

Downtown Long Beach Alliance
As of February 29, 2024
(Fiscal Year Ending September 30, 2024)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	2,162,504	1,220,486	942,018
Expenses	2,457,229	2,392,272	64,957
Net	(294,725)	(1,171,786)	877,061

REVENUES:

DPBIA: There is no revenue projected in the budget for this period so the revenue received will even out over time.

Parking Meter: There is no revenue projected or received for this period. Payment for the October/November installment was received and exceeds budgeted figures for that period.

PBID: Revenue is performing above budgeted figures. We have recognized all deferred revenue at this point. The additional revenue recognized reflects DLBA's direct

Event Revenue: Revenue is currently above budgeted totals by \$12,500 (250%). This variance is driven by sponsorship of the NYE Fireworks event.

Grant Income: Revenue is currently above budgeted totals. This revenue reflects the one-time City of Long Beach's budget allocation to BIDS for enhanced safety and security services. We will receive \$5,000 grant from F&M for Economic Development instead of the budgeted \$30,000. Staff has adjusted programming to address this shortfall.

Contract Services: Revenue is performing over the budgeted goal by \$7,000 (3%). Staff is not concerned at this time with this line.

Other Misc Income: Revenue actuals reflect misc. payments, Block By Block rent payments, and interest earned. We are performing over the budgeted total because we were able to recoup funds from a fraudulently cashed check in FY 24 (\$2,000).

Deferred Revenue Recognized: We have recognized deferred revenue in events (\$251) for 2023 Celebrate Downtown invoices received this fiscal year and \$98,000 from administration for costs associated with the office move.

EXPENSES:

Marketing: Expenses are under budget by 24% (\$40,000). Variance is led by publications (\$3,000 under), advertising/promotions (\$37,000 under), Public Relations (\$10,000 over) and a salary variance of approximately \$5,000 (under budget). Much of this is related to timing.

Economic Development: Expenses are under budget by 23% (\$53,000). Variance is led by Research (\$18,000 under), Business Recruitment and Retention (\$4,000 under), Small Business Grants (\$20,000 under), Business Retention & Expansion (\$4,000 over), Community Engagement & Business Outreach (\$24,000 under), and a salary variance of approximately \$18,000. Staff has cancelled the Pitchfest and WVOBA programs (\$25,000) in response to the grant reduction. Remaining expenses will catch up in future periods.

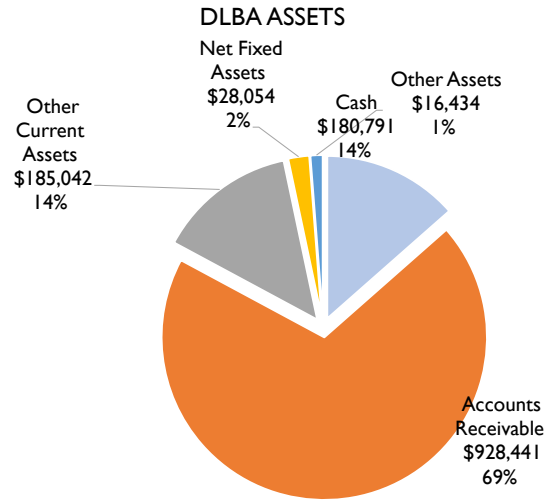
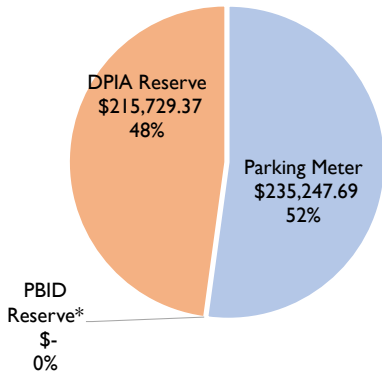
Special Events: Expenses are over budget expectations by 24% (45,000). This variance is led by ArtWalk (\$28,000 over due to timing), Celebrate Downtown (\$24,000 under due to timing), New Year's Eve (\$17,000 over), Community Space Activations (\$29,000 over), Sponsorships (\$6,000 over), and a personnel variance (\$9,000 under).

Operations: Expenses are under budgeted figures by 4% (\$56,000) which is primarily driven by variances in clean team personnel (\$39,000 under), safe team personnel (\$31,000 over), homeless outreach staffing (\$18,000 under), CSI security (\$59,000 over - unbudgeted), and a DLBA personnel variance of \$27,000 (under).

Advocacy & Development: Expenses over budget by 18% (\$12,500). This variance is led by Travel/Education/Civic Events (\$8,000 over), a salary variance (\$3,000 over).

Placemaking: Expenses are over budget by 6% (\$10,000). This variances is led by Holiday Decor (\$8,000 over), Public Space Activation (\$14,000 over) and a personnel variance (\$9,000 under). These expense overages reflect activation of Lincoln Park funded by the LBRA grant.

Administrative: Expenses are over budget by 51% (\$147,000). This variance is led by Rent (\$42,000 over due to timing), Telephone and Data (\$6,000 over), Computers (\$5,000 over), Office Supplies (\$71,000 over, which includes most of the expenses related to the office move), General Insurance (\$30,000 under), Professional Services (\$9,000 over) Employee Recruitment & Retention (\$5,000 under), Admin services (\$3,000 under), Bad Debt (\$28,000 over which reflects revenue write-offs which will be adjusted to the allowance account in March), and Personnel (\$15,000 over). Many of these items are related to the new space transition (\$97,000) and is offset with deferred revenue. We budgeted for free rent per the lease assuming an October 1 start date - we will actually begin the new lease in January. We've transitioned phones and will see an overall savings in that line by year end.



Parking Meter	\$ 235,247.69
PBID Reserve*	\$ -
DPIA Reserve	\$ 215,729.37
LBRA	\$ 136,500.00
Balance less PBID Reserve	<u>\$ 587,477.06</u>

* denotes 3-month operating cost.

