

Downtown Long Beach Alliance
As of February 28, 2021
(Fiscal Year Ending September 30, 2021)
Financial Summary

OVERVIEW

Year-to-Date	Actual	Budget	Variance
Revenue	2,031,337	2,152,867	(121,530)
Expenses	1,645,009	2,001,362	356,353
Net	386,328	151,505	234,823

REVENUES:

DPIA Revenue is less than budget by \$86,000 or 29% primarily due to actual October, November and December revenue being less than budget.

Parking Meter Revenue is less than budget by \$16,000 or 9% due to actual August and September revenue being less than budget.

Special Events Revenue is less than budget by \$2,000 or 100% primarily due to issuing (\$2,499) credit memo for sponsorships billed in fiscal 2019.

Grants & Contract Services Revenue is less than budget by \$17,000 or 4% primarily due to lower than budgeted Small Business Grant fundraising (\$12,500) and other Clean Team services (\$5,000).

EXPENSES:

Administration Expenses are less than budget by \$13,000 or 4% due to various actual expenses being under (over) flat line budgeted expenses.

Research, Dev. & Advocacy Expenses are less than budget by \$95,000 or 60% due to lower than budgeted for Strategic Plan & PBID Renewal costs (\$44,000), Personnel costs (\$14,000), Travel/Education/Civic Event costs (\$8,000), Research & Data Analytics costs (\$19,000) and Civic Events & Engagement (\$8,000).

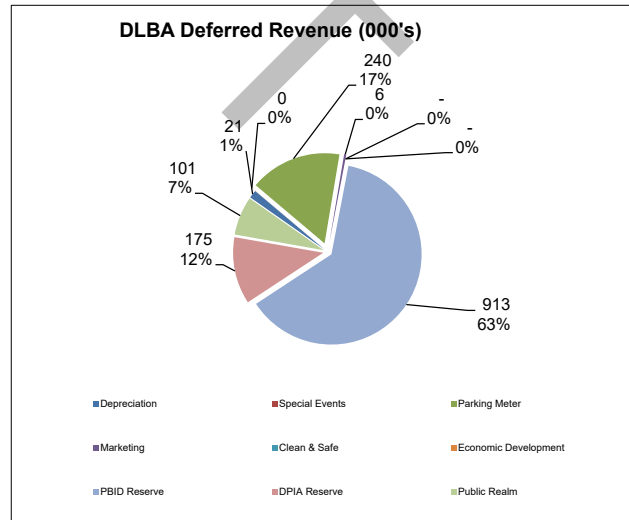
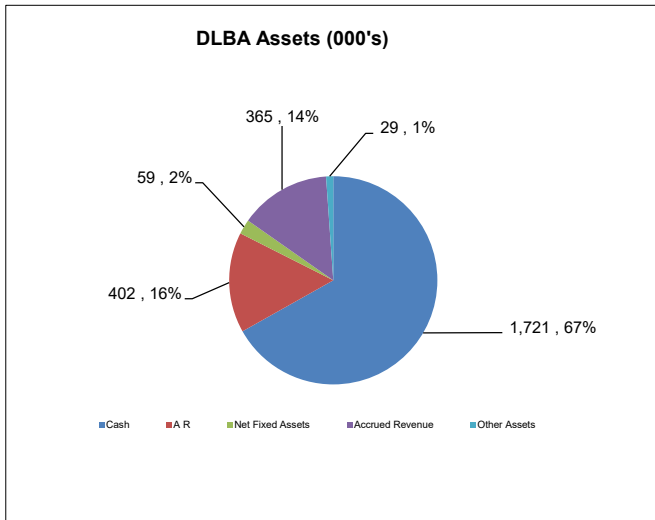
Public Realm Expenses are less than budget by \$76,000 or 39% primarily due to lower than budgeted Community Grants (\$55,000).

Economic Development Expenses are less than budget by \$60,000 or 33% primarily due to lower than budgeted Personnel costs (\$11,000), Business Recruitment & Retention (\$29,000) and Business Retention & Expansion (\$15,000).

Marketing Expenses are less than budget by \$18,000 or 13% due to lower than budgeted Recovery Campaign costs (\$20,000).

Special Event Expenses are less than budget by \$53,000 or 42% due to lower than budgeted for Personnel costs (\$7,000) and Event costs (\$46,000).

Operations Expenses are less than budget by \$41,000 or 4% due to several variances related to Clean & Safe operational expenses and lower Clean Team personnel costs.



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**Downtown Long Beach Alliance
Statement of Financial Position
2/28/2021**

Assets

Current Assets

Cash	\$1,721,374
Accounts Receivable	401,532
Accrued Revenues	364,550
Prepaid Expenses	12,143
Total Current Assets	<u>2,499,598</u>

Fixed Assets

Furniture & Equipment	431,010
Accumulated Depreciation	(372,216)
Total Fixed Assets	<u>58,793</u>

Other Assets

Deposits	16,434
Software License	13,270
Accumulated Amortization	(13,270)
Total Other Assets	<u>16,434</u>

Total Assets

\$2,574,825

Liabilities & Fund Balances

Current Liabilities

Accounts Payable	\$337,173
Accrued Wages & Other Expenses	199,401
Unearned Revenue	196,738
Deferred Revenue	1,455,186
Total Current Liabilities	<u>2,188,498</u>

