

Downtown Long Beach Alliance  
As of November 30, 2018  
(Fiscal Year Ending September 30, 2019)  
Financial Summary

**OVERVIEW**

Year-to-Date	Actual	Budget	Variance
Revenue	702,616	720,701	<b>(18,085)</b>
Expenses	566,682	685,561	<b>118,880</b>
Net	135,934	35,140	100,794

Only variances more than 10% are detailed below.

**REVENUE**

Special Events Revenue is more than budget by \$13,000 or 100% due to receipt of sponsorship payments earlier than budgeted for.

Miscellaneous & Contract Services Revenue is less than budget by \$31,000 or 47% primarily due to lower than budgeted Contract Clean Team services.

**EXPENSES:**

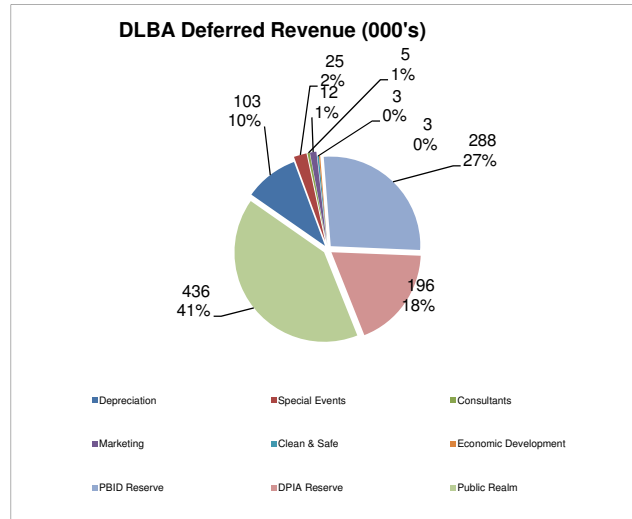
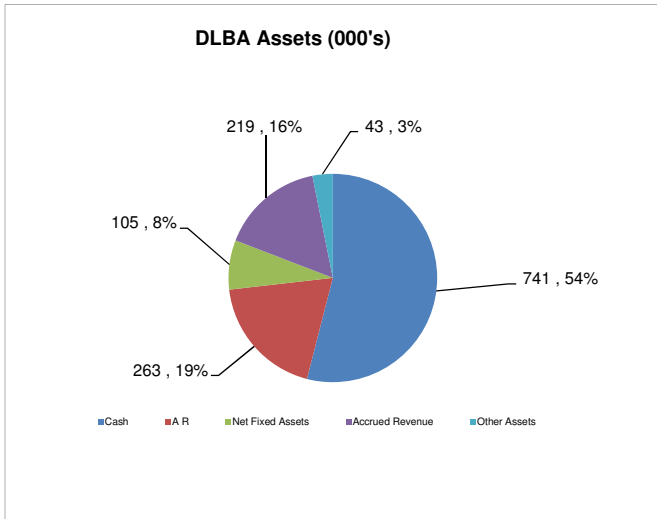
Advocacy Expenses are less than budget by \$4,000 or 20% due to timing of expenditures.

Public Realm Expenses are more than budget by \$15,000 or 19% primarily due to the timing of project expenditures.

Marketing Expenses are less than budget by \$11,000 or 42% due to the timing of payments versus flat line budgeted expenditures.

Special Event Expenses are more than budget by \$22,000 or 61% primarily due to expenditures associated with certain special events being incurred earlier than budgeted for.

Operations Expenses are less than budget by \$135,000 or 41% primarily due to lower expenses associated with Clean Team personnel (\$40,000), Downtown Guides personnel (\$58,000) and Contract Work (\$27,000).



**Downtown Long Beach Alliance  
Balance Sheet  
11/30/2018**

**Assets**

**Current Assets**

Cash	741,069
Accounts Receivable	263,262
Accrued Revenues	219,211
Prepaid Expenses	26,897
<b>Total Current Assets</b>	<b>1,250,439</b>

**Fixed Assets**

Furniture & Equipment	404,173
Accumulated Depreciation	(299,109)
<b>Total Fixed Assets</b>	<b>105,063</b>

**Other Assets**

Deposits	16,434
Software License	13,270
Accumulated Amortization	(13,217)
<b>Total Other Assets</b>	<b>16,487</b>

**Total Assets**

**1,371,990**

**Liabilities & Fund Balances**

**Current Liabilities**

Accounts Payable	128,760
Accrued Wages & Other Expenses	38,631
Unearned Revenue	-
Deferred Revenue	1,068,664
<b>Total Current Liabilities</b>	<b>1,236,055</b>

