

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

OVERVIEW

Year-to-Date	Actual	Budget	Variance
Revenue	2,291,667	2,563,703	(272,036)
Expenses	1,964,670	2,433,954	469,283
Net	326,996	129,749	197,247

REVENUES:

PBID Revenue is less than budget by \$137,000 or 14% due to timing of collections

DPIA Revenue is less than budget by \$89,000 or 24% primarily due to actual October, November and December revenue being less than budget.

Parking Meter Revenue is less than budget by \$16,000 or 7% 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 \$28,000 or 6% primarily due to lower than budgeted Small Business Grant fundraising (\$12,500) and other Clean Team services (\$16,000).

EXPENSES:

Administration Expenses are less than budget by \$27,000 or 8% due to various actual expenses being under (over) flat line budgeted expenses.

Research, Dev. & Advocacy Expenses are less than budget by \$113,000 or 62% due to lower than budgeted for Strategic Plan & PBID Renewal costs (\$44,000), Personnel costs (\$17,000), Travel/Education/Civic Event costs (\$9,000), Research & Data Analytics costs (\$25,000) and Civic Events & Engagement (\$9,000).

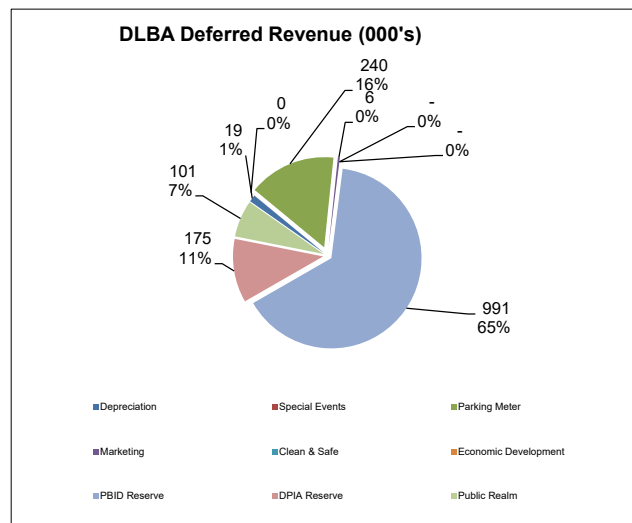
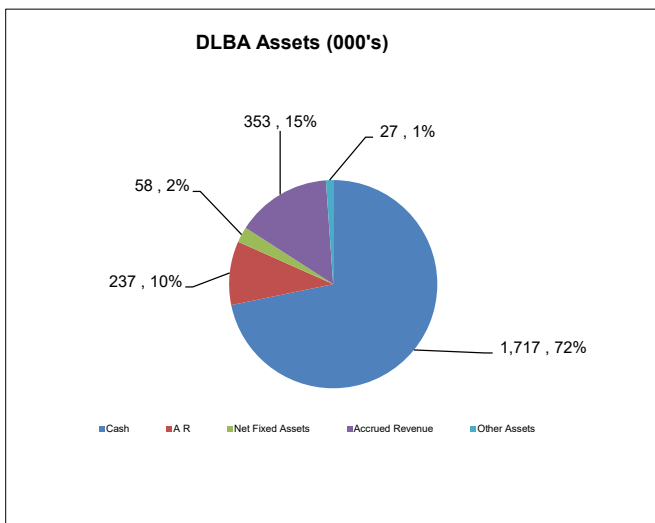
Public Realm Expenses are less than budget by \$103,000 or 44% primarily due to lower than budgeted Community Grants (\$80,000) and Public Space Infrastructure/Activation (\$20,000).

Economic Development Expenses are less than budget by \$67,000 or 29% primarily due to lower than budgeted Personnel costs (\$14,000) and Business Recruitment & Retention (\$52,000).

Marketing Expenses are less than budget by \$32,000 or 19% due to lower than budgeted Recovery Campaign costs (\$28,000).

Special Event Expenses are less than budget by \$65,000 or 43% due to lower than budgeted for Event costs (\$47,000), Personnel costs (\$9,000), and General Expenses (\$6,000).

Operations Expenses are less than budget by \$62,000 or 6% due to lower than budgeted for Safe Team expenses (\$25,000), Clean Team expenses (\$12,000) and Professional Development (\$9,000).



**Downtown Long Beach Alliance
Statement of Financial Position
3/31/2021**

Assets

Current Assets

Cash	\$1,717,000
Accounts Receivable	237,043
Accrued Revenues	353,479
Prepaid Expenses	10,415
Total Current Assets	2,317,936

Fixed Assets

Furniture & Equipment	431,010
Accumulated Depreciation	(373,060)
Total Fixed Assets	57,950

Other Assets

Deposits	16,434
Software License	13,270
Accumulated Amortization	(13,270)
Total Other Assets	16,434

Total Assets

\$2,392,321

Liabilities & Fund Balances

Current Liabilities

Accounts Payable	\$172,272
Accrued Wages & Other Expenses	361,024
Unearned Revenue	-
Deferred Revenue	1,532,029
Total Current Liabilities	2,065,324

Long Term Liabilities

Net Income (Loss)	326,996
-------------------	---------

Total Liabilities & Fund Balances

2,392,321

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands
As of March 31, 2021

	YEAR TO DATE ACTUALS					
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL
Revenues						
PBID (net of delinquency)	865					865
DPIA	-	276				276
Parking Meter Revenue			209			209
Sponsors & Ticket Sales	-			(2)		(2)
Grants & Contract Services	-				484	484
Deferred Revenue Recognized	695	-	-			695
Deferred to 20-21	(235)	-		-	-	(235)
Total Revenue	1,324	276	209	(2)	484	2,292
Expenses						
Administration	81	250	-	-	-	331
Advocacy	13	46	10	-	-	69
Public Realm	4	3	125	-	-	132
Economic Dev.	149	12	-	-	-	161
Marketing	96	11	26	-	-	133
Special Events	82	0	4	0	-	87
Operations	841	-	-	-	210	1,052
Total Expenses	1,266	323	165	0	210	1,965
Net Operating Income(Loss)	58	(47)	44	(3)	274	327

	YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Grants & Contract Services	TOTAL	TO YTD BUDGET
	1,002					1,002	(137)
	-	366				366	(89)
			225			225	(16)
	-			-		-	(2)
	-	251		-	260	512	(28)
	695	-	-	-	-	695	0
	(235)	-		-	-	(235)	0
	1,461	617	225	-	260	2,564	(272)
						-	
	103	255	-	-	-	358	27
	60	60	63	-	-	182	113
	5	11	221	-	-	236	103
	179	21	-	-	27	228	67
	109	27	29	-	-	165	32
	91	0	37	23	-	151	65
	884	3	-	-	226	1,114	62
	1,430	378	349	23	253	2,434	469
						-	
	31	239	(124)	(23)	7	130	197

DOWNTOWN LONG BEACH ALLIANCE
FINANCIAL STATEMENT - In thousands
3/31/2021

	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 March 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	
Revenues													
PBID net of delinquency	864,560	-	-	-	-	864,560	1,001,734	-	-	-	-	1,001,734	(137,174)
DPIA	-	276,249	-	-	-	276,249	-	365,579	-	-	-	365,579	(89,330)
Parking Meter	-	-	209,484	-	-	209,484	-	-	225,000	-	-	225,000	(15,516)
Sponsors & Ticket Sales	-	-	-	(2,499)	-	(2,499)	-	-	-	-	-	-	(2,499)
Grants & Contract Services	-	-	-	-	484,108	484,108	-	251,389	-	-	280,357	511,746	(27,637)
Deferred Revenue Recognized	695,111	-	-	-	-	695,111	695,111	-	-	-	-	695,111	0
Deferred to 20-21 (235,347)	-	-	-	-	-	(235,347)	-	(235,467)	-	-	-	(235,467)	120
Total Revenue	1,324,325	276,249	209,484	(2,499)	484,108	2,291,667	1,461,378	616,968	225,000	-	260,357	2,563,703	(272,036)
Administration													
Rent	69,543	-	-	-	-	69,543	87,250	-	-	-	-	87,250	17,707
Telephone	8,588	-	-	-	-	8,588	9,800	-	-	-	-	9,800	1,212
Computers	572	5,788	-	-	-	6,361	5,500	-	-	-	-	5,500	(861)
Office Equipment Lease	-	5,462	-	-	-	5,462	6,750	-	-	-	-	6,750	1,288
Office Supplies	-	5,044	-	-	-	5,044	5,000	-	-	-	-	5,000	(44)
Postage	-	2,705	-	-	-	2,705	600	-	-	-	-	600	(2,105)
General Insurance	-	2,562	-	-	-	2,562	15,150	-	-	-	-	15,150	12,587
Professional Services	-	67,390	-	-	-	67,390	54,800	-	-	-	-	54,800	(12,590)
Utilities	-	929	-	-	-	929	1,750	-	-	-	-	1,750	821
Depreciation	-	5,060	-	-	-	5,060	9,636	-	-	-	-	9,636	4,576
Taxes	-	1,326	-	-	-	1,326	1,500	-	-	-	-	1,500	174
Office Maintenance & Repairs	-	1,455	-	-	-	1,455	2,500	-	-	-	-	2,500	1,045
Employee Recruitment	-	2,476	-	-	-	2,476	1,750	-	-	-	-	1,750	(726)
Admin Services	-	-	-	-	-	-	75	-	-	-	-	75	75
Outside Support	-	-	-	-	-	-	450	-	-	-	-	450	(256)
Merchant Fees & Interest	-	706	-	-	-	706	-	-	-	-	-	-	706
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Board Contingency	-	990	-	-	-	990	-	-	-	-	-	-	(990)
Dues & Subscriptions	-	5,470	-	-	-	5,470	2,000	-	-	-	-	2,000	(3,470)
Board, EC and TF Meetings	1,983	-	-	-	-	1,983	8,000	-	-	-	-	8,000	6,017
PBID General Benefit 1%	-	-	-	-	-	-	1,323	-	-	-	-	1,323	1,323
PBID Engineer's Adjustment	-	-	-	-	-	-	458	-	-	-	-	458	458
Personnel Expense	-	142,679	-	-	-	142,679	143,546	-	-	-	-	143,546	868
Total Admin Expenses	80,686	250,042	-	-	-	330,728	102,550	255,288	-	-	-	357,838	27,110
Research, Dev. & Advocacy													
Research & Data Analytics	-	-	8,749	-	-	8,749	-	-	34,097	-	-	34,097	25,348
Conferences, Travel and Education	-	-	954	-	-	954	-	-	18,500	-	-	18,500	17,546
Civic Events & Engagement	1,200	-	-	-	-	1,200	-	-	10,056	-	-	10,056	8,856
Strategic Plan & PBID Renewal Planning	-	-	-	-	-	-	44,333	-	-	-	-	44,333	44,333
PBID General Benefit 1%	-	-	-	-	-	-	-	202	-	-	-	202	202
PBID Engineer's Adjustment	-	-	-	-	-	-	-	70	-	-	-	70	70
Personnel Expense	12,278	46,190	-	-	-	58,468	15,795	59,421	-	-	-	75,216	16,747
Total Research, Dev. & Advocacy	13,478	46,190	9,702	-	-	69,371	60,129	59,693	62,653	-	-	182,474	113,103
Public Realm													
PBID Special Projects	442	-	442	-	-	884	500	500	-	-	-	1,000	116
Street & Landscape	-	3,250	55,046	-	-	58,296	-	8,206	143,696	-	-	151,902	93,606
Professional Development	-	-	-	-	-	-	-	1,250	-	-	-	1,250	1,250
PBID General Benefit 1%	-	-	-	-	-	-	-	1,110	-	-	-	1,110	1,110
PBID Engineer's Adjustment	-	-	-	-	-	-	-	50	-	-	-	50	50
Public Realm Personnel	3,662	-	69,582	-	-	73,245	4,026	-	75,487	-	-	80,513	7,268
Total Public Realm	4,104	3,250	125,071	-	-	132,424	4,526	10,616	220,683	-	-	235,825	103,401

