

Downtown Long Beach Alliance
As of July 31, 2022
(Fiscal Year Ending September 30, 2022)
Expense Summary

Year-to-Date	Actual	Budget	Variance
Revenue	3,815,626	4,336,487	(520,861)
Expenses	4,048,275	3,792,095	256,180
Net	(232,649)	544,392	(777,041)

REVENUES:
PBID Revenue is performing below the budgeted figures 32% (\$949,000). This is primarily driven by timing. We have recognized \$706,000 in deferred PBID revenue and have deferred \$706,000 to cover October - December 2022.
DPIA Revenue is on track with budget expectations. We are under budget by \$81,000 (16%) as of the end of July, but this will level off with a \$100,000
Parking Meter Revenue is under budgeted totals by \$147,000 (52%). We were hopeful this line would catch up in summer months, but have adjusted our expectations. Staff projects this line to land at approximately \$300,000 - \$100,000 less than the budgeted total.
Special Event The first FY22 event budgeted was KCRW/PowWow, budgeted for November. Staff projects a KCRW event will happen later this fiscal year as a sponsorship instead of a produced event. As a result, we are eliminating the revenue projection (42,000) from the projected totals. This is offset with the expense savings below. We are seeing some unbudgeted New Year's Eve sponsorship revenue from December and have completed the first two Taste of Downtown events (that were budgeted later). We are currently 6% under budget.
Grants & Contract Services Contract revenue is meeting budget estimates so far; there is no significant concern. We budgeted to receive \$25,000 in revenue from Waterford properties. This revenue was committed in a previous fiscal year, not staff is working to secure the payment and recognize the revenue in FY 22.
Other Misc Income Revenue actuals reflect insurance payments, Block By Block rent payments, and interest earned. We don't budget revenue in this line.
Deferred Revenue Recognized We don't budget revenue in this line so are seeing strong performance in the actuals. This line includes recognizing deferred revenue for creative crosswalks, legal services, personnel related expenses and the deferred PBID assessments.

Downtown Long Beach Alliance
As of July 30, 2022
(Fiscal Year Ending September 30, 2021)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	3,815,626	4,336,487	(520,861)
Expenses	4,048,275	3,792,095	256,180
Net	(232,649)	544,392	(777,041)

EXPENSES:
Administrative Expenses are over budget by 65% - (\$357,000). This is driven primarily by unbudgeted professional services expenses (legal expenses and contractual expenses in accordance with terms of employment contracts which are offset by deferred revenue). Aside from these variances these numbers reflect a variance for the holiday party, computers, recruitment for CEO search (\$78,000), and unbudgeted depreciation expenses (13,000). There is a significant variance in wages (\$216,000).
Research, Dev. & Advocacy is over budget by \$114,000 (61%). The variance in these lines are primarily driven by Strategic Plan and PBID renewal (\$75,000 - budgeted last year), DEIA training with BDS which has gone over the agreed-upon rate (\$72,000). We are using deferred revenue to cover these expenses. There is a \$49,000 salary variance.
Placemaking Expenses are under budget by \$10,000 (5%). There is no concern with this line as the variance is driven primarily by salary savings (\$24,000), Loop related expenses (\$3,000), storage unit expenses (\$2,500), and holiday décor (\$3,000 over). This line also includes expenses associated with Creative Crosswalks (\$21,000) which was unbudgeted. We are using deferred revenue to cover this expense.

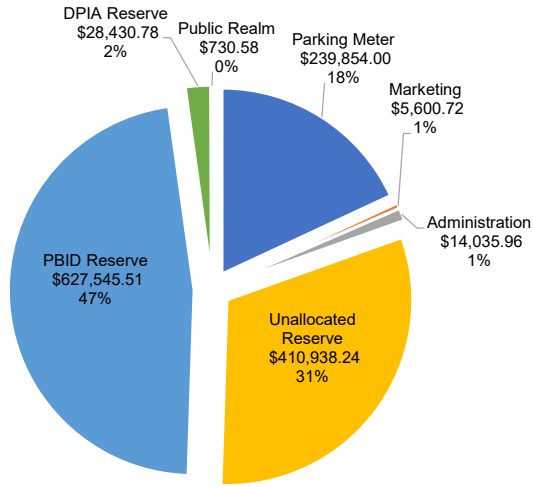
Economic Development Expenses are over budget by \$14,000 (5%) driven by the use of deferred revenue to cover expenses associated with business recruitment and retention (\$16,000), small business grants (\$45,000), and business retention and expansion (\$23,000). There is a salary variance of approximately \$18,500.

Marketing Expenses are under budget by 22% - (\$60,000) due to publications expenses (\$6,000), public relations (\$5,600) and advertising (\$20,000). There is a salary variance of approximately \$52,000. Expenses include unbudgeted \$29,000 in recovery campaign spending for "One Downtown."

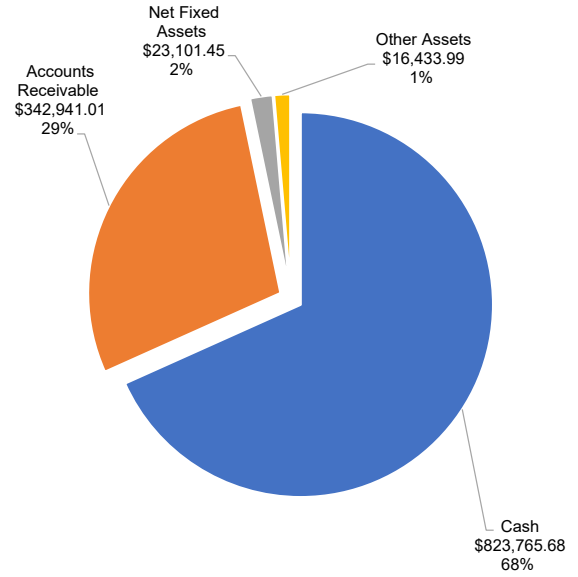
Special Event Expenses are under budget by \$52,000 (14%). This variance is driven by the cancellation of the KCRW/Pow Wow event (\$78,000). Staff eliminated revenue associated with this event and are moving forward with a sponsorship (\$20,000). Celebrate Downtown landed \$20,000 over budget. Expenses also include shop small Saturday (\$1,000) and a personnel savings (\$18,000). We have completed the two of three Taste of Downtown events. Overall staff anticipates a loss of approximately \$20,000 on Taste of Downtown.

Operations Expenses are under budget by \$107,000 (6%). This is primarily driven by Block By Block staffing expenses with Clean Team (\$12,000). Safe team is performing much closer to budget expectations. Additional variances include contract services (\$35,000), equipment maintenance (\$23,000), pressure washing (\$14,000 - including the truck which was paid off), added service hours on special projects (\$14,000), and a salary variance (\$64,000).

DEFERRED REVENUE



DLBA ASSETS



Parking Meter	\$	239,854.00
Marketing	\$	5,600.72
Administration	\$	14,035.96
Unallocated Reserve	\$	410,938.24
PBID Reserve	\$	627,545.51
DPIA Reserve	\$	28,430.78
Public Realm	\$	730.58
	\$	<u>1,327,135.79</u>

Cash	\$	823,765.68
Accounts Receivable	\$	342,941.01
Net Fixed Assets	\$	23,101.45
Other Assets	\$	16,433.99
	\$	<u>1,206,242.13</u>

