

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

**OVERVIEW**

Year-to-Date	Actual	Budget	Variance
Revenue	1,579,148	1,745,411	(166,263)
Expenses	1,295,408	1,577,021	281,613
Net	283,740	168,390	115,350

**REVENUES:**

PBID Revenue is less than budget by \$29,000 or 9% due to timing of collections versus flat line budgeted revenue.

DPIA Revenue is less than budget by \$93,000 or 39% primarily due to actual October, November and December revenue being less than budget.

Parking Meter Revenue is less than budget by \$16,000 or 11% 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 \$26,000 or 6% primarily due to lower than budgeted Prop A revenue (\$14,480), Small Business Grant fundraising (\$9,700), Office Rent Reimbursement (\$1,000) and issuing a (\$2,045) credit memo for contract services billed in fiscal 2019.

**EXPENSES:**

Administration Expenses are less than budget by \$18,000 or 8% due to various actual expenses being under (over) flat line budgeted expenses.

Research, Dev. & Advocacy Expenses are less than budget by \$82,000 or 62% due to lower than budgeted for Strategic Plan & PBID Renewal costs (\$44,000), Personnel costs (\$14,000), Travel/Education/Civic Event costs (\$13,000), and Research & Data Analytics costs (\$13,000).

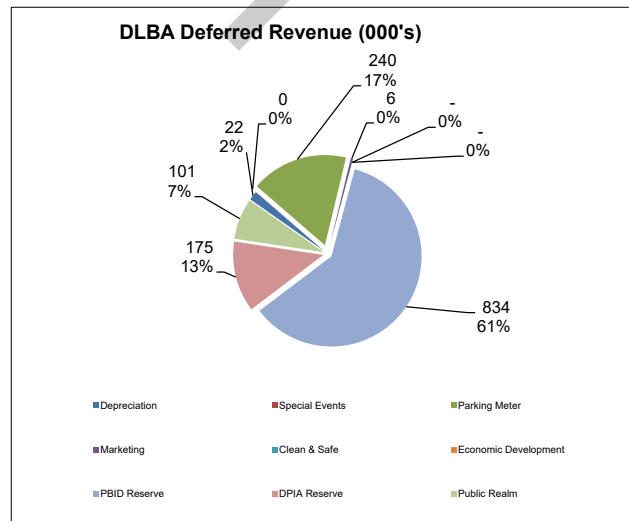
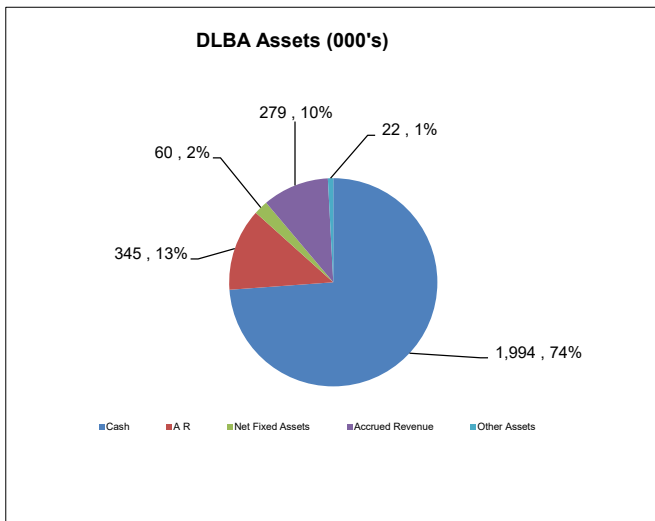
Public Realm Expenses are less than budget by \$31,000 or 23% primarily due to lower than budgeted Community Grants (\$29,000).

Economic Development Expenses are less than budget by \$41,000 or 29% primarily due to lower than budgeted Personnel costs (\$9,000) and Business Recruitment & Retention (\$31,000).

Marketing Expenses are less than budget by \$17,000 or 16% due to lower than budgeted Recovery Campaign costs (\$12,000) and Advertising/Promotions (\$2,500).