DOWNTOWN LONG BEACH ALLIANCE
As of March 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	
Economic Development													
Comm. Engage. & Bus. Outreach	9,257	-	-	-	-	9,257	2,385	4,430	-	-	-	6,815	(2,441)
Business Recruitment & Retention	39,052	-	-	-	-	39,052	60,519	-	-	-	-	60,519	21,467
Small Business Grants	12,017	-	-	-	-	12,017	-	-	-	-	26,667	26,667	14,649
Business Retention & Expansion	1,200	-	-	-	-	1,200	17,761	1,237	-	-	-	18,998	17,798
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID General Benefit 1%	-	-	-	-	-	-	-	1,665	-	-	-	1,665	1,665
PBID Engineer's Adjustment	-	-	-	-	-	-	-	578	-	-	-	578	578
Personnel Expenses	87,287	11,903	-	-	-	99,190	98,819	13,475	-	-	-	112,295	13,105
Total Economic Dev.	148,813	11,903	-	-	-	160,716	179,485	21,385	-	-	26,667	227,536	66,821
Marketing													
Advertising/Promotions	17,454	3,416	994	-	-	21,864	13,524	1,176	-	-	-	14,699	(7,165)
Stakeholder Outreach/Public Relations	6,602	-	5,691	-	-	12,293	19,267	-	-	-	-	19,267	6,973
Annual Report/Publications	-	-	6,106	-	-	6,106	1,334	4,116	-	-	-	5,450	(656)
Website Development	-	115	-	-	-	115	-	4,125	876	-	-	5,000	4,885
Recovery Campaign	1,057	7,820	12,258	-	-	21,134	2,434	18,015	28,240	-	-	48,690	27,556
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID General Benefit 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
PBID Engineer's Adjustment	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing	-	-	1,000	-	-	1,000	-	-	-	-	-	-	(1,000)
Marketing Personnel	70,811	-	-	-	-	70,811	72,038	-	-	-	-	72,038	1,227
Total Marketing	95,924	11,351	26,049	-	-	133,324	198,597	27,432	29,116	-	-	165,144	31,820
Special Events													
Live After 5	-	-	293	7	-	300	-	-	-	-	-	-	(300)
Contingency Funds for Special Events	-	-	-	-	-	-	-	-	-	-	-	-	-
Celebrate Downtown	-	-	-	-	-	-	-	42	2,460	3,458	-	6,000	6,000
Pow Wow 2020 Closing Party	-	-	-	-	-	-	-	-	-	-	-	-	-
Taste of Downtown Series	5,684	68	3,997	-	-	9,750	-	5,825	9,176	-	-	15,000	5,250
Powerfest	-	-	-	-	-	-	-	1,165	1,835	-	-	3,000	3,000
Summer & Music Series	-	-	-	-	-	-	-	-	-	-	-	-	-
New Year's Eve Waterfront	-	-	-	-	-	-	-	24,588	8,412	-	-	33,000	33,000
Shop Small Saturday	-	-	-	-	-	-	-	-	-	-	-	-	-
Event Sponsorships	-	-	-	-	-	-	-	240	379	-	-	619	619
Event Supplies, Contingency & Misc.	267	3	188	-	-	459	5,553	47	2,733	-	-	8,333	7,875
PBID General Benefit 1%	-	-	-	-	-	-	-	942	-	-	-	942	942
PBID Engineer's Adjustment	-	-	-	-	-	-	-	324	-	-	-	324	324
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Special Events Personnel	76,063	-	-	-	-	76,063	84,221	-	-	-	-	84,221	8,158
Total Special Events	82,015	71	4,479	7	-	86,572	91,046	89	37,011	23,299	-	151,439	64,868
Operations													
Clean Team Management	44,852	-	-	-	-	44,852	47,812	-	-	-	-	47,812	2,960
Clean Team Personnel	217,107	-	-	-	-	217,107	218,974	-	-	-	-	218,974	1,867
Clean Team Supplies	2,458	-	-	-	-	2,458	10,341	-	-	-	-	10,341	7,883
Clean Team Equip. Insurance	300	-	-	-	-	300	4,902	-	-	-	-	4,902	4,602
Clean Team Fuel	3,579	-	-	-	-	3,579	6,119	-	-	-	-	6,119	2,539
Clean Team Equip. & Maint.	27,185	-	-	-	-	27,185	16,190	-	-	-	-	16,190	(10,995)
Clean Team Lease	-	-	-	-	-	-	-	-	-	-	-	-	-
Clean Team Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	-
Pressure Washing	144,664	-	-	-	-	144,664	148,293	-	-	-	-	148,293	3,629
Safe Team Management	44,357	-	-	-	-	44,357	44,403	-	-	-	-	44,403	46
Safe Team Personnel	284,940	-	-	-	-	284,940	309,109	-	-	-	-	309,109	24,168
Safe Team Supplies	720	-	-	-	-	720	1,220	-	-	-	-	1,220	499
Safe Team Equipment Insurance	60	-	-	-	-	60	2,700	-	-	-	-	2,700	2,640
Safe Team Equipment	4,802	-	-	-	-	4,802	1,740	-	-	-	-	1,740	(3,062)
Homeless Outreach	801	-	-	-	-	801	750	-	-	-	-	750	(51)
Community Outreach	493	-	-	-	-	493	600	-	-	-	-	600	107
Special Project	-	-	-	-	-	-	3,193	-	-	-	-	3,193	3,193
Contract Services	-	-	-	-	-	-	-	-	-	15,407	-	15,407	15,407
Long Beach Transit	-	-	-	-	-	-	-	-	-	95,268	-	95,268	95,268
Hillcrest Monterey	-	-	-	-	-	-	-	-	7,798	-	-	7,798	7,798
Other Contract Services	-	-	-	-	-	59,381	59,381	-	-	-	13,950	13,950	(45,431)
City of Long Beach	-	-	-	-	-	51,941	51,941	-	-	-	83,237	83,237	31,296
Contract Equip. Parts, Maint, Fuel	-	-	-	-	-	19,913	19,913	-	-	1,800	-	1,800	(18,113)
Professional Development	-	-	-	-	-	-	-	90	-	8,889	-	8,979	8,979
PBID General Benefit 1%	-	-	-	-	-	-	-	3,112	-	-	-	3,112	3,112
PBID Engineer's Adjustment	-	-	-	-	-	-	-	-	-	-	-	-	-
Operations Personnel	64,826	-	-	-	-	64,826	67,801	-	-	-	-	67,801	2,975
Total Operations	841,075	-	-	-	-	210,361	1,051,526	884,146	3,202	-	-	226,250	1,113,687
Total Expenses	1,266,195	322,807	165,300	7	210,361	1,984,670	1,430,471	377,704	348,463	23,299	253,016	2,433,954	469,283
Net Operating Income(Loss)	58,130	(46,559)	44,184	(2,506)	273,747	326,996	30,996	238,264	(124,463)	(23,299)	7,340	129,749	197,247