Cash	\$ 180,791
Accounts Receivable	\$ 928,441
Other Current Assets	\$ 185,042
Net Fixed Assets	\$ 28,054
Other Assets	\$ 16,434
	<u>\$ 1,338,762</u>

Downtown Long Beach Alliance
Budget vs. Actuals
October 1, 2023 - February 29, 2024

	February 2024				Total Year To Date (October - February 2024)			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4001 DPIA Funds	\$ 91,618	\$ -	\$ 91,618		\$ 91,618	\$ -	\$ 91,618	
4002 City Funds - Parking Meters	\$ 57,246	\$ -	\$ 57,246		\$ 57,246	\$ -	\$ 57,246	
4003 PBID			\$ -		\$ -	\$ -	\$ -	
4003-1 PBID Funds		\$ -	\$ -		\$ 607,654	\$ -	\$ 607,654	
4004 PBID Prior Years		\$ -	\$ -		\$ 991,250	\$ 991,250	\$ -	100%
Total 4003 PBID	\$ -	\$ -	\$ -		\$ 1,598,904	\$ 991,250	\$ 607,654	161%
4150 Event Revenue			\$ -		\$ -	\$ -	\$ -	
4150-13 Taste Downtown		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-17 Celebrate Downtown		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-23 New Year's Eve		\$ -	\$ -		\$ 17,500	\$ 5,000	\$ 12,500	350%
Total 4150 Event Revenue	\$ -	\$ -	\$ -		\$ 17,500	\$ 5,000	\$ 12,500	350%
4900 Revenue Deferred to Subsequent Years			\$ -		\$ -	\$ -	\$ -	
4900-02 Deferred PBID		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4900 Revenue Deferred to Subsequent Years	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4000 Revenues	\$ 148,865	\$ -	\$ 148,865		\$ 1,765,269	\$ 996,250	\$ 769,019	177%
4500 Grant Income			\$ -		\$ -	\$ -	\$ -	
4500-01 Government Grant Revenue			\$ -		\$ 59,138	\$ -	\$ 59,138	
4500-03 Corporate Grants	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4500 Grant Income	\$ -	\$ -	\$ -		\$ 59,138	\$ -	\$ 59,138	
4700 Other Income			\$ -		\$ -	\$ -	\$ -	
4700-01 Office rent reimbursement	\$ 250		\$ 250		\$ 1,250	\$ -	\$ 1,250	
4700-02 Contract Clean Team Services			\$ -		\$ -	\$ -	\$ -	
001 Long Beach Transit	\$ 21,003	\$ 22,111	\$ (1,108)	95%	\$ 108,302	\$ 110,555	\$ (2,253)	98%
002 Hillcrest Monterey	\$ 2,271	\$ 1,224	\$ 1,047	186%	\$ 14,510	\$ 6,118	\$ 8,392	237%
004 Midtown	\$ 8,535		\$ 8,535		\$ 8,535	\$ -	\$ 8,535	
006 300 Alamitos	\$ 1,936	\$ 923	\$ 1,013	210%	\$ 4,706	\$ 4,615	\$ 91	102%
007 Blu Community Association	\$ 920	\$ 322	\$ 598	286%	\$ 2,733	\$ 1,610	\$ 1,123	170%
008 Zaferia		\$ 4,337	\$ (4,337)	0%	\$ 18,424	\$ 21,685	\$ (3,261)	85%
4700-02-005 Prop A		\$ -	\$ -		\$ 72,750	\$ 78,000	\$ (5,250)	93%
Total 4700-02 Contract Clean Team Services	\$ 34,666	\$ 28,917	\$ 5,749	120%	\$ 229,959	\$ 222,583	\$ 7,376	103%
4700-09 Other Misc. Income	\$ 4,814	\$ 330	\$ 4,484	1459%	\$ 7,918	\$ 1,653	\$ 6,265	479%
Total 4700 Other Income	\$ 39,730	\$ 29,247	\$ 10,483	136%	\$ 239,127	\$ 224,236	\$ 14,891	107%
4701 Interest Income	\$ 114		\$ 114		\$ 854	\$ -	\$ 854	
4800 Deferred Revenue Recognized		\$ -	\$ -		\$ -	\$ -	\$ -	
4804 DRR-Depreciation (2014Computer)	\$ -		\$ -		\$ -	\$ -	\$ -	
4805 DRR-Events			\$ -		\$ 251	\$ -	\$ 251	
4826 DRR - Admin	\$ 97,866		\$ 97,866		\$ 97,866	\$ -	\$ 97,866	
Total 4800 Deferred Revenue Recognized	\$ 97,866	\$ -	\$ 97,866		\$ 98,117	\$ -	\$ 98,117	
Total Income	\$ 286,573	\$ 29,247	\$ 257,326	980%	\$ 2,162,504	\$ 1,220,486	\$ 942,018	177%
Expenses								
5100 Personnel Expenses			\$ -		\$ -	\$ -	\$ -	
5100-08 Employee Benefits	\$ -		\$ -		\$ -	\$ -	\$ -	
Total 5100 Personnel Expenses	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5200 Marketing			\$ -		\$ -	\$ -	\$ -	
5201 Publications			\$ -		\$ -	\$ -	\$ -	
5201-01 Newsletter	\$ 105		\$ 105		\$ 724	\$ -	\$ 724	
5201-02 Annual Report	\$ 2,269	\$ 6,000	\$ (3,731)	38%	\$ 2,269	\$ 6,000	\$ (3,731)	38%
Total 5201 Publications	\$ 2,374	\$ 6,000	\$ (3,626)	40%	\$ 2,992	\$ 6,000	\$ (3,008)	50%
5202 Advertising/Promotions	\$ 8		\$ 8		\$ 8	\$ -	\$ 8	
5202-20 Print Ads/Advertising		\$ 2,000	\$ (2,000)	0%	\$ 4,870	\$ 6,000	\$ (1,130)	81%
5202-21 Outdoor Advertising	\$ 1,665	\$ -	\$ 1,665		\$ 1,665	\$ 20,500	\$ (18,835)	8%
5202-26 Digital Advertising/Promotions	\$ 60	\$ 2,900	\$ (2,840)	2%	\$ 145	\$ 9,700	\$ (9,555)	1%
5202-27 Service Subscriptions	\$ 632	\$ 1,223	\$ (591)	52%	\$ 3,995	\$ 10,515	\$ (6,520)	38%
5202-32 Unfiltered		\$ -	\$ -		\$ 2,335	\$ 3,000	\$ (665)	78%
Total 5202 Advertising/Promotions	\$ 2,365	\$ 6,123	\$ (3,758)	39%	\$ 13,019	\$ 49,715	\$ (36,696)	26%
5203 Public Relations			\$ -		\$ -	\$ -	\$ -	
5203-02 Shop Small			\$ -		\$ 100	\$ -	\$ 100	
5203-10 5203-10 Gift Card Giveaway		\$ 1,000	\$ (1,000)	0%	\$ 11	\$ 2,000	\$ (1,989)	1%
5203-11 Public Awareness Campaign	\$ 3,163	\$ 500	\$ 2,663	633%	\$ 19,487	\$ 7,500	\$ 11,987	260%
Total 5203 Public Relations	\$ 3,163	\$ 1,500	\$ 1,663	211%	\$ 19,598	\$ 9,500	\$ 10,098	206%
5205 Website Development			\$ -		\$ 62	\$ -	\$ 62	
5208 Wages (Marketing)	\$ 15,191	\$ 16,332	\$ (1,141)	93%	\$ 81,079	\$ 81,662	\$ (583)	99%
5209 Payroll Tax (Marketing)	\$ 1,091	\$ 1,126	\$ (35)	97%	\$ 5,575	\$ 5,631	\$ (56)	99%
5210 Benefits (Marketing)	\$ 1,402	\$ 2,409	\$ (1,007)	58%	\$ 7,463	\$ 12,047	\$ (4,584)	62%
5214 PBID General Benefit		\$ 1,053	\$ (1,053)	0%	\$ -	\$ 5,265	\$ (5,265)	0%
Total 5200 Marketing	\$ 25,586	\$ 34,543	\$ (8,957)	74%	\$ 129,790	\$ 169,820	\$ (40,030)	76%
5300 Economic Development			\$ -		\$ -	\$ -	\$ -	