**Downtown Long Beach Alliance
Budget vs. Actuals: FY 22 Budget - FY22 P&L**

	July 2022				Total Year To Date			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4001 DPJA Funds		\$ 172,598.00	\$ (172,598.00)	0%	\$ 437,048.90	\$ 517,794.00	\$ (80,745.10)	84%
4002 City Funds - Parking Meters		\$ -	\$ -		\$ 134,211.82	\$ 281,573.14	\$ (147,361.32)	48%
4003 PBID		\$ -	\$ -		\$ -	\$ -	\$ -	
4003-1 PBID Funds		\$ 716,853.14	\$ (716,853.14)	0%	\$ 1,898,046.77	\$ 2,867,412.56	\$ (969,365.79)	66%
Total 4003 PBID	\$ -	\$ 716,853.14	\$ (716,853.14)	0%	\$ 1,898,046.77	\$ 2,867,412.56	\$ (969,365.79)	66%
4150 Sponsorships		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-03 POW WOW		\$ -	\$ -		\$ -	\$ 42,000.00	\$ (42,000.00)	0%
4150-13 Taste Downtown	\$ 25,734.39	\$ 37,833.33	\$ (12,098.94)	68%	\$ 75,152.63	\$ 37,833.33	\$ 37,319.30	199%
4150-17 Celebrate Downtown		\$ -	\$ -		\$ 0.01	\$ 2,500.00	\$ (2,499.99)	0%
4150-23 New Year's Eve		\$ -	\$ -		\$ 2,500.00	\$ -	\$ 2,500.00	
Total 4150 Sponsorships	\$ 25,734.39	\$ 37,833.33	\$ (12,098.94)	68%	\$ 77,652.64	\$ 82,333.33	\$ (4,680.69)	94%
4900 Revenue Deferred to Subsequent Years		\$ -	\$ -		\$ -	\$ -	\$ -	
4900-01 PBID Reserve		\$ (82,068.11)	\$ (82,068.11)	-100%	\$ (574,476.77)	\$ (574,476.77)	\$ -	100%
Total 4900 Revenue Deferred to Subsequent Years	\$ (82,068.11)	\$ (82,068.11)	\$ -	-100%	\$ (574,476.77)	\$ (574,476.77)	\$ -	100%
Total 4000 Revenues	\$ (56,333.72)	\$ 845,216.36	\$ (901,550.08)	-7%	\$ 1,972,483.36	\$ 3,174,636.26	\$ (1,202,152.90)	62%
4700 Other Income		\$ -	\$ -		\$ 925.26	\$ -	\$ 925.26	
4700-01 Office rent reimbursement	\$ 250.00	\$ 250.00	\$ -	100%	\$ 2,500.00	\$ 2,500.00	\$ -	100%
4700-02 Contract Clean Team Services		\$ -	\$ -		\$ -	\$ -	\$ -	
001 Long Beach Transit	\$ 18,471.01	\$ 19,054.17	\$ (583.16)	97%	\$ 185,037.43	\$ 190,541.70	\$ (5,504.27)	97%
002 Hillcrest Monterey	\$ 1,580.52	\$ 1,416.67	\$ 163.85	112%	\$ 12,832.18	\$ 14,166.70	\$ (1,334.52)	91%
003 Other Clean Team Services		\$ -	\$ -		\$ 404.55	\$ -	\$ 404.55	
006 300 Alamos		\$ 804.17	\$ (804.17)	0%	\$ 7,507.02	\$ 8,041.70	\$ (534.68)	93%
007 Blu Community Association		\$ -	\$ -		\$ 2,498.00	\$ 3,000.00	\$ (502.00)	83%
008 Zaferia	\$ 4,551.00	\$ 3,912.50	\$ 638.50	116%	\$ 34,703.58	\$ 39,125.00	\$ (4,421.42)	89%
4700-02-005 Prop A	\$ 63,000.00	\$ -	\$ 63,000.00		\$ 186,850.00	\$ 189,000.00	\$ (2,150.00)	99%
Total 4700-02 Contract Clean Team Services	\$ 87,602.53	\$ 25,187.51	\$ 62,415.02	348%	\$ 429,832.76	\$ 443,875.10	\$ (14,042.34)	97%
4700-08 Small Business Grant Fundraising ED		\$ -	\$ -		\$ -	\$ -	\$ -	
20 Storefront Grants		\$ -	\$ -		\$ 30,000.00	\$ 30,000.00	\$ -	100%
Total 4700-08 Small Business Grant Fundraising ED	\$ -	\$ -	\$ -		\$ 30,000.00	\$ 30,000.00	\$ -	100%
4700-09 Other Misc. Income	\$ 1,700.00	\$ -	\$ 1,700.00		\$ 72,842.80	\$ -	\$ 72,842.80	
Total 4700 Other Income	\$ 89,552.53	\$ 25,437.51	\$ 64,115.02	352%	\$ 536,100.82	\$ 476,375.10	\$ 59,725.72	113%
4701 Interest Income	\$ 297.37	\$ -	\$ 297.37		\$ 3,474.89	\$ -	\$ 3,474.89	
4800 Deferred Revenue Recognized		\$ -	\$ -		\$ -	\$ -	\$ -	
4804 DRR-Depreciation (2014 Computer)	\$ -	\$ -	\$ -		\$ 8,029.45	\$ -	\$ 8,029.45	
4805 DRR-New Year's Eve		\$ -	\$ -		\$ 297.62	\$ -	\$ 297.62	
4809 DRR-Public Realm		\$ -	\$ -		\$ 5,473.66	\$ -	\$ 5,473.66	
4823 DRR-PBID Reserve 18/19		\$ -	\$ -		\$ 706,040.01	\$ 685,475.61	\$ 20,564.40	103%
4826 DRR - Admin		\$ -	\$ -		\$ 437,205.41	\$ -	\$ 437,205.41	
4828 DRR-PBID Renewal		\$ -	\$ -		\$ 75,139.06	\$ -	\$ 75,139.06	
4840 4840 DRR - DEIA Training		\$ -	\$ -		\$ 71,382.08	\$ -	\$ 71,382.08	
Total 4800 Deferred Revenue Recognized	\$ -	\$ -	\$ -		\$ 1,303,567.29	\$ 685,475.61	\$ 618,091.68	190%
Total Income	\$ 33,516.18	\$ 870,653.87	\$ (837,137.69)	4%	\$ 3,815,626.36	\$ 4,336,486.97	\$ (520,860.61)	88%
Expenses								
5100 Personnel Expenses		\$ -	\$ -		\$ -	\$ -	\$ -	
5100-08 Employee Benefits	\$ -	\$ -	\$ -		\$ 0.00	\$ -	\$ 0.00	
Total 5100 Personnel Expenses	\$ -	\$ -	\$ -		\$ 0.00	\$ -	\$ 0.00	
5200 Marketing		\$ -	\$ -		\$ -	\$ -	\$ -	
5201 Publications		\$ -	\$ -		\$ -	\$ -	\$ -	
5201-01 Newsletter		\$ -	\$ -		\$ -	\$ 300.00	\$ (300.00)	0%
5201-02 Annual Report		\$ -	\$ -		\$ -	\$ 6,000.00	\$ (6,000.00)	0%
Total 5201 Publications	\$ -	\$ -	\$ -		\$ -	\$ 6,300.00	\$ (6,300.00)	0%
5202 Advertising/Promotions		\$ -	\$ -		\$ -	\$ -	\$ -	
5202-20 Print Ads/Advertising		\$ -	\$ -		\$ -	\$ 5,000.00	\$ (5,000.00)	0%
5202-21 Outdoor Advertising		\$ -	\$ -		\$ -	\$ 4,500.00	\$ (4,500.00)	0%
5202-26 Digital Advertising/Promotions	\$ 2,250.00	\$ 600.00	\$ 1,650.00	375%	\$ 3,757.43	\$ 6,000.00	\$ (2,242.57)	63%
5202-27 Service Subscriptions	\$ 1,044.95	\$ 544.00	\$ 500.95	192%	\$ 16,251.01	\$ 21,120.00	\$ (4,868.99)	77%
5202-32 Unfiltered		\$ -	\$ -		\$ 10,995.95	\$ 15,000.00	\$ (4,004.05)	73%
Total 5202 Advertising/Promotions	\$ 3,294.95	\$ 1,144.00	\$ 2,150.95	288%	\$ 31,004.39	\$ 51,620.00	\$ (20,615.61)	60%
5203 Public Relations		\$ -	\$ -		\$ 514.14	\$ -	\$ 514.14	
5203-04 Public Relations		\$ -	\$ -		\$ 590.29	\$ -	\$ 590.29	
5203-10 5203-10 Gift Card Giveaway		\$ 200.00	\$ (200.00)	0%	\$ 700.00	\$ 2,000.00	\$ (1,300.00)	35%
5203-11 5203-11 Public Awareness Campaign		\$ 200.00	\$ (200.00)	0%	\$ 157.33	\$ 6,000.00	\$ (5,842.67)	3%
Total 5203 Public Relations	\$ -	\$ 400.00	\$ (400.00)	0%	\$ 1,961.76	\$ 8,000.00	\$ (6,038.24)	25%
5205 Website Development		\$ 566.40	\$ (566.40)	0%	\$ 474.84	\$ 1,066.40	\$ (591.56)	45%
5206 Recovery Campaign		\$ -	\$ -		\$ 29,223.57	\$ -	\$ 29,223.57	
5207 Stakeholder Outreach		\$ -	\$ -		\$ 941.67	\$ -	\$ 941.67	
5208 Wages (Marketing)	\$ 14,636.40	\$ 16,700.91	\$ (2,064.51)	88%	\$ 123,616.67	\$ 167,009.10	\$ (43,392.43)	74%
5209 Payroll Tax (Marketing)	\$ 810.30	\$ 858.94	\$ (48.64)	94%	\$ 7,607.95	\$ 8,589.40	\$ (981.45)	89%
5210 Benefits (Marketing)	\$ 613.07	\$ 2,085.98	\$ (1,472.91)	29%	\$ 13,532.75	\$ 20,859.80	\$ (7,327.05)	65%
5212 Professional Development		\$ -	\$ -		\$ -	\$ -	\$ -	
5214 PBID General Benefit 1%		\$ 351.72	\$ (351.72)	0%	\$ -	\$ 3,517.20	\$ (3,517.20)	0%
5215 PBID Engineer's Adjustment		\$ 116.52	\$ (116.52)	0%	\$ -	\$ 1,165.20	\$ (1,165.20)	0%
Total 5200 Marketing	\$ 19,354.72	\$ 22,224.47	\$ (2,869.75)	87%	\$ 208,363.60	\$ 268,127.10	\$ (59,763.50)	78%
5300 Economic Development		\$ -	\$ -		\$ -	\$ -	\$ -	
5303 Bus. Recruitment & Retention		\$ -	\$ -		\$ -	\$ -	\$ -	
5303-01 Strategic Recruitment		\$ 6,383.00	\$ (6,383.00)	0%	\$ 22,971.74	\$ 13,833.00	\$ 9,138.74	166%
5303-04 Grand Opening Assistance		\$ -	\$ -		\$ 198.45	\$ -	\$ 198.45	
Total 5303 Bus. Recruitment & Retention	\$ -	\$ 6,383.00	\$ (6,383.00)	0%	\$ 23,170.19	\$ 13,833.00	\$ 9,337.19	167%
5303-40 Small Business Grants	\$ 3,626.93	\$ 52,500.00	\$ (48,873.07)	7%	\$ 71,611.51	\$ 72,500.00	\$ (888.49)	99%
5304 Business Retention & Expansion		\$ -	\$ -		\$ -	\$ -	\$ -	
5304-03 Economic Profile & Snapshot Reports		\$ 1,200.00	\$ (1,200.00)	0%	\$ 11,836.60	\$ 8,400.00	\$ 3,436.60	141%
5304-04 Business Development Support	\$ 2,833.00	\$ 7,500.00	\$ (4,667.00)	38%	\$ 31,729.60	\$ 10,000.00	\$ 21,729.60	317%
Total 5304 Business Retention & Expansion	\$ 2,833.00	\$ 8,700.00	\$ (5,867.00)	33%	\$ 43,566.20	\$ 18,400.00	\$ 25,166.20	237%
5305 Community Engagement & Business Outreach		\$ -	\$ -		\$ -	\$ -	\$ -	
5305-01 Investor Events	\$ 25.00	\$ -	\$ 25.00		\$ 25.00	\$ -	\$ 25.00	
5305-02 Business Seminars		\$ -	\$ -		\$ 7,025.55	\$ 12,568.00	\$ (5,542.45)	56%
5305-03 Broker Mixers		\$ -	\$ -		\$ 3,873.17	\$ -	\$ 3,873.17	
5305-04 Conference Attendance	\$ 2,495.84	\$ -	\$ 2,495.84		\$ 4,531.69	\$ -	\$ 4,531.69	
5305-05 Memberships	\$ 109.95	\$ 23.96	\$ 85.99	459%	\$ 1,761.29	\$ 819.60	\$ 941.69	215%
Total 5305 Community Engagement & Business Outreach	\$ 2,630.79	\$ 23.96	\$ 2,606.83	10980%	\$ 17,216.70	\$ 13,387.60	\$ 3,829.10	129%
5307 Wages (Econ.Dev.)	\$ 13,225.18	\$ 13,053.47	\$ 171.71	101%	\$ 117,525.41	\$ 130,534.70	\$ (13,009.29)	90%
5308 Payroll Taxes (Econ.Dev.)	\$ 926.06	\$ 966.03	\$ (39.97)	96%	\$ 8,694.82	\$ 9,660.30	\$ (965.48)	90%
5309 Benefits (Econ.Dev.)	\$ 707.11	\$ 2,014.63	\$ (1,307.52)	35%	\$ 15,608.65	\$ 20,146.30	\$ (4,537.65)	77%