DOWNTOWN LONG BEACH ALLIANCE
March 31, 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
Revenues													
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	810,109	380,710
Deferred Revenue Recognized	685,476					685,476	685,476	19,271				704,746	19,271
Deferred to 20-21	(706,040)					(706,040)	(706,040)					(706,040)	-
Total Revenue	2,719,487	690,392	450,000	-	429,399	4,289,278	2,984,636	770,813	450,000	-	810,109	5,015,558	726,280
Administration													
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	-
Total Admin Expenses	254,785	411,971	-	-	-	666,756	254,785	431,242	-	-	-	686,027	19,271
Research, Dev. & Advocacy													
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	111,512				150,432	38,920	111,512				150,432	-
Total Research, Dev. & Advocacy	38,920	186,063	112,112	-	-	337,035	61,433	222,543	112,112	-	-	396,088	59,053
Public Realm													
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		2,900				2,900		2,900				2,900	-
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	-
Total Public Realm	28,246	15,332	225,000	-	-	268,578	39,946	15,332	225,000	-	225,000	505,278	236,700

DOWNTOWN LONG BEACH ALLIANCE
March 31, 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	
Economic Development													
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	-
Total Economic Dev.	320,818	37,180			30,000	387,998	395,818	61,790		55,390		512,998	125,000
Marketing													
Advertising/Promotions	9,980	5,976				15,956	9,980	5,976				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	-
Total Marketing	180,687	28,420	27,785			237,092	275,523	28,420	27,785			331,728	94,636
Special Events													
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	-
Total Special Events	180,886		85,103			265,989	185,886		85,103			270,989	5,000
Operations													
Clean Team Management	87,669					87,669	87,669			10,227		97,896	10,227
Clean Team Personnel	369,509					369,509	376,259			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	-
Total Operations	1,714,945	11,486			399,399	2,125,830	1,771,244	11,486		529,720		2,312,450	186,620
Total Expenses	2,719,487	690,382	450,000		428,399	4,288,278	2,984,635	770,813	450,000		810,110	5,815,558	726,280
Net Operating Income(Loss)	0	(0)			0	0	1	0			(1)	-1	1

