

Downtown Long Beach Alliance
As of February 28, 2019
(Fiscal Year Ending September 30, 2019)
Financial Summary

OVERVIEW

Year-to-Date	Actual	Budget	Variance
Revenue	1,736,960	1,821,210	(84,249)
Expenses	1,610,695	1,786,389	175,695
Net	126,267	34,821	91,446

Only variances more than 10% are detailed below.

REVENUE

Parking Meter Revenue is less than budget by \$77,000 or 32% based on actual collections through January and lower projected revenue for February.

Special Events Revenue is more than budget by \$6,000 or 33% due to receipt of sponsorship payments earlier than budgeted for.

Miscellaneous & Contract Services Revenue is less than budget by \$26,000 or 16% primarily due to lower than budgeted Contract Clean Team services.

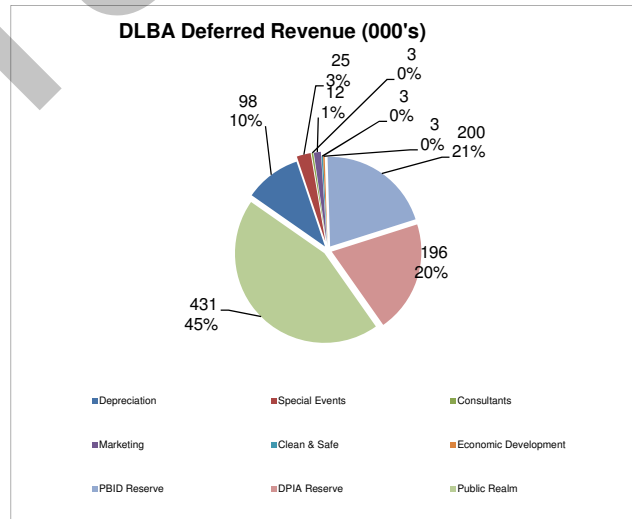
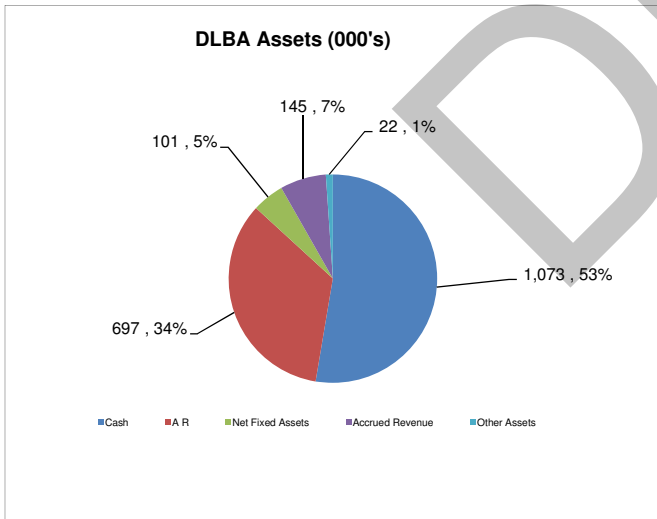
EXPENSES:

Advocacy Expenses are more than budget by \$27,000 or 54% due to higher than budgeted subscription/survey fees and travel, education and entertainment expenses.

Economic Development Expenses are less than budget by \$53,000 or 40% primarily due to lower than budgeted expenses for Business Recruitment & Development (\$18,000), Small Business Grants (\$13,000), and Personnel (\$18,000).

Marketing Expenses are less than budget by \$49,000 or 36% due to the timing of payments versus flat line budgeted expenditures.

Operations Expenses are less than budget by \$85,000 or 10% primarily due to lower expenses associated with Clean Team personnel (\$38,000), Downtown Guides personnel (\$15,000), Contract Work (\$13,000) and Personnel (\$16,000).



Downtown Long Beach Alliance
Balance Sheet
2/28/2019

Assets

Current Assets

Cash	1,072,647
Accounts Receivable	696,958
Accrued Revenues	144,917
Prepaid Expenses	5,767
Total Current Assets	1,920,289

Fixed Assets

Furniture & Equipment	413,783
Accumulated Depreciation	(312,897)
Total Fixed Assets	100,885

Other Assets

Deposits	16,434
Software License	13,270
Accumulated Amortization	(13,214)
Total Other Assets	16,490

Total Assets

2,037,664

Liabilities & Fund Balances

Current Liabilities

Accounts Payable	105,709
Accrued Wages & Other Expenses	187,065
Unearned Revenue	648,253
Deferred Revenue	970,370
Total Current Liabilities	1,911,397

Long Term Liabilities

Capital Lease Payable	-
Total Long Term Liabilities	-

Net Income (Loss)	126,266
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Total Liabilities & Fund Balances