Long Term Liabilities

Net Income (Loss)	386,328
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Total Liabilities & Fund Balances

2,574,825

**DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands**

As of February 28, 2021

	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)	668					668	668					668	(0)
DPIA	-	215				215	-	301				301	(86)
Parking Meter Revenue			172			172			188			188	(16)
Sponsors & Ticket Sales	-			(2)		(2)	-			-		-	(2)
Grants & Contract Services	-				442	442	-	247		-	213	460	(17)
Deferred Revenue Recognized	694	-	-	-	-	694	694	-	-	-	-	694	0
Deferred to 20-21	(157)	-	-	-	-	(157)	(157)	-	-	-	-	(157)	0
Total Revenue	1,204	215	172	(2)	442	2,031	1,204	548	188	-	213	2,153	(122)
Expenses													
Administration	80	199	-	-	-	280	85	208	-	-	-	293	13
Advocacy	10	39	13	-	-	63	57	50	50	-	-	158	95
Public Realm	3	3	110	-	-	116	4	10	179	-	-	193	76
Economic Dev.	114	10	-	-	-	124	146	16	-	-	21	184	60
Marketing	82	11	26	-	-	119	88	24	25	-	-	137	18
Special Events	68	0	4	0	-	72	75	0	32	18	-	125	53
Operations	695	-	-	-	176	871	722	3	-	-	188	912	41
Total Expenses	1,054	263	152	0	176	1,645	1,178	311	286	18	209	2,001	356
Net Operating Income(Loss)	150	(48)	20	(3)	266	386	26	237	(99)	(18)	4	152	235

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands
9/30/2021

	TOTAL YEAR BUDGET (ORIGINAL)							TOTAL YEAR BUDGET (REVISED)						CHANGE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL		PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL	
Revenues														
PBID (net of delinquency)	2,740					2,740	PBID (net of delinquency)	3,005				3,005	265	
DPIA		690				690	DPIA		752			752	61	
Parking Meter Revenue	-		450			450	Parking Meter Revenue	-		450		450	-	
Sponsors & Ticket Sales				-		-	Sponsorships/Ticket Sales				-	-	-	
Grants & Contract Services					429	429	Grants & Contract Services				810	810	381	
Deferred Revenue Recognized	685					685	Deferred Revenue Recognized	685	19			705	19	
PBID Deferred 19-20	(706)					(706)	PBID Deferred 19-20	(706)	-			(706)	-	
Total Revenue	2,719	690	450	-	429	4,289	Total Revenue	2,985	771	450	-	810	5,016	726
Expenses							Expenses							
Administration	255	412	-	-	-	667	Administration	255	431	-	-	-	686	19
Advocacy	39	186	112	-	-	337	Advocacy	61	223	112	-	-	396	59
Public Realm	28	15	225	-	-	269	Public Realm	40	15	225	-	225	505	237
Economic Dev.	321	37	-	-	30	388	Economic Dev.	396	62	-	-	55	513	125
Marketing	181	28	28	-	-	237	Marketing	276	28	28	-	-	332	95
Special Events	181	-	85	-	-	266	Special Events	186	-	85	-	-	271	
Operations	1,715	11	-	-	399	2,126	Operations	1,771	11	-	-	530	2,312	187
Total Expenses	2,719	690	450	-	429	4,289	Total Expenses	2,986	771	450	-	810	5,016	726
Net Operating Income(Loss)	0	(0)	-	-	0	0	Net Operating Income(Loss)	0	0	-	-	(0)	0	0