**Long Term Liabilities**

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

Net Income (Loss)	135,933
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**Total Liabilities & Fund Balances**

**1,371,990**

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT - In thousands**  
11/30/2018

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	TO YTD BUDGET
<b>Revenues</b>													
PBID (net of delinquency)	-					-	-					-	-
DPIA	2	105				107	2	105				108	(1)
Parking Meter Revenue			96			96			96			96	-
Special Events	-			14		14	-			0		0	13
Misc. & Contract Services	-				35	35	-	7			59	66	(31)
Deferred Revenue Recognized	451	-	-			451	451	-	-	-	-	451	(0)
Deferred to 18-19	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Revenue</b>	<b>453</b>	<b>105</b>	<b>96</b>	<b>14</b>	<b>35</b>	<b>703</b>	<b>453</b>	<b>112</b>	<b>96</b>	<b>0</b>	<b>59</b>	<b>721</b>	<b>(18)</b>
<b>Expenses</b>													
Administrative	34	77	-	-	-	111	43	43	33	-	-	119	8
Advocacy	-	16	-	-	-	16	6	14	-	-	-	20	4
Public Realm	2	6	86	-	-	93	2	7	68	-	2	79	(15)
Economic Dev.	59	-	-	-	-	59	48	-	3	-	5	57	(3)
Marketing	20	11	0	-	-	31	29	10	3	-	-	42	11
Special Events	22	3	11	22	-	58	29	2	5	0		36	(22)
Operations	171	-	-	-	26	197	273	-	4	-	56	333	135
<b>Total Expenses</b>	<b>309</b>	<b>112</b>	<b>97</b>	<b>22</b>	<b>26</b>	<b>567</b>	<b>430</b>	<b>76</b>	<b>116</b>	<b>0</b>	<b>62</b>	<b>686</b>	<b>119</b>
<b>Net Operating Income(Loss)</b>	<b>145</b>	<b>(7)</b>	<b>(1)</b>	<b>(9)</b>	<b>9</b>	<b>136</b>	<b>23</b>	<b>36</b>	<b>(21)</b>	<b>0</b>	<b>(4)</b>	<b>35</b>	<b>101</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT - In thousands**  
**11/30/2018**

	TOTAL YEAR BUDGET (ORIGINAL)						CHANGE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	
Revenues							
PBID (net of delinquency)	2,570					2,570	-
DPIA	12	633				645	-
Parking Meter Revenue	-		575			575	-
Special Events	4			116		120	-
Misc. & Contract Services	20				375	394	-
Deferred Revenue Recognized	691					691	17
PBID Deferred 16-17	(662)	-				(662)	-
Total Revenue	2,635	633	575	116	375	4,333	17
Expenses							
Administrative	259	458	-	-	-	717	-
Advocacy	35	84	-	-	-	120	-
Public Realm	15	39	305	-	10	369	17
Economic Dev.	289	-	20	-	31	340	-
Marketing	171	61	20	-	-	252	-
Special Events	172	44	208	116		539	
Operations	1,640	-	23	-	334	1,997	-
Total Expenses	2,582	686	575	116	375	4,333	17
Net Operating Income(Loss)	53	(53)	-	-	-	0	0

	TOTAL YEAR BUDGET (REVISED)						CHANGE
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	
Revenues							
PBID (net of delinquency)	2,570					2,570	-
DPIA	12	633				645	-
Parking Meter Revenue	-		575			575	-
Sponsorships/Ticket Sales	4			116		120	-
Misc. & Contract Services	20				375	394	-
Deferred Revenue Recognized	708					708	17
PBID Deferred 16-17	(662)	-				(662)	-
Total Revenue	2,652	633	575	116	375	4,351	17
Expenses							
Administrative	259	458	-	-	-	717	-
Advocacy	35	84	-	-	-	120	-
Public Realm	15	39	322	-	10	386	17
Economic Dev.	289	-	20	-	31	340	-
Marketing	171	61	20	-	-	252	-
Special Events	172	44	208	116	-	539	
Operations	1,640	-	23	-	334	1,997	-
Total Expenses	2,583	686	592	116	375	4,350	17
Net Operating Income(Loss)	69	(53)	(17)	-	-	0	0

