Downtown Long Beach Alliance
As of July 31, 2019
(Fiscal Year Ending September 30, 2019)
Financial Summary
Revised as of August 22, 2019

OVERVIEW

Year-to-Date	Actual	Budget	Variance
Revenue	3,700,828	3,671,668	**29,160**
Expenses	3,334,098	3,671,936	**337,839**
Net	366,731	(268)	366,999

Only variances more than 10% are detailed below.

REVENUE

Parking Meter Revenue is less than budget by $131,000 or 27% based on actual collections through May.

Special Events Revenue is more than budget by $91,000 or 132% primarily due to NYE revenue exceeding budgeted revenue by $15,000 and actual Taste of Downtown revenue $63,000 ahead of budget.

Miscellaneous & Contract Services Revenue is more than budget by $60,000 or 18% primarily due to higher than budgeted for City of Long Beach (Downtown Transit Corridor Maintenance) revenue ($83,333) .

EXPENSES:

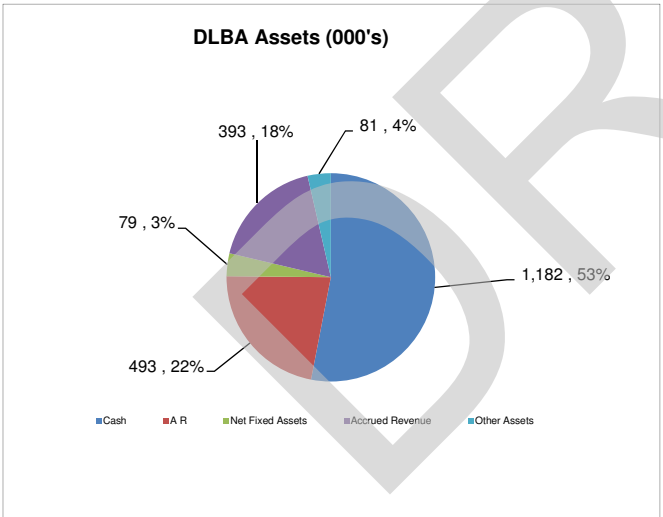
Advocacy Expenses are more than budget by $14,000 or 14% due to higher than budgeted subscription/survey fees and civic events expenditures.

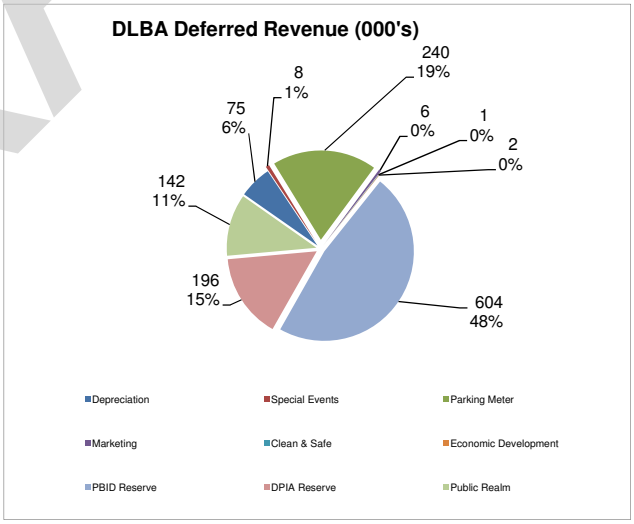
Public Realm Expenses are less than budget by $66,000 or 21% due to lower than budgeted Personnel Costs ($25,000), Projects ($32,000) and Comminuty Grants ($8,000).

Economic Development Expenses are less than budget by $66,000 or 25% primarily due to lower than budgeted expenses for Personnel ($35,000) and Small Business Grants ($26,000).

Marketing Expenses are less than budget by $77,000 or 27% due to the timing of payments versus flat line budgeted expenditures, lower Advertising & Promotions ($9,000), Departmental Marketing Expenses ($48,000) and Personnel Costs ($20,000).

Special Events Expenses are less than budget by $43,000 or 10% primarily due to the timing of payments versus flat line budgeted expenditures.