DOWNTOWN LONG BEACH ALLIANCE
As of February 28, 2021

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE TO YTD BUDGET
	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	667,822	-	-	-	-	667,822	667,822	-	-	-	-	667,822	(0)
DPIA	-	215,108	-	-	-	215,108	-	301,252	-	-	-	301,252	(86,144)
Parking Meter	-	-	171,984	-	-	171,984	-	-	-	-	-	187,500	(15,516)
Sponsors & Ticket Sales	-	-	-	(2,499)	-	(2,499)	-	-	-	-	-	-	(2,499)
Grants & Contract Services	-	-	-	-	442,313	442,313	-	246,556	-	-	213,209	459,765	(17,452)
Deferred Revenue Recognized	693,505	-	-	-	-	693,505	693,505	-	-	-	-	693,505	0
Deferred to 20-21	(156,898)	-	-	-	-	(156,898)	(156,898)	-	-	-	-	(156,898)	80
Total Revenue	1,204,430	215,108	171,984	(2,499)	442,313	2,031,337	1,204,350	547,808	187,500	-	213,209	2,152,867	(121,530)
Administration													
Rent	69,543	-	-	-	-	69,543	72,750	-	-	-	-	72,750	3,207
Telephone	8,381	-	-	-	-	8,381	7,500	-	-	-	-	7,500	(881)
Computers	453	4,576	-	-	-	5,029	4,792	-	-	-	-	4,792	(237)
Office Equipment Lease	-	4,073	-	-	-	4,073	-	5,625	-	-	-	5,625	1,552
Office Supplies	-	4,800	-	-	-	4,800	-	4,167	-	-	-	4,167	(634)
Postage	-	1,107	-	-	-	1,107	-	500	-	-	-	500	(607)
General Insurance	-	3,796	-	-	-	3,796	-	6,542	-	-	-	6,542	2,745
Professional Services	-	52,804	-	-	-	52,804	-	46,250	-	-	-	46,250	(6,554)
Utilities	-	879	-	-	-	879	-	1,458	-	-	-	1,458	579
Depreciation	-	4,216	-	-	-	4,216	-	8,030	-	-	-	8,030	3,813
Taxes	-	1,105	-	-	-	1,105	-	1,250	-	-	-	1,250	145
Office Maintenance & Repairs	-	1,455	-	-	-	1,455	-	2,083	-	-	-	2,083	628
Employee Recruitment	-	679	-	-	-	679	-	1,458	-	-	-	1,458	779
Admin Services	-	-	-	-	-	-	-	50	-	-	-	50	50
Outside Support	-	-	-	-	-	-	-	-	-	-	-	-	-
Merchant Fees & Interest	-	574	-	-	-	574	-	375	-	-	-	375	(199)
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Board Contingency	-	-	-	-	-	-	-	-	-	-	-	-	-
Dues & Subscriptions	-	2,254	-	-	-	2,254	-	1,667	-	-	-	1,667	(588)
Board, EC and TF Meetings	1,983	-	-	-	-	1,983	-	7,133	-	-	-	7,133	5,150
PBID General Benefit 1%	-	-	-	-	-	-	-	1,102	-	-	-	1,102	1,102
PBID Engineer's Adjustment	-	-	-	-	-	-	-	382	-	-	-	382	382
Personnel Expense	-	116,870	-	-	-	116,870	-	119,622	-	-	-	119,622	2,753
Total Admin Expenses	80,359	199,189	-	-	-	279,548	85,042	207,695	-	-	-	292,736	13,188
Research, Dev. & Advocacy													
Research & Data Analytics	-	-	7,142	-	-	7,142	-	-	26,514	-	-	26,514	19,372
Conferences, Travel and Education	-	1,200	5,806	-	-	7,006	-	-	15,417	-	-	15,417	8,411
Civic Events & Engagement	-	-	-	-	-	-	-	-	8,380	-	-	8,380	8,380
Strategic Plan & PBID Renewal Planning	-	-	-	-	-	-	44,333	-	-	-	-	44,333	44,333
PBID General Benefit 1%	-	-	-	-	-	-	-	168	-	-	-	168	168
PBID Engineer's Adjustment	-	-	-	-	-	-	-	58	-	-	-	58	58
Personnel Expense	10,158	38,213	-	-	-	48,371	13,163	49,517	-	-	-	62,680	14,309
Total Research, Dev. & Advocacy	10,158	39,413	12,948	-	-	62,519	57,496	49,744	50,311	-	-	157,551	95,032
Public Realm													
PBID Special Projects	442	-	442	-	-	884	500	500	-	-	-	1,000	116
Street & Landscape	-	3,126	51,328	-	-	54,453	-	7,860	114,967	-	-	122,227	67,774
Professional Development	-	-	-	-	-	-	-	1,250	-	-	-	1,250	1,250
PBID General Benefit 1%	-	-	-	-	-	-	-	925	-	-	-	925	925
PBID Engineer's Adjustment	-	-	-	-	-	-	-	42	-	-	-	42	42
Public Realm Personnel	3,056	-	58,064	-	-	61,120	3,365	-	63,739	-	-	67,094	5,974
Total Public Realm	3,498	3,126	109,834	-	-	116,457	3,855	10,076	178,607	-	-	192,538	76,081

