5505-02 Clean Team Maintenance		\$ -	\$ -		\$ 130.00	\$ -	\$ 130.00	
5506-01 Pressure Washing	\$ 19,532.34	\$ 14,607.27	\$ 4,925.07	134%	\$ 38,655.28	\$ 43,821.81	\$ (5,166.53)	88%
5506-02 Pressure Washing Truck Payment	\$ 656.50	\$ 5,047.00	\$ (4,390.50)	13%	\$ 1,969.23	\$ 15,141.00	\$ (13,171.77)	13%
5507 Safe Team			\$ -		\$ -	\$ -	\$ -	
5507-00 Safe Team Management	\$ 7,830.61		\$ 7,830.61		\$ 15,393.27	\$ -	\$ 15,393.27	
5507-01 Safe Team Personnel	\$ 46,420.70	\$ 53,675.40	\$ (7,254.70)	86%	\$ 91,606.68	\$ 160,132.88	\$ (68,526.20)	57%
5507-02 Safe Team Supplies			\$ -		\$ 68.92	\$ -	\$ 68.92	
5507-04 Safe Team Equipment	\$ 3,039.08		\$ 3,039.08		\$ 5,530.70	\$ -	\$ 5,530.70	
Total 5507 Safe Team	\$ 57,290.39	\$ 53,675.40	\$ 3,614.99	107%	\$ 112,599.57	\$ 160,132.88	\$ (47,533.31)	70%
5508-01 Homeless Outreach		\$ 200.00	\$ (200.00)	0%	\$ -	\$ 600.00	\$ (600.00)	0%
5508-02 Community Outreach	\$ 10.05	\$ 350.00	\$ (339.95)	3%	\$ 101.00	\$ 1,050.00	\$ (949.00)	10%
5509 Contract Services			\$ -		\$ -	\$ -	\$ -	
5509-01 Long Beach Transit	\$ 14,311.79	\$ 14,026.72	\$ 285.07	102%	\$ 29,542.03	\$ 41,485.04	\$ (11,943.01)	71%
5509-03 Other Contract Services	\$ 10,911.93	\$ 9,000.00	\$ 1,911.93	121%	\$ 22,894.03	\$ 27,000.00	\$ (4,105.97)	85%
61 Zaferia Business Association		\$ 2,600.00	\$ (2,600.00)	0%	\$ -	\$ 7,800.00	\$ (7,800.00)	0%
Total 5509-03 Other Contract Services	\$ 10,911.93	\$ 11,600.00	\$ (688.07)	94%	\$ 22,894.03	\$ 34,800.00	\$ (11,905.97)	66%
5509-04 City of Long Beach	\$ 10,573.65	\$ 14,550.00	\$ (3,976.35)	73%	\$ 23,592.09	\$ 43,650.00	\$ (20,057.91)	54%
5509-05 Contract Equip, Parts, Maint, Fuel		\$ 350.00	\$ (350.00)	0%	\$ -	\$ 1,050.00	\$ (1,050.00)	0%
5509-07 Zaferia	\$ 1,946.24		\$ 1,946.24		\$ 4,083.77	\$ -	\$ 4,083.77	
Total 5509 Contract Services	\$ 37,743.61	\$ 40,526.72	\$ (2,783.11)	93%	\$ 80,111.92	\$ 120,985.04	\$ (40,873.12)	66%
5511 Wages (Operations)	\$ 12,979.14	\$ 17,168.29	\$ (4,189.15)	76%	\$ 39,510.27	\$ 51,504.87	\$ (11,994.60)	77%
5512 Payroll Taxes (Operations)	\$ 987.87	\$ 1,254.27	\$ (266.40)	79%	\$ 3,174.86	\$ 3,762.81	\$ (587.95)	84%
5513 Benefits (Operations)	\$ 1,127.06	\$ 3,546.23	\$ (2,419.17)	32%	\$ 9,040.19	\$ 10,638.69	\$ (1,598.50)	85%
5515 Professional Development		\$ -	\$ -		\$ -	\$ -	\$ -	
5516 PBID General Benefit 1%		\$ 116.52	\$ (116.52)	0%	\$ -	\$ 349.56	\$ (349.56)	0%
5517 PBID Engineer's Adjustment		\$ 351.72	\$ (351.72)	0%	\$ -	\$ 1,055.16	\$ (1,055.16)	0%
Total 5500 Operations (Clean Team)	\$ 186,602.98	\$ 179,531.57	\$ 7,071.41	104%	\$ 397,679.57	\$ 536,382.95	\$ (138,703.38)	74%
5600 Research, Development & Advocacy			\$ -		\$ -	\$ -	\$ -	
5606 Travel/Education/Civic Events			\$ -		\$ -	\$ -	\$ -	
5606-01 Travel, Educ. & Entertainment	\$ 4,257.75	\$ 1,500.00	\$ 2,757.75	284%	\$ 7,564.46	\$ 4,500.00	\$ 3,064.46	168%
5606-06 ED Task Force			\$ -		\$ 42.00	\$ -	\$ 42.00	
Total 5606-01 Travel, Educ. & Entertainment	\$ 4,257.75	\$ 1,500.00	\$ 2,757.75	284%	\$ 7,606.46	\$ 4,500.00	\$ 3,106.46	169%
5606-02 Civic Events & Engagement	\$ 1,200.00	\$ 2,000.00	\$ (800.00)	60%	\$ 4,200.00	\$ 6,000.00	\$ (1,800.00)	70%
5606-10 Advocacy - Internal Education	\$ 18,115.37		\$ 18,115.37		\$ 31,727.20	\$ -	\$ 31,727.20	
Total 5606 Travel/Education/Civic Events	\$ 23,573.12	\$ 3,500.00	\$ 20,073.12	674%	\$ 43,533.66	\$ 10,500.00	\$ 33,033.66	415%
5607 Research/Analytics			\$ -		\$ -	\$ -	\$ -	
5607-01 Research & Data Analytics	\$ 8,418.65	\$ 9,179.18	\$ (760.53)	92%	\$ 30,274.95	\$ 12,474.72	\$ 17,800.23	243%
Total 5607 Research/Analytics	\$ 8,418.65	\$ 9,179.18	\$ (760.53)	92%	\$ 30,274.95	\$ 12,474.72	\$ 17,800.23	243%
5608-01 PBID General Benefit 1%		\$ 351.72	\$ (351.72)	0%	\$ -	\$ 1,055.16	\$ (1,055.16)	0%
5608-02 PBID Engineer's Adjustment		\$ 116.52	\$ (116.52)	0%	\$ -	\$ 349.56	\$ (349.56)	0%
5609 Strategic Plan & PBID Renewal Planning	\$ 16,361.79		\$ 16,361.79		\$ 44,509.95	\$ -	\$ 44,509.95	
5610 Wages (Advocacy)	\$ 4,268.04	\$ 9,200.39	\$ (4,932.35)	46%	\$ 12,995.06	\$ 27,601.17	\$ (14,606.11)	47%
5611 Payroll Taxes (Advocacy)	\$ 329.29	\$ 559.36	\$ (230.07)	59%	\$ 1,058.28	\$ 1,678.08	\$ (619.80)	63%
5612 Benefits (Advocacy)	\$ 405.34	\$ 1,537.78	\$ (1,132.44)	26%	\$ 3,251.27	\$ 4,613.34	\$ (1,362.07)	70%
Total 5600 Research, Development & Advocacy	\$ 53,356.23	\$ 24,444.95	\$ 28,911.28	218%	\$ 135,623.17	\$ 58,272.03	\$ 77,351.14	233%