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Downtown Long Beach Alliance
Balance Sheet
7/31/2019

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Assets	
Current Assets	
Cash	1,181,839
Accounts Receivable	492,614
Accrued Revenues	393,273
Prepaid Expenses	19,126
Total Current Assets	2,086,852
Fixed Assets	
Furniture & Equipment	413,783
Accumulated Depreciation	(334,988)
Total Fixed Assets	78,795
Other Assets	
Deposits	16,434
Loan to DDC	45,000
Software License	13,270
Accumulated Amortization	(13,254)
Total Other Assets	61,450
Total Assets	2,227,097
Liabilities & Fund Balances	
Current Liabilities	
Accounts Payable	43,922
Accrued Wages & Other Expenses	170,367
Unearned Revenue	374,136
Deferred Revenue	1,271,972
Total Current Liabilities	1,860,396
Long Term Liabilities	-
Net Income (Loss)	366,700
Total Liabilities & Fund Balances	2,227,097

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands
7/31/2019

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
Revenues	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL	TO YTD BUDGET
PBID (net of delinquency)	1,999					1,999	1,999					1,999	-
DPIA	11	536				547	11	527				538	10
Parking Meter Revenue			348			348			479			479	(131)
Special Events	-			160		160	-			69		69	91
Misc. & Contract Services	-				388	388	-	34		-	294	329	60
Deferred Revenue Recognized	773	-	-			773	773	-	-	-	-	773	(0)
Deferred to 18-19	(515)	-		-	-	(515)	(515)	-				(515)	-
Total Revenue	2,268	536	348	160	388	3,701	2,268	561	479	69	294	3,672	29
Expenses													
Administrative	193	432	-	-	-	625	230	221	181	-	-	632	7
Advocacy	37	78	-	-		114	30	70	-	-	-	100	(14)
Public Realm	10	27	217	-	-	255	12	33	267	-	8	321	66
Economic Dev.	201	-	-	-	-	201	241	-	-	-	26	267	66
Marketing	121	56	29	-	-	207	149	117	17	-	-	283	77
Special Events	139	28	103	106	-	376	144	36	161	79		419	43
Operations	1,285	-	-	-	272	1,557	1,369	-	2	-	278	1,649	92
Total Expenses	1,985	621	349	106	272	3,334	2,175	478	628	79	312	3,672	338
Net Operating Income(Loss)	282	(85)	(2)	54	116	367	93	83	(148)	(10)	(18)	(0)	367

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DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands
7/31/2019

	TOTAL YEAR BUDGET (ORIGINAL)					
Revenues	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL
PBID (net of delinquency)	2,570					2,570
DPIA	12	633				645
Parking Meter Revenue	-		370			370
Special Events	4			116		120
Misc. & Contract Services	20				375	394
Deferred Revenue Recognized	638					638
PBID Deferred 16-17	(662)	-				(662)
Total Revenue	2,582	633	370	116	375	4,075
Expenses						
Administrative	259	405	-	-	-	664
Advocacy	35	84	-	-	-	120
Public Realm	115	39	185	-	10	349
Economic Dev.	289	-	-	-	31	320
Marketing	171	61	-	-	-	232
Special Events	172	44	185	116		516
Operations	1,540	-	-	-	334	1,874
Total Expenses	2,582	633	370	116	375	4,075
Net Operating Income(Loss)	0	-	-	-	-	0

	TOTAL YEAR BUDGET (REVISED)						
Revenues	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL	CHANGE
PBID (net of delinquency)	2,570					2,570	-
DPIA	12	633				645	-
Parking Meter Revenue	-		575			575	205
Sponsorships/Ticket Sales	4			116		120	-
Misc. & Contract Services	20				375	394	-
Deferred Revenue Recognized	779					779	141
PBID Deferred 16-17	(662)	-				(662)	-
Total Revenue	2,723	633	575	116	375	4,422	346
Expenses							
Administrative	326	423	-	-	-	749	85
Advocacy	35	84	-	-	-	120	-
Public Realm	15	39	315	-	10	379	30
Economic Dev.	289	-	-	-	31	320	-
Marketing	178	61	100	-	-	339	107
Special Events	172	44	204	116	-	536	
Operations	1,642	-	3	-	334	1,979	104
Total Expenses	2,658	652	622	116	375	4,421	346
Net Operating Income(Loss)	66	(18)	(47)	-	-	0	0

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DOWNTOWN LONG BEACH ALLIANCE
As of July 31, 2019
7/31/2019

