

# DRAFT

Downtown Long Beach Alliance  
As of January 31, 2019  
(Fiscal Year Ending September 30, 2019)  
Financial Summary

**OVERVIEW**

Year-to-Date	Actual	Budget	Variance
<b>Revenue</b>	1,388,437	1,459,639	<b>(71,202)</b>
<b>Expenses</b>	1,222,446	1,423,805	<b>201,360</b>
<b>Net</b>	165,992	35,834	130,158

*Only variances more than 10% are detailed below.*

**REVENUE**

DPIA Revenue is less than budget by \$24,000 or 11% due to actual revenue received for October and November and revenue projected for December and January being less than budget.

Parking Meter Revenue is less than budget by \$31,000 or 16% due to revenue projected for the period being less than budget based on August/September collections.

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 \$22,000 or 17% primarily due to lower than budgeted Contract Clean Team services.

**EXPENSES:**

Advocacy Expenses are more than budget by \$30,000 or 75% due to higher than budgeted subscription/survey fees and travel, education and entertainment expenses.

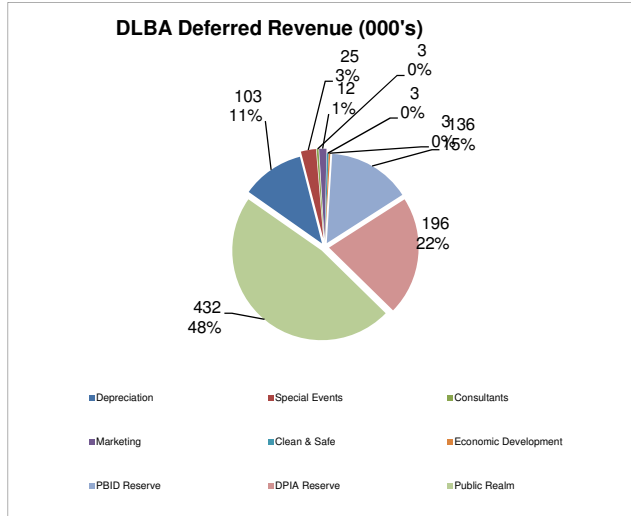
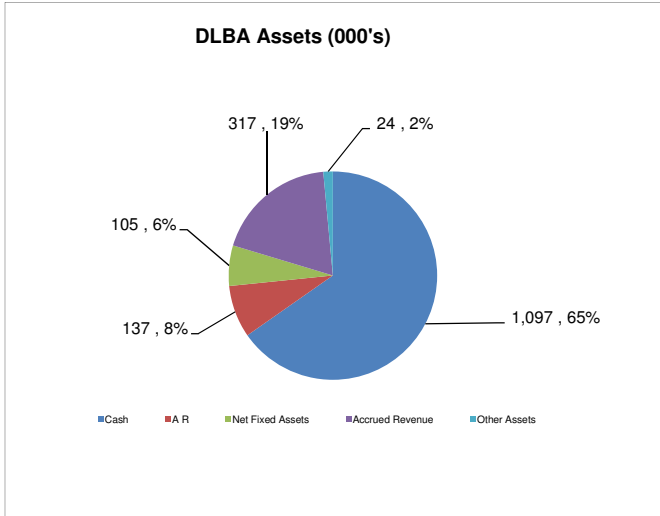
Public Realm Expenses are more than budget by \$20,000 or 15% primarily due to the timing of project expenditures.

Economic Development Expenses are less than budget by \$44,000 or 41% primarily due to lower than budgeted expenses for Business Recruitment & Development (\$15,000), Small Business Grants (\$10,000), and Personnel (\$13,000).

Marketing Expenses are less than budget by \$37,000 or 33% due to the timing of payments versus flat line budgeted expenditures.

Special Event Expenses are more than budget by \$17,000 or 15% due to timing of payments versus flat line budgeted expenditures.

Operations Expenses are less than budget by \$188,000 or 29% primarily due to lower expenses associated with Clean Team personnel (\$51,000), Downtown Guides personnel (\$66,000), Contract Work (\$31,000) and Pressure Washing (\$26,000).