Special Event Expenses are less than budget by \$49,000 or 47% due to lower than budgeted for Personnel costs (\$6,000) and Event costs (\$40,000).

Operations Expenses are less than budget by \$44,000 or 6% due to several variances related to Clean & Safe operational expenses and lower Clean Team personnel costs.



**Downtown Long Beach Alliance  
Statement of Financial Position  
1/31/2021**

**Assets**

**Current Assets**

Cash	\$1,993,849
Accounts Receivable	345,172
Accrued Revenues	278,629
Prepaid Expenses	6,022
<b>Total Current Assets</b>	<u>2,623,672</u>

**Fixed Assets**

Furniture & Equipment	431,010
Accumulated Depreciation	<u>(371,373)</u>
<b>Total Fixed Assets</b>	<u>59,637</u>

**Other Assets**

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

**Total Assets**

\$2,699,742

**Liabilities & Fund Balances**

**Current Liabilities**

Accounts Payable	\$279,294
Accrued Wages & Other Expenses	198,256
Unearned Revenue	560,110
Deferred Revenue	<u>1,378,343</u>
<b>Total Current Liabilities</b>	<u>2,416,002</u>

**Long Term Liabilities**

Net Income (Loss)	283,740
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**Total Liabilities & Fund Balances**

2,699,742

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

As of January 31, 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)	304					304	334					334	(29)
DPIA	-	144				144	-	237				237	(93)
Parking Meter Revenue			134			134			150			150	(16)
Sponsors & Ticket Sales	-			(2)		(2)	-			-		-	(2)
Grants & Contract Services	-				385	385	-	242		-	169	411	(26)
Deferred Revenue Recognized	692	-	-			692	692	-	-	-	-	692	0
Deferred to 20-21	(78)	-				(78)	(78)	-				(78)	0
Total Revenue	918	144	134	(2)	385	1,579	947	479	150	-	169	1,745	(166)
Expenses													
Administration	64	154	-	-	-	218	68	167	-	-	-	235	18
Advocacy	8	32	11	-	-	51	55	40	38	-	-	133	82
Public Realm	3	3	99	-	-	105	3	9	123	-	-	135	31
Economic Dev.	93	8	-	-	-	101	113	13	-	-	16	142	41
Marketing	58	10	20	-	-	89	69	17	19	-	-	106	17
Special Events	55	0	2	-	-	57	59	0	30	15	-	105	49
Operations	536	-	-	-	140	676	569	2	-	-	149	720	44
Total Expenses	817	207	132	-	140	1,295	937	248	211	15	164	1,577	282
Net Operating Income(Loss)	101	(63)	3	(2)	246	284	10	230	(61)	(15)	5	168	115