2,037,664

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands
2/28/2019

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL	TO YTD BUDGET
Revenues													
PBID (net of delinquency)	571					571	571					571	-
DPIA	6	276				282	5	263				269	13
Parking Meter Revenue			163			163			240			240	(77)
Special Events	-			24		24	-			18		18	6
Misc. & Contract Services	-				138	138	-	17		-	147	164	(26)
Deferred Revenue Recognized	706	-	-			706	706	-	-	-	-	706	(0)
Deferred to 18-19	(147)	-				(147)	(147)	-				(147)	-
Total Revenue	1,136	276	163	24	138	1,737	1,136	281	240	18	147	1,821	(84)
Expenses													
Administrative	100	208	-	-	-	308	122	110	92	-	-	324	16
Advocacy	28	49	-	-	-	77	15	35	-	-	-	50	(27)
Public Realm	5	14	151	-	-	170	6	16	140	-	4	167	(3)
Economic Dev.	80	-	-	-	-	80	120	-	-	13	-	133	53
Marketing	59	24	6	-	-	90	71	59	8	-	-	138	49
Special Events	53	6	31	57	-	148	71	6	59	14	-	151	3
Operations	614	-	-	-	124	738	684	-	1	-	139	824	85
Total Expenses	940	301	188	57	124	1,611	1,090	226	301	27	143	1,786	176
Net Operating Income(Loss)	196	(25)	(25)	(34)	14	126	46	54	(61)	(9)	4	35	91

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands
2/28/2019

	TOTAL YEAR BUDGET (ORIGINAL)						CHANGE
	PBID	DPIA	Parking Meters	Sponsor/Tickets	Grants & Contract Services	TOTAL	
Revenues							
PBID (net of delinquency)	2,570					2,570	-
DPIA	12	633				645	-
Parking Meter Revenue	-		370			370	205
Special Events	4			116		120	-
Misc. & Contract Services	20				375	394	-
Deferred Revenue Recognized	638					638	88
PBID Deferred 16-17	(662)	-				(662)	-
Total Revenue	2,582	633	370	116	375	4,075	293
Expenses							
Administrative	259	405	-	-	-	664	67
Advocacy	35	84	-	-	-	120	-
Public Realm	115	39	185	-	10	349	21
Economic Dev.	289	-	-	-	31	320	-
Marketing	171	61	-	-	-	232	100
Special Events	172	44	185	116	-	519	
Operations	1,540	-	-	-	334	1,874	103
Total Expenses	2,582	633	370	116	375	4,075	293
Net Operating Income(Loss)	0	-	-	-	-	0	0

	TOTAL YEAR BUDGET (REVISED)						CHANGE
	PBID	DPIA	Parking Meters	Sponsor/Tickets	Grants & Contract Services	TOTAL	
Revenues							
PBID (net of delinquency)	2,570					2,570	-
DPIA	12	633				645	-
Parking Meter Revenue	-		575			575	205
Sponsorships/Ticket Sales	4			116		120	-
Misc. & Contract Services	20				375	394	-
Deferred Revenue Recognized	726					726	88
PBID Deferred 16-17	(662)	-				(662)	-
Total Revenue	2,670	633	575	116	375	4,369	293
Expenses							
Administrative	326	405	-	-	-	731	67
Advocacy	35	84	-	-	-	120	-
Public Realm	15	39	306	-	10	370	21
Economic Dev.	289	-	-	-	31	320	-
Marketing	171	61	100	-	-	332	100
Special Events	172	44	188	116	-	519	
Operations	1,640	-	3	-	334	1,977	103
Total Expenses	2,650	633	596	116	375	4,369	293
Net Operating Income(Loss)	22	-	(21)	-	-	0	0