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	TO YTD BUDGET
Revenues													
PBID net of delinquency	1,999,221	-	-	-	-	1,999,221	1,999,221	-	-	-	-	1,999,221	-
DPIA	10,948	536,434	-	-	-	547,381	10,754	526,946	-	-	-	537,700	9,681
Parking Meter Revenue	-	-	347,744	-	-	347,744	-	-	479,170	-	-	479,170	(131,426)
Special Events	-	-	-	160,487	-	160,487	-	-	-	69,392	-	69,392	91,095
Misc. & Contract Services	-	-	-	-	388,409	388,409	-	34,160	-	-	294,390	328,550	59,859
Deferred Revenue Recognized	772,701	-	-	-		772,701	772,751	-	-	-	-	772,751	(50)
Deferred to 19-20	(515,116)	-	-	-	-	(515,116)	(515,116)	-	-	-	-	(515,116)	-
Total Revenue	**2,267,754**	**536,434**	**347,744**	**160,487**	**388,409**	**3,700,828**	**2,267,610**	**561,106**	**479,170**	**69,392**	**294,390**	**3,671,668**	**29,160**
Expenses													
Administration													
Rent	-	147,009	-	-	-	147,009			141,670	-		141,670	(5,339)
Telephone	14,556	-	-	-	-	14,556	15,830		-	-	-	15,830	1,274
Computers	-	44,493	-	-	-	44,493	-		39,238	-	-	39,238	(5,255)
Office Equipment Lease	10,709	-	-	-	-	10,709	8,330		-	-	-	8,330	(2,379)
Office Supplies	11,034	-	-	-	-	11,034	10,000		-	-	-	10,000	(1,034)
Postage	3,699		-	-	-	3,699	3,330		-	-	-	3,330	(369)
General Insurance	7,571	-	-	-	-	7,571	13,330		-	-	-	13,330	5,759
Professional Services	-	81,681	-	-	-	81,681		64,830	-	-	-	64,830	(16,851)
Utilities	2,613	-	-	-	-	2,613	3,750		-	-	-	3,750	1,137
Depreciation	-	44,260	-	-	-	44,260		46,470	-	-	-	46,470	2,210
Taxes	2,559	-	-	-	-	2,559	2,500		-	-	-	2,500	(59)
Employee Recruitment	-	3,534	-	-	-	3,534	2,750		-	-	-	2,750	(784)
Outside Support	-		-	-	-	-	-	-	-	-	-	-	-
CCMerchant Fees & Interest	283	-	-	-	-	283	290		-	-	-	290	7
Office Maintenance & Repairs	22,594					22,594	21,521					21,521	(1,073)
Professional Development												-	-
Board Contingency	5,131					5,131	8,330					8,330	3,199
Dues & Subscriptions	4,036					4,036	2,500					2,500	(1,536)
Board, EC and TF Meetings	4,237					4,237	3,330					3,330	(907)
Admin Services		70	-	-	-	70	-	-	-	-	-	-	(70)
Personnel Expense	103,875	111,329	-	-	-	215,204	134,344	110,096	-	-	-	244,440	29,236
Total Admin Expenses	**192,898**	**432,377**	**-**	**-**	**-**	**625,274**	**230,135**	**221,396**	**180,908**	**-**	**-**	**632,439**	**7,164**
Advocacy													
Conferences, Travel, Education, Studies	-	30,843	-	-	-	30,843	-	30,830	-	-	-	30,830	(13)
Civic Events	-	29,077	-	-	-	29,077	-	25,250	-	-	-	25,250	(3,827)
Studies/Research/Development	36,554	17,592				54,146	29,549	14,221				43,770	(10,376)
Total Advocacy	**36,554**	**77,513**	**-**	**-**	**-**	**114,067**	**29,549**	**70,301**	**-**	**-**	**-**	**99,850**	**(14,217)**
Public Realm													
Public Realm Projects	-	-	133,988	-	-	133,988		-	165,985	-	-	165,985	31,997
Community Grants											8,330	8,330	8,330
Professional Development			755			755			2,080			2,080	1,325
Marketing									-			-	-
Public Realm Personnel	10,190	27,429	82,263	-	-	119,882	12,289	33,080	99,210	-	-	144,579	24,697
Total Public Realm	**10,190**	**27,429**	**217,006**	**-**	**-**	**254,625**	**12,289**	**33,080**	**267,275**	**-**	**8,330**	**320,974**	**66,348**

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DOWNTOWN LONG BEACH ALLIANCE
As of July 31, 2019
7/31/2019