**Downtown Long Beach Alliance  
Balance Sheet  
1/31/2019**

**Assets**

**Current Assets**

Cash	1,097,072
Accounts Receivable	136,565
Accrued Revenues	317,460
Prepaid Expenses	7,748
<b>Total Current Assets</b>	<b>1,558,844</b>

**Fixed Assets**

Furniture & Equipment	413,783
Accumulated Depreciation	(308,479)
<b>Total Fixed Assets</b>	<b>105,303</b>

**Other Assets**

Deposits	16,434
Software License	13,270
Accumulated Amortization	(13,206)
<b>Total Other Assets</b>	<b>16,498</b>

**Total Assets**

**1,680,645**

**Liabilities & Fund Balances**

**Current Liabilities**

Accounts Payable	20,831
Accrued Wages & Other Expenses	47,077
Unearned Revenue	535,116
Deferred Revenue	911,629
<b>Total Current Liabilities</b>	<b>1,514,654</b>

**Long Term Liabilities**

Capital Lease Payable	-
<b>Total Long Term Liabilities</b>	-

Net Income (Loss)	165,991
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**Total Liabilities & Fund Balances**

**1,680,645**

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT - In thousands**  
1/31/2019

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	TO YTD BUDGET
<b>Revenues</b>													
PBID (net of delinquency)	286					286	286					286	-
DPIA	4	187				191	4	211				215	(24)
Parking Meter Revenue			160			160			192			192	(31)
Special Events	-			24		24	-			18		18	6
Misc. & Contract Services	-				110	110	-	14		-	118	131	(22)
Deferred Revenue Recognized	692	-	-			692	692	-	-	-	-	692	(0)
Deferred to 18-19	(74)	-		-	-	(74)	(74)	-				(74)	-
<b>Total Revenue</b>	<b>907</b>	<b>187</b>	<b>160</b>	<b>24</b>	<b>110</b>	<b>1,388</b>	<b>908</b>	<b>224</b>	<b>192</b>	<b>18</b>	<b>118</b>	<b>1,460</b>	<b>(71)</b>
<b>Expenses</b>													
Administrative	85	169	-	-	-	254	91	88	75	-	-	254	(0)
Advocacy	27	43	-	-	-	70	12	28	-	-	-	40	(30)
Public Realm	4	11	143	-	-	158	5	13	116	-	3	137	(20)
Economic Dev.	63	-	-	-	-	63	96	-	-	10	-	107	44
Marketing	51	21	3	-	-	74	57	47	7	-	-	111	37
Special Events	44	5	27	58	-	133	57	4	42	14		116	(17)
Operations	393	-	-	-	77	471	547	-	1	-	111	659	188
<b>Total Expenses</b>	<b>666</b>	<b>249</b>	<b>172</b>	<b>58</b>	<b>77</b>	<b>1,222</b>	<b>865</b>	<b>180</b>	<b>241</b>	<b>24</b>	<b>115</b>	<b>1,424</b>	<b>201</b>
<b>Net Operating Income(Loss)</b>	<b>241</b>	<b>(62)</b>	<b>(12)</b>	<b>(34)</b>	<b>32</b>	<b>166</b>	<b>43</b>	<b>44</b>	<b>(49)</b>	<b>(6)</b>	<b>3</b>	<b>36</b>	<b>130</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT - In thousands**  
1/31/2019

	TOTAL YEAR BUDGET (ORIGINAL)						CHANGE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	
Revenues							
PBID (net of delinquency)	2,570					2,570	-
DPIA	12	633				645	-
Parking Meter Revenue	-		575			575	-
Special Events	4			116		120	-
Misc. & Contract Services		20			375	394	-
Deferred Revenue Recognized	691					691	25
PBID Deferred 16-17	(662)	-				(662)	-
Total Revenue	2,615	653	575	116	375	4,333	25
Expenses							
Administrative	259	458	-	-	-	717	4
Advocacy	35	84	-	-	-	120	-
Public Realm	15	39	305	-	10	369	1
Economic Dev.	289	-	20	-	31	340	(20)
Marketing	171	61	20	-	-	252	80
Special Events	172	44	208	116		539	
Operations	1,640	-	23	-	334	1,997	(20)
Total Expenses	2,582	686	575	116	375	4,333	25
Net Operating Income(Loss)	33	(33)	-	-	-	0	0