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT
2/28/2019

	YEAR TO DATE ACTUALS					YEAR TO DATE BUDGET					VARIANCE		
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	TO YTD BUDGET
Revenues													
PBID net of delinquency	571,206	-	-	-	-	571,206	571,206	-	-	-	-	571,206	-
DPIA	5,639	276,300	-	-	-	281,939	5,377	263,473	-	-	-	268,850	13,089
Parking Meter Revenue	-	-	162,697	-	-	162,697	-	-	239,585	-	-	239,585	(76,888)
Special Events	-	-	-	23,651	-	23,651	-	-	-	18,057	-	18,057	5,594
Misc. & Contract Services	-	-	-	-	138,281	138,281	-	17,080	-	-	147,195	164,275	(25,994)
Deferred Revenue Recognized	706,363	-	-	-	-	706,363	706,413	-	-	-	-	706,413	(50)
Deferred to 19-20	(147,176)	-	-	-	-	(147,176)	(147,176)	-	-	-	-	(147,176)	-
Total Revenue	1,136,032	276,300	162,697	23,651	138,281	1,736,960	1,135,820	280,553	239,585	18,057	147,195	1,821,210	(84,249)
Expenses													
Administration													
Rent	-	64,415	-	-	-	64,415	-	70,835	-	-	-	70,835	6,420
Telephone	7,334	-	-	-	-	7,334	7,915	-	-	-	-	7,915	581
Computers	-	19,826	-	-	-	19,826	-	20,860	-	-	-	20,860	1,034
Office Equipment Lease	4,973	-	-	-	-	4,973	4,165	-	-	-	-	4,165	(808)
Office Supplies	6,521	-	-	-	-	6,521	5,000	-	-	-	-	5,000	(1,521)
Postage	99	-	-	-	-	99	1,665	-	-	-	-	1,665	1,566
General Insurance	1,855	-	-	-	-	1,855	6,665	-	-	-	-	6,665	4,810
Professional Services	-	47,961	-	-	-	47,961	-	31,665	-	-	-	31,665	(16,296)
Utilities	1,430	-	-	-	-	1,430	1,875	-	-	-	-	1,875	445
Depreciation	-	22,130	-	-	-	22,130	-	23,235	-	-	-	23,235	1,105
Taxes	1,023	-	-	-	-	1,023	1,250	-	-	-	-	1,250	227
Employee Recruitment	-	1,681	-	-	-	1,681	2,125	-	-	-	-	2,125	444
Outside Support	-	-	-	-	-	-	-	-	-	-	-	-	-
CCMerchant Fees & Interest	132	-	-	-	-	132	145	-	-	-	-	145	13
Office Maintenance & Repairs	19,984	-	-	-	-	19,984	17,151	-	-	-	-	17,151	(2,833)
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Board Contingency	920	-	-	-	-	920	4,165	-	-	-	-	4,165	3,245
Dues & Subscriptions	2,126	-	-	-	-	2,126	1,250	-	-	-	-	1,250	(876)
Board, EC and TF Meetings	3,913	-	-	-	-	3,913	1,665	-	-	-	-	1,665	(2,248)
Admin Services	-	75	-	-	-	75	-	-	-	-	-	-	(75)
Personnel Expense	49,657	52,139	-	-	-	101,796	67,172	55,048	-	-	-	122,220	20,424
Total Admin Expenses	99,968	208,226	-	-	-	308,194	122,208	109,948	91,695	-	-	323,851	15,657
Advocacy													
Conferences, Travel, Education, Studies	-	21,602	-	-	-	21,602	-	15,415	-	-	-	15,415	(6,187)
Civic Events	-	13,340	-	-	-	13,340	-	12,625	-	-	-	12,625	(715)
Studies/Research/Development	28,448	13,691	-	-	-	42,139	14,775	7,110	-	-	-	21,885	(20,254)
Total Advocacy	28,448	48,633	-	-	-	77,081	14,775	35,150	-	-	-	49,925	(27,156)
Public Realm													
Public Realm Projects	-	-	110,519	-	-	110,519	-	90,028	-	-	-	90,028	(20,491)
Community Grants	-	-	-	-	-	-	-	-	-	4,165	-	4,165	4,165
Professional Development	-	-	-	-	-	-	-	1,040	-	-	-	1,040	1,040
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Realm Personnel	5,023	13,520	40,548	-	-	59,090	6,060	16,312	48,923	-	-	71,295	12,205
Total Public Realm	5,023	13,520	151,067	-	-	169,609	6,060	16,312	139,990	-	4,165	166,528	(3,081)