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Downtown Long Beach Alliance																	
2	Budget by Source																	
3	As of March 31, 2021																	
4																		
5																		
6																		
7	Income									Total	This column totals columns horizontally as a cross check	Difference						
8	4000 Revenues									Budget ytd								
9	4001 DPJA Funds	-	365,579.22	-	-	-	-	-	-	365,579.22	365,579.22	-						
10	4002 City Funds	-	-	225,000.00	-	-	-	-	-	225,000.00	225,000.00	-						
11	4003 PBID																	
12	4003-1 PBID Funds	1,029,769.50	-	-	-	-	-	-	-	1,029,769.50	1,029,769.50	-						
13	4300-2 Delinquency	(28,035.96)	-	-	-	-	-	-	-	(28,035.96)	(28,035.96)	-						
14	Total 4003 PBID	1,001,733.54								1,001,733.54	1,001,733.54							
15	4005 RDA	-	-	-	-	-	-	-	-	-	-	-						
16	4150 Sponsorships																	
17	4150-03 POW WOW	-	-	-	-	-	-	-	-	-	-	-						
18	4150-05 Live After 5	-	-	-	-	-	-	-	-	-	-	-						
19	4150-07 Music Series	-	-	-	-	-	-	-	-	-	-	-						
20	4150-13 Taste of Downtown	-	-	-	-	-	-	-	-	-	-	-						
21	4150-17 Celebrate Downtown	-	-	-	-	-	-	-	-	-	-	-						
22	4150-23 New Year's Eve	-	-	-	-	-	-	-	-	-	-	-						
23	4150-25 Bike Festival	-	-	-	-	-	-	-	-	-	-	-						
24	4150-28 Pine Ave Misc Events	-	-	-	-	-	-	-	-	-	-	-						
25	4150-34 Shop Small Saturday	-	-	-	-	-	-	-	-	-	-	-						
26	Total 4150 Sponsorships																	
27	4900 Revenue Deferred to Subsequent Years																	
28	4900-01 PBID Reserve	(235,466.64)	-	-	-	-	-	-	-	(235,466.64)	(235,466.64)	-						
29	Total 4900 Revenue Deferred to Subsequent Years	(235,466.64)								(235,466.64)	(235,466.64)							
30	Total 4000 Revenues	766,266.90	365,579.22	225,000.00						1,356,846.12	1,356,846.12							
31	4700 Other Income																	
32	4700-01 Office rent reimbursement	-	-	-	-	-	3,000.00	-	-	3,000.00	3,000.00	-						
33	4700-02 Contract Clean Team Services																	
34	001 Long Beach Transit	-	-	-	-	-	100,068.87	-	-	100,068.87	100,068.87	-						
35	002 Hillcrest Monterey	-	-	-	-	-	7,770.81	-	-	7,770.81	7,770.81	-						
36	003 Other Clean Team Services	-	-	-	-	-	-	-	-	-	-	-						
37	004 Midtown	-	-	-	-	-	21,744.00	-	-	21,744.00	21,744.00	-						
38	005 Prop A	-	-	-	-	-	99,440.00	-	-	99,440.00	99,440.00	-						
39	006 300 Alamitos	-	-	-	-	-	4,688.00	-	-	4,688.00	4,688.00	-						
40	007 Blu Community Association	-	-	-	-	-	1,900.89	-	-	1,900.89	1,900.89	-						
41	008 Zaferia	-	-	-	-	-	21,744.00	-	-	21,744.00	21,744.00	-						
42	Total 4700-02 Contract Clean Team Services						257,356.57			257,356.57	257,356.57							
43	4700-04 Parking reimbursement	-	-	-	-	-	-	-	-	-	-	-						
44	4700-07 Community Grant Fundraising		229,390.00	-	-	-	-	-	-	229,390.00	229,390.00	-						
45	4700-08 Small Business Grant Fundraising		15,000.00	-	-	-	-	-	-	15,000.00	15,000.00	-						
46	4700-10 LB Community Foundation		6,999.00	-	-	-	-	-	-	6,999.00	6,999.00	-						
47	Total 4700 Other Income		251,389.00				260,356.57			511,745.57	511,745.57							
48	4701 Interest Income																	
49	4800 Deferred Revenue Recognized																	
50	4801 DDR- Live After 5																	
51	4804 DDR- Depreciation (2014Computer)	9,635.34	-	-	-	-	-	-	-	9,635.34	9,635.34	-						
52	4809 DDR-Public Realm	-	-	-	-	-	-	-	-	-	-	-						
53	4811 DDR-Min. Wage Consultant	-	-	-	-	-	-	-	-	-	-	-						
54	4812 DDR Advocacy	-	-	-	-	-	-	-	-	-	-	-						
55	4814 DDR-Clean & Safe	-	-	-	-	-	-	-	-	-	-	-						
56	4815 DDR-Strategic Plan Consultant	-	-	-	-	-	-	-	-	-	-	-						
57	4820 DDR-Other Marketing	-	-	-	-	-	-	-	-	-	-	-						
58	4822 DDR-Program Evaluation Consultant	-	-	-	-	-	-	-	-	-	-	-						
59	4823 DDR-PBID Reserve 18/19	685,475.61	-	-	-	-	-	-	-	685,475.61	685,475.61	-						
60	4826 DDR Admin	-	-	-	-	-	-	-	-	-	-	-						
61	4829 DDR-PBID	-	-	-	-	-	-	-	-	-	-	-						
62	4833 Office Space Planning	-	-	-	-	-	-	-	-	-	-	-						
63	Total 4800 Deferred Revenue Recognized	695,110.95								695,110.95	695,110.95							
64	Total Income	1,461,377.85	616,968.22	225,000.00			260,356.57			2,563,702.64	2,563,702.64							
65	Gross Profit	1,461,377.85	616,968.22	225,000.00			260,356.57			2,563,702.64	2,563,702.64							
66	Expenses																	
67	5000 Expenses																	
68	Total 5000 Expenses																	
69	5100 Personnel Expenses																	
70	5100-09 Employee Benefits																	
71	Total 5100 Personnel Expenses																	
72	5200 Marketing																	
73	5201 Publications																	
74	5201-01 Newsletter	1,333.96	116.00	-	-	-	-	-	-	1,449.96	1,449.96	-						
75	5201-02 Annual Report	-	4,000.00	-	-	-	-	-	-	4,000.00	4,000.00	-						
76	Total 5201 Publications	1,333.96	4,116.00							5,449.96	5,449.96							
77	5202 Advertising/Promotions																	
78	5202-20 Print Ads/Advertising	2,024.00	178.00	-	-	-	-	-	-	2,200.00	2,200.00	-						
79	5202-21 Outdoor Advertising	5,266.36	466.64	-	-	-	-	-	-	5,833.00	5,833.00	-						
80	5202-26 Digital Advertising/Promotions	3,833.20	333.32	-	-	-	-	-	-	4,166.52	4,166.52	-						
81	5202-27 Service Subscriptions	2,299.96	200.00	-	-	-	-	-	-	2,499.96	2,499.96	-						
82	5202-32 Unfiltered	-	-	-	-	-	-	-	-	-	-	-						
83	Total 5202 Advertising/Promotions	13,523.52	1,175.96							14,699.48	14,699.48							
84	5203 Public Relations	3,799.98	-	-	-	-	-	-	-	3,799.98	3,799.98	-						
85	5205 Website Development	-	4,124.50	875.50	-	-	-	-	-	5,000.00	5,000.00	-						
86	5206 Recovery Campaign	2,434.48	18,015.18	28,240.01	-	-	-	-	-	48,689.67	48,689.67	-						
87	5207 Stakeholder Outreach	-	-	15,466.66	-	-	-	-	-	15,466.66	15,466.66	-						
88	5208 Wages (Marketing)	57,630.42	-	-	-	-	-	-	-	57,630.42	57,630.42	-						
89	5209 Payroll Tax (Marketing)	7,203.78	-	-	-	-	-	-	-	7,203.78	7,203.78	-						
90	5210 Benefits (Marketing)	7,203.78	-	-	-	-	-	-	-	7,203.78	7,203.78	-						
91	5212 Professional Development	-	-	-	-	-	-	-	-	-	-	-						
92	5213 Marketing	-	-	-	-	-	-	-	-	-	-	-						
93	5213-01 Economic Development	-	-	-	-	-	-	-	-	-	-	-						
94	5213-02 Operations	-	-	-	-	-	-	-	-	-	-	-						
95	5213-03 Public Realm	-	-	-	-	-	-	-	-	-	-	-						
96	5213-04 Special Projects	-	-	-	-	-	-	-	-	-	-	-						
97	5214 PBID General Benefit 1%	-	-	-	-	-	-	-	-	-	-	-						
98	5215 PBID Engineering Adjustment	-	-	-	-	-	-	-	-	-	-	-						
99	Total 5200 Marketing	93,129.93	27,431.63	44,582.17						165,143.73	165,143.73							
100	5300 Economic Development																	
101	5303 Bus. Recruitment & Retention	24,999.99	-	-	-	-	-	-	-	24,999.99	24,999.99	-						
102	5303-01 Strategic Recruitment	30,118.65	-	-	-	-	-	-	-	30,118.65	30,118.65	-						
103	5303-02 Live After Five	-	-	-	-	-	-	-	-	-	-	-						
104	5303-03 Advertising	4,900.02	-	-	-	-	-	-	-	4,900.02	4,900.02	-						
105	5303-04 Grand Opening Assistance	500.00	-	-	-	-	-	-	-	500.00	5							