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

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

**DOWNTOWN LONG BEACH ALLIANCE**  
As of January 31, 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	
<b>Revenues</b>													
PBID net of delinquency	304,450	-	-	-	-	304,450	333,911	-	-	-	-	333,911	(29,461)
DPIA	-	143,987	-	-	-	143,987	-	236,925	-	-	-	236,925	(92,938)
Parking Meter	-	-	134,484	-	-	134,484	-	-	150,000	-	-	150,000	(15,516)
Sponsors & Ticket Sales	-	-	-	(2,499)	-	(2,499)	-	-	-	-	-	-	(2,499)
Grants & Contract Services	-	-	-	-	385,274	385,274	-	241,723	-	-	169,442	411,165	(28,890)
Deferred Revenue Recognized	691,900	-	-	-	-	691,900	691,699	-	-	-	-	691,699	0
Deferred to 20-21	(78,449)	-	-	-	-	(78,449)	(78,489)	-	-	-	-	(78,489)	40
<b>Total Revenue</b>	<b>917,901</b>	<b>143,987</b>	<b>134,484</b>	<b>(2,499)</b>	<b>385,274</b>	<b>1,579,148</b>	<b>947,321</b>	<b>478,648</b>	<b>150,000</b>	<b>-</b>	<b>169,442</b>	<b>1,745,411</b>	<b>(166,263)</b>
<b>Administration</b>													
Rent	55,634	-	-	-	-	55,634	58,250	-	-	-	-	58,250	2,616
Telephone	6,331	-	-	-	-	6,331	6,000	-	-	-	-	6,000	(331)
Computers	319	3,226	-	-	-	3,545	4,083	-	-	-	-	4,083	538
Office Equipment Lease	-	2,889	-	-	-	2,889	4,500	-	-	-	-	4,500	1,611
Office Supplies	-	4,643	-	-	-	4,643	3,333	-	-	-	-	3,333	(1,310)
Postage	-	1,061	-	-	-	1,061	400	-	-	-	-	400	(661)
General Insurance	-	1,855	-	-	-	1,855	5,233	-	-	-	-	5,233	3,378
Professional Services	-	36,076	-	-	-	36,076	37,400	-	-	-	-	37,400	1,324
Utilities	-	517	-	-	-	517	1,167	-	-	-	-	1,167	650
Depreciation	-	3,373	-	-	-	3,373	6,424	-	-	-	-	6,424	3,051
Taxes	-	884	-	-	-	884	1,000	-	-	-	-	1,000	116
Office Maintenance & Repairs	-	1,455	-	-	-	1,455	1,567	-	-	-	-	1,567	212
Employee Recruitment	-	-	-	-	-	-	1,167	-	-	-	-	1,167	1,167
Admin Services	-	-	-	-	-	-	50	-	-	-	-	50	50
Outside Support	-	-	-	-	-	-	-	300	-	-	-	300	(189)
Merchant Fees & Interest	-	489	-	-	-	489	-	-	-	-	-	-	-
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Board Contingency	-	-	-	-	-	-	-	-	-	-	-	-	-
Dues & Subscriptions	-	2,146	-	-	-	2,146	1,333	-	-	-	-	1,333	(813)
Board, EC and TF Meetings	1,983	-	-	-	-	1,983	6,267	-	-	-	-	6,267	4,284
PBID General Benefit 1%	-	-	-	-	-	-	882	-	-	-	-	882	882
PBID Engineer's Adjustment	-	-	-	-	-	-	306	-	-	-	-	306	306
Personnel Expense	-	94,941	-	-	-	94,941	95,698	-	-	-	-	95,698	757
<b>Total Admin Expenses</b>	<b>64,267</b>	<b>153,555</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>217,822</b>	<b>88,333</b>	<b>167,126</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>235,459</b>	<b>17,637</b>
<b>Research, Dev. &amp; Advocacy</b>													
Research & Data Analytics	-	-	5,920	-	-	5,920	-	19,332	-	-	-	19,332	13,412
Conferences, Travel and Education	-	1,200	5,207	-	-	6,407	-	12,333	-	-	-	12,333	5,927
Civic Events & Engagement	-	-	-	-	-	-	-	6,704	-	-	-	6,704	6,704
Strategic Plan & PBID Renewal Planning	-	-	-	-	-	-	44,333	-	-	-	-	44,333	44,333
PBID General Benefit 1%	-	-	-	-	-	-	135	-	-	-	-	135	135
PBID Engineer's Adjustment	-	-	-	-	-	-	47	-	-	-	-	47	47
Personnel Expense	8,178	30,765	-	-	-	38,943	10,530	39,614	-	-	-	50,144	11,201