	February 2024				Total Year To Date (October - February 2024)			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5301 Research (ED)			\$ -		\$ -	\$ -	\$ -	
5301-01 Research & Data Analytics	\$ 1,846	\$ 1,500	\$ 346	123%	\$ 5,539	\$ 23,500	\$ (17,961)	24%
Total 5301 Research (ED)	\$ 1,846	\$ 1,500	\$ 346	123%	\$ 5,539	\$ 23,500	\$ (17,961)	24%
5303 Bus. Recruitment & Retention			\$ -		\$ 17	\$ -	\$ 17	
5303-01 Strategic Recruitment	\$ 300	\$ 2,800	\$ (2,500)	11%	\$ 2,754	\$ 6,500	\$ (3,746)	42%
5303-03 Advertising	\$ 46		\$ 46		\$ 616	\$ -	\$ 616	
5303-04 Grand Opening Assistance	\$ 665	\$ 356	\$ 309	187%	\$ 819	\$ 1,780	\$ (961)	46%
Total 5303 Bus. Recruitment & Retention	\$ 1,010	\$ 3,156	\$ (2,146)	32%	\$ 4,205	\$ 8,280	\$ (4,075)	51%
5303-40 Small Business Grants		\$ -	\$ -		\$ -	\$ 20,000	\$ (20,000)	0%
5304 Business Retention & Expansion			\$ -		\$ -	\$ -	\$ -	
5304-03 Economic Profile & Snapshot Reports		\$ -	\$ -		\$ -	\$ 6,000	\$ (6,000)	0%
5304-04 Business Development Support	\$ 2,833	\$ 2,840	\$ (7)	100%	\$ 24,255	\$ 14,200	\$ 10,055	171%
Total 5304 Business Retention & Expansion	\$ 2,833	\$ 2,840	\$ (7)	100%	\$ 24,255	\$ 20,200	\$ 4,055	120%
5305 Community Engagement & Business Outreach			\$ -		\$ -	\$ -	\$ -	
5305-02 Business Seminars	\$ 1,243	\$ 3,000	\$ (1,757)	41%	\$ 2,724	\$ 20,100	\$ (17,376)	14%
5305-03 Broker Mixers	\$ 1,854	\$ 800	\$ 1,054	232%	\$ 9,191	\$ 15,200	\$ (6,009)	60%
5305-04 Conference Attendance	\$ 850	\$ -	\$ 850		\$ 1,878	\$ 1,500	\$ 378	125%
5305-05 Memberships	\$ 24	\$ -	\$ 24		\$ 120	\$ 800	\$ (680)	15%
Total 5305 Community Engagement & Business Outreach	\$ 3,971	\$ 3,800	\$ 171	104%	\$ 13,913	\$ 37,600	\$ (23,687)	37%
5307 Wages (Econ.Dev.)	\$ 21,173	\$ 18,972	\$ 2,201	112%	\$ 112,619	\$ 94,861	\$ 17,758	119%
5308 Payroll Taxes (Econ.Dev.)	\$ 1,637	\$ 1,345	\$ 292	122%	\$ 8,363	\$ 6,719	\$ 1,644	124%
5309 Benefits (Econ.Dev.)	\$ 2,104	\$ 2,563	\$ (459)	82%	\$ 11,212	\$ 12,815	\$ (1,603)	87%
5311 PBID General Benefit		\$ 1,890	\$ (1,890)	0%	\$ -	\$ 9,448	\$ (9,448)	0%
Total 5300 Economic Development	\$ 34,574	\$ 36,066	\$ (1,492)	96%	\$ 180,105	\$ 233,423	\$ (53,318)	77%
5400 Special Events & Outreach			\$ -		\$ -	\$ -	\$ -	
5401 Event Productions			\$ -		\$ 31	\$ -	\$ 31	
5401-39 Art Walk Expenses	\$ 950	\$ -	\$ 950		\$ 48,365	\$ 20,000	\$ 28,365	242%
5401-47 Beach Streets		\$ -	\$ -		\$ 103	\$ -	\$ 103	
5401-48 Celebrate Downtown		\$ 25,000	\$ (25,000)	0%	\$ 354	\$ 25,000	\$ (24,646)	1%
5401-52 Taste of Downtown		\$ -	\$ -		\$ 965	\$ -	\$ 965	
5401-57 Shop Small Saturday		\$ -	\$ -		\$ 600	\$ -	\$ 600	
5401-62 Community Space Entertainment Activation	\$ 21,583	\$ 10,000	\$ 11,583	216%	\$ 39,482	\$ 10,000	\$ 29,482	395%
5401-67 New Year's Eve		\$ -	\$ -		\$ 37,609	\$ 20,000	\$ 17,609	188%
5401-68 Neighborhood Mixers	\$ 58		\$ 58		\$ 800	\$ -	\$ 800	
Total 5401 Event Productions	\$ 22,591	\$ 35,000	\$ (12,409)	65%	\$ 128,310	\$ 75,000	\$ 53,310	171%
5401-69 General Expenses		\$ 200	\$ (200)	0%	\$ 356	\$ 600	\$ (244)	59%
5402 Event Sponsorships			\$ -		\$ -	\$ -	\$ -	
5402-50 Misc. Sponsorships			\$ -		\$ 4,625	\$ -	\$ 4,625	
5402-56 LB Pride Celebration			\$ -		\$ 1,797	\$ -	\$ 1,797	
5402-89 Event Sponsorship - Agency		\$ -	\$ -		\$ 5,000	\$ 5,000	\$ -	100%
Total 5402 Event Sponsorships	\$ -	\$ -	\$ -		\$ 11,422	\$ 5,000	\$ 6,422	228%
5403 Wages (Special Events)	\$ 12,234	\$ 13,729	\$ (1,495)	89%	\$ 64,119	\$ 68,645	\$ (4,526)	93%
5404 Payroll Tax (Special Events)	\$ 935	\$ 925	\$ 10	101%	\$ 4,779	\$ 4,625	\$ 154	103%
5405 Benefits (Special Events)	\$ 1,202	\$ 2,249	\$ (1,047)	53%	\$ 6,417	\$ 11,245	\$ (4,828)	57%
5407 PBID General Benefit		\$ 1,053	\$ (1,053)	0%	\$ -	\$ 5,265	\$ (5,265)	0%
5409 Events Committee Projects		\$ -	\$ -		\$ 203	\$ -	\$ 203	
5410 Community Outreach & Engagement			\$ -		\$ -	\$ -	\$ -	
5410-01 Community Microgrants		\$ -	\$ -		\$ -	\$ -	\$ -	
5410-02 Community Outreach		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5410 Community Outreach & Engagement	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5400 Special Events & Outreach	\$ 36,963	\$ 53,156	\$ (16,193)	70%	\$ 215,605	\$ 170,380	\$ 45,225	127%
5500 Operations (Clean Team)			\$ -		\$ -	\$ -	\$ -	
5501 Clean Team Personnel	\$ 38,985	\$ 52,250	\$ (13,265)	75%	\$ 222,592	\$ 261,250	\$ (38,658)	85%
5501-01 Clean Team Management	\$ 8,082	\$ 9,132	\$ (1,050)	88%	\$ 42,099	\$ 45,660	\$ (3,561)	92%
5502 Clean Team Supplies			\$ -		\$ 857	\$ -	\$ 857	
5503 Clean Team Equipment Insurance	\$ 415	\$ 2,081	\$ (1,666)	20%	\$ 2,075	\$ 10,405	\$ (8,330)	20%
5504 Clean Team Fuel		\$ 500	\$ (500)	0%	\$ 544	\$ 2,500	\$ (1,956)	22%
5505 Clean Team Equipment & Maintenance	\$ 659	\$ 6,350	\$ (5,691)	10%	\$ 21,268	\$ 32,250	\$ (10,982)	66%
5506-01 Pressure Washing	\$ 21,082	\$ 22,100	\$ (1,018)	95%	\$ 119,659	\$ 110,500	\$ 9,159	108%
5506-02 Pressure Washing Truck Maintenance	\$ 1,176	\$ 4,125	\$ (2,949)	29%	\$ 6,793	\$ 20,625	\$ (13,832)	33%
5507 Safe Team	\$ 325		\$ 325		\$ 953	\$ -	\$ 953	
5507-00 Safe Team Management	\$ 8,720	\$ 9,132	\$ (412)	95%	\$ 43,175	\$ 45,660	\$ (2,485)	95%
5507-01 Safe Team Personnel	\$ 74,958	\$ 65,550	\$ 9,408	114%	\$ 359,157	\$ 327,750	\$ 31,407	110%
5507-02 Safe Team Supplies		\$ 500	\$ (500)	0%	\$ 161	\$ 2,500	\$ (2,339)	6%
5507-03 Safe Team Equipment Insurance		\$ 200	\$ (200)	0%	\$ -	\$ 700	\$ (700)	0%
5507-04 Safe Team Equipment	\$ 392	\$ 250	\$ 142	157%	\$ 3,005	\$ 1,250	\$ 1,755	240%
5507-05 Recruitment and Retention Fund	\$ 53		\$ 53		\$ 2,879	\$ -	\$ 2,879	
Total 5507 Safe Team	\$ 84,448	\$ 75,632	\$ 8,816	112%	\$ 409,331	\$ 377,860	\$ 31,471	108%
5508-01 Homeless Outreach	\$ 7,410	\$ 9,050	\$ (1,640)	82%	\$ 27,553	\$ 45,250	\$ (17,697)	61%
5508-02 Community Outreach			\$ -		\$ 701	\$ -	\$ 701	
5508-03 Special Project		\$ 400	\$ (400)	0%	\$ -	\$ 2,000	\$ (2,000)	0%
5508-04 CSI Security	\$ 26,240		\$ 26,240		\$ 59,520	\$ -	\$ 59,520	
5509 Contract Services			\$ -		\$ 6,677	\$ -	\$ 6,677	
5509-01 Long Beach Transit	\$ 17,755	\$ 18,500	\$ (745)	96%	\$ 84,507	\$ 92,500	\$ (7,993)	91%
5509-03 Other Contract Services	\$ 12,641	\$ 13,000	\$ (359)	97%	\$ 56,796	\$ 56,000	\$ 796	101%