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
120	Total 5305 ED Outreach	2,385.43	4,430.08	-	-	-	-	6,815.50	-	6,815.50	-	-	-	-	-	-	-	-
121	5306 ED Special Projects	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
122	5306-03 Economic Profile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
123	5306-04 ED Website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
124	Total 5306 ED Special Projects	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
125	5307 Wages (Econ.Dev.)	79,055.38	10,780.28	-	-	-	-	89,835.66	-	89,835.66	-	-	-	-	-	-	-	-
126	5308 Payroll Taxes (Econ.Dev.)	9,881.94	1,347.54	-	-	-	-	11,229.48	-	11,229.48	-	-	-	-	-	-	-	-
127	5309 Benefits (Econ.Dev.)	9,881.94	1,347.54	-	-	-	-	11,229.48	-	11,229.48	-	-	-	-	-	-	-	-
128	5310 Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
129	5311 PBID General Benefit 1%	-	1,665.48	-	-	-	-	1,665.48	-	1,665.48	-	-	-	-	-	-	-	-
130	5312 PBID Engineering Adjustment	-	577.50	-	-	-	-	577.50	-	577.50	-	-	-	-	-	-	-	-
131	Total 5309 Economic Development	179,484.58	21,385.18	-	-	-	26,666.68	227,536.44	-	227,536.44	-	-	-	-	-	-	-	-
132	5400 Special Projects	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
133	5401 Event Productions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
134	5401-05 Live After Five	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
135	5401-39 Unfiltered Photo Contest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
136	5401-40 State of Downtown Lunch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
137	5401-44 New Event TBD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
138	5401-48 Celebrate Downtown	3,498.00	42.00	2,460.00	-	3,498.00	-	6,000.00	-	6,000.00	-	-	-	-	-	-	-	-
139	5401-52 Taste of Downtown	-	-	5,824.50	-	9,175.50	-	15,000.00	-	15,000.00	-	-	-	-	-	-	-	-
140	5401-54 Powerfest	-	-	1,164.90	-	1,835.10	-	3,000.00	-	3,000.00	-	-	-	-	-	-	-	-
141	5401-57 Shop Small Saturday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
142	5401-58 Promenade Ent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
143	5401-62 Other revision allocation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
144	5401-66 SAM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
145	5401-67 New Year's Eve	-	-	24,588.30	-	8,411.70	-	33,000.00	-	33,000.00	-	-	-	-	-	-	-	-
146	Total 5401 Event Productions	3,498.00	42.00	34,037.70	-	22,920.30	-	57,000.00	-	57,000.00	-	-	-	-	-	-	-	-
147	5401-69 General Expenses	3,886.67	46.67	2,733.34	-	-	-	6,666.68	-	6,666.68	-	-	-	-	-	-	-	-
148	5402 Event Sponsorships	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
149	5402-53 LB Marathon	-	-	240.37	-	378.65	-	619.02	-	619.02	-	-	-	-	-	-	-	-
150	Total 5402 Event Sponsorships	-	-	240.37	-	378.65	-	619.02	-	619.02	-	-	-	-	-	-	-	-
151	5403 Wages (Special Events)	67,376.82	-	-	-	-	-	67,376.82	-	67,376.82	-	-	-	-	-	-	-	-
152	5404 Payroll (Special Events)	8,422.08	-	-	-	-	-	8,422.08	-	8,422.08	-	-	-	-	-	-	-	-
153	5405 Benefits (Special Events)	8,422.08	-	-	-	-	-	8,422.08	-	8,422.08	-	-	-	-	-	-	-	-
154	5406 Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
155	5407 PBID General Benefit 1%	942.00	-	-	-	-	-	942.00	-	942.00	-	-	-	-	-	-	-	-
156	5408 PBID Engineer's Adjustment	324.00	-	-	-	-	-	324.00	-	324.00	-	-	-	-	-	-	-	-
157	5409 Contingency Funds SE	1,666.68	-	-	-	-	-	1,666.68	-	1,666.68	-	-	-	-	-	-	-	-
158	Total 5400 Special Projects	94,538.33	88.67	37,011.40	-	23,288.95	-	151,439.36	-	151,439.36	-	-	-	-	-	-	-	-
159	5500 Operations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
160	5501 Clean Team Personnel	218,973.62	-	-	-	-	-	218,973.62	-	218,973.62	-	-	-	-	-	-	-	-
161	5501-01 Clean Team Management	47,812.19	-	-	-	-	-	47,812.19	-	47,812.19	-	-	-	-	-	-	-	-
162	5502 Clean Team Supplies	10,341.33	-	-	-	-	-	10,341.33	-	10,341.33	-	-	-	-	-	-	-	-
163	5503 Equipment Insurance	4,902.00	-	-	-	-	-	4,902.00	-	4,902.00	-	-	-	-	-	-	-	-
164	5504 Clean Team Fuel	6,118.68	-	-	-	-	-	6,118.68	-	6,118.68	-	-	-	-	-	-	-	-
165	5505 Clean Team Equip. & Maint	16,190.01	-	-	-	-	-	16,190.01	-	16,190.01	-	-	-	-	-	-	-	-
166	5505-02 Clean Team Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
167	5506 Clean Team Equip. Maint.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
168	5506-01 Pressure Washing	134,032.56	-	-	-	-	-	134,032.56	-	134,032.56	-	-	-	-	-	-	-	-
169	5506-02 Pressure Washing Truck Payment	14,259.99	-	-	-	-	-	14,259.99	-	14,259.99	-	-	-	-	-	-	-	-
170	Total 5506-02 Pressure Washing	452,630.38	-	-	-	-	-	452,630.38	-	452,630.38	-	-	-	-	-	-	-	-
171	5507 Safe Team	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
172	5507-00 Safe Team Management	44,403.20	-	-	-	-	-	44,403.20	-	44,403.20	-	-	-	-	-	-	-	-
173	5507-01 Safe Team Personnel	309,108.67	-	-	-	-	-	309,108.67	-	309,108.67	-	-	-	-	-	-	-	-
174	5507-02 Safe Team Supplies	1,219.50	-	-	-	-	-	1,219.50	-	1,219.50	-	-	-	-	-	-	-	-
175	5507-03 Equipment Insurance	2,700.00	-	-	-	-	-	2,700.00	-	2,700.00	-	-	-	-	-	-	-	-
176	5507-03-52 Safe Team Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
177	5507-04 Safe Team Equipment	1,740.00	-	-	-	-	-	1,740.00	-	1,740.00	-	-	-	-	-	-	-	-
178	Total 5507 Safe Team	359,171.37	-	-	-	-	-	359,171.37	-	359,171.37	-	-	-	-	-	-	-	-
179	5508-01 Homeless Outreach	750.00	-	-	-	-	-	750.00	-	750.00	-	-	-	-	-	-	-	-
180	5508-02 Community Outreach	600.00	-	-	-	-	-	600.00	-	600.00	-	-	-	-	-	-	-	-
181	5508-03 Special Project	3,193.32	-	-	-	-	-	3,193.32	-	3,193.32	-	-	-	-	-	-	-	-
182	5509 Contract Services	-	-	-	-	15,407.40	-	15,407.40	-	15,407.40	-	-	-	-	-	-	-	-
183	5509-01 Long Beach Transit	-	-	-	-	95,288.00	-	95,288.00	-	95,288.00	-	-	-	-	-	-	-	-
184	5509-02 Hillcrest Monterey	-	-	-	-	7,797.66	-	7,797.66	-	7,797.66	-	-	-	-	-	-	-	-
185	5509-03 Other Contract Services	-	-	-	-	13,950.00	-	13,950.00	-	13,950.00	-	-	-	-	-	-	-	-
186	5509-04 City of Long Beach	-	-	-	-	83,237.34	-	83,237.34	-	83,237.34	-	-	-	-	-	-	-	-
187	5509-05 Contract Equip, Parts, Maint, Fuel	-	-	-	-	1,800.00	-	1,800.00	-	1,800.00	-	-	-	-	-	-	-	-
188	Total 5509 Contract Services	-	-	-	-	217,460.40	-	217,460.40	-	217,460.40	-	-	-	-	-	-	-	-
189	5511 Wages (Operations)	54,240.42	-	-	-	-	-	54,240.42	-	54,240.42	-	-	-	-	-	-	-	-
190	5512 Payroll Taxes (Operations)	6,780.06	-	-	-	-	-	6,780.06	-	6,780.06	-	-	-	-	-	-	-	-
191	5513 Benefits (Operations)	6,780.06	-	-	-	-	-	6,780.06	-	6,780.06	-	-	-	-	-	-	-	-
192	5515 Professional Development	-	89.79	-	-	-	8,889.21	8,979.00	-	8,979.00	-	-	-	-	-	-	-	-
193	5516 PBID General Benefit 1%	-	3,111.78	-	-	-	-	3,111.78	-	3,111.78	-	-	-	-	-	-	-	-
194	5517 PBID Engineer's Adjustment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
195	Total 5500 Operations	884,145.61	3,201.57	-	-	226,349.61	-	1,113,696.79	-	1,113,696.79	-	-	-	-	-	-	-	-
196	5600 Research, Development & Advocacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
197	5601 Board Contingency	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
198	5605 Dues & Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
199	5606 Travel/Education/Civic Events	-	-	18,499.98	-	-	-	18,499.98	-	18,499.98	-	-	-	-	-	-	-	-
200	5606-01 Travel, Educ. & Entertainment																	