DOWNTOWN LONG BEACH ALLIANCE
As of February 28, 2021

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE TO YTD BUDGET
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	
Economic Development													
Comm. Engage & Bus. Outreach	9,233	-	-	-	-	9,233	1,053	1,955	-	-	-	3,008	(6,228)
Business Recruitment & Retention	18,588	-	-	-	-	18,588	47,785	-	-	-	-	47,785	29,197
Small Business Grants	12,017	-	-	-	-	12,017	-	-	-	-	21,111	21,111	9,094
Business Retention & Expansion	1,200	-	-	-	-	1,200	15,113	1,052	-	-	-	16,165	14,965
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID General Benefit 1%	-	-	-	-	-	-	-	1,388	-	-	-	1,388	1,388
PBID Engineer's Adjustment	-	-	-	-	-	-	-	481	-	-	-	481	481
Personnel Expenses	72,982	9,952	-	-	-	82,934	82,349	11,229	-	-	-	93,579	10,645
Total Economic Dev.	114,020	9,952	-	-	-	123,972	146,300	16,106	-	-	21,111	183,517	59,545
Marketing													
Advertising/Promotions	17,034	3,265	934	-	-	21,233	11,275	980	-	-	-	12,255	(8,978)
Stakeholder Outreach/Public Relations	5,302	-	5,601	-	-	10,903	13,811	-	-	-	-	13,811	2,908
Annual Report/Publications	-	-	6,069	-	-	6,069	1,112	4,097	-	-	-	5,209	(861)
Website Development	-	115	-	-	-	115	-	4,125	876	-	-	5,000	4,885
Recovery Campaign	1,057	7,820	12,258	-	-	21,134	2,053	15,190	23,811	-	-	41,054	19,920
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID General Benefit 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID Engineer's Adjustment	-	-	1,000	-	-	1,000	-	-	-	-	-	-	(1,000)
Marketing	59,004	-	-	-	-	59,004	60,032	-	-	-	-	60,032	1,028
Marketing Personnel	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Marketing	82,397	11,200	25,862	-	-	119,459	88,282	24,391	24,687	-	-	137,360	17,901
Special Events													
Live After 5	-	-	293	7	-	300	-	-	-	-	-	-	(300)
Contingency Funds for Special Events	-	-	-	-	-	-	-	-	-	-	-	-	-
Celebrate Downtown	-	-	-	-	-	-	-	-	-	-	-	-	-
Pow Wow 2020 Closing Party	-	-	-	-	-	-	-	-	-	-	-	-	-
Taste of Downtown Series	4,446	53	3,126	-	-	7,625	-	4,854	7,646	-	-	12,500	4,875
Powerfest	-	-	-	-	-	-	-	777	1,223	-	-	2,000	2,000
Summer & Music Series	-	-	-	-	-	-	-	-	-	-	-	-	-
New Year's Eve Waterfront	-	-	-	-	-	-	-	24,588	8,412	-	-	33,000	33,000
Shop Small Saturday	-	-	-	-	-	-	-	-	-	-	-	-	-
Event Sponsorships	-	-	-	-	-	-	-	200	316	-	-	516	516
Event Supplies, Contingency & Misc.	287	3	188	-	-	459	4,026	35	2,050	-	-	6,111	5,653
PBID General Benefit 1%	-	-	-	-	-	-	-	785	-	-	-	785	785
PBID Engineer's Adjustment	-	-	-	-	-	-	-	270	-	-	-	270	270
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Special Events Personnel	63,505	-	-	-	-	63,505	70,164	-	-	-	-	70,164	6,659
Total Special Events	68,218	57	3,608	7	-	71,889	75,265	35	32,469	17,597	-	125,366	53,477
Operations													
Clean Team Management	37,679	-	-	-	-	37,679	38,811	-	-	-	-	38,811	1,132
Clean Team Personnel	178,158	-	-	-	-	178,158	177,274	-	-	-	-	177,274	(884)
Clean Team Supplies	1,460	-	-	-	-	1,460	7,494	-	-	-	-	7,494	6,034
Clean Team Equip. Insurance	190	-	-	-	-	190	4,318	-	-	-	-	4,018	3,828
Clean Team Fuel	3,579	-	-	-	-	3,579	4,829	-	-	-	-	4,829	1,250
Clean Team Equip & Maint.	10,588	-	-	-	-	10,588	12,243	-	-	-	-	12,243	1,655
Clean Team Lease	-	-	-	-	-	-	-	-	-	-	-	-	-
Clean Team Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	-
Pressure Washing	126,945	-	-	-	-	126,945	121,629	-	-	-	-	121,629	(5,317)
Safe Team Management	37,386	-	-	-	-	37,386	36,538	-	-	-	-	36,538	(848)
Safe Team Personnel	239,714	-	-	-	-	239,714	254,545	-	-	-	-	254,545	14,831
Safe Team Supplies	720	-	-	-	-	720	1,016	-	-	-	-	1,016	296
Safe Team Equipment Insurance	60	-	-	-	-	60	2,250	-	-	-	-	2,250	2,190
Safe Team Equipment	3,263	-	-	-	-	3,263	1,450	-	-	-	-	1,450	(1,813)
Homeless Outreach	801	-	-	-	-	801	625	-	-	-	-	625	(176)
Community Outreach	493	-	-	-	-	493	500	-	-	-	-	500	7
Special Project	-	-	-	-	-	-	2,279	-	-	-	-	2,279	2,279
Contract Services	-	-	-	-	-	-	-	-	-	12,840	12,840	12,840	12,840
Long Beach Transit	-	-	-	-	64,595	64,595	-	-	-	79,390	79,390	14,795	14,795
Hillcrest Monterey	-	-	-	-	-	-	-	-	-	6,498	6,498	6,498	6,498
Other Contract Services	-	-	-	-	49,617	49,617	-	-	-	10,625	10,625	10,625	(38,992)
City of Long Beach	-	-	-	-	42,778	42,778	-	-	-	69,364	69,364	69,364	26,587
Contract Equip, Parts, Maint, Fuel	-	-	-	-	18,891	18,891	-	-	-	1,500	1,500	1,500	(17,391)
Professional Development	-	-	-	-	-	-	-	75	-	7,408	7,483	7,483	7,408
PBID General Benefit 1%	-	-	-	-	-	-	-	2,593	-	-	-	2,593	2,593
PBID Engineer's Adjustment	-	-	-	-	-	-	-	-	-	-	-	-	-
Operations Personnel	54,257	-	-	-	-	54,257	58,500	-	-	-	-	58,500	4,243
Total Operations	695,284	-	-	-	175,881	871,165	722,091	2,668	-	187,625	912,294	912,294	41,129
Total Expenses	1,053,933	262,837	152,232	7	175,881	1,645,009	1,178,241	310,715	286,073	17,597	208,736	2,001,362	356,353
Net Operating Income(Loss)	150,497	(47,828)	19,732	(2,596)	266,432	386,328	26,109	237,093	(86,573)	(17,597)	4,473	151,565	234,822