5310 Professional Development	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
5311 PBID General Benefit 1%	\$ 351.72	\$ (351.72)	\$ -	0%	\$ 3,517.20	\$ (3,517.20)	\$ -	0%
5312 PBID Engineer's Adjustment	\$ 116.52	\$ (116.52)	\$ -	0%	\$ 1,165.20	\$ (1,165.20)	\$ -	0%
Total 5300 Economic Development	\$ 23,949.07	\$ 84,109.33	\$ (60,160.26)	28%	\$ 297,393.48	\$ 283,144.30	\$ 14,249.18	105%
5400 Special Projects	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5401 Event Productions	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5401-39 Unfiltered Photo Contest	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5401-44 POW WOW	\$ -	\$ -	\$ -	-	\$ 78,000.00	\$ (78,000.00)	\$ -	0%
5401-48 Celebrate Downtown	\$ 55.96	\$ -	\$ 55.96	-	\$ 49,853.78	\$ 30,000.00	\$ 19,853.78	166%
5401-52 Taste of Downtown	\$ 19,620.35	\$ 48,500.00	\$ (28,879.65)	40%	\$ 122,990.55	\$ 97,000.00	\$ 25,990.55	127%
5401-57 Shop Small Saturday	\$ -	\$ -	\$ -	-	\$ 1,037.45	\$ -	\$ 1,037.45	-
5401-67 New Year's Eve	\$ -	\$ -	\$ -	-	\$ 20,797.79	\$ 16,999.86	\$ 3,797.93	122%
Total 5401 Event Productions	\$ 19,676.31	\$ 48,500.00	\$ (28,823.69)	41%	\$ 194,679.57	\$ 221,999.86	\$ (27,320.29)	88%
5401-69 General Expenses	\$ 484.63	\$ 391.00	\$ 93.63	124%	\$ 1,225.84	\$ 1,891.00	\$ (665.16)	65%
5402 Event Sponsorships	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5402-89 Event Sponsorship - Juneteenth	\$ -	\$ -	\$ -	-	\$ 5,000.00	\$ 6,000.00	\$ (1,000.00)	83%
Total 5402 Event Sponsorships	\$ -	\$ -	\$ -	-	\$ 5,000.00	\$ 6,000.00	\$ (1,000.00)	83%
5403 Wages (Special Events)	\$ 12,022.31	\$ 11,360.13	\$ 662.18	106%	\$ 103,416.91	\$ 113,601.30	\$ (10,184.39)	91%
5404 Payroll Tax (Special Events)	\$ 810.30	\$ 840.32	\$ (30.02)	96%	\$ 7,607.95	\$ 8,403.20	\$ (795.25)	91%
5405 Benefits (Special Events)	\$ 651.38	\$ 2,223.84	\$ (1,572.46)	29%	\$ 14,378.49	\$ 22,238.40	\$ (7,859.91)	65%
5406 Professional Development	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5407 PBID General Benefit 1%	\$ -	\$ 351.72	\$ (351.72)	0%	\$ -	\$ 3,517.20	\$ (3,517.20)	0%
5408 PBID Engineer's Adjustment	\$ -	\$ 116.52	\$ (116.52)	0%	\$ -	\$ 1,165.20	\$ (1,165.20)	0%
Total 5400 Special Projects	\$ 33,644.93	\$ 63,783.53	\$ (30,138.60)	53%	\$ 326,308.76	\$ 378,816.16	\$ (52,507.40)	86%
5500 Operations (Clean Team)	\$ 1,077.49	\$ -	\$ 1,077.49	-	\$ 1,249.05	\$ -	\$ 1,249.05	-
5501 Clean Team Personnel	\$ 40,483.49	\$ 38,136.80	\$ 2,346.69	106%	\$ 377,290.40	\$ 360,818.35	\$ 16,472.05	105%
5501-01 Clean Team Management	\$ 7,873.41	\$ 7,986.16	\$ (112.75)	99%	\$ 70,110.02	\$ 74,577.36	\$ (4,467.34)	94%
5502 Clean Team Supplies	\$ -	\$ 350.00	\$ (350.00)	0%	\$ 4,226.35	\$ 3,500.00	\$ 726.35	121%
5503 Clean Team Equipment Insurance	\$ 99.00	\$ 150.00	\$ (51.00)	66%	\$ 829.93	\$ 1,500.00	\$ (670.07)	55%
5504 Clean Team Fuel	\$ 121.00	\$ 600.00	\$ (479.00)	20%	\$ 2,735.67	\$ 45,317.67	\$ (42,582.00)	6%
5505 Clean Team Equipment & Maintenance	\$ 2,021.87	\$ 2,327.75	\$ (305.88)	87%	\$ 46,460.44	\$ 23,705.25	\$ 22,755.19	196%
5505-02 Clean Team Maintenance	\$ -	\$ -	\$ -	-	\$ 130.00	\$ -	\$ 130.00	-
5506-01 Pressure Washing	\$ 22,091.68	\$ 15,267.19	\$ 6,824.49	145%	\$ 171,790.80	\$ 150,564.69	\$ 21,226.11	114%
5506-02 Pressure Washing Truck Payment	\$ 445.92	\$ 5,047.00	\$ (4,601.08)	9%	\$ 6,371.66	\$ 50,470.00	\$ (44,098.34)	13%
5507 Safe Team	\$ -	\$ -	\$ -	-	\$ 54.65	\$ -	\$ 54.65	-
5507-00 Safe Team Management	\$ 7,873.43	\$ -	\$ 7,873.43	-	\$ 70,110.09	\$ -	\$ 70,110.09	-
5507-01 Safe Team Personnel	\$ 62,014.96	\$ 59,421.16	\$ 2,593.80	104%	\$ 485,604.78	\$ 570,949.36	\$ (85,344.58)	85%
5507-02 Safe Team Supplies	\$ 388.12	\$ -	\$ 388.12	-	\$ 814.18	\$ -	\$ 814.18	-
5507-03 Safe Team Equipment Insurance	\$ -	\$ -	\$ -	-	\$ 10,504.16	\$ -	\$ 10,504.16	-
5507-04 Safe Team Equipment	\$ 493.11	\$ -	\$ 493.11	-	\$ 14,715.55	\$ -	\$ 14,715.55	-
Total 5507 Safe Team	\$ 70,769.62	\$ 59,421.16	\$ 11,348.46	119%	\$ 581,803.41	\$ 570,949.36	\$ 10,854.05	102%
5508-01 Homeless Outreach	\$ 200.00	\$ -	\$ 200.00	0%	\$ -	\$ 2,000.00	\$ (2,000.00)	0%
5508-02 Community Outreach	\$ 413.44	\$ 350.00	\$ 63.44	118%	\$ 1,940.50	\$ 3,500.00	\$ (1,559.50)	55%
5508-03 Special Project	\$ 105.84	\$ -	\$ 105.84	-	\$ 14,080.82	\$ -	\$ 14,080.82	-
5509 Contract Services	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5509-01 Long Beach Transit	\$ 14,664.44	\$ 14,843.85	\$ (179.41)	99%	\$ 137,313.84	\$ 142,560.91	\$ (5,247.07)	96%
5509-03 Other Contract Services	\$ 15,171.85	\$ 9,000.00	\$ 6,171.85	169%	\$ 116,155.08	\$ 90,000.00	\$ 26,155.08	129%
5509-04 City of Long Beach	\$ 10,471.89	\$ 14,550.00	\$ (4,078.11)	72%	\$ 92,866.29	\$ 145,500.00	\$ (52,633.71)	64%
5509-05 Contract Equip, Parts, Maint, Fuel	\$ 1,308.14	\$ 350.00	\$ 958.14	374%	\$ 11,348.03	\$ 3,500.00	\$ 7,848.03	324%
5509-07 Zaferia	\$ 3,237.37	\$ 2,600.00	\$ 637.37	125%	\$ 19,647.73	\$ 26,000.00	\$ (6,352.27)	76%
Total 5509 Contract Services	\$ 44,853.69	\$ 41,343.85	\$ 3,509.84	108%	\$ 377,330.97	\$ 407,560.91	\$ (30,229.94)	93%
5511 Wages (Operations)	\$ 14,313.94	\$ 17,168.29	\$ (2,854.35)	83%	\$ 128,391.07	\$ 171,682.90	\$ (43,291.83)	75%
5512 Payroll Taxes (Operations)	\$ 1,041.82	\$ 1,254.27	\$ (212.45)	83%	\$ 9,781.66	\$ 12,542.70	\$ (2,761.04)	78%
5513 Benefits (Operations)	\$ 794.20	\$ 3,546.23	\$ (2,752.03)	22%	\$ 17,530.93	\$ 35,462.30	\$ (17,931.37)	49%
5515 Professional Development	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5516 PBID General Benefit 1%	\$ -	\$ 116.52	\$ (116.52)	0%	\$ -	\$ 1,165.20	\$ (1,165.20)	0%
5517 PBID Engineer's Adjustment	\$ -	\$ 351.72	\$ (351.72)	0%	\$ -	\$ 3,517.20	\$ (3,517.20)	0%
Total 5500 Operations (Clean Team)	\$ 206,506.41	\$ 193,616.94	\$ 12,889.47	107%	\$ 1,812,053.68	\$ 1,918,833.89	\$ (106,780.21)	94%
5600 Research, Development & Advocacy	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5606 Travel/Education/Civic Events	\$ -	\$ -	\$ -	-	\$ 30.87	\$ -	\$ 30.87	-
5606-01 Travel, Educ. & Entertainment	\$ 536.86	\$ 1,500.00	\$ (963.14)	36%	\$ 13,649.26	\$ 15,000.00	\$ (1,350.74)	91%
5606-06 ED Task Force	\$ -	\$ -	\$ -	-	\$ 547.47	\$ -	\$ 547.47	-
Total 5606-01 Travel, Educ. & Entertainment	\$ 536.86	\$ 1,500.00	\$ (963.14)	36%	\$ 14,196.73	\$ 15,000.00	\$ (803.27)	95%
5606-02 Civic Events & Engagement	\$ -	\$ 2,000.00	\$ (2,000.00)	0%	\$ 18,086.48	\$ 20,000.00	\$ (1,913.52)	90%
5606-10 Advocacy - Internal Education	\$ 672.59	\$ -	\$ 672.59	-	\$ 72,054.67	\$ -	\$ 72,054.67	-
Total 5606 Travel/Education/Civic Events	\$ 1,209.45	\$ 3,500.00	\$ (2,290.55)	35%	\$ 104,368.75	\$ 35,000.00	\$ 69,368.75	298%
5607 Research/Analytics	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5607-01 Research & Data Analytics	\$ 1,306.79	\$ 1,204.27	\$ 102.52	109%	\$ 54,277.54	\$ 34,633.46	\$ 19,644.08	157%
Total 5607 Research/Analytics	\$ 1,306.79	\$ 1,204.27	\$ 102.52	109%	\$ 54,277.54	\$ 34,633.46	\$ 19,644.08	157%
5608-01 PBID General Benefit 1%	\$ -	\$ 351.72	\$ (351.72)	0%	\$ -	\$ 3,517.20	\$ (3,517.20)	0%
5608-02 PBID Engineer's Adjustment	\$ -	\$ 116.52	\$ (116.52)	0%	\$ -	\$ 1,165.20	\$ (1,165.20)	0%
5609 Strategic Plan & PBID Renewal Planning	\$ 3,424.80	\$ -	\$ 3,424.80	-	\$ 78,616.35	\$ -	\$ 78,616.35	-
5610 Wages (Advocacy)	\$ 6,626.32	\$ 9,200.39	\$ (2,574.07)	72%	\$ 54,197.01	\$ 92,003.90	\$ (37,806.89)	59%
5611 Payroll Taxes (Advocacy)	\$ 347.27	\$ 559.36	\$ (212.09)	62%	\$ 3,260.54	\$ 5,593.60	\$ (2,333.06)	58%
5612 Benefits (Advocacy)	\$ 285.63	\$ 1,537.78	\$ (1,252.15)	19%	\$ 6,304.97	\$ 15,377.80	\$ (9,072.83)	41%
Total 5600 Research, Development & Advocacy	\$ 13,200.26	\$ 16,470.04	\$ (3,269.78)	80%	\$ 301,025.16	\$ 187,291.16	\$ 113,734.00	161%
5650 Public Realm	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5602 PBID Special Projects	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5602-01 Litter Receptacles	\$ -	\$ -	\$ -	-	\$ 335.70	\$ -	\$ 335.70	-
Total 5602 PBID Special Projects	\$ -	\$ -	\$ -	-	\$ 335.70	\$ -	\$ 335.70	-
5603 Street & Landscape	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5603-06 Tree Planting	\$ 215.64	\$ -	\$ 215.64	-	\$ 3,896.18	\$ 2,786.93	\$ 1,109.25	140%
5603-13 Holiday Decor	\$ -	\$ -	\$ -	-	\$ 46,395.68	\$ 43,500.00	\$ 2,895.68	107%
5603-20 Banners	\$ -	\$ -	\$ -	-	\$ 931.00	\$ 1,600.00	\$ (669.00)	58%
5603-26 Lighting Maintenance	\$ -	\$ -	\$ -	-	\$ 594.11	\$ -	\$ 594.11	-
5603-27 Mutt Mitts	\$ 1,494.85	\$ -	\$ 1,494.85	-	\$ 8,052.95	\$ 8,100.00	\$ (47.05)	99%
5603-30 Public Space Infrastructure	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
5603-30-04 Creative Crosswalks	\$ -	\$ -	\$ -	-	\$ 20,851.91	\$ -	\$ 20,851.91	-
Total 5603-30 Public Space Infrastructure	\$ -	\$ -	\$ -	-	\$ 20,851.91	\$ -	\$ 20,851.91	-
5603-31 Public Space Activation	\$ -	\$ -	\$ -	-	\$ 15.42	\$ -	\$ 15.42	-
00002 Sidewalk Graphics	\$ -	\$ -	\$ -	-	\$ -	\$ 5,000.00	\$ (5,000.00)	0%
00007 LOOP Insurance	\$ -	\$ -	\$ -	-	\$ -	\$ -	\$ -	-
00008 LOOP Utilities	\$ 100.00	\$ -	\$ 100.00	0%	\$ 40.96	\$ 1,000.00	\$ (959.04)	4%
5603-31-00006 LOOP Maintenance	\$ 282.37	\$ -	\$ 282.37	0%	\$ -	\$ 2,823.70	\$ (2,823.70)	0%
Total 5603-31 Public Space Activation	\$ -	\$ 382.37	\$ (382.37)	0%	\$ 56.38	\$ 8,823.70	\$ (8,767.32)	1%
5603-35 Other Miscellaneous Service Cost	\$ -	\$ -	\$ -	-	\$ 2,480.55	\$ -	\$ 2,480.55	-
Total 5603 Street & Landscape	\$ 1,710.49	\$ 382.37	\$ 1,328.12	447%	\$ 83,258.76	\$ 64,810.63	\$ 18,448.13	128%
5651 Payroll Wages (CIP)	\$ 10,207.64	\$ 10,486.73	\$ (279.09)	97%	\$ 90,394.05	\$ 104,867.30	\$ (14,473.25)	86%
5652 Payroll Taxes (CIP)	\$ 694.55	\$ 764.04	\$ (69.49)	91%	\$ 6,521.12	\$ 7,640.40	\$ (1,119.28)	85%
5653 Benefits (CIP)	\$ 560.80	\$ 2,095.39	\$ (1,534.59)	27%	\$ 12,379.24	\$ 20,953.90	\$ (8,574.66)	59%
5655 Professional Development	\$ -	\$ -	\$ -	-	\$ 150.74	\$ -	\$ 150.74	-