**Downtown Long Beach Alliance
Deferred Revenue
As of March 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	3/31/2021
Reserve													
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	235,347			961,298
DPIA Reserve	149,073	24,342	5,116	178,531	178,531	10,000	(17,000)	3,421	174,952				174,952
City Funds - Parking Meter			239,854		239,854				239,854				239,854
	149,073	24,342	264,887	217,426	655,728	1,201,084	(34,000)	3,421	1,826,233	235,347	(685,476)	0	1,376,104
Admin													
Deferred Depreciation Prior Years'		59,170			59,170		(34,340)		24,830		(9,635)		15,195
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
	0	59,170	0	56,280	115,450	0	-56,881	0	58,569	0	(9,635)	0	48,934
Marketing & Communications													
					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
	0	0	5,600	5,600	5,600	0	0	0	5,600	0	0	0	5,600
Special Events													
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)
	0	0	2,021	-1,723	298	0	0	0	298	0	0	0	298
									0				
Public Realm													
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
	32,879	97,817	0	0	130,696	0	(29,254)	0	101,443	0	(350)	0	101,093
Total Deferred Revenue	\$ 181,952	\$ 181,329	\$ 272,508	\$ 271,983	\$907,772	\$ 1,201,084	\$ (120,135)	\$ 3,421	\$1,992,143	\$ 235,347	\$ (695,461)	\$ -	\$1,532,028