DOWNTOWN LONG BEACH ALLIANCE
September 30, 2021

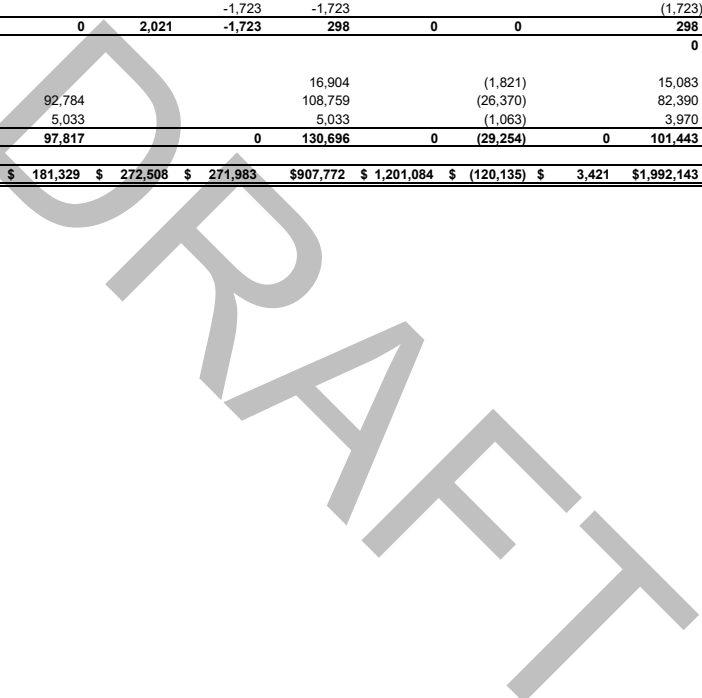
	TOTAL YEAR BUDGET (ORIGINAL)					TOTAL YEAR BUDGET (REVISED)					Change		
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales		Grants & Contract Services	TOTAL
Revenues													
PBID net of delinquency	2,740,052					2,740,052	3,005,201					3,005,201	265,149
DPIA		690,392				690,392		751,542				751,542	61,150
Parking Meter			450,000			450,000			450,000			450,000	-
Sponsors & Ticket Sales													-
Grants & Contract Services					429,399	429,399				810,109	810,109	810,109	390,710
Deferred Revenue Recognized	685,476					685,476	685,475	19,271				704,746	19,271
Deferred to 20-21	(706,040)					(706,040)	(706,040)					(706,040)	-
Total Revenue	2,719,487	690,392	450,000		429,399	4,289,278	2,984,636	770,813	450,000		810,109	5,015,558	726,280
Administration													
Rent	179,500					179,500	179,500					179,500	-
Telephone	20,000					20,000	20,000					20,000	-
Computers	43,000					43,000	43,000					43,000	-
Office Equipment Lease	12,285	1,215				13,500	12,285	1,215				13,500	-
Office Supplies		10,000				10,000		10,000				10,000	-
Postage		1,200				1,200		1,200				1,200	-
General Insurance		23,000				23,000		23,000				23,000	-
Professional Services		51,900				51,900		51,900				51,900	-
Utilities		3,500				3,500		3,500				3,500	-
Depreciation								19,271				19,271	19,271
Taxes		3,000				3,000		3,000				3,000	-
Office Maintenance & Repairs		5,000				5,000		5,000				5,000	-
Employee Recruitment		3,500				3,500		3,500				3,500	-
Admin Services		100				100		100				100	-
Outside Support													-
Merchant Fees & Interest		900				900		900				900	-
Professional Development													-
Board Contingency													-
Dues & Subscriptions		4,000				4,000		4,000				4,000	-
Board, EC and TF Meetings		14,000				14,000		14,000				14,000	-
PBID General Benefit 1%		2,646				2,646		2,646				2,646	-
PBID Engineer's Adjustment		917				917		917				917	-
Personnel Expense		287,093				287,093		287,093				287,093	-
Total Admin Expenses	254,785	411,971				666,756	254,785	431,242				686,027	19,271
Research, Dev. & Advocacy													
Research & Data Analytics			55,000			55,000			55,000			55,000	-
Conferences, Travel and Education			37,000			37,000			37,000			37,000	-
Civic Events & Engagement			20,112			20,112			20,112			20,112	-
Strategic Plan & PBID Renewal Planning		73,947				73,947	22,513	110,487				133,000	59,053
PBID General Benefit 1%		404				404		404				404	-
PBID Engineer's Adjustment		140				140		140				140	-
Personnel Expense		111,512				111,512	38,920	111,512				150,432	-
Total Research, Dev. & Advocacy	38,920	186,063	112,112			337,035	61,433	222,543	112,112			396,088	59,053
Public Realm													
PBID Special Projects	14,300		10,175			24,475	14,300		10,175			24,475	-
Street & Landscape		12,637	67,745			80,382	11,700	12,637	67,745		225,000	317,082	236,700
Professional Development		2,500				2,500		2,500				2,500	-
PBID General Benefit 1%		145				145		145				145	-
PBID Engineer's Adjustment		50				50		50				50	-
Public Realm Personnel		13,946	147,080			161,026	13,946		147,080			161,026	-
Total Public Realm	28,246	15,332	225,000			268,578	39,946	15,332	225,000		225,000	505,278	236,700