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT
2/28/2019

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	TO YTD BUDGET
Economic Development													
Outreach	4,134	-	-	-	-	4,134	4,185	-	-	-	-	4,185	51
Special Projects	-	-	-	-	-	-	4,165	-	-	-	-	4,165	4,165
Bus Retention and Expansion	-	-	-	-	-	-	-	-	-	-	-	-	-
Bus Recruitment & Development	7,026	-	-	-	-	7,026	25,455	-	-	-	-	25,455	18,429
Small Business Grants	-	-	-	-	-	-	-	-	12,915	-	-	12,915	12,915
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Personnel Expenses	68,767	-	-	-	-	68,767	86,570	-	-	-	-	86,570	17,803
Total Economic Dev.	79,927	-	-	-	-	79,927	120,375	-	-	12,915	-	133,290	53,363
Marketing													
Advertising/Promotions	51	4,558	2,384	-	-	6,993	134	11,953	6,249	-	-	18,335	11,342
Stakeholder Outreach/Public Relations	12,500	2,469	1,372	-	-	16,342	-	3,751	2,084	-	-	5,835	(10,507)
Annual Report	-	5,874	-	-	-	5,874	-	2,500	-	-	-	2,500	(3,374)
Website Development	-	733	-	-	-	733	-	6,145	-	-	-	6,145	5,412
Professional Development	-	1,089	-	-	-	1,089	-	1,040	-	-	-	1,040	(49)
Marketing	-	-	2,632	-	-	2,632	-	33,340	-	-	-	33,340	30,709
Marketing Personnel	46,629	9,551	-	-	-	56,180	71,295	-	-	-	-	71,295	15,115
Total Marketing	59,180	24,275	6,388	-	-	89,843	71,429	58,729	8,332	-	-	138,490	48,647
Special Events													
Special Events	1,272	1,481	30,714	57,490	-	90,956	-	6,132	56,330	13,833	-	76,295	(14,661)
Event Supplies & Misc.	-	-	-	-	-	-	-	-	2,085	-	-	2,085	2,085
Professional Development	-	-	-	-	-	-	-	-	1,040	-	-	1,040	1,040
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Special Events Personnel	52,046	4,825	-	-	-	56,871	71,295	-	-	-	-	71,295	14,424
Total Special Events	53,318	6,306	30,714	57,490	-	147,828	71,295	6,132	59,455	13,833	-	150,715	2,887
Operations													
Clean Team Personnel	122,675	-	-	-	7,553	130,228	158,670	-	-	-	9,770	168,440	38,212
Clean Team Supplies	5,930	-	-	-	-	5,930	335	-	-	-	-	335	(5,595)
Clean Team Equip. Insurance	1,630	-	-	-	-	1,630	4,165	-	-	-	-	4,165	2,535
Clean Team Fuel	4,217	-	-	-	-	4,217	960	-	-	-	-	960	(3,257)
Clean Team Equip Leases/Maint.	4,539	-	-	-	-	4,539	11,145	-	-	-	-	11,145	6,606
Pressure Washing	128,823	-	-	-	-	128,823	130,000	-	-	-	-	130,000	1,177
Contract Work	139	-	-	-	112,302	112,441	-	-	-	125,350	-	125,350	12,909
Downtown Guides Personnel	269,757	-	-	-	2,752	272,510	284,547	-	-	-	2,903	287,450	14,940
Downtown Guides Equip Lease/Supp	6,059	-	-	-	-	6,059	7,125	-	-	-	-	7,125	1,066
Community Outreach Manager	-	-	-	-	1,841	1,841	-	-	-	1,010	-	1,010	(831)
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Development	-	-	-	-	-	-	-	1,040	-	-	-	1,040	1,040
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Operations Personnel	69,994	-	-	-	-	69,994	86,570	-	-	-	-	86,570	16,576
Total Operations	613,764	-	-	-	124,449	738,212	683,517	-	1,040	-	139,033	823,590	85,378
Total Expenses	939,628	300,961	188,168	57,490	124,449	1,610,695	1,089,659	226,271	300,513	26,748	143,198	1,786,389	175,694
Net Operating Income(Loss)	196,404	(24,660)	(25,471)	(33,839)	13,832	126,266	46,161	54,282	(60,928)	(8,691)	3,997	34,821	91,445

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT
02/28/19

	TOTAL YEAR BUDGET (ORIGINAL)						TOTAL YEAR BUDGET (REVISED)						Change
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	
Revenues													
PBID net of delinquency	2,570,433					2,570,433	2,570,433					2,570,433	-
DPIA	11,890	633,354	-			645,244	11,890	633,354	-			645,244	-
Parking Meter Revenue			370,000			370,000			575,000			575,000	205,000
Special Events	4,222			115,500		119,722	4,222			115,500		119,722	-
Misc. & Contract Services	19,561				374,711	394,272	19,561				374,711	394,272	-
Deferred Revenue Recognized	638,049					638,049	726,128					726,128	88,079
Deferred to 19-20	(662,295)					(662,295)	(662,295)					(662,295)	-
Total Revenue	2,581,860	633,354	370,000	115,500	374,711	4,075,425	2,669,939	633,354	575,000	115,500	374,711	4,368,504	293,079
Expenses													
Administration													
Rent		170,000	-			170,000		170,000	-			170,000	-
Telephone	19,000		-			19,000	19,000		-			19,000	-
Computers		27,000	-			27,000		27,000	-			27,000	-
Office Equipment Lease	10,000		-			10,000	10,000		-			10,000	-
Office Supplies	12,000		-			12,000	12,000		-			12,000	-
Postage	4,000		-			4,000	4,000		-			4,000	-
General Insurance	16,000		-			16,000	16,000		-			16,000	-
Professional Services		76,000	-			76,000		76,000	-			76,000	-
Utilities	4,500		-			4,500	4,500		-			4,500	-
Depreciation			-			-	52,560		-			52,560	52,560
Taxes	3,000		-			3,000	3,000		-			3,000	-
Employee Recruitment	1,500		-			1,500	1,500		-			1,500	-
Outside Support			-			-			-			-	-
CCMerchant Fees & Interest	350		-			350	350		-			350	-
Office Maintenance & Repairs	10,490		-			10,490	23,271		-			23,271	12,781
Professional Development			-			-	1,500		-			1,500	1,500
Board Contingency	10,000		-			10,000	10,000		-			10,000	-
Dues & Subscriptions	3,000		-			3,000	3,000		-			3,000	-
Board, EC and TF Meetings	4,000		-			4,000	4,000		-			4,000	-
Admin Services			-			-			-			-	-
Personnel Expense	161,205	132,122	-			293,327	161,205	132,122	-			293,327	-
Total Admin Expenses	259,045	405,122	-	-	-	664,167	325,886	405,122	-	-	-	731,008	66,841
Advocacy													
Conferences, Travel, Education, Studies		37,000				37,000		37,000				37,000	-
Civic Events		30,301				30,301		30,301				30,301	-
Studies/Research/Development	35,461	17,063				52,524	35,461	17,063				52,524	-
Total Advocacy	35,461	84,364	-	-	-	119,825	35,461	84,364	-	-	-	119,825	-
Public Realm													
Public Realm Projects			165,091			165,091			186,329			186,329	21,238
Community Grants				10,000		10,000				10,000		10,000	-
Professional Development			2,500			2,500		2,500				2,500	-
Marketing						-						-	-
Public Realm Personnel	114,541	39,158	17,409			171,108	14,541	39,158	117,409			171,108	-
Total Public Realm	114,541	39,158	185,000	-	10,000	348,699	14,541	39,158	306,238	-	10,000	369,937	21,238