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	TO YTD BUDGET
Economic Development													
Outreach	7,892	-	-	-	-	7,892	8,370	-	-	-	-	8,370	478
Special Projects	10,730	-	-	-	-	10,730	8,330	-	-	-	-	8,330	(2,400)
Bus Retention and Expansion	140	-	-	-	-	140	-	-	-	-	-	-	(140)
Bus Recruitment & Development	44,001	-	-	-	-	44,001	50,910	-	-	-	-	50,910	6,909
Small Business Grants						-	-				25,830	25,830	25,830
Marketing						-	-		-			-	-
Personnel Expenses	138,205	-	-	-	-	138,205	173,143	-	-	-	-	173,143	34,938
Total Economic Dev.	**200,968**	**-**	**-**	**-**	**-**	**200,968**	240,753	-	**-**	**-**	**25,830**	**266,583**	**65,615**
Marketing													
Advertising/Promotions	200	17,814	9,317	-	-	27,330	268	23,905	12,497	-	-	36,670	9,340
Stakeholder Outreach/Public Relations	13,590	3,984	2,214	-	-	19,787	-	7,503	4,167	-	-	11,670	(8,117)
Annual Report	-	6,460	-	-	-	6,460	-	5,000	-	-	-	5,000	(1,460)
Website Development	-	4,008	-	-	-	4,008	-	12,290	-	-	-	12,290	8,282
Professional Development		1,584				1,584	-	2,080				2,080	496
Marketing-Departmental		-	17,924			17,924		66,680				66,680	48,756
Marketing Personnel	107,443	22,006	-	-	-	129,450	149,107	-	-	-	-	149,107	19,657
Total Marketing	121,233	55,855	29,455	-	-	206,543	149,375	117,458	16,664	-	-	283,497	76,954
Special Events													
Special Events	1,587	15,291	102,858	106,018	-	225,754	937	35,788	154,474	79,374	-	270,573	44,819
Event Supplies & Misc.									4,170			4,170	4,170
Professional Development									2,080			2,080	2,080
Marketing									-			-	-
Special Events Personnel	137,392	12,780	-	-	-	150,172	142,590	-	-	-	-	142,590	(7,582)
Total Special Events	**138,979**	**28,071**	102,858	**106,018**	-	**375,926**	**143,527**	**35,788**	**160,724**	**79,374**	**-**	**419,413**	**43,487**
Operations													
Clean Team Personnel	247,054	-	-	-	15,211	262,266	317,341	-	-	-	19,539	336,880	74,614
Clean Team Supplies	11,117	-	-	-	-	11,117	670	-	-	-	-	670	(10,447)
Clean Team Equip. Insurance	10,668	-	-	-	-	10,668	8,330	-	-	-	-	8,330	(2,338)
Clean Team Fuel	8,561	-	-	-	-	8,561	1,920	-	-	-	-	1,920	(6,641)
Clean Team Equip Leases/Maint.	12,767	-	-	-	-	12,767	22,290	-	-	-	-	22,290	9,523
Pressure Washing	259,986	-	-	-	-	259,986	260,000	-	-	-		260,000	14
Contract Work	1,869	-	-	-	229,937	231,806	-	-	-	-	250,700	250,700	18,894
Downtown Guides Personnel	574,606	-	-	-	5,863	580,469	569,094	-	-	-	5,806	574,900	(5,569)
Downtown Guides Equip Lease/Supp	15,181	-	-	-	-	15,181	14,250		-	-	-	14,250	(931)
Community Outreach Manager					21,036	21,036	-				2,024	2,024	(19,012)
Other					-	-					-	-	-
Professional Development						-			2,080			2,080	2,080
Marketing						-			-			-	-
Operations Personnel	142,840	-	-	-	-	142,840	175,137	-	-	-	-	175,137	32,297
Total Operations	**1,284,649**	**-**	**-**	**-**	**272,047**	**1,556,696**	**1,369,031**	**-**	**2,080**	**-**	**278,070**	**1,649,181**	**92,485**
Total Expenses	**1,985,470**	**621,245**	**349,319**	**106,018**	**272,047**	**3,334,098**	**2,174,660**	**478,022**	**627,650**	**79,374**	**312,230**	**3,671,936**	**337,838**
Net Operating Income(Loss)	**282,284**	**(84,811)**	**(1,574)**	**54,469**	**116,362**	**366,730**	**92,951**	**83,084**	**(148,480)**	**(9,982)**	**(17,840)**	**(268)**	**366,998**

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DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT
07/31/19