5656 PBID General Benefit 1%	\$	351.72	\$	(351.72)	0%	\$	-	\$	3,517.20	\$	(3,517.20)	0%		
5657 PBID Engineer's Adjustment	\$	116.52	\$	(116.52)	0%	\$	-	\$	1,165.20	\$	(1,165.20)	0%		
Total 5650 Public Realm	\$	13,173.48	\$	14,196.77	\$	(1,023.29)	93%	\$	193,039.61	\$	202,954.63	\$	(9,915.02)	95%
5800 Administration														
5801 Rent														
5801-01 Office Lease	\$	15,035.30	\$	16,000.00	\$	(964.70)	94%	\$	149,546.18	\$	153,000.00	\$	(3,453.82)	98%
5801-02 Parking	\$	-	\$	-	\$	-		\$	-	\$	-	\$	-	
Total 5801 Rent	\$	15,035.30	\$	16,000.00	\$	(964.70)	94%	\$	149,951.78	\$	159,000.00	\$	(9,048.22)	94%
5802 Telephone & Data	\$	967.47	\$	1,765.00	\$	(797.53)	55%	\$	14,757.40	\$	17,650.00	\$	(2,892.60)	84%
5803 Computers														
5803-01 Software/Subscriptions	\$	7,337.39	\$	1,488.00	\$	5,849.39	493%	\$	25,692.09	\$	15,110.00	\$	10,582.09	170%
5803-02 Hardware	\$	-	\$	-	\$	-		\$	609.80	\$	4,500.00	\$	(3,890.20)	14%
Total 5803 Computers	\$	7,337.39	\$	1,488.00	\$	5,849.39	493%	\$	26,301.89	\$	19,610.00	\$	6,691.89	134%
5804 Office Equip. Lease	\$	406.25	\$	1,110.00	\$	(703.75)	37%	\$	8,062.25	\$	8,700.00	\$	(637.75)	93%
5805 Office Supplies	\$	502.68	\$	600.00	\$	(97.32)	84%	\$	5,529.56	\$	6,000.00	\$	(470.44)	92%
5806 Postage	\$	4,632.32	\$	50.00	\$	4,582.32	9265%	\$	9,197.07	\$	5,900.00	\$	3,297.07	156%
5807 General Insurance	\$	1,318.57	\$	2,400.00	\$	(1,081.43)	55%	\$	13,602.59	\$	14,400.00	\$	(797.41)	94%
5808 Professional Services														
5808-01 Tech Support	\$	1,333.90	\$	2,250.00	\$	(916.10)	59%	\$	13,347.50	\$	22,500.00	\$	(9,152.50)	59%
5808-02 Legal	\$	412.26	\$	1,250.00	\$	(837.74)	33%	\$	81,520.78	\$	5,000.00	\$	76,520.78	1630%
5808-03 Accounting	\$	680.00	\$	1,050.00	\$	(370.00)	65%	\$	16,001.11	\$	16,500.00	\$	(498.89)	97%
5808-04 HR	\$	1,150.00	\$	-	\$	1,150.00		\$	2,975.00	\$	750.00	\$	2,225.00	397%
5808-06 Annual Audit	\$	-	\$	-	\$	-		\$	18,750.00	\$	20,000.00	\$	(1,250.00)	94%
Total 5808 Professional Services	\$	3,576.16	\$	4,550.00	\$	(973.84)	79%	\$	132,594.39	\$	64,750.00	\$	67,844.39	205%
5809 Utilities	\$	211.80	\$	265.00	\$	(53.20)	80%	\$	1,854.53	\$	1,485.00	\$	369.53	125%
5810 Depreciation	\$	1,311.08	\$	-	\$	1,311.08		\$	13,110.80	\$	-	\$	13,110.80	
5812 Taxes	\$	-	\$	221.00	\$	(221.00)	0%	\$	50.00	\$	4,489.00	\$	(4,439.00)	1%
5813 Office Maintenance & Repairs														
5813-02 Repairs/Replacements	\$	-	\$	-	\$	-		\$	-	\$	2,400.00	\$	(2,400.00)	0%
Total 5813 Office Maintenance & Repairs	\$	-	\$	-	\$	-		\$	979.10	\$	-	\$	979.10	
5814 Employee Recruitment	\$	-	\$	25.00	\$	(25.00)	0%	\$	979.10	\$	2,400.00	\$	(1,420.90)	41%
5816 Admin. Services	\$	681.30	\$	50.00	\$	631.30	1363%	\$	78,210.00	\$	250.00	\$	77,960.00	31284%
5817 Credit Card Merchant Fees	\$	159.07	\$	120.00	\$	39.07	133%	\$	2,070.73	\$	500.00	\$	1,570.73	414%
5819 Wages (Admin)	\$	15,927.72	\$	17,791.69	\$	(1,863.97)	90%	\$	2,227.99	\$	1,200.00	\$	1,027.99	186%
5820 Payroll Tax (Admin)	\$	1,157.57	\$	1,276.75	\$	(119.18)	91%	\$	400,919.55	\$	177,916.90	\$	223,002.65	225%
5821 Employee Benefits (Admin)	\$	1,426.11	\$	3,068.00	\$	(1,641.89)	46%	\$	10,868.51	\$	12,854.44	\$	(1,985.93)	85%
5822 Temp Wages paid to Agency	\$	-	\$	-	\$	-		\$	26,056.08	\$	31,027.00	\$	(4,970.92)	84%
5823 Board Contingency	\$	3,911.86	\$	-	\$	3,911.86		\$	984.96	\$	-	\$	984.96	
5824 Professional Development	\$	-	\$	-	\$	-		\$	3,911.86	\$	2,750.00	\$	1,161.86	142%
5825 Dues & subscriptions	\$	192.50	\$	8.00	\$	184.50	2406%	\$	-	\$	-	\$	-	
5826 Board & Committee Meetings	\$	37.96	\$	833.00	\$	(795.04)	5%	\$	2,060.92	\$	4,030.00	\$	(1,969.08)	51%
5826-01 Holiday Party/Gifts	\$	500.00	\$	(500.00)	\$	0%		\$	101.85	\$	8,330.00	\$	(8,228.15)	1%
5827 PBID General Benefit 1%	\$	-	\$	352.00	\$	(352.00)	0%	\$	6,686.90	\$	5,000.00	\$	1,686.90	134%
5828 PBID Engineer's Adjustment	\$	-	\$	116.52	\$	(116.52)	0%	\$	-	\$	3,520.00	\$	(3,520.00)	0%
Total 5800 Administration	\$	58,793.11	\$	52,589.96	\$	6,203.15	112%	\$	910,090.71	\$	552,927.54	\$	357,163.17	165%
Total Expenses	\$	368,621.98	\$	446,991.04	\$	(78,369.06)	82%	\$	4,048,275.00	\$	3,792,094.78	\$	256,180.22	107%
Net Income	\$	(335,105.80)	\$	423,662.83	\$	(758,768.63)	-79%	\$	(232,648.64)	\$	544,392.19	\$	(777,040.83)	-43%