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT
02/28/19

	TOTAL YEAR BUDGET (ORIGINAL)					TOTAL YEAR BUDGET (REVISED)					Change		
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	Change
Economic Development													
Outreach	10,046					10,046	10,046					10,046	-
Special Projects	10,000					10,000	10,000					10,000	-
Bus Retention and Expansion						-						-	-
Bus Recruitment & Development	61,088					61,088	61,088					61,088	-
Small Business Grants					31,000	31,000					31,000	31,000	-
Marketing						-						-	-
Personnel Expenses	207,773					207,773	207,773					207,773	-
Total Economic Dev.	288,907				31,000	319,907	288,907				31,000	319,907	-
Marketing													
Advertising/Promotions	321	28,687				29,008	321	28,687	15,000			44,008	15,000
Stakeholder Outreach/Public Relations		9,000				9,000		9,000	5,000			14,000	5,000
Annual Report		6,000				6,000		6,000				6,000	-
Website Development		14,243				14,243		14,743				14,743	500
Professional Development		3,000				3,000		2,500				2,500	(500)
Marketing						-			80,000			80,000	80,000
Marketing Personnel	171,108					171,108	171,108					171,108	-
Total Marketing	171,429	60,930				232,359	171,429	60,930	100,000			332,359	100,000
Special Events													
Special Events	938	43,780	180,000	115,500		340,218	938	43,780	180,000	115,500		340,218	-
Event Supplies & Misc.			5,000			5,000			5,000			5,000	-
Professional Development						-			2,500			2,500	2,500
Marketing						-						-	-
Special Events Personnel	171,108					171,108	171,108					171,108	-
Total Special Events	172,046	43,780	185,000	115,500		516,326	172,046	43,780	187,500	115,500		518,826	2,500
Operations													
Clean Team Personnel	330,822				23,439	354,261	380,822				23,439	404,261	50,000
Clean Team Supplies	800					800	800					800	-
Clean Team Equip. Insurance	10,000					10,000	10,000					10,000	-
Clean Team Fuel	2,300					2,300	2,300					2,300	-
Clean Team Equip Leases/Maint.	26,750					26,750	26,750					26,750	-
Pressure Washing	312,000					312,000	312,000					312,000	-
Contract Work					300,842	300,842				300,842		300,842	-
Downtown Guides Personnel	632,885			7,000		639,885	682,885			7,000		689,885	50,000
Downtown Guides Equip Lease/Supp	17,101					17,101	17,101					17,101	-
Community Outreach Manager					2,430	2,430					2,430	2,430	-
Other						-						-	-
Professional Development						-			2,500			2,500	2,500
Marketing						-						-	-
Operations Personnel	207,773					207,773	207,773					207,773	-
Total Operations	1,540,431				333,711	1,874,142	1,640,431		2,500		333,711	1,976,642	102,500
Total Expenses	2,581,860	633,354	370,000	115,500	374,711	4,075,425	2,648,701	633,354	596,238	115,500	374,711	4,368,504	293,079
Net Operating Income(Loss)	-	-	-	-	-	-	21,238	-	(21,238)	-	-	-	-