	TOTAL YEAR BUDGET (REVISED)						CHANGE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	
Revenues							
PBID (net of delinquency)	2,570					2,570	-
DPIA	12	633				645	-
Parking Meter Revenue	-		575			575	-
Sponsorships/Ticket Sales	4			116		120	-
Misc. & Contract Services		20			375	394	-
Deferred Revenue Recognized	716					716	25
PBID Deferred 16-17	(662)	-				(662)	-
Total Revenue	2,641	653	575	116	375	4,359	25
Expenses							
Administrative	263	458	-	-	-	721	4
Advocacy	35	84	-	-	-	120	-
Public Realm	15	39	306	-	10	370	1
Economic Dev.	289	-	-	-	31	320	(20)
Marketing	171	61	100	-	-	332	80
Special Events	172	44	188	116	-	519	
Operations	1,640	-	3	-	334	1,977	(20)
Total Expenses	2,587	686	596	116	375	4,358	25
Net Operating Income(Loss)	53	(33)	(21)	-	-	0	0

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
1/31/2019

	YEAR TO DATE ACTUALS					YEAR TO DATE BUDGET					VARIANCE		
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	TO YTD BUDGET
<b>Revenues</b>													
PBID net of delinquency	285,603	-	-	-	-	285,603	285,603	-	-	-	-	285,603	-
DPIA	3,825	187,402	-	-	-	191,226	4,302	210,778	-	-	-	215,080	(23,854)
Parking Meter Revenue	-	-	160,409	-	-	160,409	-	-	191,668	-	-	191,668	(31,259)
Special Events	-	-	-	23,651	-	23,651	-	-	-	17,890	-	17,890	5,761
Misc. & Contract Services	-	-	-	-	109,620	109,620	-	13,664	-	-	117,756	131,420	(21,800)
Deferred Revenue Recognized	691,516	-	-	-	-	691,516	691,566	-	-	-	-	691,566	(49)
Deferred to 19-20	(73,588)	-	-	-	-	(73,588)	(73,588)	-	-	-	-	(73,588)	-
<b>Total Revenue</b>	<b>907,356</b>	<b>187,402</b>	<b>160,409</b>	<b>23,651</b>	<b>109,620</b>	<b>1,388,437</b>	<b>907,882</b>	<b>224,442</b>	<b>191,668</b>	<b>17,890</b>	<b>117,756</b>	<b>1,459,639</b>	<b>(71,202)</b>
<b>Expenses</b>													
<b>Administration</b>													
Rent	-	50,907	-	-	-	50,907	-	-	56,668	-	-	56,668	5,761
Telephone	5,796	-	-	-	-	5,796	6,332	-	-	-	-	6,332	536
Computers	-	16,007	-	-	-	16,007	-	-	18,610	-	-	18,610	2,603
Office Equipment Lease	4,147	-	-	-	-	4,147	3,332	-	-	-	-	3,332	(815)
Office Supplies	4,563	-	-	-	-	4,563	4,000	-	-	-	-	4,000	(563)
Postage	99	-	-	-	-	99	1,332	-	-	-	-	1,332	1,233
General Insurance	1,501	-	-	-	-	1,501	5,332	-	-	-	-	5,332	3,831
Professional Services	-	40,939	-	-	-	40,939	-	25,332	-	-	-	25,332	(15,607)
Utilities	1,039	-	-	-	-	1,039	1,500	-	-	-	-	1,500	461
Depreciation	-	17,704	-	-	-	17,704	-	18,588	-	-	-	18,588	884
Taxes	814	-	-	-	-	814	1,000	-	-	-	-	1,000	186
Employee Recruitment	-	1,681	-	-	-	1,681	2,000	-	-	-	-	2,000	319
Outside Support	-	-	-	-	-	-	-	-	-	-	-	-	-
CCMerchant Fees & Interest	116	-	-	-	-	116	116	-	-	-	-	116	0
Office Maintenance & Repairs	19,900	-	-	-	-	19,900	6,277	-	-	-	-	6,277	(13,623)
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Board Contingency	773	-	-	-	-	773	3,332	-	-	-	-	3,332	2,559
Dues & Subscriptions	2,126	-	-	-	-	2,126	1,000	-	-	-	-	1,000	(1,126)
Board, EC and TF Meetings	3,721	-	-	-	-	3,721	1,332	-	-	-	-	1,332	(2,389)
Admin Services	-	60	-	-	-	60	-	-	-	-	-	-	(60)
Personnel Expense	40,143	41,827	-	-	-	81,970	53,738	44,038	-	-	-	97,776	15,806
<b>Total Admin Expenses</b>	<b>84,738</b>	<b>169,124</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>253,863</b>	<b>90,623</b>	<b>87,958</b>	<b>75,278</b>	<b>-</b>	<b>-</b>	<b>253,859</b>	<b>(4)</b>
<b>Advocacy</b>													
Conferences, Travel, Education, Studies	-	19,643	-	-	-	19,643	-	12,332	-	-	-	12,332	(7,311)
Civic Events	-	10,777	-	-	-	10,777	-	10,100	-	-	-	10,100	(677)
Studies/Research/Development	26,915	12,953	-	-	-	39,868	11,820	5,688	-	-	-	17,508	(22,360)
<b>Total Advocacy</b>	<b>26,915</b>	<b>43,373</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>70,288</b>	<b>11,820</b>	<b>28,120</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>39,940</b>	<b>(30,348)</b>
<b>Public Realm</b>													
Public Realm Projects	-	-	110,319	-	-	110,319	-	-	76,070	-	-	76,070	(34,249)
Community Grants	-	-	-	-	-	-	-	-	-	3,332	-	3,332	3,332
Professional Development	-	-	-	-	-	-	-	832	-	-	-	832	832
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Realm Personnel	4,012	10,798	32,386	-	-	47,196	4,848	13,050	39,138	-	-	57,036	9,840
<b>Total Public Realm</b>	<b>4,012</b>	<b>10,798</b>	<b>142,705</b>	<b>-</b>	<b>-</b>	<b>157,515</b>	<b>4,848</b>	<b>13,050</b>	<b>116,040</b>	<b>-</b>	<b>3,332</b>	<b>137,270</b>	<b>(20,245)</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
1/31/2019