Downtown Long Beach Alliance
Balance Sheet
As of July 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
1011 F&M Checking Operating Acct 2491	\$ (73,273.71)
1016-7 F&M Repo 3479102 (0.5%)	\$ 484,573.47
1017 F&M Money Market 1165	\$ 412,066.47
1018 Petty Cash	\$ 399.45
Total Bank Accounts	\$ 823,765.68
Accounts Receivable	
1107 A/R	\$ 342,941.01
Total Accounts Receivable	\$ 342,941.01
Other Current Assets	
12000 Undeposited Funds	\$ -
1300 Employee Advances	\$ 18.50
2201-3 Prepaid Expenses	\$ 7,138.38
Total 2201-3 Prepaid Expenses	\$ 7,138.38
Total Other Current Assets	\$ 7,156.88
Total Current Assets	\$ 1,173,863.57
Fixed Assets	
1520 Equipment	\$ 200,814.28
1521 Accum. Deprn. - Equipment	\$ (168,047.24)
1530 Office Furniture - Other	\$ 86,561.76
1531 Accum. Deprn. - Office Furn.	\$ (86,562.20)
1550 Office Equipment - Other	\$ 143,633.76
1551 Accum. Deprn. Office Equip.	\$ (153,298.91)
Total Fixed Assets	\$ 23,101.45
Other Assets	
1701 Deposits	\$ 16,434.09
1702 Software License	\$ 13,270.30
1703 Accumulated Amortization	\$ (13,270.40)
1704 Loan to DDC	\$ -
Total Other Assets	\$ 16,433.99
TOTAL ASSETS	\$ 1,213,399.01