	February 2024			
	Actual	Budget	over Budget	% of Budget
5509-04 City of Long Beach	\$ 10,000	\$ 11,000	\$ (1,000)	91%
5509-05 Contract Equip, Parts, Maint, Fuel	\$ -	\$ 400	\$ (400)	0%
5509-07 Zaferia	\$ 1,990	\$ 3,500	\$ (1,510)	57%
5509-08 Midtown	\$ 452		\$ 452	
5509-09 Care Closet	\$ 2,092		\$ 2,092	
5509-10 Mosaic	\$ -	\$ -	\$ -	
Total 5509 Contract Services	\$ 44,930	\$ 46,400	\$ (1,470)	97%
5510 Operations Programs			\$ -	
5510-01 Disaster Preparedness		\$ 100	\$ (100)	0%
5510-02 Fresh Start		\$ -	\$ -	
5510-03 Safety Walk		\$ -	\$ -	
Total 5510 Operations Programs	\$ -	\$ 100	\$ (100)	0%
5511 Wages (Operations)	\$ 14,177	\$ 18,778	\$ (4,601)	75%
5512 Payroll Taxes (Operations)	\$ 1,091	\$ 1,323	\$ (232)	82%
5513 Benefits (Operations)	\$ 1,411	\$ 2,744	\$ (1,333)	51%
5516 PBID General Benefit		\$ 9,693	\$ (9,693)	0%
Total 5500 Operations (Clean Team)	\$ 250,105	\$ 260,658	\$ (10,553)	96%
5600 Advocacy & Development			\$ -	
5606 Travel/Education/Civic Events			\$ -	
5606-01 Travel, Educ. & Entertainment	\$ 1,737	\$ 833	\$ 904	209%
5606-02 Civic Events & Engagement	\$ 1,200	\$ 833	\$ 367	144%
Total 5606 Travel/Education/Civic Events	\$ 2,937	\$ 1,666	\$ 1,271	176%
5607 Research/Analytics			\$ -	
5608-01 PBID General Benefit		\$ 413	\$ (413)	0%
5610 Wages (Advocacy)	\$ 10,274	\$ 9,891	\$ 383	104%
5611 Payroll Taxes (Advocacy)	\$ 779	\$ 693	\$ 86	112%
5612 Benefits (Advocacy)	\$ 1,000	\$ 1,565	\$ (565)	64%
Total 5600 Advocacy & Development	\$ 14,991	\$ 14,228	\$ 763	105%
5650 Placemaking			\$ -	
5603 Street & Landscape			\$ -	
5603-06 Tree Planting		\$ -	\$ -	
5603-13 Holiday Decor	\$ 880	\$ -	\$ 880	
5603-20 Banners		\$ -	\$ -	
5603-27 Mutt Mitts		\$ -	\$ -	
5603-31 Public Space Activation		\$ 200	\$ (200)	0%
5603-31-01 Lincoln Park Activation	\$ 3,571		\$ 3,571	
Total 5603-31 Public Space Activation	\$ 3,571	\$ 200	\$ 3,371	1785%
5603-33 Education/Promotion		\$ 50	\$ (50)	0%
5603-35 Storage Service Cost			\$ -	
Total 5603 Street & Landscape	\$ 4,451	\$ 250	\$ 4,201	1780%
5651 Payroll Wages (Placemaking)	\$ 12,278	\$ 13,410	\$ (1,132)	92%
5652 Payroll Taxes (Placemaking)	\$ 935	\$ 1,126	\$ (191)	83%
5653 Benefits (Placemaking)	\$ 1,202	\$ 2,409	\$ (1,207)	50%
5656 PBID General Benefit		\$ 510	\$ (510)	0%
Total 5650 Placemaking	\$ 18,866	\$ 17,705	\$ 1,161	107%
5800 Administration			\$ -	
5801 Rent			\$ -	
5801-01 Office Lease	\$ 13,370	\$ 32,500	\$ (19,130)	41%
5801-02 Parking	\$ 308	\$ -	\$ 308	
Total 5801 Rent	\$ 13,678	\$ 32,500	\$ (18,822)	42%
5802 Telephone & Data	\$ 1,887	\$ 1,795	\$ 92	105%
5803 Computers			\$ -	
5803-01 Software/Subscriptions	\$ 2,628	\$ 3,023	\$ (395)	87%
5803-02 Hardware		\$ 1,000	\$ (1,000)	0%
Total 5803 Computers	\$ 2,628	\$ 4,023	\$ (1,395)	65%
5804 Office Equip. Lease	\$ 694	\$ 870	\$ (176)	80%
5805 Office Supplies	\$ 1,673	\$ 650	\$ 1,023	257%
5806 Postage	\$ 46	\$ 125	\$ (79)	36%
5807 General Insurance		\$ 6,083	\$ (6,083)	0%
5808 Professional Services			\$ -	
5808-01 Tech Support	\$ 1,000	\$ 1,400	\$ (400)	71%
5808-02 Legal		\$ 1,000	\$ (1,000)	0%
5808-03 Accounting	\$ 247	\$ 300	\$ (53)	82%
5808-04 HR		\$ 300	\$ (300)	0%
5808-05 Miscellaneous	\$ 40	\$ 100	\$ (61)	40%
5808-06 Annual Audit		\$ -	\$ -	
Total 5808 Professional Services	\$ 1,287	\$ 3,100	\$ (1,813)	42%
5809 Utilities	\$ 190	\$ 300	\$ (110)	63%
5810 Depreciation	\$ 1,026		\$ 1,026	
5811-01 Stakeholder Audit			\$ -	
5811-02 Board Election		\$ -	\$ -	
Total 5811-01 Stakeholder Audit	\$ -	\$ -	\$ -	-
5812 Taxes	\$ 209	\$ 210	\$ (1)	100%
5813 Office Maintenance & Repairs			\$ -	
5813-02 Repairs/Replacements		\$ 250	\$ (250)	0%