DLBA
Detail of Deferred Revenue
As of February 28, 2019

	15/16 Balance	16/17 Balance	17-18 YTD Additions	18-19 YTD Additions	18-19 YTD Reductions	2/28/2019
Reserve						
3-mos. reserve for PBID 2017-18			638,000		(638,000)	0
3-mos. reserve for PBID 2018-19				147,176		147,176
PBID Reserve		52,524			(52,524)	0
Deferred PBID			41,605			41,605
DPIA Reserve	166,073	24,342	5,116			195,531
City Funds - Parking Meter			239,920			239,920
	166,073	76,866	924,641	147,176	(690,524)	624,232
Admin						
Deferred Depreciation Prior Years'		111,730			(18,615)	93,115
Deferred Depreciation 18-19				9,610	(4,620)	4,990
Strategic Planning	15,639				(15,639)	0
Program Evaluation Consultant	16,474				(13,383)	3,091
New Computers			9,610		(9,610)	0
New Server			12,000			12,000
Office Maintenance & Repairs			12,781		(12,781)	0
DDC Loan			45,000			45,000
Personnel		4,296			(8,690)	-4,394
	32,113	116,026	79,391	9,610	(83,338)	153,802
Marketing & Communications						
Downtown Map			1,000			1,000
Window Clings			4,400			4,400
3rd Street & Broadway			200			200
Website Development		20,242			(20,242)	0
Personnel		15,211			(8,694)	6,517
	0	35,453	5,600		-28,936	12,117
Special Events						
Event T-shirts			681			681
Sponsorship Deck Update/Template Creation			1,500			1,500
Live After 5			22,495			22,495
	0	0	24,676		0	24,676
Operations						
Segway, GEM & Info Kiosk Maintenance	3,000				(3,000)	0
ATLV Purchase	20,000				(20,000)	0
Operations Print Material	6,000				(5,633)	367
Secret Shopper (Summer)	2,090				(2,090)	0
DLBA F-150 Truck Purchase & Wrap	15,000				(15,000)	0
Clean & Safe Transition	10,000				(10,000)	0
DLBA Public Safety Working Groups	2,141				(1,529)	612
Pressure Washer Purchase	10,000				(10,000)	0
Personnel		7,558			(5,564)	1,994
	68,231	7,558	0		(72,816)	2,973
Economic Development						
Personnel		8,461			(5,912)	2,549
Public Realm						
CRM Asset Mapping			1,867			1,867
Pole Banners	15,000	17,449			(32,449)	0
Holiday Décor	28,934	7,710			(36,644)	0
Augmented Reality at HMP	10,000				(10,000)	0
East Village Murals	1,056					1,056
Alley Beautification	15,936				(88)	15,848
Bike Map	10,646				(8,896)	1,750
Crosswalks	1,372				(1,372)	0
Sidewalk Graphics	10,000				(8,822)	1,178
Litter Receptacle Upgrade		7,562			(7,562)	0
Loop (Public Space Activation)		45,230			(45,230)	0
Pedestrian Wayfinding Signs	40,254	92,784			(17,004)	116,034
Tree Planting		5,033				5,033
Personnel		13,167			(5,912)	7,255
	133,198	188,935	1,867		-173,979	150,021
Total Deferred Revenue	\$ 399,615	\$ 433,299	\$ 1,036,175	\$ 156,786	\$ (1,055,505)	\$ 970,370

Downtown Long Beach Alliance
A/R Aging Detail
As of February 28, 2019

Date	Transaction Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
91 or more days past due							
07/19/2018	Invoice	DLBA2028	Cardinal Property Management, Inc.	08/18/2018	Pressure Washing Services	411.90	411.90
07/19/2018	Invoice	DLBA2029	CITY OF LONG BEACH	08/18/2018	DT Busways Mall Maintenance	25,000.00	25,000.00
07/27/2018	Invoice	DLBA2032	Arts Council Long Beach.	08/26/2018	Pressure Washing Services	250.00	250.00
08/14/2018	Invoice	DLBA2038	Plant Junkie	09/13/2018	Restaurant Sponsorship for Bicycle Drive-In 2018	200.00	200.00
08/14/2018	Invoice	DLBA2064	Councilwoman Jeannine Pearce Office of Councilwoman Lena Gonzalez, District 1	09/13/2018	Buskerfest 2018 Wristband Sponsor Presenting Partner Sponsor for Bicycle Drive-In 2018	1,250.00	1,250.00
08/14/2018	Invoice	DLBA2037	Gonzalez, District 1	09/13/2018	Parking Meter Revenues from August 2018 through September 2018	5,000.00	5,000.00
10/22/2018	Invoice	DLBA2060	CITY OF LONG BEACH	11/21/2018		69,158.03	69,158.03
Total for 91 or more days past due						\$ 101,269.93	\$ 101,269.93
61 - 90 days past due							
11/15/2018	Invoice	DLBA2068	BLOCK-BY-BLOCK	12/01/2018	Office Rent	250.00	250.00
Total for 61 - 90 days past due						\$ 250.00	\$ 250.00
1 - 30 days past due							
12/31/2018	Invoice	DLBA2076	Jatin Laxpati	01/30/2019	Parking Lot Services	864.89	864.89
01/08/2019	Invoice	DLBA2078	Q's Smokehouse	02/07/2019	NYE Food Vendor Participation Fee	75.00	75.00
Total for 1 - 30 days past due						\$ 939.89	\$ 939.89
TOTAL						\$ 102,459.82	\$ 102,459.82