5650 Public Realm			\$ -			\$ -	\$ -	\$ -	
5602 PBID Special Projects			\$ -			\$ -	\$ -	\$ -	
5602-01 Litter Receptacles	\$ 43.60		\$ 43.60			\$ 44.70	\$ -	\$ 44.70	
Total 5602 PBID Special Projects	\$ 43.60	\$ -	\$ 43.60			\$ 44.70	\$ -	\$ 44.70	
5603 Street & Landscape			\$ -			\$ -	\$ -	\$ -	
5603-06 Tree Planting	\$ 323.16	\$ -	\$ 323.16			\$ 323.16	\$ 527.93	\$ (204.77)	61%
5603-13 Holiday Decor	\$ 2,590.44	\$ 2,500.00	\$ 90.44	104%		\$ 28,025.68	\$ 27,500.00	\$ 525.68	102%
5603-19 Community Grants			\$ -			\$ -	\$ -	\$ -	
5603-19-17 5603-19-17 Cares Act Community Grants			\$ -			\$ 448.16	\$ -	\$ 448.16	
Total 5603-19 Community Grants	\$ -	\$ -	\$ -			\$ 448.16	\$ -	\$ 448.16	
5603-20 Banners		\$ 400.00	\$ (400.00)	0%		\$ 51.00	\$ 400.00	\$ (349.00)	13%
5603-27 Mutt Mitts		\$ 1,500.00	\$ (1,500.00)	0%		\$ 1,369.95	\$ 3,200.00	\$ (1,830.05)	43%
5603-30 Public Space Infrastructure			\$ -			\$ -	\$ -	\$ -	
5603-30-04 Creative Crosswalks			\$ -			\$ 1,300.00	\$ -	\$ 1,300.00	
Total 5603-30 Public Space Infrastructure	\$ -	\$ -	\$ -			\$ 1,300.00	\$ -	\$ 1,300.00	
5603-31 Public Space Activation			\$ -			\$ -	\$ -	\$ -	
00002 Sidewalk Graphics		\$ -	\$ -			\$ -	\$ -	\$ -	
00007 LOOP Insurance		\$ -	\$ -			\$ -	\$ -	\$ -	
00008 LOOP Utilities		\$ 100.00	\$ (100.00)	0%		\$ 51.12	\$ 300.00	\$ (248.88)	17%
5603-31-00006 LOOP Maintenance		\$ 282.37	\$ (282.37)	0%		\$ -	\$ 847.11	\$ (847.11)	0%
Total 5603-31 Public Space Activation	\$ -	\$ 382.37	\$ (382.37)	0%		\$ 51.12	\$ 1,147.11	\$ (1,095.99)	4%
5603-35 Other Miscellaneous Service Cost	\$ 226.00		\$ 226.00			\$ 1,082.55	\$ -	\$ 1,082.55	
Total 5603 Street & Landscape	\$ 3,139.60	\$ 4,782.37	\$ (1,642.77)	66%		\$ 32,651.62	\$ 32,775.04	\$ (123.42)	100%
5651 Payroll Wages (CIP)	\$ 8,711.08	\$ 10,486.73	\$ (1,775.65)	83%		\$ 26,515.18	\$ 31,460.19	\$ (4,945.01)	84%
5652 Payroll Taxes (CIP)	\$ 658.58	\$ 764.04	\$ (105.46)	86%		\$ 2,116.58	\$ 2,292.12	\$ (175.54)	92%
5653 Benefits (CIP)	\$ 795.88	\$ 2,095.39	\$ (1,299.51)	38%		\$ 6,383.66	\$ 6,286.17	\$ 97.49	102%
5655 Professional Development		\$ -	\$ -			\$ 109.00	\$ -	\$ 109.00	
5656 PBID General Benefit 1%		\$ 351.72	\$ (351.72)	0%		\$ -	\$ 1,055.16	\$ (1,055.16)	0%
5657 PBID Engineer's Adjustment		\$ 116.52	\$ (116.52)	0%		\$ -	\$ 349.56	\$ (349.56)	0%
Total 5650 Public Realm	\$ 13,348.74	\$ 18,596.77	\$ (5,248.03)	72%		\$ 67,820.74	\$ 74,218.24	\$ (6,397.50)	91%
5800 Administration			\$ -			\$ -	\$ -	\$ -	
5801 Rent			\$ -			\$ -	\$ -	\$ -	
5801-01 Office Lease	\$ 15,249.79	\$ 15,000.00	\$ 249.79	102%		\$ 45,749.37	\$ 45,000.00	\$ 749.37	102%
5801-02 Parking		\$ -	\$ -			\$ 12.60	\$ 3,000.00	\$ (2,987.40)	0%
Total 5801 Rent	\$ 15,249.79	\$ 15,000.00	\$ 249.79	102%		\$ 45,761.97	\$ 48,000.00	\$ (2,238.03)	95%
5802 Telephone & Data	\$ 1,543.57	\$ 1,765.00	\$ (221.43)	87%		\$ 4,060.53	\$ 5,295.00	\$ (1,234.47)	77%
5803 Computers			\$ -			\$ -	\$ -	\$ -	
5803-01 Software/Subscriptions	\$ 3,053.36	\$ 1,488.00	\$ 1,565.36	205%		\$ 7,426.43	\$ 4,694.00	\$ 2,732.43	158%