<b>Total Research, Dev. &amp; Advocacy</b>	<b>8,178</b>	<b>31,965</b>	<b>11,127</b>	<b>-</b>	<b>-</b>	<b>51,270</b>	<b>54,864</b>	<b>39,795</b>	<b>38,369</b>	<b>-</b>	<b>-</b>	<b>133,028</b>	<b>81,758</b>
<b>Public Realm</b>													
PBID Special Projects	442	-	442	-	-	884	500	500	-	-	-	1,000	116
Street & Landscape	-	3,074	50,527	-	-	53,602	6,700	71,800	-	-	-	78,500	24,898
Professional Development	-	-	-	-	-	-	1,250	-	-	-	-	1,250	1,250
PBID General Benefit 1%	-	-	-	-	-	-	740	-	-	-	-	740	740
PBID Engineer's Adjustment	-	-	-	-	-	-	33	-	-	-	-	33	33
Public Realm Personnel	2,507	-	47,627	-	-	50,134	2,684	-	50,992	-	-	53,676	3,542
<b>Total Public Realm</b>	<b>2,949</b>	<b>3,074</b>	<b>98,596</b>	<b>-</b>	<b>-</b>	<b>104,619</b>	<b>3,184</b>	<b>8,723</b>	<b>123,292</b>	<b>-</b>	<b>-</b>	<b>135,199</b>	<b>30,580</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
As of January 31, 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	
<b>Economic Development</b>													
Comm. Engage & Bus. Outreach	8,209	-	-	-	-	8,209	1,053	1,955	-	-	-	3,008	(5,201)
Business Recruitment & Retention	14,657	-	-	-	-	14,657	33,933	-	-	-	-	33,933	19,276
Small Business Grants	10,017	-	-	-	-	10,017	-	-	-	-	15,556	15,556	5,538
Business Retention & Expansion	-	-	-	-	-	-	12,464	868	-	-	-	13,332	13,332
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID General Benefit 1%	-	-	-	-	-	-	-	1,110	-	-	-	1,110	1,110
PBID Engineer's Adjustment	-	-	-	-	-	-	-	385	-	-	-	385	385
Personnel Expenses	59,808	8,156	-	-	-	67,964	65,880	8,984	-	-	-	74,863	6,900
<b>Total Economic Dev.</b>	<b>92,691</b>	<b>8,156</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100,847</b>	<b>113,330</b>	<b>13,302</b>	<b>-</b>	<b>-</b>	<b>15,556</b>	<b>142,187</b>	<b>41,340</b>
<b>Marketing</b>													
Advertising/Promotions	5,604	2,115	852	-	-	8,571	10,253	892	-	-	-	11,144	2,673
Stakeholder Outreach/Public Relations	3,302	-	-	-	-	3,302	8,356	-	-	-	-	8,356	5,053
Annual Report/Publications	-	-	6,069	-	-	6,069	889	4,077	-	-	-	4,967	(1,103)
Website Development	-	72	-	-	-	72	-	-	-	-	-	-	(72)
Recovery Campaign	1,057	7,820	12,258	-	-	21,134	1,671	12,365	19,382	-	-	33,418	12,284
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID General Benefit 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID Engineer's Adjustment	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing	-	-	1,000	-	-	1,000	-	-	-	-	-	-	(1,000)
Marketing Personnel	48,408	-	-	-	-	48,408	48,025	-	-	-	-	48,025	(383)
<b>Total Marketing</b>	<b>58,371</b>	<b>10,007</b>	<b>20,179</b>	<b>-</b>	<b>-</b>	<b>88,557</b>	<b>69,194</b>	<b>17,333</b>	<b>19,382</b>	<b>-</b>	<b>-</b>	<b>105,910</b>	<b>17,353</b>
<b>Special Events</b>													
Live After 5	-	-	-	-	-	-	-	-	-	-	-	-	-
Contingency Funds for Special Events	-	-	-	-	-	-	-	-	-	-	-	-	-
Celebrate Downtown	-	-	-	-	-	-	-	-	-	-	-	-	-
Pow Wow 2020 Closing Party	-	-	-	-	-	-	-	-	-	-	-	-	-
Taste of Downtown Series	2,446	29	1,720	-	-	4,196	-	3,883	6,117	-	-	10,000	5,804
Powerfest	-	-	-	-	-	-	-	388	612	-	-	1,000	1,000
Summer & Music Series	-	-	-	-	-	-	-	-	-	-	-	-	-