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Downtown Long Beach Alliance
Direct Bills A/R Aging Detail
As of February 28, 2019

Date	Transaction Type	Num	Client	Due Date	Memo/Description	Amount	Uncollectable
12/22/2010	Journal Entry	0910-1184	Delinquencies	12/22/2010	to re-class delinquencies not expected to be paid		-55,424.74
12/22/2010	Invoice	DLBA1193	F&G	12/22/2010	7278-007-925	3,626.78	
12/22/2010	Invoice	DLBA1195	USPS (C)	12/22/2010	PBID ASSESSMENT REVENUE FY 2010-2011	3,879.30	
12/22/2010	Invoice	DLBA1194	State of California	12/22/2010	PBID ASSESSMENT REVENUE FY 2010-2011	47,918.66	
08/04/2011	Journal Entry	0910-1129	Delinquencies	08/04/2011	to re-class delinquencies not expected to be paid		-186,045.48
10/31/2011	Journal Entry	KRS2011-39	Delinquencies	10/31/2011	to reverse previously written off receivables	164,224.94	
01/11/2012	Invoice	DLBA1227	State of California	02/10/2012	2012	26,320.60	
02/29/2012	Journal Entry	KRS2012-47	Allowance	02/29/2012	Direct bill not expected to be paid based on prior years.		-26,320.60
02/29/2012	Journal Entry	KRS2012-47	California	02/29/2012	Direct bill not expected to be paid based on prior years.		
02/29/2012	Journal Entry	KRS2012-47	USPS Allowance	02/29/2012	Direct bill not expected to be paid based on prior years.		-3,975.90
02/01/2012	Invoice	DLBA1237	USPS (C)	03/02/2012		3,975.90	
01/01/2013	Invoice	DLBA1358	USPS (C)	01/31/2013	2012-2013	4,152.98	
01/01/2013	Invoice	DLBA1357	GSA	01/31/2013	2012-2013	26,008.30	
01/01/2013	Invoice	DLBA1360	State of California	01/31/2013	2012-2013	45,714.98	
01/31/2013	Journal Entry	KRS2012-289	Allowance	01/31/2013	to re-class delinquencies not expected to be paid		-45,714.98
01/31/2013	Journal Entry	KRS2012-289	California	01/31/2013	to re-class delinquencies not expected to be paid	Description:	-8,170.50
01/31/2013	Journal Entry	KRS2012-289	USPS Allowance	01/31/2013	to re-class delinquencies not expected to be paid		-4,152.98
03/31/2013	Journal Entry	KRS2012-323	GSA Allowance	03/31/2013	GSA direct bill is not expected to be paid		-26,008.30
L	Journal Entry	KRS2012-484	California	10/01/2013	To record Direct Bill to be paid previously delinquent	29,991.04	
01/15/2014	Journal Entry	KRS2013-62	GSA Allowance	01/15/2014	to re-class delinquencies not expected to be paid		-19,884.40
01/15/2014	Journal Entry	KRS2013-63	Allowance	01/15/2014	to re-class delinquencies not expected to be paid		-15,789.28
01/15/2014	Journal Entry	KRS2013-61	USPS Allowance	01/15/2014	to re-class delinquencies not expected to be paid		-10,880.10
01/15/2014	Invoice	DLBA1470	USPS (C)	02/14/2014	2013-2014	10,880.10	
01/15/2014	Invoice	DLBA1471	State of California	02/14/2014	2013-2014	15,789.28	
01/15/2014	Invoice	DLBA1469	GSA	02/14/2014	2013-2014	19,884.40	
01/31/2015	Journal Entry	KRS2015-109	Allowance	01/31/2015	to re-class/remove direct bills not expected to be paid		-16,026.12
01/31/2015	Journal Entry	KRS2015-108	USPS (C)	01/31/2015	to re-class/remove direct bills not expected to be paid		-4,299.58
01/16/2015	Invoice	DLBA1578	USPS (C)	02/15/2015	DIRECT BILL, PBID ASSESSMENT FOR 2015	4,299.58	
01/16/2015	Invoice	DLBA1575	State of California	02/15/2015	DIRECT BILL, PBID ASSESSMENT REVENUE for 2015	16,026.12	
01/16/2015	Invoice	DLBA1574	US Government	02/15/2015	DIRECT BILL, PBID ASSESSMENT FOR 2015	26,926.38	
09/30/2015	Journal Entry	KRS2015-434	Allowance	09/30/2015	to write off direct bill not expected to be paid		-26,926.38
01/31/2017	Invoice	DLBA1850	The Cuban Pete's	03/02/2017	Uncollectible	5,550.00	-5,550.00
9/30/2018	Journal Entry	DV1074	Patel Yogesh	9/30/2018	to write off direct bill not expected to be paid		-4,251.86
9/30/2018	Journal Entry	DV1074	USPS	9/30/2018	to write off direct bill not expected to be paid		-4,428.58
9/30/2018	Journal Entry	DV1074	USPS	9/30/2018	to write off direct bill not expected to be paid		-4,561.42
9/30/2018	Journal Entry	DV1074	USPS	9/30/2018	to write off direct bill not expected to be paid		-4,698.28
9/30/2018	Journal Entry	DV1074	US Government	9/30/2018	to write off direct bill not expected to be paid		-27,734.18
9/30/2018	Journal Entry	DV1074	US Government	9/30/2018	to write off direct bill not expected to be paid		-28,566.22
9/30/2018	Journal Entry	DV1074	US Government	9/30/2018	to write off direct bill not expected to be paid		-29,423.18
9/8/2017	Invoice	DLBA1931	Patel Yogesh	10/8/2017	PBID	4,251.86	
1/1/2018	Invoice	DLBA1984	USPS	1/31/2018	PBID	4,428.58	
1/1/2018	Invoice	DLBA1983	USPS	1/31/2018	PBID	4,561.42	
1/1/2018	Invoice	DLBA1982	USPS	1/31/2018	PBID	4,698.28	
1/1/2018	Invoice	DLBA1981	US Government	1/31/2018	PBID	27,734.18	
1/1/2018	Invoice	DLBA1980	US Government	1/31/2018	PBID	28,566.22	
1/1/2018	Invoice	DLBA1979	US Government	1/31/2018	PBID	29,423.18	
						\$ 558,833.06	-\$ 558,833.06