	TOTAL YEAR BUDGET (ORIGINAL)						TOTAL YEAR BUDGET (REVISED)						
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	Change
Revenues													
PBID net of delinquency	2,570,433					2,570,433	2,570,433					2,570,433	-
DPIA	11,890	633,354	-			645,244	11,890	633,354	-			645,244	-
Parking Meter Revenue			370,000			370,000			575,000			575,000	205,000
Special Events	4,222			115,500		119,722	4,222			115,500		119,722	-
Misc. & Contract Services	19,561				374,711	394,272	19,561				374,711	394,272	-
Deferred Revenue Recognized	638,049					638,049	778,841					778,841	140,792
Deferred to 19-20	(662,295)					(662,295)	(662,295)					(662,295)	-
Total Revenue	**2,581,860**	**633,354**	**370,000**	**115,500**	**374,711**	**4,075,425**	**2,722,652**	**633,354**	**575,000**	**115,500**	**374,711**	**4,421,217**	**345,792**
Expenses													
Administration													
Rent		170,000	-			170,000		170,000	-			170,000	-
Telephone	19,000		-			19,000	19,000		-			19,000	-
Computers		27,000	-			27,000		43,737	-			43,737	16,737
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		77,500	-			77,500	1,500
Utilities	4,500		-			4,500	4,500		-			4,500	-
Depreciation			-			-	52,560		-			52,560	52,560
Taxes	3,000		-			3,000	3,000		-			3,000	-
Employee Recruitment	1,500		-			1,500	1,500		-			1,500	-
Outside Support			-			-			-			-	-
CCMerchant Fees & Interest	350		-			350	350		-			350	-
Office Maintenance & Repairs	10,490					10,490	23,271					23,271	12,781
Professional Development						-	1,500					1,500	1,500
Board Contingency	10,000					10,000	10,000					10,000	-
Dues & Subscriptions	3,000					3,000	3,000					3,000	-
Board, EC and TF Meetings	4,000					4,000	4,000					4,000	-
Admin Services						-						-	-
Personnel Expense	161,205	132,122	-			293,327	161,205	132,122	-			293,327	-
Total Admin Expenses	**259,045**	**405,122**	**-**	**-**	**-**	**664,167**	**325,886**	**423,359**	**-**	**-**	**-**	**749,245**	**85,078**
Advocacy													
Conferences, Travel, Education, Studies		37,000				37,000		37,000				37,000	-
Civic Events		30,301				30,301		30,301				30,301	-
Studies/Research/Development	35,461	17,063				52,524	35,461	17,063				52,524	-
Total Advocacy	**35,461**	**84,364**	**-**	**-**	**-**	**119,825**	**35,461**	**84,364**	**-**	**-**	**-**	**119,825**	**-**
Public Realm													
Public Realm Projects			165,091			165,091			193,496			193,496	28,405
Community Grants					10,000	10,000					10,000	10,000	-
Professional Development			2,500			2,500			2,500			2,500	-
Marketing						-			-			-	-
Public Realm Personnel	114,541	39,158	17,409			171,108	14,541	39,158	119,398			173,097	1,989
Total Public Realm	**114,541**	**39,158**	**185,000**	**-**	**10,000**	**348,699**	**14,541**	**39,158**	**315,394**	**-**	**10,000**	**379,093**	**30,394**

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DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT
07/31/19

	TOTAL YEAR BUDGET (ORIGINAL)						TOTAL YEAR BUDGET (REVISED)						
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Grants & Contract Services	TOTAL	Change
Economic Development													
Outreach	10,046			-	-	10,046	10,046			-	-	10,046	-
Special Projects	10,000	-				10,000	10,000	-				10,000	-
Bus Retention and Expansion				-	-	-				-	-	-	-
Bus Recruitment & Development	61,088					61,088	61,088					61,088	-
Small Business Grants					31,000	31,000					31,000	31,000	-
Marketing						-			-			-	-
Personnel Expenses	207,773			-	-	207,773	207,773			-	-	207,773	-
Total Economic Dev.	**288,907**	**-**	**-**	**-**	**31,000**	**319,907**	**288,907**	**-**	**-**	**-**	**31,000**	**319,907**	**-**
Marketing													
Advertising/Promotions	321	28,687				29,008	321	28,687	15,000			44,008	15,000
Stakeholder Outreach/Public Relations		9,000				9,000		9,000	5,000			14,000	5,000
Annual Report		6,000				6,000		6,000				6,000	-
Website Development		14,243				14,243		14,743				14,743	500
Professional Development		3,000				3,000		2,500				2,500	(500)
Marketing-Departmental						-			80,000			80,000	80,000
Marketing Personnel	171,108					171,108	177,625					177,625	6,517
Total Marketing	171,429	**60,930**	-	**-**	**-**	**232,359**	177,946	**60,930**	100,000	**-**	**-**	**338,876**	**106,517**
Special Events													
Special Events	938	43,780	180,000	115,500		340,218	938	43,780	196,809	115,500		357,027	16,809
Event Supplies & Misc.			5,000			5,000			5,000			5,000	-
Professional Development						-			2,500			2,500	2,500
Marketing						-			-			-	-
Special Events Personnel	171,108					171,108	171,108					171,108	-
Total Special Events	**172,046**	**43,780**	**185,000**	**115,500**	**-**	**516,326**	**172,046**	**43,780**	**204,309**	**115,500**	**-**	**535,635**	**19,309**
Operations													
Clean Team Personnel	330,822	-			23,439	354,261	380,822	-			23,439	404,261	50,000
Clean Team Supplies	800					800	800					800	-
Clean Team Equip. Insurance	10,000					10,000	10,000					10,000	-
Clean Team Fuel	2,300					2,300	2,300					2,300	-
Clean Team Equip Leases/Maint.	26,750					26,750	26,750					26,750	-
Pressure Washing	312,000				-	312,000	312,000				-	312,000	-
Contract Work	-				300,842	300,842	-				300,842	300,842	-
Downtown Guides Personnel	632,885				7,000	639,885	682,885				7,000	689,885	50,000
Downtown Guides Equip Lease/Supp	17,101					17,101	17,101					17,101	-
Community Outreach Manager					2,430	2,430					2,430	2,430	-
Other						-						-	-
Professional Development						-			2,500			2,500	2,500
Marketing						-			-			-	-
Operations Personnel	207,773					207,773	209,767					209,767	1,994
Total Operations	**1,540,431**	**-**	**-**	**-**	**333,711**	**1,874,142**	**1,642,425**	**-**	**2,500**	**-**	**333,711**	**1,978,636**	**104,494**
Total Expenses	**2,581,860**	**633,354**	**370,000**	**115,500**	**374,711**	**4,075,425**	**2,657,212**	**651,591**	**622,203**	**115,500**	**374,711**	**4,421,217**	**345,792**
Net Operating Income(Loss)	**-**	**-**	**-**	**-**	**-**	**-**	**65,440**	**(18,237)**	**(47,203)**	**-**	**-**	**-**	-