New Year's Eve Waterfront	-	-	-	-	-	-	-	24,588	8,412	-	-	33,000	33,000
Shop Small Saturday	-	-	-	-	-	-	-	-	-	-	-	-	-
Event Sponsorships	-	-	-	-	-	-	-	160	252	-	-	413	413
Event Supplies, Contingency & Misc.	249	3	175	-	-	428	2,499	23	1,367	-	-	3,889	3,461
PBID General Benefit 1%	-	-	-	-	-	-	-	628	-	-	-	628	628
PBID Engineer's Adjustment	-	-	-	-	-	-	-	216	-	-	-	216	216
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Special Events Personnel	52,053	-	-	-	-	52,053	56,147	-	-	-	-	56,147	4,094
<b>Total Special Events</b>	<b>54,749</b>	<b>32</b>	<b>1,896</b>	<b>-</b>	<b>-</b>	<b>56,677</b>	<b>59,490</b>	<b>23</b>	<b>30,387</b>	<b>15,393</b>	<b>-</b>	<b>105,293</b>	<b>48,616</b>
<b>Operations</b>													
Clean Team Management	30,132	-	-	-	-	30,132	30,702	-	-	-	-	30,702	570
Clean Team Personnel	138,987	-	-	-	-	138,987	139,001	-	-	-	-	139,001	14
Clean Team Supplies	1,050	-	-	-	-	1,050	4,647	-	-	-	-	4,647	3,597
Clean Team Equip. Insurance	-	-	-	-	-	-	3,134	-	-	-	-	3,134	3,134
Clean Team Fuel	3,579	-	-	-	-	3,579	3,540	-	-	-	-	3,540	(40)
Clean Team Equip & Maint.	9,304	-	-	-	-	9,304	8,297	-	-	-	-	8,297	(1,006)
Clean Team Lease	-	-	-	-	-	-	-	-	-	-	-	-	-
Clean Team Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	-
Pressure Washing	84,766	-	-	-	-	84,766	94,965	-	-	-	-	94,965	10,199
Safe Team Management	30,066	-	-	-	-	30,066	29,566	-	-	-	-	29,566	(500)
Safe Team Personnel	189,816	-	-	-	-	189,816	203,823	-	-	-	-	203,823	14,007
Safe Team Supplies	37	-	-	-	-	37	813	-	-	-	-	813	776
Safe Team Equipment Insurance	-	-	-	-	-	-	1,800	-	-	-	-	1,800	1,800
Safe Team Equipment	2,260	-	-	-	-	2,260	1,160	-	-	-	-	1,160	(1,100)
Homeless Outreach	649	-	-	-	-	649	500	-	-	-	-	500	(149)
Community Outreach	493	-	-	-	-	493	400	-	-	-	-	400	(93)
Special Project	-	-	-	-	-	-	1,364	-	-	-	-	1,364	1,364
Contract Services	-	-	-	-	-	-	-	-	-	10,272	-	10,272	10,272
Long Beach Transit	-	-	-	-	50,839	50,839	-	-	-	63,512	-	63,512	12,673
Hilcrest Monterey	-	-	-	-	-	-	-	-	-	5,198	-	5,198	5,198
Other Contract Services	-	-	-	-	39,142	39,142	-	-	-	7,300	-	7,300	(31,842)
City of Long Beach	-	-	-	-	34,344	34,344	-	-	-	55,492	-	55,492	21,148
Contract Equip, Parts, Maint, Fuel	-	-	-	-	15,287	15,287	-	-	-	1,200	-	1,200	(14,087)
Professional Development	-	-	-	-	-	-	-	60	-	5,926	-	5,986	5,986
PBID General Benefit 1%	-	-	-	-	-	-	-	2,075	-	-	-	2,075	2,075
PBID Engineer's Adjustment	-	-	-	-	-	-	-	-	-	-	-	-	-
Operations Personnel	44,864	-	-	-	-	44,864	45,200	-	-	-	-	45,200	337
<b>Total Operations</b>	<b>536,004</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>139,612</b>	<b>675,616</b>	<b>569,912</b>	<b>2,134</b>	<b>-</b>	<b>146,900</b>	<b>-</b>	<b>719,946</b>	<b>44,330</b>
<b>Total Expenses</b>	<b>817,209</b>	<b>206,769</b>	<b>131,798</b>	<b>-</b>	<b>139,612</b>	<b>1,295,408</b>	<b>937,306</b>	<b>248,437</b>	<b>211,429</b>	<b>15,393</b>	<b>164,455</b>	<b>1,577,021</b>	<b>281,613</b>
<b>Net Operating Income(Loss)</b>	<b>100,691</b>	<b>(62,801)</b>	<b>2,686</b>	<b>(2,499)</b>	<b>245,663</b>	<b>283,740</b>	<b>10,015</b>	<b>230,211</b>	<b>(61,429)</b>	<b>(15,393)</b>	<b>4,986</b>	<b>168,390</b>	<b>115,550</b>