5803-02 Hardware		\$ -	\$ -			\$ -	\$ 2,500.00	\$ (2,500.00)	0%
Total 5803 Computers	\$ 3,053.36	\$ 1,488.00	\$ 1,565.36	205%		\$ 7,426.43	\$ 7,194.00	\$ 232.43	103%
5804 Office Equip. Lease	\$ 1,121.37	\$ 710.00	\$ 411.37	158%		\$ 2,270.21	\$ 2,530.00	\$ (259.79)	90%
5805 Office Supplies	\$ 548.42	\$ 600.00	\$ (51.58)	91%		\$ 1,734.40	\$ 1,800.00	\$ (65.60)	96%
5806 Postage	\$ 147.10	\$ 50.00	\$ 97.10	294%		\$ 431.39	\$ 450.00	\$ (18.61)	96%
5807 General Insurance	\$ 1,736.10	\$ 800.00	\$ 936.10	217%		\$ 4,373.08	\$ 4,000.00	\$ 373.08	109%
5808 Professional Services			\$ -			\$ -	\$ -	\$ -	
5808-01 Tech Support	\$ 1,348.90	\$ 2,250.00	\$ (901.10)	60%		\$ 4,024.20	\$ 6,750.00	\$ (2,725.80)	60%
5808-02 Legal	\$ 26,510.42	\$ -	\$ 26,510.42			\$ 75,286.22	\$ 1,250.00	\$ 74,036.22	6023%
5808-03 Accounting	\$ 1,514.23	\$ 3,050.00	\$ (1,535.77)	50%		\$ 8,622.69	\$ 5,150.00	\$ 3,472.69	167%
5808-04 HR		\$ 150.00	\$ (150.00)	0%		\$ 250.00	\$ 300.00	\$ (50.00)	83%
5808-06 Annual Audit	\$ 15,000.00	\$ 20,000.00	\$ (5,000.00)	75%		\$ 15,000.00	\$ 20,000.00	\$ (5,000.00)	75%
Total 5808 Professional Services	\$ 44,373.55	\$ 25,450.00	\$ 18,923.55	174%		\$ 103,183.11	\$ 33,450.00	\$ 69,733.11	308%
5809 Utilities	\$ 200.86	\$ 65.00	\$ 135.86	309%		\$ 585.72	\$ 395.00	\$ 190.72	148%
5810 Depreciation	\$ 2,116.89		\$ 2,116.89			\$ 6,350.67	\$ -	\$ 6,350.67	
5812 Taxes		\$ 221.00	\$ (221.00)	0%		\$ 50.00	\$ 663.00	\$ (613.00)	8%
5813 Office Maintenance & Repairs		\$ 400.00	\$ (400.00)	0%		\$ -	\$ 800.00	\$ (800.00)	0%
5814 Employee Recruitment		\$ 25.00	\$ (25.00)	0%		\$ 210.00	\$ 75.00	\$ 135.00	280%
5816 Admin. Services		\$ 50.00	\$ (50.00)	0%		\$ -	\$ 150.00	\$ (150.00)	0%
5817 Credit Card Merchant Fees	\$ 109.44	\$ 120.00	\$ (10.56)	91%		\$ 353.27	\$ 360.00	\$ (6.73)	98%
5819 Wages (Admin)	\$ 14,226.80	\$ 17,791.69	\$ (3,564.89)	80%		\$ 303,179.80	\$ 53,375.07	\$ 249,804.73	568%
5820 Payroll Tax (Admin)	\$ 1,097.63	\$ 1,276.75	\$ (179.12)	86%		\$ 3,527.63	\$ 3,917.19	\$ (389.56)	90%
5821 Employee Benefits (Admin)	\$ 1,300.08	\$ 3,068.00	\$ (1,767.92)	42%		\$ 12,181.95	\$ 9,551.00	\$ 2,630.95	128%
5823 Board Contingency		\$ -	\$ -			\$ -	\$ -	\$ -	
5824 Professional Development		\$ -	\$ -			\$ -	\$ -	\$ -	
5825 Dues & subscriptions	\$ 177.50	\$ 8.00	\$ 169.50	2219%		\$ 564.42	\$ 1,224.00	\$ (659.58)	46%
5826 Board & Committee Meetings		\$ 833.00	\$ (833.00)	0%		\$ -	\$ 2,499.00	\$ (2,499.00)	0%
5826-01 Holiday Party/Gifts	\$ 11,526.90	\$ 500.00	\$ 11,026.90	2305%		\$ 11,686.90	\$ 1,500.00	\$ 10,186.90	779%
5827 PBID General Benefit 1%		\$ 352.00	\$ (352.00)	0%		\$ -	\$ 1,056.00	\$ (1,056.00)	0%
5828 PBID Engineer's Adjustment		\$ 116.52	\$ (116.52)	0%		\$ -	\$ 349.56	\$ (349.56)	0%
Total 5800 Administration	\$ 98,529.36	\$ 70,689.96	\$ 27,839.40	139%		\$ 507,931.48	\$ 178,633.82	\$ 329,297.66	284%
Total Expenses	\$ 437,840.20	\$ 367,490.18	\$ 70,350.02	119%		\$ 1,340,665.42	\$ 1,127,867.83	\$ 212,797.59	119%
Net Income	\$ (74,469.59)	\$ 35,384.05	#####	-210%		\$ (60,442.52)	\$ (145,134.84)	\$ 84,692.32	42%