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	TO YTD BUDGET
<b>Economic Development</b>													
Outreach	1,517	-	-	-	-	1,517	3,348	-	-	-	-	3,348	1,831
Special Projects	-	-	-	-	-	-	3,332	-	-	-	-	3,332	3,332
Bus Retention and Expansion	-	-	-	-	-	-	-	-	-	-	-	-	-
Bus Recruitment & Development	4,873	-	-	-	-	4,873	20,364	-	-	-	-	20,364	15,491
Small Business Grants	-	-	-	-	-	-	-	-	-	10,332	-	10,332	10,332
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Personnel Expenses	56,201	-	-	-	-	56,201	69,256	-	-	-	-	69,256	13,055
<b>Total Economic Dev.</b>	<b>62,591</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>62,591</b>	<b>96,300</b>	<b>-</b>	<b>-</b>	<b>10,332</b>	<b>-</b>	<b>106,632</b>	<b>44,041</b>
<b>Marketing</b>													
Advertising/Promotions	34	3,038	1,589	-	-	4,661	107	9,562	4,999	-	-	14,668	10,007
Stakeholder Outreach/Public Relations	12,500	2,469	1,372	-	-	16,342	-	3,001	1,667	-	-	4,668	(11,674)
Annual Report	-	5,874	-	-	-	5,874	-	2,000	-	-	-	2,000	(3,874)
Website Development	-	713	-	-	-	713	-	4,916	-	-	-	4,916	4,203
Professional Development	-	694	-	-	-	694	-	832	-	-	-	832	138
Marketing	-	-	32	-	-	32	-	26,672	-	-	-	26,672	26,641
Marketing Personnel	38,113	7,806	-	-	-	45,919	57,036	-	-	-	-	57,036	11,117
<b>Total Marketing</b>	<b>50,647</b>	<b>20,595</b>	<b>2,993</b>	<b>-</b>	<b>-</b>	<b>74,235</b>	<b>57,143</b>	<b>46,983</b>	<b>6,666</b>	<b>-</b>	<b>-</b>	<b>110,792</b>	<b>36,557</b>
<b>Special Events</b>													
Special Events	1,290	1,163	26,590	57,869	-	86,911	-	3,905	39,333	13,666	-	56,904	(30,007)
Event Supplies & Misc.	-	-	-	-	-	-	-	-	1,668	-	-	1,668	1,668
Professional Development	-	-	-	-	-	-	-	-	832	-	-	832	832
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Special Events Personnel	42,477	3,937	-	-	-	46,414	57,036	-	-	-	-	57,036	10,622
<b>Total Special Events</b>	<b>43,767</b>	<b>5,100</b>	<b>26,590</b>	<b>57,869</b>	<b>-</b>	<b>133,325</b>	<b>57,036</b>	<b>3,905</b>	<b>41,833</b>	<b>13,666</b>	<b>-</b>	<b>116,440</b>	<b>(16,885)</b>
<b>Operations</b>													
Clean Team Personnel	78,935	-	-	-	4,860	83,795	126,936	-	-	-	7,816	134,752	50,957
Clean Team Supplies	4,639	-	-	-	-	4,639	268	-	-	-	-	268	(4,371)
Clean Team Equip. Insurance	1,075	-	-	-	-	1,075	3,332	-	-	-	-	3,332	2,257
Clean Team Fuel	2,732	-	-	-	-	2,732	768	-	-	-	-	768	(1,964)
Clean Team Equip Leases/Maint.	4,088	-	-	-	-	4,088	8,916	-	-	-	-	8,916	4,828
Pressure Washing	77,738	-	-	-	-	77,738	104,000	-	-	-	-	104,000	26,262
Contract Work	139	-	-	-	69,012	69,151	-	-	-	100,280	-	100,280	31,129
Downtown Guides Personnel	162,194	-	-	-	1,655	163,849	227,637	-	-	-	2,323	229,960	66,111
Downtown Guides Equip Lease/Supp	4,803	-	-	-	-	4,803	5,700	-	-	-	-	5,700	897
Community Outreach Manager	-	-	-	-	1,713	1,713	-	-	-	808	-	808	(905)
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Development	-	-	-	-	-	-	-	832	-	-	-	832	832
Marketing	-	-	-	-	-	-	-	-	-	-	-	-	-
Operations Personnel	57,047	-	-	-	-	57,047	69,256	-	-	-	-	69,256	12,209
<b>Total Operations</b>	<b>393,389</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>77,240</b>	<b>470,629</b>	<b>546,814</b>	<b>-</b>	<b>832</b>	<b>-</b>	<b>111,226</b>	<b>658,872</b>	<b>188,243</b>
<b>Total Expenses</b>	<b>666,059</b>	<b>248,991</b>	<b>172,287</b>	<b>57,869</b>	<b>77,240</b>	<b>1,222,446</b>	<b>864,583</b>	<b>180,017</b>	<b>240,648</b>	<b>23,998</b>	<b>114,558</b>	<b>1,423,805</b>	<b>201,359</b>
<b>Net Operating Income(Loss)</b>	<b>241,297</b>	<b>(61,589)</b>	<b>(11,879)</b>	<b>(34,218)</b>	<b>32,380</b>	<b>165,991</b>	<b>43,299</b>	<b>44,426</b>	<b>(48,980)</b>	<b>(6,108)</b>	<b>3,198</b>	<b>35,834</b>	<b>130,157</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
01/31/19