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
11/30/2018

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	TO YTD BUDGET
<b>Revenues</b>													
PBID net of delinquency	-	-	-	-	-	-	-	-	-	-	-	-	-
DPIA	2,139	104,819	-	-	-	106,958	2,151	105,389	-	-	-	107,540	(582)
Parking Meter Revenue	-	-	95,834	-	-	95,834	-	-	95,834	-	-	95,834	-
Special Events	-	-	-	13,658	-	13,658	-	-	-	334	-	334	13,324
Misc. & Contract Services	-	-	-	-	34,883	34,883	-	6,832	-	-	58,878	65,710	(30,827)
Deferred Revenue Recognized	451,283	-	-	-	-	451,283	451,283	-	-	-	-	451,283	(0)
Deferred to 19-20	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total Revenue</b>	<b>453,422</b>	<b>104,819</b>	<b>95,834</b>	<b>13,658</b>	<b>34,883</b>	<b>702,616</b>	<b>453,434</b>	<b>112,221</b>	<b>95,834</b>	<b>334</b>	<b>58,878</b>	<b>720,701</b>	<b>(18,085)</b>
<b>Expenses</b>													
<b>Administration</b>													
Rent	-	25,747	-	-	-	25,747	-	-	28,334	-	-	28,334	2,587
Telephone	3,238	-	-	-	-	3,238	3,166	-	-	-	-	3,166	(72)
Computers	-	12,280	-	-	-	12,280	-	-	4,500	-	-	4,500	(7,780)
Office Equipment Lease	1,630	-	-	-	-	1,630	1,666	-	-	-	-	1,666	36
Office Supplies	2,489	-	-	-	-	2,489	2,000	-	-	-	-	2,000	(489)
Postage	99	-	-	-	-	99	666	-	-	-	-	666	567
General Insurance	708	-	-	-	-	708	2,666	-	-	-	-	2,666	1,958
Professional Services	-	9,070	-	-	-	9,070	-	12,666	-	-	-	12,666	3,596
Utilities	399	-	-	-	-	399	750	-	-	-	-	750	351
Depreciation	-	8,345	-	-	-	8,345	-	8,760	-	-	-	8,760	415
Taxes	398	-	-	-	-	398	500	-	-	-	-	500	102
Employee Recruitment	-	977	-	-	-	977	250	-	-	-	-	250	(727)
Outside Support	-	-	-	-	-	-	-	-	-	-	-	-	-
CCMerchant Fees & Interest	81	-	-	-	-	81	58	-	-	-	-	58	(23)
Office Maintenance & Repairs	-	-	-	-	-	-	1,748	-	-	-	-	1,748	1,748
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Board Contingency	703	-	-	-	-	703	1,666	-	-	-	-	1,666	963
Dues & Subscriptions	1,995	-	-	-	-	1,995	500	-	-	-	-	500	(1,495)
Board, EC and TF Meetings	1,705	-	-	-	-	1,705	666	-	-	-	-	666	(1,039)
Admin Services	-	30	-	-	-	30	-	-	-	-	-	-	(30)
Personnel Expense	20,587	20,804	-	-	-	41,390	26,869	22,019	-	-	-	48,888	7,498
<b>Total Admin Expenses</b>	<b>34,032</b>	<b>77,252</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>111,284</b>	<b>43,171</b>	<b>43,445</b>	<b>32,834</b>	<b>-</b>	<b>-</b>	<b>119,450</b>	<b>8,166</b>
<b>Advocacy</b>													
Conferences, Travel, Education, Studies	-	12,636	-	-	-	12,636	5,910	9,010	-	-	-	14,920	2,284
Civic Events	-	3,254	-	-	-	3,254	-	5,050	-	-	-	5,050	1,796
<b>Total Advocacy</b>	<b>-</b>	<b>15,890</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>15,890</b>	<b>5,910</b>	<b>14,060</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>19,970</b>	<b>4,080</b>
<b>Public Realm</b>													
Public Realm Projects	-	-	68,787	-	-	68,787	-	-	44,673	-	-	44,673	(24,114)
Community Grants	-	-	-	-	-	-	-	-	-	1,666	1,666	1,666	1,666
Professional Development	-	-	-	-	-	-	-	416	-	-	-	416	416
Marketing	-	-	-	-	-	-	-	3,334	-	-	-	3,334	3,334
Public Realm Personnel	2,071	5,576	16,722	-	-	24,370	2,424	6,525	19,569	-	-	28,518	4,148
<b>Total Public Realm</b>	<b>2,071</b>	<b>5,576</b>	<b>85,509</b>	<b>-</b>	<b>-</b>	<b>93,156</b>	<b>2,424</b>	<b>6,525</b>	<b>67,992</b>	<b>-</b>	<b>1,666</b>	<b>78,607</b>	<b>(14,549)</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
11/30/2018