Downtown Long Beach Alliance
Balance Sheet
As of December 31, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
1011 F&M Checking Operating Acct 2491	\$ (300,733.37)
1012 ICB Gift Card Account	\$ -
1013 ICB CKG 1026429 & 1026410	\$ -
1014 ICB 1YRCD 105240 PBID 4% 2/12/9	\$ -
1015 ICB CD 105241 1.9% 2/8/10	\$ -
1016-1 ICB 180DayCD 0105626 4% 8/12/08	\$ -
1016-2 ICB 30d CD 105797 3.75%11/11/08	\$ -
1016-3 ICB 30d CD 105798 3%11/13/08	\$ -
1016-4 ICB CD 0105856	\$ -
1016-5 ICB 180d CD 105922 1% 8-9-10	\$ -
1016-6 ICB 182d CD 106607 .15% 04-15-16	\$ -
1016-7 F&M Repo 3479102 (0.5%)	\$ 594,247.81
1017 F&M Money Market 1165	\$ 411,946.82
1018 Petty Cash	\$ 99.45
Total Bank Accounts	\$ 705,560.71
Accounts Receivable	
1107 A/R	\$ 324,924.06
1107-2 Direct Bills A/R	\$ -
Total Accounts Receivable	\$ 324,924.06
Other Current Assets	
1107-1 Temporary A/R to facilitate jr	\$ -
1107-3 Other Receivables	\$ (2,653.92)
1108 Suspense	\$ -
1109 Accrued DPIA Receivable	\$ -
1110 Accrued PBID Receivable	\$ -
1111 Accrued City Funds Receivable	\$ -
1112 Accrued RDA	\$ -
1113 Accrued LB Transit	\$ -
1114 NYE Receivable	\$ -
1115 Accrued LB City Contract	\$ -
1116 Accrued Sponsorship Income	\$ -
12000 Undeposited Funds	\$ -
1300 Employee Advances	\$ -
2201-3 Prepaid Expenses	\$ 9,720.30
1600-01 State of The Downtown	\$ -
1600-03 Prepaid Rent	\$ -
1600-04 Other	\$ -
1600-05 Holiday	\$ -