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

	Date	Transaction Type	Num	Customer	Due Date	Amount	Open Balance
91 or more days past due							
	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
	12/18/2019	Invoice	DLBA2272	Gladstone's (LB4FISH,LLC)	01/01/2020	1,000.00	1,000.00
	12/10/2019	Invoice	DLBA2262	Mary Frances Torres	01/09/2020	6,286.00	6,286.00
	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
Total for 91 or more days past due						\$ 137,087.88	\$ 137,087.88
61 - 90 days past due							
	12/07/2020	Invoice	DLBA2392	Long Beach Transit (Customer)	01/01/2021	14,659.97	14,659.97
Total for 61 - 90 days past due						\$ 14,659.97	\$ 14,659.97
31 - 60 days past due							
	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
Total for 31 - 60 days past due						\$ 3,208.89	\$ 3,208.89
1 - 30 days past due							
	02/11/2021	Invoice	DLBA2417	Long Beach Transit (Customer)	03/01/2021	18,484.65	18,484.65
	01/31/2021	Invoice	DLBA2412	Midtown Property & Business Owners Association	03/02/2021	3,047.08	3,047.08
	02/11/2021	Invoice	DLBA2416	CITY OF LONG BEACH	03/13/2021	56,100.00	56,100.00
Total for 1 - 30 days past due						\$ 77,631.73	\$ 77,631.73
TOTAL						\$ 232,588.47	\$ 232,588.47

Tuesday, Apr 20, 2021 03:00:15 PM GMT-7

**Downtown Long Beach Alliance
Direct Bills A/R Aging Detail
As of March 31, 2021**

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 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
01/15/2014	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	
						\$ 612,428.74	-\$ 612,428.74

Downtown Long Beach Alliance
A/R Aging Detail
As of April 20, 2021

	Date	Transaction Type	Num	Customer	Due Date	Amount	Open Balance
91 or more days past due	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
	12/18/2019	Invoice	DLBA2272	Gladstone's (LB4FISH,LLC)	01/01/2020	1,000.00	1,000.00
	12/10/2019	Invoice	DLBA2262	Mary Frances Torres	01/09/2020	6,286.00	6,286.00
	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
	12/07/2020	Invoice	DLBA2392	Long Beach Transit (Customer)	01/01/2021	14,659.97	14,659.97
Total for 91 or more days past due						\$ 152,747.85	\$ 152,747.85
61 - 90 days past due	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
Total for 61 - 90 days past due						\$ 3,208.89	\$ 3,208.89
31 - 60 days past due	02/11/2021	Invoice	DLBA2417	Long Beach Transit (Customer)	03/01/2021	18,484.65	18,484.65
	01/31/2021	Invoice	DLBA2412	Midtown Property & Business Owners Association	03/02/2021	3,047.08	3,047.08
Total for 31 - 60 days past due						\$ 21,531.73	\$ 21,531.73
1 - 30 days past due	04/01/2021	Invoice	DLBA2433	HILLCREST MONTEREY ASSOCIATES, INC	04/01/2021	1,053.27	1,053.27
	03/11/2021	Invoice	DLBA2428	The Stave	04/11/2021	129.00	129.00
Total for 1 - 30 days past due						\$ 1,182.27	\$ 1,182.27
TOTAL						\$ 178,670.74	\$ 178,670.74

Tuesday, Apr 20, 2021 02:55:29 PM GMT-7