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2012 A/P Trade	\$ 75,456.54
Total Accounts Payable	\$ 75,456.54
Credit Cards	

2117 First Bankcard - Addison	\$	48.00
2150 F&M CREDIT CARDS	\$	(1,948.35)
2152 F&M CC - BE COTTE	\$	(177.98)
2154 F&M CC - COWARD	\$	(6,973.93)
2156 F&M CC - KOJIAN	\$	209.23
2157 F&M CC - METOYER	\$	1,893.59
2166 F&M CC - ARENAS	\$	(18.00)
2167 F&M CC - EVANS	\$	200.00
2170 F&M CC - MAYNE	\$	2,489.46
2172 F&M CC - MEHLINGER	\$	(2.00)
2173 F&M CC - MADER	\$	5,010.93
2174 F&M CC - Gonzalez	\$	938.73
2175 F&M CC - David	\$	41.22
2176 F&M CC - Ancalade	\$	-
2177 F&M CC - Nevarez	\$	1,189.42
Total 2150 F&M CREDIT CARDS	\$	2,852.32
Total Credit Cards	\$	2,900.32
Other Current Liabilities		
2201 Payroll Liabilities	\$	-
2201-03 HSA Payable	\$	413.50
2201-2 Medical Premiums Payable	\$	4,145.60
2201-4 Aflac Payable	\$	1,389.45
2201-5 Life Insurance Premiums Payable	\$	64.92
Total 2201 Payroll Liabilities	\$	6,013.47
2203 Deferred Comp. Wthd	\$	(22.85)
2301 Accrued Vacation Pay	\$	35,617.38
2490-01 Reserve for PBID	\$	574,476.77
2490-02 Reserve for DPIA	\$	28,430.78
2490-05 Marketing/Events	\$	5,600.72
2490-07 Capital Improvements	\$	-
2490-40 Open Streets Initiative	\$	730.58
Total 2490-07 Capital Improvements	\$	730.58
2490-27 Unallocated 18-19	\$	410,938.24
2490-28 2017-2018 PBID Revenue Deferred	\$	53,068.74
2490-29 City Funds - Parking Meter	\$	239,854.00
2490-64 Administration	\$	14,035.96
Total 2490 Deferred Revenue	\$	1,327,135.79
Total Other Current Liabilities	\$	1,368,743.79
Total Current Liabilities	\$	1,447,100.65
Total Liabilities	\$	1,447,100.65
Equity		
3500 Retained Earnings	\$	(1,053.00)
Net Income	\$	(232,648.64)
Total Equity	\$	(233,701.64)
TOTAL LIABILITIES AND EQUITY	\$	1,213,399.01

Downtown Long Beach Alliance
Profit and Loss
October 2021 - July 2022

Account	Total
Income	
4001 DPIA Funds	\$ 437,048.90
4002 City Funds - Parking Meters	\$ 134,211.82
4003 PBID	
4003-1 PBID Funds	\$ 1,898,046.77
Total 4003 PBID	\$ 1,898,046.77
4150 Sponsorships	
4150-13 Taste Downtown	\$ 75,152.63
4150-17 Celebrate Downtown	\$ 0.01
4150-23 New Year's Eve	\$ 2,500.00
Total 4150 Sponsorships	\$ 77,652.64
4900 Revenue Deferred to Subsequent Years	
4900-01 PBID Reserve	\$ (574,476.77)
Total 4900 Revenue Deferred to Subsequent Years	\$ (574,476.77)
Total 4000 Revenues	\$ 1,972,483.36
4700 Other Income	\$ 925.26
4700-01 Office rent reimbursement	\$ 2,500.00
4700-02 Contract Clean Team Services	
001 Long Beach Transit	\$ 185,037.43
002 Hillcrest Monterey	\$ 12,832.18
003 Other Clean Team Services	\$ 404.55
006 300 Alamitos	\$ 7,507.02
007 Blu Community Association	\$ 2,498.00
008 Zaferia	\$ 34,703.58
4700-02-005 Prop A	\$ 186,850.00
Total 4700-02 Contract Clean Team Services	\$ 429,832.76
4700-08 Small Business Grant Fundraising ED	
20 Storefront Grants	\$ 30,000.00
Total 4700-08 Small Business Grant Fundraising ED	\$ 30,000.00
4700-09 Other Misc. Income	\$ 72,842.80
Total 4700 Other Income	\$ 536,100.82
4701 Interest Income	\$ 3,474.89
4800 Deferred Revenue Recognized	
4804 DRR-Depreciation (2014Computer)	\$ 8,029.45
4805 DRR-New Year's Eve	\$ 297.62
4809 DRR-Public Realm	\$ 5,473.66
4823 DRR-PBID Reserve 18/19	\$ 706,040.01
4826 DRR - Admin	\$ 437,205.41
4828 DRR-PBID Renewal	\$ 75,139.06
4840 4840 DRR - DEIA Training	\$ 71,382.08
Total 4800 Deferred Revenue Recognized	\$ 1,303,567.29

Total Income	\$	3,815,626.36
Expenses		
5100 Personnel Expenses		
5100-08 Employee Benefits	\$	-
Total 5100 Personnel Expenses	\$	-
5200 Marketing		
5202 Advertising/Promotions		
5202-26 Digital Advertising/Promotions	\$	3,757.43
5202-27 Service Subscriptions	\$	16,251.01
5202-32 Unfiltered	\$	10,995.95
Total 5202 Advertising/Promotions	\$	31,004.39
5203 Public Relations	\$	514.14
5203-04 Public Relations	\$	590.29
5203-10 5203-10 Gift Card Giveaway	\$	700.00
5203-11 5203-11 Public Awareness Campaign	\$	157.33
Total 5203 Public Relations	\$	1,961.76
5205 Website Development	\$	474.84
5206 Recovery Campaign	\$	29,223.57
5207 Stakeholder Outreach	\$	941.67
5208 Wages (Marketing)	\$	123,616.67
5209 Payroll Tax (Marketing)	\$	7,607.95
5210 Benefits (Marketing)	\$	13,532.75
Total 5200 Marketing	\$	208,363.60
5300 Economic Development		
5303 Bus. Recruitment & Retention		
5303-01 Strategic Recruitment	\$	22,971.74
5303-04 Grand Opening Assistance	\$	198.45
Total 5303 Bus. Recruitment & Retention	\$	23,170.19
5303-40 Small Business Grants	\$	71,611.51
5304 Business Retention & Expansion		
5304-03 Economic Profile & Snapshot Reports	\$	11,836.60
5304-04 Business Development Support	\$	31,729.60
Total 5304 Business Retention & Expansion	\$	43,566.20
5305 Community Engagement & Business Outreach		
5305-01 Investor Events	\$	25.00
5305-02 Business Seminars	\$	7,025.55
5305-03 Broker Mixers	\$	3,873.17
5305-04 Conference Attendance	\$	4,531.69
5305-05 Memberships	\$	1,761.29
Total 5305 Community Engagement & Business Outreach	\$	17,216.70
5307 Wages (Econ.Dev.)	\$	117,525.41
5308 Payroll Taxes (Econ.Dev.)	\$	8,694.82
5309 Benefits (Econ.Dev.)	\$	15,608.65
Total 5300 Economic Development	\$	297,393.48
5400 Special Projects		