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	TO YTD BUDGET
<b>Economic Development</b>													
Outreach	102	-	-	-	-	102	1,674	-	-	-	-	1,674	1,572
Special Projects	-	-	-	-	-	-	1,666	-	-	-	-	1,666	1,666
Bus Retention and Expansion	25,674	-	-	-	-	25,674	-	-	-	-	-	-	(25,674)
Bus Recruitment & Development	4,402	-	-	-	-	4,402	10,182	-	-	-	-	10,182	5,780
Small Business Grants	-	-	-	-	-	-	-	-	-	5,166	-	5,166	5,166
Marketing	-	-	-	-	-	-	-	3,334	-	-	-	3,334	3,334
Personnel Expenses	29,202	-	-	-	-	29,202	34,628	-	-	-	-	34,628	5,426
<b>Total Economic Dev.</b>	<b>59,380</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>59,380</b>	<b>48,150</b>	<b>-</b>	<b>3,334</b>	<b>-</b>	<b>5,166</b>	<b>56,650</b>	<b>(2,730)</b>
<b>Marketing</b>													
Advertising/Promotions	8	689	360	-	-	1,057	54	4,781	2,499	-	-	7,334	6,277
Stakeholder Outreach/Public Relations	-	65	36	-	-	101	-	1,501	833	-	-	2,334	2,233
Annual Report	-	5,874	-	-	-	5,874	-	1,000	-	-	-	1,000	(4,874)
Website Development	-	226	-	-	-	226	-	2,458	-	-	-	2,458	2,232
Professional Development	-	-	-	-	-	-	-	416	-	-	-	416	416
Marketing Personnel	19,730	4,041	-	-	-	23,771	28,518	-	-	-	-	28,518	4,747
<b>Total Marketing</b>	<b>19,737</b>	<b>10,895</b>	<b>396</b>	<b>-</b>	<b>-</b>	<b>31,029</b>	<b>28,572</b>	<b>10,156</b>	<b>3,333</b>	<b>-</b>	<b>-</b>	<b>42,060</b>	<b>11,032</b>
<b>Special Events</b>													
Special Events	226	541	11,300	22,361	-	34,428	-	1,952	666	333	-	2,952	(31,476)
Event Supplies & Misc.	-	-	-	-	-	-	-	-	834	-	-	834	834
Professional Development	-	-	-	-	-	-	-	-	416	-	-	416	416
Marketing	-	-	-	-	-	-	-	-	3,334	-	-	3,334	3,334
Special Events Personnel	22,011	2,038	-	-	-	24,049	28,518	-	-	-	-	28,518	4,469
<b>Total Special Events</b>	<b>22,237</b>	<b>2,579</b>	<b>11,300</b>	<b>22,361</b>	<b>-</b>	<b>58,477</b>	<b>28,518</b>	<b>1,952</b>	<b>5,250</b>	<b>333</b>	<b>-</b>	<b>36,054</b>	<b>(22,423)</b>
<b>Operations</b>													
Clean Team Personnel	26,221	-	-	-	1,614	27,835	63,468	-	-	-	3,908	67,376	39,541
Clean Team Supplies	2,057	-	-	-	-	2,057	134	-	-	-	-	134	(1,923)
Clean Team Equip. Insurance	129	-	-	-	-	129	1,666	-	-	-	-	1,666	1,537
Clean Team Fuel	939	-	-	-	-	939	384	-	-	-	-	384	(555)
Clean Team Equip Leases/Maint.	1,294	-	-	-	-	1,294	4,458	-	-	-	-	4,458	3,164
Pressure Washing	51,835	-	-	-	-	51,835	52,000	-	-	-	-	52,000	165
Contract Work	61	-	-	-	22,894	22,955	-	-	-	-	50,140	50,140	27,185
Downtown Guides Personnel	56,604	-	-	-	578	57,181	113,819	-	-	-	1,161	114,980	57,799
Downtown Guides Equip Lease/Supp	2,570	-	-	-	-	2,570	2,850	-	-	-	-	2,850	280
Community Outreach Manager	-	-	-	-	987	987	-	-	-	-	404	404	(583)
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Development	-	-	-	-	-	-	-	416	-	-	-	416	416
Marketing	-	-	-	-	-	-	-	3,334	-	-	-	3,334	3,334
Operations Personnel	29,684	-	-	-	-	29,684	34,628	-	-	-	-	34,628	4,944
<b>Total Operations</b>	<b>171,394</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>26,073</b>	<b>197,467</b>	<b>273,407</b>	<b>-</b>	<b>3,750</b>	<b>-</b>	<b>55,613</b>	<b>332,770</b>	<b>135,303</b>
<b>Total Expenses</b>	<b>308,852</b>	<b>112,191</b>	<b>97,205</b>	<b>22,361</b>	<b>26,073</b>	<b>566,682</b>	<b>430,151</b>	<b>76,138</b>	<b>116,493</b>	<b>333</b>	<b>62,445</b>	<b>685,561</b>	<b>118,879</b>
<b>Net Operating Income(Loss)</b>	<b>144,570</b>	<b>(7,373)</b>	<b>(1,371)</b>	<b>(8,703)</b>	<b>8,810</b>	<b>135,933</b>	<b>23,283</b>	<b>36,083</b>	<b>(20,659)</b>	<b>1</b>	<b>(3,567)</b>	<b>35,140</b>	<b>100,793</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
11/30/18