	Total Year To Date (October - February 2024)			
	Actual	Budget	over Budget	% of Budget
5509-04 City of Long Beach	\$ 68,995	\$ 55,000	\$ 13,995	125%
5509-05 Contract Equip, Parts, Maint, Fuel	\$ -	\$ 2,000	\$ (2,000)	0%
5509-07 Zaferia	\$ 14,292	\$ 17,500	\$ (3,208)	82%
5509-08 Midtown	\$ 1,865	\$ -	\$ 1,865	
5509-09 Care Closet	\$ 5,324	\$ -	\$ 5,324	
5509-10 Mosaic	\$ -	\$ -	\$ -	
Total 5509 Contract Services	\$ 238,456	\$ 223,000	\$ 15,456	107%
5510 Operations Programs	\$ -	\$ -	\$ -	
5510-01 Disaster Preparedness	\$ -	\$ 200	\$ (200)	0%
5510-02 Fresh Start	\$ -	\$ -	\$ -	
5510-03 Safety Walk	\$ -	\$ 200	\$ (200)	0%
Total 5510 Operations Programs	\$ -	\$ 400	\$ (400)	0%
5511 Wages (Operations)	\$ 73,675	\$ 93,890	\$ (20,215)	78%
5512 Payroll Taxes (Operations)	\$ 5,575	\$ 6,615	\$ (1,040)	84%
5513 Benefits (Operations)	\$ 7,746	\$ 13,721	\$ (5,975)	56%
5516 PBID General Benefit	\$ -	\$ 48,466	\$ (48,466)	0%
Total 5500 Operations (Clean Team)	\$ 1,238,444	\$ 1,294,392	\$ (55,948)	96%
5600 Advocacy & Development	\$ -	\$ -	\$ -	
5606 Travel/Education/Civic Events	\$ -	\$ -	\$ -	
5606-01 Travel, Educ. & Entertainment	\$ 8,060	\$ 4,165	\$ 3,895	194%
5606-02 Civic Events & Engagement	\$ 7,998	\$ 4,165	\$ 3,833	192%
Total 5606 Travel/Education/Civic Events	\$ 16,058	\$ 8,330	\$ 7,728	193%
5607 Research/Analytics	\$ 3,693	\$ -	\$ 3,693	
5608-01 PBID General Benefit	\$ -	\$ 2,065	\$ (2,065)	0%
5610 Wages (Advocacy)	\$ 54,648	\$ 49,455	\$ 5,193	111%
5611 Payroll Taxes (Advocacy)	\$ 3,982	\$ 3,465	\$ 517	115%
5612 Benefits (Advocacy)	\$ 5,287	\$ 7,825	\$ (2,538)	68%
Total 5600 Advocacy & Development	\$ 83,669	\$ 71,140	\$ 12,529	118%
5650 Placemaking	\$ -	\$ -	\$ -	
5603 Street & Landscape	\$ -	\$ -	\$ -	
5603-06 Tree Planting	\$ -	\$ -	\$ (650)	0%
5603-13 Holiday Decor	\$ 68,712	\$ 60,551	\$ 8,161	113%
5603-20 Banners	\$ -	\$ 1,800	\$ (1,800)	0%
5603-27 Mutt Mitts	\$ 5,952	\$ 3,900	\$ 2,052	153%
5603-31 Public Space Activation	\$ 2,499	\$ 11,000	\$ (8,501)	23%
5603-31-01 Lincoln Park Activation	\$ 22,104	\$ -	\$ 22,104	
Total 5603-31 Public Space Activation	\$ 24,603	\$ 11,000	\$ 13,603	224%
5603-33 Education/Promotion	\$ -	\$ 250	\$ (250)	0%
5603-35 Storage Service Cost	\$ 486	\$ -	\$ 486	
Total 5603 Street & Landscape	\$ 99,754	\$ 78,151	\$ 21,603	128%
5651 Payroll Wages (Placemaking)	\$ 64,200	\$ 67,050	\$ (2,850)	96%
5652 Payroll Taxes (Placemaking)	\$ 4,779	\$ 5,631	\$ (852)	85%
5653 Benefits (Placemaking)	\$ 6,403	\$ 12,047	\$ (5,644)	53%
5656 PBID General Benefit	\$ -	\$ 2,552	\$ (2,552)	0%
Total 5650 Placemaking	\$ 175,136	\$ 165,431	\$ 9,705	106%
5800 Administration	\$ -	\$ -	\$ -	
5801 Rent	\$ -	\$ -	\$ -	
5801-01 Office Lease	\$ 75,182	\$ 32,500	\$ 42,682	231%
5801-02 Parking	\$ 1,464	\$ 2,000	\$ (536)	73%
Total 5801 Rent	\$ 76,646	\$ 34,500	\$ 42,146	222%
5802 Telephone & Data	\$ 14,879	\$ 8,975	\$ 5,904	166%
5803 Computers	\$ -	\$ -	\$ -	
5803-01 Software/Subscriptions	\$ 27,542	\$ 16,395	\$ 11,147	168%
5803-02 Hardware	\$ -	\$ 6,000	\$ (6,000)	0%
Total 5803 Computers	\$ 27,542	\$ 22,395	\$ 5,147	123%
5804 Office Equip. Lease	\$ 4,421	\$ 5,150	\$ (729)	86%
5805 Office Supplies	\$ 74,536	\$ 3,250	\$ 71,286	2293%
5806 Postage	\$ 112	\$ 825	\$ (713)	14%
5807 General Insurance	\$ 625	\$ 30,419	\$ (29,794)	2%
5808 Professional Services	\$ -	\$ -	\$ -	
5808-01 Tech Support	\$ 25,407	\$ 7,000	\$ 18,407	363%
5808-02 Legal	\$ 2,699	\$ 5,000	\$ (2,301)	54%
5808-03 Accounting	\$ 1,047	\$ 1,500	\$ (453)	70%
5808-04 HR	\$ 625	\$ 900	\$ (275)	69%
5808-05 Miscellaneous	\$ 25,117	\$ 3,500	\$ 21,617	718%
5808-06 Annual Audit	\$ -	\$ 28,000	\$ (28,000)	0%
Total 5808 Professional Services	\$ 54,895	\$ 45,900	\$ 8,995	120%
5809 Utilities	\$ 1,596	\$ 1,630	\$ (34)	98%
5810 Depreciation	\$ 5,332	\$ -	\$ 5,332	
5811-01 Stakeholder Audit	\$ -	\$ -	\$ -	
5811-02 Board Election	\$ -	\$ -	\$ -	
Total 5811-01 Stakeholder Audit	\$ -	\$ -	\$ -	-
5812 Taxes	\$ 1,046	\$ 1,050	\$ (4)	100%
5813 Office Maintenance & Repairs	\$ -	\$ -	\$ -	
5813-02 Repairs/Replacements	\$ -	\$ 1,250	\$ (1,250)	0%