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DLBA
Detail of Deferred Revenue
As of July31, 2019

	15/16 Balance	16/17 Balance	17-18 YTD Additions	17-18 YTD Reductions	18-19 YTD Additions	18-19 YTD Reductions	7/31/2019
Reserve							
3-mos. reserve for PBID 2017-18		619,462		(619,462)			0
3-mos. reserve for PBID 2018-19			638,000		515,116	(638,000)	515,116
PBID Reserve		52,524		(52,524)			0
Deferred PBID			41,605				41,605
DPIA Reserve	166,073	24,342	5,116				195,531
City Funds - Parking Meter			239,920				239,920
	166,073	**696,328**	**924,641**	**(671,986)**	**515,116**	**(638,000)**	**992,172**
Admin							
Deferred Depreciation Prior Years'		111,730				(37,230)	74,500
Deferred Depreciation 18-19					9,610	(9,240)	370
Strategic Planning	15,639			(15,639)			0
Program Evaluation Consultant	16,474			(11,883)		(3,000)	1,591
New Computers			9,610			(9,610)	0
New Server			12,000			(7,127)	4,873
Office Maintenance & Repairs			12,781			(12,781)	0
DDC Loan (1)			45,000				45,000
Personnel		4,296		(8,690)			-4,394
	32,113	**116,026**	**79,391**	**(36,212)**	**9,610**	**(78,988)**	**121,940**
Marketing & Communications							
Downtown Map			1,000				1,000
Window Clings			4,400				4,400
3rd Street & Broadway			200				200
Website Development		20,242		(20,242)			0
Personnel		15,211		(8,694)		(6,517)	0
	0	**35,453**	**5,600**	**(28,936)**	**0**	**-6,517**	**5,600**
Special Events							
Event T-shirts			681			(160)	521
Sponsorship Deck Update/Template Creation			1,500				1,500
Live After 5			22,495			(16,649)	5,846
	0	**0**	**24,676**	**0**	**0**	**(16,809)**	**7,867**
Operations							
Segway, GEM & Info Kiosk Maintenance	3,000			(3,000)			0
ATLV Purchase	20,000			(20,000)			0
Operations Print Material	6,000			(5,633)			367
Secret Shopper (Summer)	2,090			(2,090)			0
DLBA F-150 Truck Purchase & Wrap	15,000			(15,000)			0
Clean & Safe Transition	10,000			(10,000)			0
DLBA Public Safety Working Groups	2,141			(1,529)			612
Pressure Washer Purchase	10,000			(10,000)			0
Personnel		7,558		(5,564)		(1,994)	0
	68,231	**7,558**	**0**	**(72,816)**	**0**	**(1,994)**	**979**
Economic Development							
Personnel		**8,461**		(5,912)	0	0	**2,549**
Public Realm							
CRM Asset Mapping			1,867				1,867
Pole Banners	15,000	17,449		(32,449)			0
Holiday Décor	28,934	7,710		(36,644)			0
Augmented Reality at HMP	10,000					(10,000)	0
East Village Murals	1,056						1,056
Alley Beautification	15,936			(88)			15,848
Bike Map	10,646			(6,496)		(4,150)	0
Crosswalks	1,372			(1,372)			0
Sidewalk Graphics	10,000			(5,941)		(4,059)	0
Litter Receptacle Upgrade		7,562		(7,562)			0
Loop (Public Space Activation)		45,230		(45,230)			0
Pedestrian Wayfinding Signs	40,254	92,784		(11,047)		(10,196)	111,795
Tree Planting		5,033					5,033
Personnel		13,167		(5,912)		(1,989)	5,266
	133,198	**188,935**	**1,867**	**(152,741)**	**0**	**(30,394)**	**140,865**
Total Deferred Revenue	**$ 399,615**	**$ 1,052,761**	**$ 1,036,175**	**$ (968,603)**	**$ 524,726**	**$ (772,702)**	**1,271,972**