	TOTAL YEAR BUDGET (ORIGINAL)						TOTAL YEAR BUDGET (REVISED)						Change
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	
<b>Revenues</b>													
PBID net of delinquency	2,570,433					2,570,433	2,570,433					2,570,433	-
DPIA	11,890	633,354	-			645,244	11,890	633,354	-			645,244	-
Parking Meter Revenue			575,000			575,000			575,000			575,000	-
Special Events	4,222			115,500		119,722	4,222			115,500		119,722	-
Misc. & Contract Services	19,561				374,711	394,272	19,561				374,711	394,272	-
Deferred Revenue Recognized	690,609					690,609	707,766					707,766	17,157
Deferred to 19-20	(662,295)					(662,295)	(662,295)					(662,295)	-
<b>Total Revenue</b>	<b>2,634,420</b>	<b>633,354</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,332,985</b>	<b>2,651,577</b>	<b>633,354</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,350,142</b>	<b>17,157</b>
<b>Expenses</b>													
<b>Administration</b>													
Rent		170,000	-			170,000		170,000	-			170,000	-
Telephone	19,000		-			19,000	19,000		-			19,000	-
Computers		27,000	-			27,000		27,000	-			27,000	-
Office Equipment Lease	10,000		-			10,000	10,000		-			10,000	-
Office Supplies	12,000		-			12,000	12,000		-			12,000	-
Postage	4,000		-			4,000	4,000		-			4,000	-
General Insurance	16,000		-			16,000	16,000		-			16,000	-
Professional Services		76,000	-			76,000		76,000	-			76,000	-
Utilities	4,500		-			4,500	4,500		-			4,500	-
Depreciation		52,560	-			52,560		52,560	-			52,560	-
Taxes	3,000		-			3,000	3,000		-			3,000	-
Employee Recruitment	1,500		-			1,500	1,500		-			1,500	-
Outside Support			-			-			-			-	-
CCMerchant Fees & Interest	350		-			350	350		-			350	-
Office Maintenance & Repairs	10,490		-			10,490	10,490		-			10,490	-
Professional Development			-			-			-			-	-
Board Contingency	10,000		-			10,000	10,000		-			10,000	-
Dues & Subscriptions	3,000		-			3,000	3,000		-			3,000	-
Board, EC and TF Meetings	4,000		-			4,000	4,000		-			4,000	-
Admin Services			-			-			-			-	-
Personnel Expense	161,205	132,122	-			293,327	161,205	132,122	-			293,327	-
<b>Total Admin Expenses</b>	<b>259,045</b>	<b>457,682</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>716,727</b>	<b>259,045</b>	<b>457,682</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>716,727</b>	<b>-</b>
<b>Advocacy</b>													
Conferences, Travel, Education, Studies	35,461	54,063				89,524	35,461	54,063				89,524	-
Civic Events		30,301				30,301		30,301				30,301	-
<b>Total Advocacy</b>	<b>35,461</b>	<b>84,364</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>119,825</b>	<b>35,461</b>	<b>84,364</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>119,825</b>	<b>-</b>
<b>Public Realm</b>													
Public Realm Projects			165,091			165,091			182,248			182,248	17,157
Community Grants				10,000		10,000				10,000		10,000	-
Professional Development			2,500			2,500			2,500			2,500	-
Marketing			20,000			20,000			20,000			20,000	-
Public Realm Personnel	14,541	39,158	117,409			171,108	14,541	39,158	117,409			171,108	-
<b>Total Public Realm</b>	<b>14,541</b>	<b>39,158</b>	<b>305,000</b>	<b>-</b>	<b>10,000</b>	<b>368,699</b>	<b>14,541</b>	<b>39,158</b>	<b>322,157</b>	<b>-</b>	<b>10,000</b>	<b>385,856</b>	<b>17,157</b>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT**  
11/30/18