DOWNTOWN LONG BEACH ALLIANCE  
September 30, 2021

	TOTAL YEAR BUDGET (ORIGINAL)					TOTAL	TOTAL YEAR BUDGET (REVISED)					Change
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services		PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	
<b>Revenues</b>												
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	380,710
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)	-
<b>Total Revenue</b>	<b>2,719,487</b>	<b>690,392</b>	<b>450,000</b>		<b>429,399</b>	<b>4,289,278</b>	<b>2,984,636</b>	<b>770,813</b>	<b>450,000</b>	<b>810,109</b>	<b>5,015,558</b>	<b>726,280</b>
<b>Administration</b>												
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	-
<b>Total Admin Expenses</b>	<b>254,785</b>	<b>411,971</b>				<b>666,756</b>	<b>254,785</b>	<b>431,242</b>			<b>686,027</b>	<b>19,271</b>
<b>Research, Dev. &amp; Advocacy</b>												
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		38,920				38,920		111,512			150,432	-
<b>Total Research, Dev. &amp; Advocacy</b>	<b>38,920</b>	<b>186,063</b>	<b>112,112</b>			<b>337,035</b>	<b>61,433</b>	<b>222,543</b>	<b>112,112</b>		<b>396,088</b>	<b>59,053</b>
<b>Public Realm</b>												
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	-
<b>Total Public Realm</b>	<b>28,246</b>	<b>15,332</b>	<b>225,000</b>			<b>268,578</b>	<b>39,946</b>	<b>15,332</b>	<b>225,000</b>	<b>225,000</b>	<b>505,278</b>	<b>236,700</b>

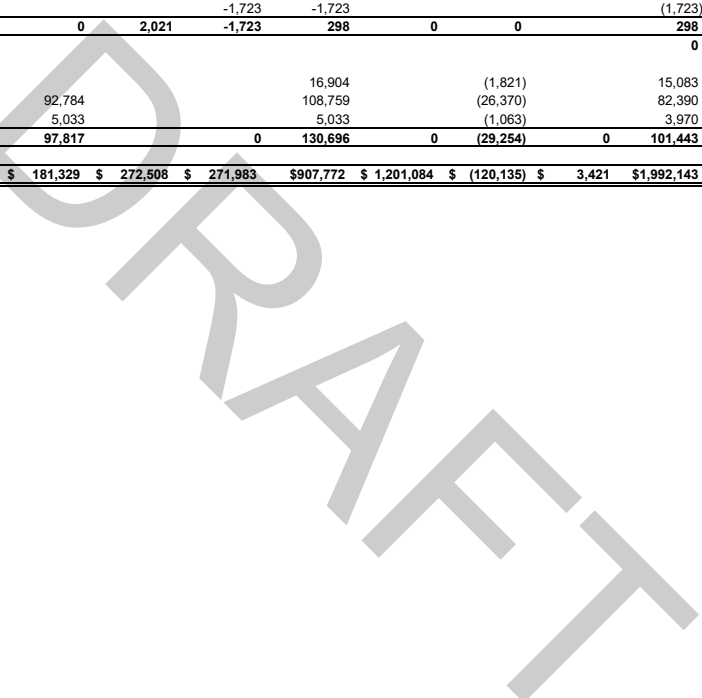
DOWNTOWN LONG BEACH ALLIANCE  
September 30, 2021