51 New Year's Eve	\$ -
Total 2201-3 Prepaid Expenses	\$ 9,720.30
Total Other Current Assets	\$ 7,066.38
Total Current Assets	\$ 1,037,551.15
Fixed Assets	
1520 Equipment	\$ 200,814.28
1521 Accum. Deprn. - Equipment	\$ (161,054.48)
1530 Office Furniture - Other	\$ 86,561.76
1531 Accum. Deprn. - Office Furn.	\$ (86,562.20)
1550 Office Equipment - Other	\$ 143,633.76
1551 Accum. Deprn. Office Equip.	\$ (152,136.64)
Total Fixed Assets	\$ 31,256.48
Other Assets	
1701 Deposits	\$ 16,434.09
1702 Software License	\$ 13,270.30
1703 Accumulated Amortization	\$ (13,270.40)
1704 Loan to DDC	\$ -
Total Other Assets	\$ 16,433.99
TOTAL ASSETS	\$ 1,085,241.62

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2012 A/P Trade	\$ 60,152.63
Total Accounts Payable	\$ 60,152.63
Credit Cards	
2117 First Bankcard - Addison	\$ 48.00
2150 F&M CREDIT CARDS	\$ (2,513.08)
2151 F&M CC - ADDISON	\$ -
2152 F&M CC - BE COTTE	\$ 624.60
2153 F&M CC - CARRILLO	\$ -
2154 F&M CC - COWARD	\$ 4,590.83
2155 F&M CC - DARTT	\$ -
2156 F&M CC - KOJIAN	\$ 209.23
2157 F&M CC - METOYER	\$ 659.37
2158 F&M CC - SILVA	\$ -
2159 F&M CC - SUBURU	\$ -
2160 F&M CC - WARNER	\$ -
2161 F&M CC - WILSON	\$ -
2162 F&M CC - QUIMPO	\$ -
2163 F&M CC - BIERD	\$ -
2164 F&M CC - MANCEBO	\$ -
2165 F&M CC - ANGULO	\$ -
2166 F&M CC - ARENAS	\$ (18.00)
2167 F&M CC - EVANS	\$ 200.00

2168 F&M CC - HOFFMAN	\$ -
2169 F&M CC - TEA	\$ -
2170 F&M CC - MAYNE	\$ 2,799.36
2171 F&M CC - MORRILL	\$ -
2172 F&M CC - MEHLINGER	\$ (2.00)
2173 F&M CC - MADER	\$ 7,894.14
2174 F&M CC - Gonzalez	\$ 388.44
2175 F&M CC - David	\$ 41.22
2176 F&M CC - Ancalade	\$ -
Total 2150 F&M CREDIT CARDS	\$ 14,874.11
Total Credit Cards	\$ 14,922.11
Other Current Liabilities	
2201 Payroll Liabilities	\$ -
2201-03 HSA Payable	\$ 413.50
2201-1 Payroll Taxes Payable	\$ -
2201-2 Medical Premiums Payable	\$ 1,300.55
2201-4 Aflac Payable	\$ 671.17
2201-5 Life Insurance Premiums Payable	\$ 64.92
Total 2201 Payroll Liabilities	\$ 2,450.14
2202 Temporary AP Acct to accom JE	\$ -
2203 Deferred Comp. Wthd	\$ 3.62
2204 Payroll expense payable	\$ -
2300 PPP Loan Payable	\$ -
2301 Accrued Vacation Pay	\$ 35,617.38
2302 Accrued Operation Expense	\$ -
2302-01 Long Beach Transit Accrual	\$ -
2302-02 Clean Team Personnel Accrual	\$ -
2302-05 Clean Team Fuel Accrual	\$ -
2302-06 Downtown Guides SGI Accrual	\$ -
2302-07 Promenade Walk Accrual	\$ -
2302-08 Other Clean Team Services	\$ -
2302-09 Valley Crest Accrual	\$ -
2302-10 Pressure Washing Accrual	\$ -
Total 2302 Accrued Operation Expense	\$ -
2303 Accrued ED Expense	\$ -
2304 Accrued Expenses	\$ -
2304-04 Pine Master Plan	\$ -
2304-05 CEC Lighting	\$ -
2304-06 Trees	\$ -
2304-07 Design Charrette	\$ -
2304-10 Ocean Blvd Art	\$ -
2304-11 Restaurant Week	\$ -
2304-12 Long Beach Visitor Ctr	\$ -
2304-13 East Village Special Events	\$ -
2304-14 Cooperative Advertising	\$ -
2304-15 Storefront Activation	\$ -
2304-16 Britoo Art Tour	\$ -

2304-17 Waterfront Events	\$	-
2304-18 Taste of Latin America	\$	-
2304-20 Other Marketing	\$	-
2304-22 SAM Series	\$	-
2304-24 Halloween on Pine 2009	\$	-
2304-25 Economic Development	\$	-
2304-26 Carbo Load	\$	-
2304-27 Thunder Thursday	\$	-
2304-28 Promenade Entertainment	\$	-
2304-29 Advocacy-Travel	\$	-
2304-30 Banners	\$	-
Total 2304 Accrued Expenses	\$	-
2305 Accrued Capital Expense	\$	-
2307 Accrued Administrative Expenses	\$	-
2480 Unearned Revenue	\$	-
2481 Customer Deposit-Advertising (Bubba Gmp)	\$	-
2490 Deferred Revenue	\$	-
2490-01 Reserve for PBID	\$	-
2490-02 Reserve for DPIA	\$	146,803.76
2490-03 LBT Visitors Center	\$	-
2490-04 East Village Special Events	\$	-
2490-05 Marketing/Events	\$	5,600.72
100 Co-operative Advertising	\$	-
101 Storefront Activation	\$	-
102 New Year's Eve	\$	-
103 Britoo Art Tour	\$	-
104 Waterfront Events	\$	-
105 Tony Cruz Bicycle Festival	\$	-
106 Taste of Latin America	\$	-
109 Marketing Events-Other	\$	-
110 Holiday Decorations/Parade	\$	-
111 Carbo Load	\$	-
112 Halloween on Pine	\$	-
Total 2490-05 Marketing/Events	\$	5,600.72
2490-06 University by the Sea	\$	-
2490-07 Capital Improvements	\$	-
2490-08 Holiday Deco	\$	-
2490-10 Mural Project	\$	1,282.89
2490-11 Litter Receptacle Upgrade	\$	-
2490-12 Trees	\$	-
2490-15 Ocean Blvd.	\$	-
2490-16 LED Lighting Phase II	\$	-
2490-17 Pedestrian Wayfinding Signs	\$	-
2490-18 Pine Ave Improvement	\$	-
2490-21 Mutt Mitts	\$	-
2490-22 Banners	\$	-
2490-23 Storefront	\$	-