(1) To be reallocated when repaid

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

	Date	Transaction Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
91 or more days past due								
	07/19/2018	Invoice	DLBA2028	Cardinal Property Management, Inc.	08/18/2018	Pressure Washing Services	411.90	411.90
	08/14/2018	Invoice	DLBA2038	Plant Junkie	09/13/2018	Restaurant Sponsorship for Bicycle Drive-In 2018	200.00	200.00
	12/31/2018	Invoice	DLBA2076	Jatin Laxpati	01/30/2019	Parking Lot Services	864.89	864.89
	02/15/2019	Invoice	DLBA2104	Long Beach Transit (Customer)	03/01/2019	PBID Assessment	1,769.84	1,769.84
	02/15/2019	Invoice	DLBA2100	USPS (C)	03/17/2019	PBID Assessment	4,876.80	4,876.80
	02/15/2019	Invoice	DLBA2098	State of California	03/17/2019	PBID Assessment	18,177.62	18,177.62
	02/15/2019	Invoice	DLBA2101	US Government	03/17/2019	PBID Assessment	30,541.26	30,541.26
	03/15/2019	Invoice	DLBA2120	BLOCK-BY-BLOCK	04/01/2019	Office Rent	250.00	250.00
Total for 91 or more days past due							**$ 57,092.31**	**$ 57,092.31**
31 - 60 days past due								
	05/02/2019	Invoice	DLBA2135	Willmore Condominium Association	06/01/2019	Pressure Washing Services July - Sept 2018	205.95	205.95
	05/02/2019	Invoice	DLBA2136	Willmore Condominium Association	06/01/2019	Pressure Washing Services Oct - Dec 2018	205.95	205.95
	05/02/2019	Invoice	DLBA2137	Willmore Condominium Association	06/01/2019	Pressure Washing Services Jan - Mar 2019	205.95	205.95
	05/15/2019	Invoice	DLBA2147	BLOCK-BY-BLOCK	06/01/2019	Office Rent	250.00	250.00
	05/21/2019	Invoice	DLBA2150	Port of Long Beach	06/01/2019	LA5 Sponsorship	200.00	200.00
Total for 31 - 60 days past due							**$ 1,067.85**	**$ 1,067.85**
1 - 30 days past due								
	06/10/2019	Invoice	DLBA2164	Port of Long Beach	07/01/2019	Taste of Downtown	500.00	500.00
	06/15/2019	Invoice	DLBA2171	BLOCK-BY-BLOCK	07/01/2019	Office Rent	250.00	250.00
	07/01/2019	Invoice	DLBA2176	HILLCREST MONTEREY ASSOCIATES, INC	07/01/2019	Trash Room Services	1,110.00	1,110.00
	06/10/2019	Invoice	DLBA2172	James Republic2	07/10/2019	Taste of Downtown	86.40	86.40
	06/13/2019	Invoice	DLBA2170	CITY OF LONG BEACH	07/13/2019	PBID	275,527.94	275,527.94
	06/19/2019	Invoice	DLBA2169	City of Long Beach Department of Public Works	07/19/2019	Pressure Washing Services	2,207.45	2,207.45
Total for 1 - 30 days past due							**$ 279,681.79**	**$ 279,681.79**
TOTAL							**$ 337,841.95**	**$ 337,841.95**

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Downtown Long Beach Alliance
As of July 31, 2019
As of July 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	
						$ 558,833.06	**-$ 558,833.06**

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Downtown Long Beach Alliance
A/R Aging Detail
As of August 14, 2019