	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	
<b>Economic Development</b>													
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	-
<b>Total Economic Dev.</b>	<b>320,818</b>	<b>37,180</b>			<b>30,000</b>	<b>387,998</b>	<b>395,818</b>	<b>61,790</b>			<b>55,390</b>	<b>512,998</b>	<b>125,000</b>
<b>Marketing</b>													
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	-
<b>Total Marketing</b>	<b>180,887</b>	<b>28,420</b>	<b>27,785</b>			<b>237,092</b>	<b>275,523</b>	<b>28,420</b>	<b>27,785</b>			<b>331,728</b>	<b>94,636</b>
<b>Special Events</b>													
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	-
<b>Total Special Events</b>	<b>180,886</b>		<b>85,103</b>			<b>265,989</b>	<b>185,886</b>		<b>85,103</b>			<b>270,989</b>	<b>5,000</b>
<b>Operations</b>													
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	-
<b>Total Operations</b>	<b>1,714,945</b>	<b>11,486</b>			<b>399,399</b>	<b>2,125,830</b>	<b>1,771,244</b>	<b>11,486</b>			<b>529,720</b>	<b>2,312,450</b>	<b>186,620</b>
<b>Total Expenses</b>	<b>2,719,487</b>	<b>690,392</b>	<b>450,000</b>		<b>429,399</b>	<b>4,289,278</b>	<b>2,984,635</b>	<b>770,813</b>	<b>450,000</b>		<b>810,110</b>	<b>5,815,558</b>	<b>726,280</b>
<b>Net Operating Income(Loss)</b>	<b>0</b>	<b>(0)</b>			<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>			<b>(1)</b>	<b>-1</b>	<b>1</b>



DLBA  
Deferred Revenue  
As of January 31, 2021

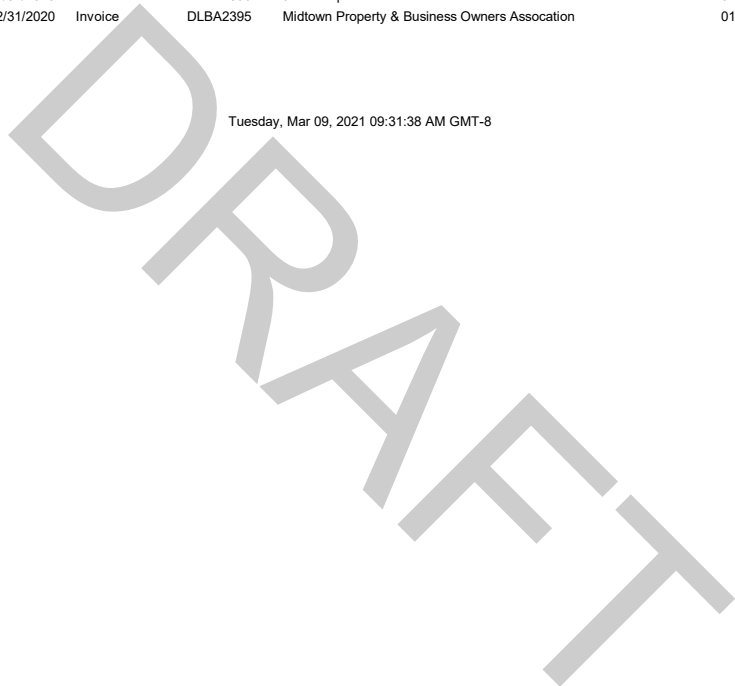
	15/16 Balance	16/17 Balance	17/18 Balance	18/19 Balance	Total	19-20 YTD Additions	19-20 YTD Reductions	Reallocation	9/30/2020	20-21 YTD Additions	20-21 YTD Reductions	Reallocation	1/31/2021
<b>Reserve</b>													
19-20 PBID Deferred Revenue Recognized Oct. - Dec. 2020					0	685,476			685,476		(685,476)		0
PBID Revenue Deferred Oct. - Dec. 2021			19,917	217,426	237,343	505,608	(17,000)		725,951	78,449			804,400
DPIA Reserve	149,073	24,342	5,116		178,531	10,000	(17,000)	3,421	174,952				174,952
City Funds - Parking Meter			239,854		239,854				239,854				239,854
	<b>149,073</b>	<b>24,342</b>	<b>264,887</b>	<b>217,426</b>	<b>655,728</b>	<b>1,201,084</b>	<b>(34,000)</b>	<b>3,421</b>	<b>1,826,233</b>	<b>78,449</b>	<b>(685,476)</b>	<b>0</b>	<b>1,219,206</b>
<b>Admin</b>													
Deferred Depreciation Prior Years'		59,170			59,170		(34,340)		24,830		(6,424)		18,406
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
	<b>0</b>	<b>59,170</b>	<b>0</b>	<b>56,280</b>	<b>115,450</b>	<b>0</b>	<b>-56,881</b>	<b>0</b>	<b>58,569</b>	<b>0</b>	<b>(6,424)</b>	<b>0</b>	<b>52,145</b>
<b>Marketing &amp; Communications</b>													
					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
	<b>0</b>	<b>0</b>	<b>5,600</b>	<b>5,600</b>	<b>5,600</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,600</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,600</b>
<b>Special Events</b>													
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)
	<b>0</b>	<b>0</b>	<b>2,021</b>	<b>-1,723</b>	<b>298</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>298</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>298</b>
<b>Public Realm</b>													
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
	<b>32,879</b>	<b>97,817</b>	<b>0</b>	<b>0</b>	<b>130,696</b>	<b>0</b>	<b>(29,254)</b>	<b>0</b>	<b>101,443</b>	<b>0</b>	<b>(350)</b>	<b>0</b>	<b>101,093</b>
<b>Total Deferred Revenue</b>	<b>\$ 181,952</b>	<b>\$ 181,329</b>	<b>\$ 272,508</b>	<b>\$ 271,983</b>	<b>\$907,772</b>	<b>\$ 1,201,084</b>	<b>\$ (120,135)</b>	<b>\$ 3,421</b>	<b>\$1,992,143</b>	<b>\$ 78,449</b>	<b>\$ (692,250)</b>	<b>\$ -</b>	<b>\$1,378,342</b>