A/R Aging Detail
As of March 14, 2019

	Date	Transac tion Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
91 or more days past due	07/19/2018	Invoice	DLBA2028	Cardinal Property Management, Inc.	08/18/2018	Pressure Washing Services	411.90	411.90
	07/27/2018	Invoice	DLBA2032	Arts Council Long Beach.	08/26/2018	Pressure Washing Services	250.00	250.00
	08/14/2018	Invoice	DLBA2038	Plant Junkie	09/13/2018	Restaurant Sponsorship for Bicycle Drive-In 2018	200.00	200.00
	08/14/2018	Invoice	DLBA2064	Councilwoman Jeannine Pearce	09/13/2018	Buskerfest 2018 Wristband Sponsor	1,250.00	1,250.00
	08/14/2018	Invoice	DLBA2037	Office of Councilwoman Lena Gonzalez, District 1	09/13/2018	Presenting Partner Sponsor for Bicycle Drive-In 2018	5,000.00	5,000.00
	10/22/2018	Invoice	DLBA2060	CITY OF LONG BEACH	11/21/2018	Parking Meter Revenues from August 2018 through September 2018	69,158.03	69,158.03
	11/15/2018	Invoice	DLBA2068	BLOCK-BY-BLOCK	12/01/2018	Office Rent	250.00	250.00
Total for 91 or more days past due							\$ 76,519.93	\$ 76,519.93
31 - 60 days past due	12/31/2018	Invoice	DLBA2076	Jatin Laxpati	01/30/2019	Parking Lot Services	864.89	864.89
	01/08/2019	Invoice	DLBA2078	Q's Smokehouse	02/07/2019	NYE Food Vendor Participation Fee	75.00	75.00
Total for 31 - 60 days past due							\$ 939.89	\$ 939.89
1 - 30 days past due	02/06/2019	Invoice	DLBA2092	Long Beach Transit (Customer)	03/01/2019	Restroom Host - January Services	13,438.78	13,438.78
	02/15/2019	Invoice	DLBA2097	BLOCK-BY-BLOCK	03/01/2019	Office Rent	250.00	250.00
	02/15/2019	Invoice	DLBA2104	Long Beach Transit (Customer)	03/01/2019	PBID Assessment	1,769.84	1,769.84
	03/01/2019	Invoice	DLBA2108	HILLCREST MONTEREY ASSOCIATES, INC	03/01/2019	133 Promenade Trash Room Services	1,110.00	1,110.00
	02/04/2019	Invoice	DLBA2091	City of Long Beach Department of Public Works	03/06/2019	3rd & Broadway Marketing Budget	2,500.00	2,500.00
	02/11/2019	Invoice	DLBA2093	Millworks	03/13/2019	Pressure Washing Services - October	1,707.58	1,707.58
	02/11/2019	Invoice	DLBA2094	Millworks	03/13/2019	Pressure Washing Services - November	1,707.58	1,707.58
	02/11/2019	Invoice	DLBA2095	Millworks	03/13/2019	Pressure Washing Services - December	1,707.58	1,707.58
Total for 1 - 30 days past due							\$ 24,191.36	\$ 24,191.36
TOTAL							\$ 101,651.18	\$ 101,651.18

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