5401 Event Productions	
5401-39 Unfiltered Photo Contest	\$ -
5401-48 Celebrate Downtown	\$ 49,853.78
5401-52 Taste of Downtown	\$ 122,990.55
5401-57 Shop Small Saturday	\$ 1,037.45
5401-67 New Year's Eve	\$ 20,797.79
Total 5401 Event Productions	\$ 194,679.57
5401-69 General Expenses	\$ 1,225.84
5402 Event Sponsorships	
5402-89 Event Sponsorship - Juneteenth	\$ 5,000.00
Total 5402 Event Sponsorships	\$ 5,000.00
5403 Wages (Special Events)	\$ 103,416.91
5404 Payroll Tax (Special Events)	\$ 7,607.95
5405 Benefits (Special Events)	\$ 14,378.49
Total 5400 Special Projects	\$ 326,308.76
5500 Operations (Clean Team)	
5501 Clean Team Personnel	\$ 377,290.40
5501-01 Clean Team Management	\$ 70,110.02
5502 Clean Team Supplies	\$ 4,226.35
5503 Clean Team Equipment Insurance	\$ 829.93
5504 Clean Team Fuel	\$ 2,735.67
5505 Clean Team Equipment & Maintenance	\$ 46,460.44
5505-02 Clean Team Maintenance	\$ 130.00
5506-01 Pressure Washing	\$ 171,790.80
5506-02 Pressure Washing Truck Payment	\$ 6,371.66
5507 Safe Team	\$ 54.65
5507-00 Safe Team Management	\$ 70,110.09
5507-01 Safe Team Personnel	\$ 485,604.78
5507-02 Safe Team Supplies	\$ 814.18
5507-03 Safe Team Equipment Insurance	\$ 10,504.16
5507-04 Safe Team Equipment	\$ 14,715.55
Total 5507 Safe Team	\$ 581,803.41
5508-02 Community Outreach	\$ 1,940.50
5508-03 Special Project	\$ 14,080.82
5509 Contract Services	
5509-01 Long Beach Transit	\$ 137,313.84
5509-03 Other Contract Services	\$ 116,155.08
5509-04 City of Long Beach	\$ 92,866.29
5509-05 Contract Equip, Parts, Maint, Fuel	\$ 11,348.03
5509-07 Zaferia	\$ 19,647.73
Total 5509 Contract Services	\$ 377,330.97
5511 Wages (Operations)	\$ 128,391.07
5512 Payroll Taxes (Operations)	\$ 9,781.66
5513 Benefits (Operations)	\$ 17,530.93
Total 5500 Operations (Clean Team)	\$ 1,812,053.68
5600 Research, Development & Advocacy	
5606 Travel/Education/Civic Events	\$ 30.87

5606-01 Travel, Educ. & Entertainment	\$	13,649.26
5606-06 ED Task Force	\$	547.47
Total 5606-01 Travel, Educ. & Entertainment	\$	14,196.73
5606-02 Civic Events & Engagement	\$	18,086.48
5606-10 Advocacy - Internal Education	\$	72,054.67
Total 5606 Travel/Education/Civic Events	\$	104,368.75
5607 Research/Analytics		
5607-01 Research & Data Analytics	\$	54,277.54
Total 5607 Research/Analytics	\$	54,277.54
5609 Strategic Plan & PBID Renewal Planning	\$	78,616.35
5610 Wages (Advocacy)	\$	54,197.01
5611 Payroll Taxes (Advocacy)	\$	3,260.54
5612 Benefits (Advocacy)	\$	6,304.97
Total 5600 Research, Development & Advocacy	\$	301,025.16
5650 Public Realm		
5602 PBID Special Projects		
5602-01 Litter Receptacles	\$	335.70
Total 5602 PBID Special Projects	\$	335.70
5603 Street & Landscape		
5603-06 Tree Planting	\$	3,896.18
5603-13 Holiday Decor	\$	46,395.68
5603-20 Banners	\$	931.00
5603-26 Lighting Maintenance	\$	594.11
5603-27 Mutt Mitts	\$	8,052.95
5603-30 Public Space Infrastructure		
5603-30-04 Creative Crosswalks	\$	20,851.91
Total 5603-30 Public Space Infrastructure	\$	20,851.91
5603-31 Public Space Activation	\$	15.42
00008 LOOP Utilities	\$	40.96
5603-31-00006 LOOP Maintenance	\$	-
Total 5603-31 Public Space Activation	\$	56.38
5603-35 Other Miscellaneous Service Cost	\$	2,480.55
Total 5603 Street & Landscape	\$	83,258.76
5651 Payroll Wages (CIP)	\$	90,394.05
5652 Payroll Taxes (CIP)	\$	6,521.12
5653 Benefits (CIP)	\$	12,379.24
5655 Professional Development	\$	150.74
Total 5650 Public Realm	\$	193,039.61
5800 Administration		
5801 Rent		
5801-01 Office Lease	\$	149,546.18
5801-02 Parking	\$	405.60
Total 5801 Rent	\$	149,951.78
5802 Telephone & Data	\$	14,757.40
5803 Computers		
5803-01 Software/Subscriptions	\$	25,692.09
5803-02 Hardware	\$	609.80

Total 5803 Computers	\$	26,301.89
5804 Office Equip. Lease	\$	8,062.25
5805 Office Supplies	\$	5,529.56
5806 Postage	\$	9,197.07
5807 General Insurance	\$	13,602.59
5808 Professional Services		
5808-01 Tech Support	\$	13,347.50
5808-02 Legal	\$	81,520.78
5808-03 Accounting	\$	16,001.11
5808-04 HR	\$	2,975.00
5808-06 Annual Audit	\$	18,750.00
Total 5808 Professional Services	\$	132,594.39
5809 Utilities	\$	1,854.53
5810 Depreciation	\$	13,110.80
5812 Taxes	\$	50.00
5813 Office Maintenance & Repairs		
5813-02 Repairs/Replacements	\$	979.10
Total 5813 Office Maintenance & Repairs	\$	979.10
5814 Employee Recruitment	\$	78,210.00
5816 Admin. Services	\$	2,070.73
5817 Credit Card Merchant Fees	\$	2,227.99
5819 Wages (Admin)	\$	400,919.55
5820 Payroll Tax (Admin)	\$	10,868.51
5821 Employee Benefits (Admin)	\$	26,056.08
5822 Temp Wages paid to Agency	\$	984.96
5823 Board Contingency	\$	3,911.86
5825 Dues & subscriptions	\$	2,060.92
5826 Board & Committee Meetings	\$	101.85
5826-01 Holiday Party/Gifts	\$	6,686.90
Total 5800 Administration	\$	910,090.71
Total Expenses	\$	4,048,275.00
Net Income	\$	(232,648.64)

Downtown Long Beach Alliance
A/R Aging Summary
As of July 31, 2022

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
US Government	\$ -	\$ -	\$ -	\$ -	\$ (807.80)	\$ (807.80)
Allowance for Delinquencies	\$ -	\$ -	\$ -	\$ -	\$ (184.94)	\$ (184.94)
George's Greek Cafe	\$ -	\$ (0.40)	\$ -	\$ -	\$ -	\$ (0.40)
Ash Bay Soap Co.	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
Kathryn Heaton	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
Stay Anchored.	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ 100.00
The Cypher on Elm	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
The Scarlet Flower	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
J Graphix Studio	\$ -	\$ 100.00	\$ 100.00	\$ -	\$ -	\$ 200.00
Agaves Bar and Restaurant	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00
Alegria Cocina Latina.	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00
Bo Beau	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00
Fonda Tobalá at Rosemallows	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00
Panini Kabob Grill	\$ -	\$ 309.00	\$ -	\$ -	\$ -	\$ 309.00
Auld Dubliner	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ -	\$ 500.00
Midtown Property & Business Owners Association	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
Ordinarie	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ -	\$ 500.00
200 West Ocean	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00
SHORELINE VILLAGE	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00
Studio One Eleven.	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
Blu Community Association	\$ -	\$ -	\$ -	\$ 898.00	\$ 800.00	\$ 1,698.00
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ 1,580.52	\$ -	\$ -	\$ 1,475.56	\$ 3,056.08
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 4,266.74	\$ 4,266.74
Mosaic	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
Jatin Laxpati	\$ -	\$ 2,581.51	\$ (1,156.00)	\$ -	\$ 7,269.51	\$ 8,695.02
Zaferia Business Association	\$ 4,551.00	\$ 4,408.06	\$ -	\$ -	\$ -	\$ 8,959.06
State of California	\$ -	\$ -	\$ -	\$ -	\$ 21,820.54	\$ 21,820.54
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160.46	\$ 38,160.46
Long Beach Transit (Customer)	\$ 18,471.01	\$ 19,464.55	\$ -	\$ -	\$ 1,831.80	\$ 39,767.36
CITY OF LONG BEACH	\$ 63,000.00	\$ -	\$ 39,057.19	\$ -	\$ 104,444.70	\$ 206,501.89
TOTAL	\$ 86,022.01	\$ 37,593.24	\$ 38,851.19	\$ 898.00	\$ 179,576.57	\$ 342,941.01