**Downtown Long Beach Alliance**  
**A/R Aging Detail**  
As of January 31, 2021

	Date	Transaction Type	Num	Customer	Due Date	Amount	Open Balance
<b>91 or more days past due</b>	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
	12/10/2019	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
<b>Total for 91 or more days past due</b>						<b>\$ 306,387.88</b>	<b>\$ 306,387.88</b>
<b>1 - 30 days past due</b>							
	12/07/2020	Invoice	DLBA2392	Long Beach Transit (Customer)	01/01/2021	14,659.97	14,659.97
	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
<b>Total for 1 - 30 days past due</b>						<b>\$ 20,915.94</b>	<b>\$ 20,915.94</b>
<b>TOTAL</b>						<b>\$ 285,471.94</b>	<b>\$ 285,471.74</b>

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**Downtown Long Beach Alliance  
As of December 31, 2020**

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	
09/28/2020	Invoice	DLBA2369	USPS (C)	10/28/2020	PBID	5,047.50	
09/28/2020	Invoice	DLBA2371	State of California	10/28/2020	PBID	18,813.84	
09/28/2020	Invoice	DLBA2368	GSA	10/28/2020	PBID	31,610.22	
09/28/2020	Invoice	DLBA2367	California	10/28/2020	PBID	63,443.28	
						<b>\$ 731,343.58</b>	<b>-\$ 612,428.74</b>

**Downtown Long Beach Alliance**  
**A/R Aging Detail**  
As of January 31, 2021

	Date	Transaction Type	Num	Customer	Due Date	Amount	Open Balance
<b>91 or more days past due</b>	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
	12/10/2019	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
<b>Total for 91 or more days past due</b>						<b>\$ 306,387.88</b>	<b>\$ 306,387.88</b>
<b>1 - 30 days past due</b>	12/07/2020	Invoice	DLBA2392	Long Beach Transit (Customer)	01/01/2021	14,659.97	14,659.97
	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
<b>Total for 1 - 30 days past due</b>						<b>\$ 20,915.94</b>	<b>\$ 20,915.94</b>
<b>TOTAL</b>						<b>\$ 285,471.94</b>	<b>\$ 285,471.74</b>

Tuesday, Mar 09, 2021 09:31:38 AM GMT-8

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