	TOTAL YEAR BUDGET (ORIGINAL)						TOTAL YEAR BUDGET (REVISED)						Change
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	
<b>Revenues</b>													
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			575,000			575,000			575,000			575,000	-
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	690,609					690,609	715,928					715,928	25,319
Deferred to 19-20	(662,295)					(662,295)	(662,295)					(662,295)	-
<b>Total Revenue</b>	<b>2,614,859</b>	<b>652,915</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,332,985</b>	<b>2,640,178</b>	<b>652,915</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,358,304</b>	<b>25,319</b>
<b>Expenses</b>													
<b>Administration</b>													
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	-			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	13,271		-			13,271	2,781
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	-
<b>Total Admin Expenses</b>	<b>259,045</b>	<b>457,682</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>716,727</b>	<b>263,326</b>	<b>457,682</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>721,008</b>	<b>4,281</b>
<b>Advocacy</b>													
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	-
<b>Total Advocacy</b>	<b>35,461</b>	<b>84,364</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>119,825</b>	<b>35,461</b>	<b>84,364</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>119,825</b>	<b>-</b>
<b>Public Realm</b>													
Public Realm Projects			165,091			165,091			186,129			186,129	21,038
Community Grants				10,000		10,000				10,000		10,000	-
Professional Development			2,500			2,500		2,500				2,500	-
Marketing			20,000			20,000						-	(20,000)
Public Realm Personnel	14,541	39,158	117,409			171,108	14,541	39,158	117,409			171,108	-
<b>Total Public Realm</b>	<b>14,541</b>	<b>39,158</b>	<b>305,000</b>	<b>-</b>	<b>10,000</b>	<b>368,699</b>	<b>14,541</b>	<b>39,158</b>	<b>306,038</b>	<b>-</b>	<b>10,000</b>	<b>369,737</b>	<b>1,038</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
01/31/19