DOWNTOWN LONG BEACH ALLIANCE
September 30, 2021

	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	
Economic Development													
Comm. Engage & Bus. Outreach	3,174	5,833				9,007	3,174	5,833				9,007	-
Business Recruitment & Retention	103,915					103,915	178,915					178,915	75,000
Small Business Grants					30,000	30,000		24,610		55,390		80,000	50,000
Business Retention & Expansion	16,000					16,000	16,000					16,000	-
Professional Development						-						-	-
PBID General Benefit 1%		3,332				3,332		3,332				3,332	-
PBID Engineer's Adjustment		1,155				1,155		1,155				1,155	-
Personnel Expenses	197,729	26,860				224,589	197,729	26,860				224,589	-
Total Economic Dev.	320,818	37,180			30,000	387,998	395,818	61,790		55,390		512,998	125,000
Marketing													
Advertising/Promotions	9,980	5,978				15,956	9,980	5,978				15,956	-
Stakeholder Outreach/Public Relations	14,971					14,971	58,371					58,371	43,400
Annual Report/Publications	4,500					4,500	4,500					4,500	-
Website Development	5,000					5,000	5,000					5,000	-
Recovery Campaign	2,360	17,415	27,785			47,560	53,596	17,415	27,785			98,796	51,236
Professional Development		2,500				2,500		2,500				2,500	-
PBID General Benefit 1%		1,878				1,878		1,878				1,878	-
PBID Engineer's Adjustment		651				651		651				651	-
Marketing						-						-	-
Marketing Personnel	144,076					144,076	144,076					144,076	-
Total Marketing	180,887	28,420	27,785			237,092	275,523	28,420	27,785			331,728	94,636
Special Events													
Live After 5						-						-	-
Contingency Funds for Special Events	9,915		85,103			95,018	14,915		85,103			100,018	5,000
Celebrate Downtown						-						-	-
Pow Wow 2020 Closing Party						-						-	-
Taste of Downtown Series						-						-	-
Powerfest						-						-	-
Summer & Music Series						-						-	-
New Year's Eve Waterfront						-						-	-
Shop Small Saturday						-						-	-
Event Sponsorships						-						-	-
Event Supplies, Contingency & Misc.						-						-	-
PBID General Benefit 1%	1,878					1,878	1,878					1,878	-
PBID Engineer's Adjustment	651					651	651					651	-
Professional Development						-						-	-
Special Events Personnel	168,442					168,442	168,442					168,442	-
Total Special Events	180,886		85,103			265,989	185,886		85,103			270,989	5,000
Operations													
Clean Team Management	87,669					87,669	87,669			10,227		97,896	10,227
Clean Team Personnel	369,509					369,509	375,259			60,936		437,195	67,686
Clean Team Supplies	14,000					14,000	14,000			20,224		34,224	20,224
Clean Team Equip. Insurance	9,000					9,000	9,000			1,206		10,206	1,206
Clean Team Fuel	13,000					13,000	13,000			4,856		17,856	4,856
Clean Team Equip & Maint.	35,000					35,000	45,000			12,470		57,470	22,470
Clean Team Lease						-						-	-
Clean Team Maintenance						-						-	-
Pressure Washing	306,079					306,079	327,628			13,522		341,150	35,071
Safe Team Management	87,669					87,669	87,669					87,669	-
Safe Team Personnel	641,979					641,979	641,979					641,979	-
Safe Team Supplies	2,439					2,439	2,439					2,439	-
Safe Team Equipment Insurance	6,000					6,000	6,000					6,000	-
Safe Team Equipment	3,500					3,500	3,500					3,500	-
Homeless Outreach	2,000					2,000	2,000					2,000	-
Community Outreach	1,500					1,500	1,500					1,500	-
Special Project		2,500				2,500		2,500		6,880		9,380	6,880
Contract Services					384,203	384,203	18,000				384,203	402,203	18,000
Long Beach Transit						-						-	-
Hilcrest Monterey						-						-	-
Other Contract Services						-						-	-
City of Long Beach						-						-	-
Contract Equip, Parts, Maint, Fuel						-						-	-
Professional Development		2,762			15,196	17,958		2,762		15,196		17,958	-
PBID General Benefit 1%		6,224				6,224		6,224				6,224	-
PBID Engineer's Adjustment						-						-	-
Operations Personnel	135,601					135,601	135,601					135,601	-
Total Operations	1,714,945	11,486			399,399	2,125,830	1,771,244	11,486		529,720		2,312,450	186,620
Total Expenses	2,719,487	690,392	450,000		429,399	4,289,278	2,984,635	770,813	450,000		810,110	5,815,558	726,280
Net Operating Income(Loss)	0	(0)			0	0	1	0		(1)		-1	1