2490-24 CIP Grant Program	\$ -
2490-25 Tree Planting	\$ -
2490-30 CIP Reserve	\$ -
2490-31 CRM Asset Mapping	\$ -
2490-37 Linden Ave	\$ -
2490-38 Public Space Infrastructure	\$ -
2490-39 Public Space Activation	\$ -
2490-40 Open Streets Initiative	\$ 3,621.35
2490-42 Bike Walking Maps	\$ -
2490-43 Education/Promotion	\$ -
2490-44 Streetscape Furnishings	\$ -
2490-45 Wayfinding	\$ -
2490-46 Crosswalks	\$ -
Total 2490-07 Capital Improvements	\$ 4,904.24
2490-13 Design Charette	\$ -
2490-14 Long Beach Visitor Ctr	\$ -
2490-20 PBID Renewal	\$ -
2490-26 ED - Marketing Campaign	\$ -
2490-27 Unallocated 18-19	\$ 485,366.54
2490-28 2017-2018 PBID Revenue Deferred	\$ 131,068.74
2490-29 City Funds - Parking Meter	\$ 239,854.00
2490-32 Office Space Reserve	\$ -
2490-35 Clean & Safe	\$ (0.38)
2490-36 Live After 5	\$ (1,723.00)
2490-51 ULI-TAP	\$ -
2490-52 Deferred Depreciation (Equipment 15-16)	\$ 741.60
2490-54 Deferred Depreciation (Office 12/14)	\$ 3,865.08
2490-60 Strategic Planning	\$ -
2490-61 Minimum Wage Consultant	\$ -
2490-62 Program Evaluation Consultant	\$ -
2490-63 Personnel	\$ -
2490-64 Administration	\$ 14,035.96
2490-70 Special Events	\$ 2,021.00
Economic Development	
2490-19 ED Outreach	\$ -
2490-33 ED-Recruitment & Development	\$ -
33-1 ED Video	\$ -
33-2 Data Purchase	\$ -
33-3 Business Development	\$ -
Total 2490-33 ED-Recruitment & Development	\$ -
2490-34 ED-Retention & Expansion	\$ -
2490-81 ED Unallocated	\$ -
Total Economic Development	\$ -
Total 2490 Deferred Revenue	\$ 1,032,538.26
2490-09 State of the DownTown	\$ -
Total Other Current Liabilities	\$ 1,070,609.40
Total Current Liabilities	\$ 1,145,684.14

Long-Term Liabilities	
2601 Capital Lease Payable	\$ -
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 1,145,684.14
Equity	
3000 Fund Balance	\$ -
3500 Retained Earnings	\$ -
Net Income	\$ (60,442.52)
Total Equity	\$ (60,442.52)
TOTAL LIABILITIES AND EQUITY	\$ 1,085,241.62

Downtown Long Beach Alliance
Profit and Loss
October - December, 2021

Account	Total
Income	
4001 DPIA Funds	\$ 26,215.80
4002 City Funds - Parking Meters	\$ 57,470.07
4150 Sponsorships	
4150-23 New Year's Eve	\$ 2,500.00
Total 4150 Sponsorships	\$ 2,500.00
Total 4000 Revenues	\$ 86,185.87
4700 Other Income	\$ 39.95
4700-01 Office rent reimbursement	\$ 750.00
4700-02 Contract Clean Team Services	
001 Long Beach Transit	\$ 53,632.93
002 Hillcrest Monterey	\$ 3,159.81
003 Other Clean Team Services	\$ 404.55
006 300 Alamitos	\$ 2,344.00
007 Blu Community Association	\$ 1,600.00
008 Zaferia	\$ 9,243.63
Total 4700-02 Contract Clean Team Services	\$ 70,384.92
4700-08 Small Business Grant Fundraising ED	
20 Storefront Grants	\$ 30,000.00
Total 4700-08 Small Business Grant Fundraising ED	\$ 30,000.00
4700-09 Other Misc. Income	\$ 66,309.50
Total 4700 Other Income	\$ 167,484.37
4701 Interest Income	\$ 1,469.71
4800 Deferred Revenue Recognized	\$ 314,225.27
4804 DRR-Depreciation (2014Computer)	\$ 4,817.67
4823 DRR-PBID Reserve 18/19	\$ 706,040.01
Total 4800 Deferred Revenue Recognized	\$ 1,025,082.95
Total Income	\$ 1,280,222.90
Expenses	
5100 Personnel Expenses	
5100-08 Employee Benefits	\$ (930.51)
Total 5100 Personnel Expenses	\$ (930.51)
5200 Marketing	
5202 Advertising/Promotions	
5202-26 Digital Advertising/Promotions	\$ 757.43
5202-27 Service Subscriptions	\$ 3,550.84
5202-32 Unfiltered	\$ 8,066.77
Total 5202 Advertising/Promotions	\$ 12,375.04
5203 Public Relations	
5203-10 5203-10 Gift Card Giveaway	\$ 100.00