	TOTAL YEAR BUDGET (ORIGINAL)						TOTAL YEAR BUDGET (REVISED)						Change
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Misc. & Contract Services	TOTAL	
<b>Economic Development</b>													
Outreach	10,046			-	-	10,046	10,046			-	-	10,046	-
Special Projects	10,000	-				10,000	10,000	-				10,000	-
Bus Retention and Expansion				-	-	-				-	-	-	-
Bus Recruitment & Development	61,088					61,088	61,088					61,088	-
Small Business Grants					31,000	31,000					31,000	31,000	-
Marketing			20,000			20,000			20,000			20,000	-
Personnel Expenses	207,773			-	-	207,773	207,773			-	-	207,773	-
<b>Total Economic Dev.</b>	<b>288,907</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>31,000</b>	<b>339,907</b>	<b>288,907</b>	<b>-</b>	<b>20,000</b>	<b>-</b>	<b>31,000</b>	<b>339,907</b>	<b>-</b>
<b>Marketing</b>													
Advertising/Promotions	321	28,687	15,000			44,008	321	28,687	15,000			44,008	-
Stakeholder Outreach/Public Relations		9,000	5,000			14,000		9,000	5,000			14,000	-
Annual Report		6,000				6,000		6,000				6,000	-
Website Development		14,743				14,743		14,743				14,743	-
Professional Development		2,500				2,500		2,500				2,500	-
Marketing Personnel	171,108					171,108	171,108					171,108	-
<b>Total Marketing</b>	<b>171,429</b>	<b>60,930</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>252,359</b>	<b>171,429</b>	<b>60,930</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>252,359</b>	<b>-</b>
<b>Special Events</b>													
Special Events	938	43,780	180,000	115,500		340,218	938	43,780	180,000	115,500		340,218	-
Event Supplies & Misc.			5,000			5,000			5,000			5,000	-
Professional Development			2,500			2,500			2,500			2,500	-
Marketing			20,000			20,000			20,000			20,000	-
Special Events Personnel	171,108					171,108	171,108					171,108	-
<b>Total Special Events</b>	<b>172,046</b>	<b>43,780</b>	<b>207,500</b>	<b>115,500</b>	<b>-</b>	<b>538,826</b>	<b>172,046</b>	<b>43,780</b>	<b>207,500</b>	<b>115,500</b>	<b>-</b>	<b>538,826</b>	<b>-</b>
<b>Operations</b>													
Clean Team Personnel	380,822	-			23,439	404,261	380,822	-			23,439	404,261	-
Clean Team Supplies	800					800	800					800	-
Clean Team Equip. Insurance	10,000					10,000	10,000					10,000	-
Clean Team Fuel	2,300					2,300	2,300					2,300	-
Clean Team Equip Leases/Maint.	26,750					26,750	26,750					26,750	-
Pressure Washing	312,000				-	312,000	312,000				-	312,000	-
Contract Work	-				300,842	300,842	-				300,842	300,842	-
Downtown Guides Personnel	682,885				7,000	689,885	682,885				7,000	689,885	-
Downtown Guides Equip Lease/Supp	17,101					17,101	17,101					17,101	-
Community Outreach Manager					2,430	2,430					2,430	2,430	-
Other						-						-	-
Professional Development			2,500			2,500			2,500			2,500	-
Marketing			20,000			20,000			20,000			20,000	-
Operations Personnel	207,773					207,773	207,773					207,773	-
<b>Total Operations</b>	<b>1,640,431</b>	<b>-</b>	<b>22,500</b>	<b>-</b>	<b>333,711</b>	<b>1,996,642</b>	<b>1,640,431</b>	<b>-</b>	<b>22,500</b>	<b>-</b>	<b>333,711</b>	<b>1,996,642</b>	<b>-</b>
<b>Total Expenses</b>	<b>2,581,860</b>	<b>685,914</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,332,985</b>	<b>2,581,860</b>	<b>685,914</b>	<b>592,157</b>	<b>115,500</b>	<b>374,711</b>	<b>4,350,142</b>	<b>17,157</b>
<b>Net Operating Income(Loss)</b>	<b>52,560</b>	<b>(52,560)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>69,717</b>	<b>(52,560)</b>	<b>(17,157)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>