	TOTAL YEAR BUDGET (ORIGINAL)						TOTAL YEAR BUDGET (REVISED)						Change
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	Change
<b>Economic Development</b>													
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			20,000			20,000			-			-	(20,000)
Personnel Expenses	207,773			-	-	207,773	207,773			-	-	207,773	-
<b>Total Economic Dev.</b>	<b>288,907</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>31,000</b>	<b>339,907</b>	<b>288,907</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>31,000</b>	<b>319,907</b>	<b>(20,000)</b>
<b>Marketing</b>													
Advertising/Promotions	321	28,687	15,000			44,008	321	28,687	15,000			44,008	-
Stakeholder Outreach/Public Relations		9,000	5,000			14,000		9,000	5,000			14,000	-
Annual Report		6,000				6,000		6,000				6,000	-
Website Development		14,743				14,743		14,743				14,743	-
Professional Development		2,500				2,500		2,500				2,500	-
Marketing									80,000			80,000	80,000
Marketing Personnel	171,108					171,108	171,108					171,108	-
<b>Total Marketing</b>	<b>171,429</b>	<b>60,930</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>252,359</b>	<b>171,429</b>	<b>60,930</b>	<b>100,000</b>	<b>-</b>	<b>-</b>	<b>332,359</b>	<b>80,000</b>
<b>Special Events</b>													
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			2,500	-
Marketing			20,000			20,000			-			-	(20,000)
Special Events Personnel	171,108					171,108	171,108					171,108	-
<b>Total Special Events</b>	<b>172,046</b>	<b>43,780</b>	<b>207,500</b>	<b>115,500</b>	<b>-</b>	<b>538,826</b>	<b>172,046</b>	<b>43,780</b>	<b>187,500</b>	<b>115,500</b>	<b>-</b>	<b>518,826</b>	<b>(20,000)</b>
<b>Operations</b>													
Clean Team Personnel	380,822	-			23,439	404,261	380,822	-			23,439	404,261	-
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	682,885			7,000		689,885	682,885			7,000		689,885	-
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			2,500	-
Marketing			20,000			20,000			-			-	(20,000)
Operations Personnel	207,773					207,773	207,773					207,773	-
<b>Total Operations</b>	<b>1,640,431</b>	<b>-</b>	<b>22,500</b>	<b>-</b>	<b>333,711</b>	<b>1,996,642</b>	<b>1,640,431</b>	<b>-</b>	<b>2,500</b>	<b>-</b>	<b>333,711</b>	<b>1,976,642</b>	<b>(20,000)</b>
<b>Total Expenses</b>	<b>2,581,860</b>	<b>685,914</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,332,985</b>	<b>2,586,141</b>	<b>685,914</b>	<b>596,038</b>	<b>115,500</b>	<b>374,711</b>	<b>4,358,304</b>	<b>25,319</b>
<b>Net Operating Income(Loss)</b>	<b>32,999</b>	<b>(32,999)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>54,037</b>	<b>(32,999)</b>	<b>(21,038)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>