DLBA
Deferred Revenue
As of February 28, 2021

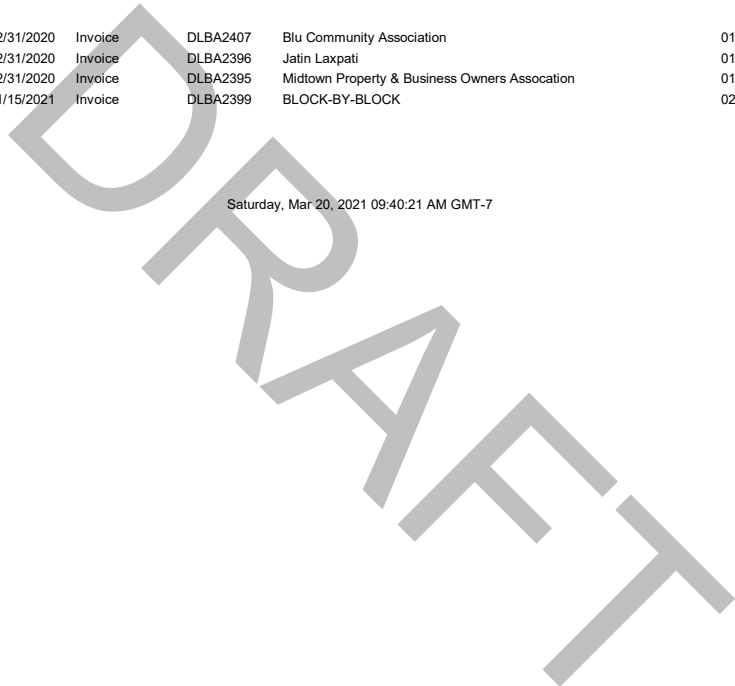
	15/16 Balance	16/17 Balance	17/18 Balance	18/19 Balance	Total	19-20 YTD Additions	19-20 YTD Reductions	Reallocation	9/30/2020	20-21 YTD Additions	20-21 YTD Reductions	Reallocation	2/28/2021
Reserve													
19-20 PBID Deferred Revenue Recognized Oct. - Dec. 2020					0	685,476			685,476		(685,476)		0
PBID Revenue Deferred Oct. - Dec. 2021			19,917	217,426	237,343	505,608	(17,000)		725,951	156,898			882,849
DPIA Reserve	149,073	24,342	5,116	178,531	178,531	10,000	(17,000)	3,421	174,952				174,952
City Funds - Parking Meter			239,854		239,854				239,854				239,854
	149,073	24,342	264,887	217,426	655,728	1,201,084	(34,000)	3,421	1,826,233	156,898	(685,476)	0	1,297,655
Admin													
Deferred Depreciation Prior Years'		59,170			59,170		(34,340)		24,830		(8,029)		16,801
Deferred Depreciation 18-19				6,408	6,408		(2,542)		3,866				3,866
Office Improvements (formerly New Server)				49,872	49,872		(19,999)		29,873				29,873
	0	59,170	0	56,280	115,450	0	-56,881	0	58,569	0	(8,029)	0	50,540
Marketing & Communications													
					0								
Downtown Map			1,000		1,000				1,000				1,000
Window Clings			4,400		4,400				4,400				4,400
3rd Street & Broadway			200		200				200				200
	0	0	5,600	5,600	5,600	0	0	0	5,600	0	0	0	5,600
Special Events													
Event T-shirts			521		521				521				521
Sponsorship Deck Update/Template Creation			1,500		1,500				1,500				1,500
Live After 5				-1,723	-1,723				(1,723)				(1,723)
	0	0	2,021	-1,723	298	0	0	0	298	0	0	0	298
Public Realm													
Mural Project	16,904				16,904		(1,821)		15,083				15,083
Pedestrian Wayfinding Signs	15,975	92,784			108,759		(26,370)		82,390				82,390
Open Streets Initiative		5,033			5,033		(1,063)		3,970		(350)		3,620
	32,879	97,817	0	0	130,696	0	(29,254)	0	101,443	0	(350)	0	101,093
Total Deferred Revenue	\$ 181,952	\$ 181,329	\$ 272,508	\$ 271,983	\$907,772	\$ 1,201,084	\$ (120,135)	\$ 3,421	\$1,992,143	\$ 156,898	\$ (693,855)	\$ -	\$1,455,185



Downtown Long Beach Alliance
A/R Aging Detail
As of February 28, 2021

	Date	Transaction Type	Num	Customer	Due Date	Amount	Open Balance
91 or more days past due	11/27/2019	Invoice	DLBA2264	7Eleven	12/01/2019	2,008.16	2,008.16
	12/13/2019	Invoice	DLBA2265	Trammel Crow Residential	01/01/2020	5,000.00	5,000.00
	12/18/2019	Invoice	DLBA2272	Gladstone's (LB4FISH,LLC)	01/01/2020	1,000.00	1,000.00
	12/10/2019	Invoice	DLBA2262	Mary Frances Torres	01/09/2020	6,286.00	6,286.00
	03/31/2020	Invoice	DLBA2307	CITY OF LONG BEACH	04/30/2020	56,100.00	56,100.00
	06/01/2020	Invoice	DLBA2379	Zaferia Business Association	07/01/2020	3,047.08	3,047.08
	09/28/2020	Invoice	DLBA2372	Long Beach Transit (Customer)	10/01/2020	1,831.80	1,831.80
	09/28/2020	Invoice	DLBA2369	USPS (C)	10/28/2020	5,047.50	5,047.50
	09/28/2020	Invoice	DLBA2371	State of California	10/28/2020	18,813.84	18,813.84
	09/28/2020	Invoice	DLBA2368	GSA	10/28/2020	31,610.22	31,610.22
	09/28/2020	Invoice	DLBA2367	Judicial Council of California	10/28/2020	63,443.28	63,443.28
	09/30/2020	Invoice	DLBA2374	CITY OF LONG BEACH	10/30/2020	56,100.00	56,100.00
	09/30/2020	Invoice	DLBA2375	CITY OF LONG BEACH	10/30/2020	56,100.00	56,100.00
Total for 91 or more days past due						\$ 306,387.88	\$ 306,387.88
31 - 60 days past due	12/07/2020	Invoice	DLBA2392	Long Beach Transit (Customer)	01/01/2021	14,659.97	14,659.97
Total for 31 - 60 days past due						\$ 14,659.97	\$ 14,659.97
1 - 30 days past due	12/31/2020	Invoice	DLBA2407	Blu Community Association	01/30/2021	864.89	864.89
	12/31/2020	Invoice	DLBA2396	Jatin Laxpati	01/30/2021	2,344.00	2,344.00
	12/31/2020	Invoice	DLBA2395	Midtown Property & Business Owners Association	01/30/2021	3,047.08	3,047.08
	01/15/2021	Invoice	DLBA2399	BLOCK-BY-BLOCK	02/01/2021	250.00	250.00
Total for 1 - 30 days past due						\$ 6,505.97	\$ 6,505.97
TOTAL						\$ 327,553.82	\$ 327,553.82