5203-11 5203-11 Public Awareness Campaign	\$	55.33
Total 5203 Public Relations	\$	155.33
5205 Website Development	\$	210.94
5206 Recovery Campaign	\$	23,758.92
5208 Wages (Marketing)	\$	31,650.08
5209 Payroll Tax (Marketing)	\$	2,469.33
5210 Benefits (Marketing)	\$	6,978.43
Total 5200 Marketing	\$	77,598.07
5300 Economic Development		
5303 Bus. Recruitment & Retention		
5303-01 Strategic Recruitment	\$	12,819.04
5303-04 Grand Opening Assistance	\$	196.45
Total 5303 Bus. Recruitment & Retention	\$	13,015.49
5303-40 Small Business Grants	\$	10,000.00
5304 Business Retention & Expansion		
5304-03 Economic Profile & Snapshot Reports	\$	250.00
5304-04 Business Development Support	\$	11,332.00
Total 5304 Business Retention & Expansion	\$	11,582.00
5305 Community Engagement & Business Outreach		
5305-02 Business Seminars	\$	250.00
5305-04 Conference Attendance	\$	1,030.40
5305-05 Memberships	\$	519.69
Total 5305 Community Engagement & Business Outreach	\$	1,800.09
5307 Wages (Econ.Dev.)	\$	35,178.56
5308 Payroll Taxes (Econ.Dev.)	\$	2,822.10
5309 Benefits (Econ.Dev.)	\$	8,048.92
Total 5300 Economic Development	\$	82,447.16
5400 Special Projects		
5401 Event Productions		
5401-39 Unfiltered Photo Contest	\$	-
5401-57 Shop Small Saturday	\$	37.45
5401-67 New Year's Eve	\$	31,727.50
Total 5401 Event Productions	\$	31,764.95
5403 Wages (Special Events)	\$	30,846.87
5404 Payroll Tax (Special Events)	\$	2,469.33
5405 Benefits (Special Events)	\$	7,414.59
Total 5400 Special Projects	\$	72,495.74
5500 Operations (Clean Team)		
5501 Clean Team Personnel	\$	86,229.28
5501-01 Clean Team Management	\$	15,393.29
5503 Clean Team Equipment Insurance	\$	182.00
5504 Clean Team Fuel	\$	296.54
5505 Clean Team Equipment & Maintenance	\$	10,286.14
5505-02 Clean Team Maintenance	\$	130.00
5506-01 Pressure Washing	\$	38,655.28
5506-02 Pressure Washing Truck Payment	\$	1,969.23
5507 Safe Team		

5507-00 Safe Team Management	\$	15,393.27
5507-01 Safe Team Personnel	\$	91,606.68
5507-02 Safe Team Supplies	\$	68.92
5507-04 Safe Team Equipment	\$	5,530.70
Total 5507 Safe Team	\$	112,599.57
5508-02 Community Outreach	\$	101.00
5509 Contract Services		
5509-01 Long Beach Transit	\$	29,542.03
5509-03 Other Contract Services	\$	22,894.03
5509-04 City of Long Beach	\$	23,592.09
5509-07 Zaferia	\$	4,083.77
Total 5509 Contract Services	\$	80,111.92
5511 Wages (Operations)	\$	39,510.27
5512 Payroll Taxes (Operations)	\$	3,174.86
5513 Benefits (Operations)	\$	9,040.19
Total 5500 Operations (Clean Team)	\$	397,679.57
5600 Research, Development & Advocacy		
5606 Travel/Education/Civic Events		
5606-01 Travel, Educ. & Entertainment	\$	7,564.46
5606-06 ED Task Force	\$	42.00
Total 5606-01 Travel, Educ. & Entertainment	\$	7,606.46
5606-02 Civic Events & Engagement	\$	4,200.00
5606-10 Advocacy - Internal Education	\$	31,727.20
Total 5606 Travel/Education/Civic Events	\$	43,533.66
5607 Research/Analytics		
5607-01 Research & Data Analytics	\$	30,274.95
Total 5607 Research/Analytics	\$	30,274.95
5609 Strategic Plan & PBID Renewal Planning	\$	44,509.95
5610 Wages (Advocacy)	\$	12,995.06
5611 Payroll Taxes (Advocacy)	\$	1,058.28
5612 Benefits (Advocacy)	\$	3,251.27
Total 5600 Research, Development & Advocacy	\$	135,623.17
5650 Public Realm		
5602 PBID Special Projects		
5602-01 Litter Receptacles	\$	44.70
Total 5602 PBID Special Projects	\$	44.70
5603 Street & Landscape		
5603-06 Tree Planting	\$	323.16
5603-13 Holiday Decor	\$	28,025.68
5603-19 Community Grants		
5603-19-17 5603-19-17 Cares Act Community Grants	\$	448.16
Total 5603-19 Community Grants	\$	448.16
5603-20 Banners	\$	51.00
5603-27 Mutt Mitts	\$	1,369.95
5603-30 Public Space Infrastructure		
5603-30-04 Creative Crosswalks	\$	1,300.00
Total 5603-30 Public Space Infrastructure	\$	1,300.00