**DLBA**  
**Detail of Deferred Revenue**  
**As of January 31, 2019**

	15/16 Balance	16/17 Balance	17-18 YTD Additions	18-19 YTD Additions	18-19 YTD Reductions	1/31/2019
<b>Reserve</b>						
3-mos. reserve for PBID 2017-18			638,000		(638,000)	0
3-mos. reserve for PBID 2018-19				73,588		73,588
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
	<b>166,073</b>	<b>76,866</b>	<b>924,641</b>	<b>73,588</b>	<b>(690,524)</b>	<b>550,644</b>
<b>Admin</b>						
Deferred Depreciation Prior Years'		111,730			(14,892)	96,838
Deferred Depreciation 18-19				9,610	(3,696)	5,914
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		(2,781)	10,000
DDC Loan			45,000			45,000
Personnel		4,296			(8,690)	-4,394
	<b>32,113</b>	<b>116,026</b>	<b>79,391</b>	<b>9,610</b>	<b>(68,691)</b>	<b>168,449</b>
<b>Marketing &amp; Communications</b>						
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
	<b>0</b>	<b>35,453</b>	<b>5,600</b>		<b>(28,936)</b>	<b>12,117</b>
<b>Special Events</b>						
Event T-shirts			681			681
Sponsorship Deck Update/Template Creation			1,500			1,500
Live After 5			22,495			22,495
	<b>0</b>	<b>0</b>	<b>24,676</b>		<b>0</b>	<b>24,676</b>
<b>Operations</b>						
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
	<b>68,231</b>	<b>7,558</b>	<b>0</b>		<b>(72,816)</b>	<b>2,973</b>
<b>Economic Development</b>						
Personnel		8,461			(5,912)	2,549
<b>Public Realm</b>						
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				(8,696)	1,950
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
	<b>133,198</b>	<b>188,935</b>	<b>1,867</b>		<b>-173,779</b>	<b>150,221</b>
<b>Total Deferred Revenue</b>	<b>\$ 399,615</b>	<b>\$ 433,299</b>	<b>\$ 1,036,175</b>	<b>\$ 83,198</b>	<b>\$ (1,040,658)</b>	<b>\$ 911,629</b>

**Downtown Long Beach Alliance**  
**A/R Aging Detail**  
As of January 31, 2019

Date	Transaction Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
<b>91 or more days past due</b>							
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	09/13/2018	Buskerfest 2018 Wristband Sponsor Presenting Partner Sponsor for Bicycle Drive-In	1,250.00	1,250.00
08/14/2018	Invoice	DLBA2037	Gonzalez, District 1	09/13/2018	2018	5,000.00	5,000.00
09/30/2018	Invoice	DLBA2055	CITY OF LONG BEACH	10/30/2018	Downtown Transit Mall Maintenance	25,000.00	25,000.00
<b>Total for 91 or more days past due</b>						<b>\$ 57,111.90</b>	<b>\$ 57,111.90</b>
<b>61 - 90 days past due</b>							
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
<b>Total for 61 - 90 days past due</b>						<b>\$ 69,408.03</b>	<b>\$ 69,408.03</b>
<b>1 - 30 days past due</b>							
12/31/2018	Invoice	DLBA2076	Jatin Laxpati	01/30/2019	Parking Lot Services	864.89	864.89
<b>Total for 1 - 30 days past due</b>						<b>\$ 864.89</b>	<b>\$ 864.89</b>
<b>TOTAL</b>						<b>\$ 127,384.82</b>	<b>\$ 127,384.82</b>

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**Downtown Long Beach Alliance**  
**Direct Bills A/R Aging Detail**  
As of January 31, 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	
						<b>\$ 558,833.06</b>	<b>-\$ 558,833.06</b>

**Downtown Long Beach Alliance**  
**A/R Aging Detail**  
As of February 15, 2019

	Date	Transaction Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
<b>91 or more days past due</b>								
	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	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
	09/30/2018	Invoice	DLBA2055	CITY OF LONG BEACH	10/30/2018	Downtown Transit Mall Maintenance	25,000.00	25,000.00
<b>Total for 91 or more days past due</b>							<b>\$ 57,111.90</b>	<b>\$ 57,111.90</b>
<b>61 - 90 days past due</b>								
	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
<b>Total for 61 - 90 days past due</b>							<b>\$ 69,408.03</b>	<b>\$ 69,408.03</b>
<b>1 - 30 days past due</b>								
	12/31/2018	Invoice	DLBA2076	Jatin Laxpati	01/30/2019	Parking Lot Services	864.89	864.89
	02/01/2019	Invoice	DLBA2090	HILLCREST MONTEREY ASSOCIATES, INC	02/01/2019	Promenade Walk Trash Room Services	1,110.00	1,110.00
	01/08/2019	Invoice	DLBA2078	Q's Smokehouse	02/07/2019	NYE Food Vendor Participation Fee	75.00	75.00
<b>Total for 1 - 30 days past due</b>							<b>\$ 2,049.89</b>	<b>\$ 2,049.89</b>