	February 2024			
	Actual	Budget	over Budget	% of Budget
Total 5813 Office Maintenance & Repairs	\$ -	\$ 250	\$ (250)	0%
5814 Employee Recruitment & Retention			\$ -	
5814-01 5814-01 - Employee Recruitment		\$ 1,004	\$ (1,004)	0%
5814-02 5814-02 - Employee Retention	\$ 37	\$ 605	\$ (568)	6%
Total 5814 Employee Recruitment & Retention	\$ 37	\$ 1,609	\$ (1,572)	2%
5816 Admin. Services		\$ -	\$ -	
5817 Credit Card Merchant Fees	\$ 78	\$ 200	\$ (122)	39%
5818 Bad Debt			\$ -	
5819 Wages (Admin)	\$ 16,958	\$ 19,217	\$ (2,259)	88%
5820 Payroll Tax (Admin)	\$ 1,325		\$ 1,325	
5821 Employee Benefits (Admin)	\$ 2,922		\$ 2,922	
5825 Dues & subscriptions	\$ 140	\$ 100	\$ 40	140%
5826 Board & Committee Meetings	\$ 1,110	\$ 800	\$ 310	139%
5826-01 Holiday Party/Gifts	\$ 300	\$ -	\$ 300	
5827 PBID General Benefit		\$ 1,307	\$ (1,307)	0%
5829 BBB Expenses			\$ -	
5829-01 BBB Rent	\$ 13,370		\$ 13,370	
5829-02 BBB Supplies	\$ 111		\$ 111	
Total 5829 BBB Expenses	\$ 13,481	\$ -	\$ 13,481	
Total 5800 Administration	\$ 59,667	\$ 73,139	\$ (13,472)	82%
Total Expenses	\$ 440,752	\$ 489,495	\$ (48,743)	90%
Net Income	#####	\$ (460,248)	\$ 306,069	33%