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**Downtown Long Beach Alliance
Direct Bills A/R Aging Detail
As of February 28, 2021**

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
	Journal Entry	KRS2012-47	California Allowance	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	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 Allowance	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
	Journal Entry	KRS2012-484	California Allowance	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	
9/30/2019	Journal Entry	DV2019	USPS	9/30/2019	to write off direct bill not expected to be paid		-4,876.80
9/30/2019	Journal Entry	DV2019	State of California	9/30/2019	to write off direct bill not expected to be paid		-18,177.62
9/30/2019	Journal Entry	DV2019	US Government	9/30/2019	to write off direct bill not expected to be paid		-30,541.26
2/15/2019	Invoice	DLBA2100	USPS	3/17/2019	PBID	4,876.80	
2/15/2019	Invoice	DLBA2098	State of California	3/17/2019	PBID	18,177.62	
2/15/2019	Invoice	DLBA2101	US Government	3/17/2019	PBID	30,541.26	
						\$ 612,428.74	-\$ 612,428.74

Downtown Long Beach Alliance
A/R Aging Detail
As of March 20, 2021

	Date	Transaction Type	Num	Customer	Due Date	Amount	Open Balance
91 or more days past due	11/27/2019	Invoice	DLBA2264	7Eleven	12/01/2019	2,008.16	2,008.16
	12/13/2019	Invoice	DLBA2265	Trammel Crow Residential	01/01/2020	5,000.00	5,000.00
	12/18/2019	Invoice	DLBA2272	Gladstone's (LB4FISH,LLC)	01/01/2020	1,000.00	1,000.00
	12/10/2019	Invoice	DLBA2262	Mary Frances Torres	01/09/2020	6,286.00	6,286.00
	03/31/2020	Invoice	DLBA2307	CITY OF LONG BEACH	04/30/2020	56,100.00	56,100.00
	06/01/2020	Invoice	DLBA2379	Zaferia Business Association	07/01/2020	3,047.08	3,047.08
	09/28/2020	Invoice	DLBA2372	Long Beach Transit (Customer)	10/01/2020	1,831.80	1,831.80
	09/28/2020	Invoice	DLBA2369	USPS (C)	10/28/2020	5,047.50	5,047.50
	09/28/2020	Invoice	DLBA2371	State of California	10/28/2020	18,813.84	18,813.84
	09/28/2020	Invoice	DLBA2368	GSA	10/28/2020	31,610.22	31,610.22
	09/28/2020	Invoice	DLBA2367	Judicial Council of California	10/28/2020	63,443.28	63,443.28
	09/30/2020	Invoice	DLBA2374	CITY OF LONG BEACH	10/30/2020	56,100.00	56,100.00
	09/30/2020	Invoice	DLBA2375	CITY OF LONG BEACH	10/30/2020	56,100.00	56,100.00
Total for 91 or more days past due						\$ 306,387.88	\$ 306,387.88
61 - 90 days past due	12/07/2020	Invoice	DLBA2392	Long Beach Transit (Customer)	01/01/2021	14,659.97	14,659.97
Total for 61 - 90 days past due						\$ 14,659.97	\$ 14,659.97
31 - 60 days past due	12/31/2020	Invoice	DLBA2407	Blu Community Association	01/30/2021	864.89	864.89
	12/31/2020	Invoice	DLBA2396	Jatin Laxpati	01/30/2021	2,344.00	2,344.00
	12/31/2020	Invoice	DLBA2395	Midtown Property & Business Owners Association	01/30/2021	3,047.08	3,047.08
Total for 31 - 60 days past due						\$ 6,255.97	\$ 6,255.97
1 - 30 days past due	02/11/2021	Invoice	DLBA2417	Long Beach Transit (Customer)	03/01/2021	18,484.65	18,484.65
	03/01/2021	Invoice	DLBA2422	HILLCREST MONTEREY ASSOCIATES, INC	03/01/2021	1,053.27	1,053.27
	01/31/2021	Invoice	DLBA2412	Midtown Property & Business Owners Association	03/02/2021	3,047.08	3,047.08
	02/11/2021	Invoice	DLBA2416	CITY OF LONG BEACH	03/13/2021	56,100.00	56,100.00
Total for 1 - 30 days past due						\$ 78,685.00	\$ 78,685.00
TOTAL						\$ 405,988.82	\$ 405,988.82

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