Downtown Long Beach Alliance
A/R Aging Summary
As of August 24, 2022

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
US Government	\$ -	\$ -	\$ -	\$ -	\$ (807.80)	\$ (807.80)
Allowance for Delinquencies	\$ -	\$ -	\$ -	\$ -	\$ (184.94)	\$ (184.94)
George's Greek Cafe	\$ -	\$ -	\$ (0.40)	\$ -	\$ -	\$ (0.40)
Ash Bay Soap Co.	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
Everytable	\$ 100.00	\$ -	\$ -	\$ -	\$ -	\$ 100.00
Kathryn Heaton	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
Stay Anchored.	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ 100.00
The Cypher on Elm	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
The Scarlet Flower	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00
J Graphix Studio	\$ -	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ 200.00
Agaves Bar and Restaurant	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00
Alegria Cocina Latina.	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00
BLOCK-BY-BLOCK	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
Bo Beau	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 250.00
Fonda Tobalá at Rosemallows	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00
Panini Kabob Grill	\$ -	\$ 309.00	\$ -	\$ -	\$ -	\$ 309.00
Auld Dubliner	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ -	\$ 500.00
Midtown Property & Business Owners Association	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
Ordinarie	\$ -	\$ 250.00	\$ 250.00	\$ -	\$ -	\$ 500.00
200 West Ocean	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00
SHORELINE VILLAGE	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00
Studio One Eleven.	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
Blu Community Association	\$ -	\$ -	\$ -	\$ 898.00	\$ 800.00	\$ 1,698.00
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 4,266.74	\$ 4,266.74
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ 1,580.52	\$ 1,580.52	\$ -	\$ 1,475.56	\$ 4,636.60
Mosaic	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
Jatin Laxpati	\$ -	\$ 2,581.51	\$ (1,156.00)	\$ -	\$ 7,269.51	\$ 8,695.02
Zaferia Business Association	\$ 4,551.00	\$ 4,551.00	\$ 4,408.06	\$ -	\$ -	\$ 13,510.06
Long Beach Transit (Customer)	\$ 19,464.55	\$ -	\$ -	\$ -	\$ 1,831.80	\$ 21,296.35
State of California	\$ -	\$ -	\$ -	\$ -	\$ 21,820.54	\$ 21,820.54
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160.46	\$ 38,160.46
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ -	\$ 104,444.70	\$ 104,444.70
TOTAL	\$ 24,365.55	\$ 18,272.03	\$ 5,682.18	\$ 998.00	\$ 179,576.57	\$ 228,894.33

FY 22 Projections

As of 7/31/22

REVENUE			
Source	Projection	Budget	Variance
PBID (net)	\$ 2,814,275	\$ 2,814,275	\$ -
DPIA	\$ 690,392	\$ 690,392	\$ -
PKG MTR	\$ 300,000	\$ 400,000	\$ (100,000)
Fundraising for Grants	\$ 30,000	\$ 55,000	\$ (25,000)
Event Tickets/Sales/Sponsorship	\$ 165,852	\$ 158,000	\$ 7,852
Contract/Misc	\$ 561,250	\$ 561,250	\$ -
Other Misc. Income	\$ 66,310	\$ -	\$ 66,310
Deferred Revenue Recognized	\$ 597,527	\$ -	\$ 597,527
Long Beach Recovery Grant	\$ 273,000	\$ -	\$ 273,000
TOTAL REVENUE	\$ 5,498,606	\$ 4,678,917	\$ 819,689

EXPENSE			
Department	Projection	Budget	Variance
Administration	\$ 1,002,915	\$ 670,524	\$ 332,391
Advocacy	\$ 335,389	\$ 221,186	\$ 114,202
Economic Development	\$ 450,997	\$ 440,609	\$ 10,388
Events	\$ 397,178	\$ 461,601	\$ (64,424)
Marketing	\$ 254,570	\$ 320,288	\$ (65,718)
Operations	\$ 2,234,301	\$ 2,327,640	\$ (93,338)
Placemaking	\$ 228,744	\$ 236,348	\$ (7,604)
Deferred (surplus)	\$ 321,511	\$ -	\$ 321,511
Long Beach Recovery Grant	\$ 273,000	\$ -	\$ 273,000
TOTAL EXPENSES	\$ 5,498,606	\$ 4,678,197	\$ 820,409

NET TOTAL		
	Projection	Budget
Total Revenue	\$ 5,498,606	\$ 4,678,917
Total Expenses	\$ 5,498,606	\$ 4,678,197
NET TOTAL	\$ -	\$ -

Beginning Balances	
Deferred Revenue	Balance as of 10/1/21
2409-02 Reserve for DPIA	\$ 174,952
2490-05 Marketing/Events	\$ 5,601
2490-10 Capital Improvements:Mural Project	\$ 2,583
2490-27 Unallocated 18-19	\$ 770,144
2490-28 2017-2018 PBID Revenue Deferred	\$ 131,069
2490-29 City Funds - Parking Meter	\$ 239,854
2490-40 Capital Improvements:Open Streets Initiative	\$ 3,621
2490-70 Deferred Revenue:Special Events	\$ 298
2490-64 Administration	\$ 14,036
Total Available Balance	\$ 1,342,157

Deferred Spending	
Deferred Revenue Spent	
2409-02 Reserve for DPIA	\$ 86,883
2490-05 Marketing/Events	\$ 5,601
2490-10 Capital Improvements:Mural Project	\$ 2,583
2490-27 Unallocated 18-19	\$ 437,205
2490-28 2017-2018 PBID Revenue Deferred	\$ 78,616
2490-29 City Funds - Parking Meter	\$ -
2490-40 Capital Improvements:Open Streets Initiative	\$ 3,621
2490-70 Deferred Revenue:Special Events	\$ 298
2490-64 Administration	\$ -
Total	\$ 614,807

Deferred Revenue - Future Spending	
2409-02 Reserve for DPIA	\$ 49,824
2490-05 Marketing/Events	\$ -
2490-10 Capital Improvements:Mural Project	\$ -
2490-27 Unallocated 18-19	\$ 102,000
2490-28 2017-2018 PBID Revenue Deferred	\$ 52,452
2490-29 City Funds - Parking Meter	\$ 239,854
2490-40 Capital Improvements:Open Streets Initiative	\$ -
2490-70 Deferred Revenue:Special Events	\$ -
2490-64 Administration	\$ -
Total	\$ 444,130

Deferred Project Details	
New Year's Eve	\$ 297.62
Creative Crosswalks	\$ 6,204.24
Legal/Personnel	\$ 359,205.41
President/CEO Recruitment	\$ 80,000.00
PBID Renewal	\$ 88,842.92
DEIA Initiative	\$ 86,883.15
Public Safety Lighting	\$ 123,878.08
Pine + Ocean Lot Improvements	\$ 30,000.00
One Downtown Marketing Campaign	\$ 5,600.72
Entrepreneur and small business series	\$ 20,000.00
Agency Reserve	\$ 250,000.00
Total	\$ 1,050,912.14

Estimated Ending Balances	
Deferred Revenue - Projected Balance	
2409-02 Reserve for DPIA	\$ 38,245
2490-05 Marketing/Events	\$ -
2490-10 Capital Improvements:Mural Project	\$ -
2490-27 Unallocated 18-19	\$ 230,938
2490-28 2017-2018 PBID Revenue Deferred	\$ -
2490-29 City Funds - Parking Meter	\$ -
2490-40 Capital Improvements:Open Streets Initiative	\$ -
2490-70 Deferred Revenue:Special Events	\$ -
2490-64 Administration	\$ 14,036
Total Balance	\$ 283,219