	Total Year To Date (October - February 2024)			
	Actual	Budget	over Budget	% of Budget
	\$ -	\$ 1,250	\$ (1,250)	0%
	\$ 300	\$ -	\$ 300	
	\$ -	\$ 5,010	\$ (5,010)	0%
	\$ 7,001	\$ 8,015	\$ (1,014)	87%
	\$ 7,301	\$ 13,025	\$ (5,724)	56%
	\$ 6	\$ 3,000	\$ (2,994)	0%
	\$ 357	\$ 1,000	\$ (643)	36%
	\$ 27,995	\$ -	\$ 27,995	
	\$ 88,239	\$ 96,088	\$ (7,849)	92%
	\$ 6,770	\$ -	\$ 6,770	
	\$ 15,684	\$ -	\$ 15,684	
	\$ 140	\$ 2,300	\$ (2,160)	6%
	\$ 2,782	\$ 2,400	\$ 382	116%
	\$ 9,997	\$ 8,000	\$ 1,997	125%
	\$ -	\$ 6,529	\$ (6,529)	0%
	\$ -	\$ -	\$ -	
	\$ 13,370	\$ -	\$ 13,370	
	\$ 209	\$ -	\$ 209	
	\$ 13,579	\$ -	\$ 13,579	
	\$ 434,480	\$ 287,686	\$ 146,794	151%
	\$ 2,457,229	\$ 2,392,272	\$ 64,957	103%
	\$ (294,725)	\$(1,171,786)	\$ 877,061	25%

Downtown Long Beach Alliance

Balance Sheet

As of February 29, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1011 F&M Checking Operating Acct 2491	\$ (27,697)
1016-7 F&M Repo 3479102 (0.5%)	\$ 196,282
1017 F&M Money Market 1165	\$ 12,131
1018 Petty Cash	\$ 75
Total Bank Accounts	\$ 180,791
Accounts Receivable	
1107 A/R	\$ 928,441
Total Accounts Receivable	\$ 928,441
Other Current Assets	
1108 Allowance for Doubtful Accounts	\$ 104,540
12000 Undeposited Funds	\$ -
1300 Employee Advances	\$ -
2201-3 Prepaid Expenses	\$ 80,502
Total Other Current Assets	\$ 185,042
Total Current Assets	\$ 1,294,275
Fixed Assets	
1520 Equipment	\$ 200,814
1521 Accum. Deprn. - Equipment	\$ (197,974)
1530 Office Furniture - Other	\$ 111,776
1531 Accum. Deprn. - Office Furn.	\$ (86,562)
1550 Office Equipment - Other	\$ 143,634
1551 Accum. Deprn. Office Equip.	\$ (143,634)
Total Fixed Assets	\$ 28,054
Other Assets	
1701 Deposits	\$ 16,434
1702 Software License	\$ 13,270
1703 Accumulated Amortization	\$ (13,270)
1704 Loan to DDC	\$ -
Total Other Assets	\$ 16,434
TOTAL ASSETS	\$ 1,338,762