**DLBA**  
**Detail of Deferred Revenue**  
**As of November 30, 2018**

	15/16 Balance	16/17 Balance	17-18 YTD Additions	17-18 YTD Reductions	11/30/2018
<b>Reserve</b>					
3-mos. reserve for PBID 2017-18 Q1 from 16-17		\$ 619,462		(619,396)	\$ 66
3-mos. reserve for PBID 2018-19 Q1 from 17-18			638,000	(425,366)	212,634
PBID Reserve		52,524		(52,524)	0
Deferred PBID			41,605		41,605
DPIA Reserve	166,073	24,342	5,100		195,515
City Funds - Parking Meter			239,854		239,854
	<b>166,073</b>	<b>696,328</b>	<b>924,559</b>	<b>(1,097,286)</b>	<b>689,674</b>
<b>Admin</b>					
Deferred Depreciation Prior Years'		116,968		(52,110)	64,858
Deferred Depreciation 17-18			39,441	(1,314)	38,127
Strategic Planning	15,639			(15,639)	0
Program Evaluation Consultant	16,474			(11,883)	4,591
New Computers			9,610		9,610
New Server			12,000		12,000
Office Maintenance & Repairs			12,781		12,781
DDC Loan			45,000		45,000
Personnel		4,296		(8,690)	-4,394
	<b>32,113</b>	<b>121,264</b>	<b>118,832</b>	<b>(89,636)</b>	<b>182,573</b>
<b>Marketing &amp; Communications</b>					
Downtown Map			1,000		1,000
Window Clings			4,400		4,400
3rd Street & Broadway			200		200
Website Development		20,242		(20,242)	0
Personnel		15,211		(8,694)	6,517
	<b>0</b>	<b>35,453</b>	<b>5,600</b>	<b>-28,936</b>	<b>12,117</b>
<b>Special Events</b>					
Event T-shirts			681		
Sponsorship Deck Update/Template Creation			1,500		
Live After 5			22,495		
	<b>0</b>	<b>0</b>	<b>24,676</b>	<b>0</b>	<b>24,676</b>
<b>Operations</b>					
Segway, GEM & Info Kiosk Maintenance	3,000			(3,000)	0
ATLV Purchase	20,000			(20,000)	0
Operations Print Material	6,000			(5,633)	367
Secret Shopper (Summer)	2,090			(2,090)	0
DLBA F-150 Truck Purchase & Wrap	15,000			(15,000)	0
Clean & Safe Transition	10,000			(10,000)	0
DLBA Public Safety Working Groups	2,141			(1,529)	612
Pressure Washer Purchase	10,000			(10,000)	0
Personnel		7,558		(5,564)	1,994
	<b>68,231</b>	<b>7,558</b>	<b>0</b>	<b>(72,816)</b>	<b>2,973</b>
<b>Economic Development</b>					
Personnel		<b>8,461</b>		(5,912)	<b>2,549</b>
<b>Public Realm</b>					
CRM Asset Mapping			1,867		1,867
Pole Banners	15,000	17,449		(32,449)	0
Holiday Décor	28,934	7,710		(36,644)	0
Augmented Reality at HMP	10,000			(10,000)	0
East Village Murals	1,056				1,056
Alley Beautification	15,936			(88)	15,848
Bike Map	10,646			(7,696)	2,950
Crosswalks	1,372			(1,372)	0
Sidewalk Graphics	10,000			(5,941)	4,059
Litter Receptacle Upgrade		7,562		(7,562)	0
Loop (Public Space Activation)		45,230		(45,230)	0
Pedestrian Wayfinding Signs	40,254	92,784		(17,004)	116,034
Tree Planting		5,033			5,033
Personnel		13,167		(5,912)	7,255
	<b>133,198</b>	<b>188,935</b>	<b>1,867</b>	<b>-169,898</b>	<b>154,102</b>
<b>Total Deferred Revenue</b>	<b>\$ 399,615</b>	<b>\$ 1,057,999</b>	<b>\$ 1,075,534</b>	<b>\$ (1,464,484)</b>	<b>\$ 1,068,664</b>