5603-31 Public Space Activation	
00008 LOOP Utilities	\$ 51.12
5603-31-00006 LOOP Maintenance	\$ -
Total 5603-31 Public Space Activation	\$ 51.12
5603-35 Other Miscellaneous Service Cost	\$ 1,082.55
Total 5603 Street & Landscape	\$ 32,651.62
5651 Payroll Wages (CIP)	\$ 26,515.18
5652 Payroll Taxes (CIP)	\$ 2,116.58
5653 Benefits (CIP)	\$ 6,383.66
5655 Professional Development	\$ 109.00
Total 5650 Public Realm	\$ 67,820.74
5800 Administration	
5801 Rent	
5801-01 Office Lease	\$ 45,749.37
5801-02 Parking	\$ 12.60
Total 5801 Rent	\$ 45,761.97
5802 Telephone & Data	\$ 4,060.53
5803 Computers	
5803-01 Software/Subscriptions	\$ 7,426.43
Total 5803 Computers	\$ 7,426.43
5804 Office Equip. Lease	\$ 2,270.21
5805 Office Supplies	\$ 1,734.40
5806 Postage	\$ 431.39
5807 General Insurance	\$ 4,373.08
5808 Professional Services	
5808-01 Tech Support	\$ 4,024.20
5808-02 Legal	\$ 75,286.22
5808-03 Accounting	\$ 8,622.69
5808-04 HR	\$ 250.00
5808-06 Annual Audit	\$ 15,000.00
Total 5808 Professional Services	\$ 103,183.11
5809 Utilities	\$ 585.72
5810 Depreciation	\$ 6,350.67
5812 Taxes	\$ 50.00
5814 Employee Recruitment	\$ 210.00
5817 Credit Card Merchant Fees	\$ 353.27
5819 Wages (Admin)	\$ 303,179.80
5820 Payroll Tax (Admin)	\$ 3,527.63
5821 Employee Benefits (Admin)	\$ 12,181.95
5825 Dues & subscriptions	\$ 564.42
5826-01 Holiday Party/Gifts	\$ 11,686.90
Total 5800 Administration	\$ 507,931.48
Total Expenses	\$ 1,340,665.42

Net Income	\$ (60,442.52)
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Downtown Long Beach Alliance
A/R Aging Summary
As of December 31, 2021

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
BLOCK-BY-BLOCK	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
Blu Community Association	\$ 1,600.00	\$ -	\$ -	\$ -	\$ -	\$ 1,600.00
CITY OF LONG BEACH	\$ 57,470.07	\$ -	\$ -	\$ -	\$ 4,098.72	\$ 61,568.79
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160.46	\$ 38,160.46
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ -	\$ -	\$ -	\$ 1,053.00	\$ 1,053.00
Jatin Laxpati	\$ 2,344.00	\$ -	\$ -	\$ 2,344.00	\$ 2,344.00	\$ 7,032.00
Judicial Council of California	\$ -	\$ -	\$ -	\$ -	\$ 169,988.53	\$ 169,988.53
Long Beach Transit (Customer)	\$ 17,770.43	\$ -	\$ -	\$ -	\$ 1,831.80	\$ 19,602.23
Midtown Property & Business Owners Association	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
State of California	\$ -	\$ -	\$ -	\$ -	\$ 18,813.84	\$ 18,813.84
US Government	\$ -	\$ -	\$ -	\$ -	\$ (807.80)	\$ (807.80)
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 4,266.74	\$ 4,266.74
Zaferia Business Association	\$ 3,081.21	\$ -	\$ -	\$ -	\$ -	\$ 3,081.21
TOTAL	\$ 82,515.71	\$ -	\$ -	\$ 2,344.00	\$ 240,249.29	\$ 325,109.00

Downtown Long Beach Alliance
A/R Aging Summary
As of January 31, 2022

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
BLOCK-BY-BLOCK	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00
Blu Community Association	\$ -	\$ 1,600.00	\$ -	\$ -	\$ -	\$ 1,600.00
CITY OF LONG BEACH	\$ 874,538.35	\$ 57,470.07	\$ -	\$ -	\$ 4,098.72	\$ 936,107.14
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160.46	\$ 38,160.46
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ 1,053.27	\$ -	\$ -	\$ 1,053.00	\$ 2,106.27
Jatin Laxpati	\$ -	\$ 2,344.00	\$ -	\$ -	\$ 4,688.00	\$ 7,032.00
Judicial Council of California	\$ -	\$ -	\$ -	\$ -	\$ 169,988.53	\$ 169,988.53
Long Beach Transit (Customer)	\$ 18,358.57	\$ -	\$ -	\$ -	\$ 1,831.80	\$ 20,190.37
Midtown Property & Business Owners Association	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
State of California	\$ -	\$ -	\$ -	\$ -	\$ 18,813.84	\$ 18,813.84
US Government	\$ -	\$ -	\$ -	\$ -	\$ (807.80)	\$ (807.80)
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 4,266.74	\$ 4,266.74
Zaferia Business Association	\$ 3,081.21	\$ -	\$ -	\$ -	\$ -	\$ 3,081.21
TOTAL	\$ 895,978.13	\$ 62,717.34	\$ -	\$ -	\$ 242,408.35	\$ 1,201,103.82

FY 22 Expense Projections

As of 12/31/21

Source	Projection	Budget	Variance
PBID (net)	2,814,275	2,814,275	-
DPIA	690,392	690,392	-
PKG MTR	400,000	400,000	-
Fundraising for Grants	55,000	55,000	-
Event Tickets/Sales/Sponsorship	158,000	158,000	-
Contract/Misc	561,250	561,250	-
Other Misc. Income	66,310	-	66,310
Deferred Revenue Recognized	314,225	-	314,225
	5,059,452	4,678,917	380,535

Department	Projection	Budget	Variance
Administration	1,057,726	670,449	387,277
Advocacy	242,202	221,186	21,015
Economic Development	494,179	440,609	53,570
Events	480,816	461,601	19,215
Marketing	266,589	320,288	(53,699)
Operations	2,264,819	2,328,435	(63,616)
Placemaking	214,431	236,348	(21,917)
TOTAL	5,020,762	4,678,917	341,845

Total Revenue	5,059,452	4,678,917	380,535
Total Expenses	5,020,762	4,678,917	341,845
Net Total	38,690	(0)	38,690