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2012 A/P Trade	\$ 901,429
Total Accounts Payable	\$ 901,429
Credit Cards	
2150 F&M CREDIT CARDS	\$ (573)
2154 F&M CC - COWARD	\$ (7,631)
2157 F&M CC - METOYER	\$ (3,563)
2173 F&M CC - MADER	\$ 16,755
2174 F&M CC - Gonzalez	\$ 509
2176 F&M CC - Ancalade	\$ (206)
2177 F&M CC - Nevarez	\$ 7,267
2178 F&M CC - Barrera	\$ 83
2179 F&M CC - Morris	\$ 1,221
2180 F&M CC - Torres	\$ 152
2181 F&M CC - El Tawil	\$ 5,840
2182 F&M CC - Ahumada	\$ (38)
2183 F&M CC - STEPHENS	\$ 2,086
Total 2150 F&M CREDIT CARDS	\$ 21,902

Total Credit Cards	\$ 21,902
Other Current Liabilities	
2201 Payroll Liabilities	\$ -
2201-03 HSA Payable	\$ 668
2201-1 Payroll Taxes Payable	\$ -
2201-2 Medical Premiums Payable	\$ 2,777
2201-4 Aflac Payable	\$ (270)
Total 2201 Payroll Liabilities	\$ 3,174
2201-02 FSA Payable	\$ 2,292
2203 Deferred Comp. Wthd	\$ 14,798
2204 Payroll expense payable	\$ 1,580
2300 PPP Loan Payable	\$ -
2301 Accrued Vacation Pay	\$ 45,130
2302 Accrued Payroll Expenses	\$ 30,490
2303 Accrued ED Expense	\$ -
2304 Accrued Expenses	\$ -
2304-05 CEC Lighting	\$ -
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	\$ -
2306 Accrued Operation Expense	\$ -
2307 Accrued Administrative Expenses	\$ -
2480 Unearned Revenue	\$ -
2481 Customer Deposit-Advertising (Bubba Gmp)	\$ -
2490 Deferred Revenue	\$ -
2490-01 Deferred Reserve for PBID	\$ -
2490-02 Deferred Reserve for DPIA	\$ 215,729
2490-05 Deferred Marketing	\$ -
2490-07 Deferred Placemaking	\$ -
2490-27 Deferred Unallocated	\$ -
2490-28 2017-2018 PBID Revenue Deferred	\$ -
2490-29 City Funds - Parking Meter	\$ 235,248
2490-35 Deferred Operations - Clean & Safe	\$ -
2490-52 Deferred Depreciation (Equipment 15-16)	\$ -
2490-54 Deferred Depreciation	\$ 25,214
2490-64 Deferred Administration	\$ -
2490-70 Deferred Events	\$ -
2490-90 Deferred LBRA	\$ 136,500
Total 2490 Deferred Revenue	\$ 612,691
Total Other Current Liabilities	\$ 710,155
Total Current Liabilities	\$ 1,633,486
Long-Term Liabilities	
2601 Capital Lease Payable	\$ -
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 1,633,486
Equity	
3000 Fund Balance	\$ -
3500 Retained Earnings	\$ 1
Net Income	\$ (294,725)
Total Equity	\$ (294,724)
TOTAL LIABILITIES AND EQUITY	\$ 1,338,762

Downtown Long Beach Alliance A/R Aging Summary

As of February 29, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ 554,737	\$ 59,138	\$ -	\$ 100,119	\$ 713,993
State of California	\$ 51,555	\$ -	\$ -	\$ -	\$ 97,703	\$ 149,257
Long Beach Transit (Customer)	\$ 21,003	\$ -	\$ -	\$ -	\$ 4,060	\$ 25,063
Queen Mary (customer)	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ 10,000
Midtown Business Improvement District	\$ 8,535	\$ -	\$ -	\$ -	\$ -	\$ 8,535
Long Beach Center Loan, LLC (Mosaic)	\$ 4,542	\$ -	\$ -	\$ -	\$ -	\$ 4,542
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Mercy Housing (300 Alamitos)	\$ 1,936	\$ 923	\$ -	\$ -	\$ -	\$ 2,859
LA County MTA	\$ 1,013	\$ -	\$ -	\$ -	\$ 1,038	\$ 2,051
Blu Community	\$ 1,813	\$ -	\$ -	\$ -	\$ -	\$ 1,813
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ -	\$ -	\$ -	\$ 527	\$ 527
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
BLOCK-BY-BLOCK	\$ -	\$ -	\$ 250	\$ -	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
TOTAL	\$ 90,397	\$ 565,660	\$ 59,388	\$ -	\$ 212,996	\$ 928,441

Downtown Long Beach Alliance
A/R Aging Summary
As of March 29, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ 59,138	\$ 100,119	\$ 159,257
State of California	\$ -	\$ 51,555	\$ -	\$ -	\$ 97,703	\$ 149,257
Long Beach Transit (Customer)	\$ -	\$ 21,003	\$ -	\$ -	\$ 4,060	\$ 25,063
Queen Mary (customer)	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ 10,000
Midtown Business Improvement District	\$ 8,535	\$ -	\$ -	\$ -	\$ -	\$ 8,535
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ 1,013	\$ -	\$ -	\$ 1,038	\$ 2,051
Mercy Housing (300 Alamitos)	\$ 1,936	\$ -	\$ -	\$ -	\$ -	\$ 1,936
Blu Community	\$ 920	\$ 893	\$ -	\$ -	\$ -	\$ 1,813
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ -	\$ -	\$ -	\$ 527	\$ 527
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
TOTAL	\$ 13,912	\$ 74,464	\$ 10,000	\$ 59,138	\$ 212,996	\$ 370,510