	Date	Transaction Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
91 or more days past due								
	07/19/2018	Invoice	DLBA2028	Cardinal Property Management, Inc.	08/18/2018	Pressure Washing Services	411.90	411.90
	08/14/2018	Invoice	DLBA2038	Plant Junkie	09/13/2018	Restaurant Sponsorship for Bicycle Drive-In 2018	200.00	200.00
	12/31/2018	Invoice	DLBA2076	Jatin Laxpati	01/30/2019	Parking Lot Services	864.89	864.89
	02/15/2019	Invoice	DLBA2104	Long Beach Transit (Customer)	03/01/2019	PBID Assessment	1,769.84	1,769.84
	02/15/2019	Invoice	DLBA2100	USPS (C)	03/17/2019	PBID Assessment	4,876.80	4,876.80
	02/15/2019	Invoice	DLBA2098	State of California	03/17/2019	PBID Assessment	18,177.62	18,177.62
	02/15/2019	Invoice	DLBA2101	US Government	03/17/2019	PBID Assessment	30,541.26	30,541.26
	03/15/2019	Invoice	DLBA2120	BLOCK-BY-BLOCK	04/01/2019	Office Rent	250.00	250.00
Total for 91 or more days past due							**$ 57,092.31**	**$ 57,092.31**
61 - 90 days past due								
	05/02/2019	Invoice	DLBA2135	Willmore Condominium Association	06/01/2019	Pressure Washing Services July - Sept 2018	205.95	205.95
	05/02/2019	Invoice	DLBA2136	Willmore Condominium Association	06/01/2019	Pressure Washing Services Oct - Dec 2018	205.95	205.95
	05/02/2019	Invoice	DLBA2137	Willmore Condominium Association	06/01/2019	Pressure Washing Services Jan - Mar 2019	205.95	205.95
	05/15/2019	Invoice	DLBA2147	BLOCK-BY-BLOCK	06/01/2019	Office Rent	250.00	250.00
	05/21/2019	Invoice	DLBA2150	Port of Long Beach	06/01/2019	LA5 Sponsorship	200.00	200.00
Total for 61 - 90 days past due							**$ 1,067.85**	**$ 1,067.85**
31 - 60 days past due								
	06/10/2019	Invoice	DLBA2164	Port of Long Beach	07/01/2019	Taste of Downtown	500.00	500.00
	06/15/2019	Invoice	DLBA2171	BLOCK-BY-BLOCK	07/01/2019	Office Rent	250.00	250.00
	07/01/2019	Invoice	DLBA2176	HILLCREST MONTEREY ASSOCIATES, INC	07/01/2019	Trash Room Services	1,110.00	1,110.00
	06/10/2019	Invoice	DLBA2172	James Republic2	07/10/2019	Taste of Downtown	86.40	86.40
	06/13/2019	Invoice	DLBA2170	CITY OF LONG BEACH	07/13/2019	PBID	275,527.94	275,527.94
Total for 31 - 60 days past due							**$ 277,474.34**	**$ 277,474.34**
1 - 30 days past due								
	06/19/2019	Invoice	DLBA2169	City of Long Beach Department of Public Works	07/19/2019	Pressure Washing Services	2,207.45	2,207.45
	07/01/2019	Invoice	DLBA2190	Millworks	07/31/2019	Pressure Washing Services	1,707.58	1,707.58
	07/01/2019	Invoice	DLBA2174	Midtown Property & Business Owners Association	07/31/2019	Pressure Washing Services	2,940.00	2,940.00
	07/15/2019	Invoice	DLBA2191	BLOCK-BY-BLOCK	08/01/2019	Office Rent	250.00	250.00
	08/01/2019	Invoice	DLBA2202	HILLCREST MONTEREY ASSOCIATES, INC	08/01/2019	Trash Room Services	1,110.00	1,110.00
	07/03/2019	Invoice	DLBA2177	City of Long Beach Department of Public Works	08/02/2019	Downtown Transit Corridor Maintenance Q1	50,000.00	50,000.00
	07/03/2019	Invoice	DLBA2178	City of Long Beach Department of Public Works	08/02/2019	Downtown Transit Corridor Maintenance Q2	50,000.00	50,000.00
	07/03/2019	Invoice	DLBA2179	City of Long Beach Department of Public Works	08/02/2019	Downtown Transit Corridor Maintenance Q3	50,000.00	50,000.00
	07/09/2019	Invoice	DLBA2181	R Bar 1	08/08/2019	Taste of Downtown	128.40	128.40
Total for 1 - 30 days past due							**$ 158,343.43**	**$ 158,343.43**
TOTAL							**$ 493,977.93**	**$ 493,977.93**

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