**Downtown Long Beach Alliance**  
**A/R Aging Detail**  
**As of November 30, 2018**

Date	Transaction Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
<b>91 or more days past due</b>							
01/01/2018	Invoice	DLBA1973	LA County Metropolitan Transportation Authority	01/31/2018	PBID Assessment 17/18	910.92	910.92
07/19/2018	Invoice	DLBA2028	Cardinal Property Management, Inc.	08/18/2018	Pressure Washing Services	411.90	411.90
07/19/2018	Invoice	DLBA2029	CITY OF LONG BEACH	08/18/2018	DT Busways Mall Maintenance	25,000.00	25,000.00
07/27/2018	Invoice	DLBA2032	Arts Council Long Beach.	08/26/2018	Pressure Washing Services	250.00	250.00
<b>Total for 91 or more days past due</b>						<b>\$ 26,572.82</b>	<b>\$ 26,572.82</b>
<b>61 - 90 days past due</b>							
08/14/2018	Invoice	DLBA2038	Plant Junkie	09/13/2018	Restaurant Sponsorship for Bicycle Drive-In 2018	200.00	200.00
08/14/2018	Invoice	DLBA2040	The_Pie_Bar	09/13/2018	Restaurant Sponsorship for Bicycle Drive-In 2018	200.00	200.00
08/14/2018	Invoice	DLBA2036	Councilwoman Jeannine Pearce	09/13/2018	Buskerfest 2018 Wristband Sponsor	1,250.00	1,250.00
08/14/2018	Invoice	DLBA2064	Councilwoman Jeannine Pearce	09/13/2018	Buskerfest 2018 Wristband Sponsor	1,250.00	1,250.00
08/14/2018	Invoice	DLBA2037	Office of Councilwoman Lena Gonzalez, District 1	09/13/2018	Presenting Partner Sponsor for Bicycle Drive-In 2018	5,000.00	5,000.00
<b>Total for 61 - 90 days past due</b>						<b>\$ 7,900.00</b>	<b>\$ 7,900.00</b>
<b>31 - 60 days past due</b>							
09/30/2018	Invoice	DLBA2051	Jatin Laxpati	10/30/2018	Clean Up at the parking lot located at 300 Alamos Ave	864.89	864.89
09/30/2018	Invoice	DLBA2055	CITY OF LONG BEACH	10/30/2018	Downtown Transit Mall Maintenance	25,000.00	25,000.00
<b>Total for 31 - 60 days past due</b>						<b>\$ 25,864.89</b>	<b>\$ 25,864.89</b>
<b>1 - 30 days past due</b>							
11/01/2018	Invoice	DLBA2063	HILLCREST MONTEREY ASSOCIATES, INC	11/01/2018	133 Promenade Walk Trash Room Services	1,110.00	1,110.00
10/22/2018	Invoice	DLBA2060	CITY OF LONG BEACH	11/21/2018	Parking Meter Revenues from August 2018 through September 2018	69,158.03	69,158.03
10/26/2018	Invoice	DLBA2061	CITY OF LONG BEACH	11/25/2018	DPIA Assessment for August 2018 through September 2018	108,728.54	108,728.54
10/29/2018	Invoice	DLBA2062	City of Long Beach Department of Public Works	11/28/2018	Pressure Washing Services	2,550.00	2,550.00
<b>Total for 1 - 30 days past due</b>						<b>\$ 181,546.57</b>	<b>\$ 181,546.57</b>
<b>TOTAL</b>						<b>\$ 241,884.28</b>	<b>\$ 241,884.28</b>

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**Downtown Long Beach Alliance**  
**Direct Bills A/R Aging Detail**  
**As of November 30, 2018**

Date	Transaction Type	Num	Client	Due Date	Memo/Description	Amount	Uncollectable
12/22/2010	Journal Entry	0910-1184	Delinquencies	12/22/2010	to re-class delinquencies not expected to be paid		-55,424.74
12/22/2010	Invoice	DLBA1193	F&G	12/22/2010	7278-007-925	3,626.78	
12/22/2010	Invoice	DLBA1195	USPS (C)	12/22/2010	PBID ASSESSMENT REVENUE FY 2010-2011	3,879.30	
12/22/2010	Invoice	DLBA1194	State of California	12/22/2010	PBID ASSESSMENT REVENUE FY 2010-2011	47,918.66	
08/04/2011	Journal Entry	0910-1129	Delinquencies	08/04/2011	to re-class delinquencies not expected to be paid		-186,045.48
10/31/2011	Journal Entry	KRS2011-39	Delinquencies	10/31/2011	to reverse previously written off receivables	164,224.94	
01/11/2012	Invoice	DLBA1227	State of California	02/10/2012	2012	26,320.60	
02/29/2012	Journal Entry	KRS2012-47	Allowance	02/29/2012	Direct bill not expected to be paid based on prior years.		-26,320.60
02/29/2012	Journal Entry	KRS2012-47	California	02/29/2012	Direct bill not expected to be paid based on prior years.		
02/29/2012	Journal Entry	KRS2012-47	USPS Allowance	02/29/2012	Direct bill not expected to be paid based on prior years.		-3,975.90
02/01/2012	Invoice	DLBA1237	USPS (C)	03/02/2012	2012	3,975.90	
01/01/2013	Invoice	DLBA1358	USPS (C)	01/31/2013	2012-2013	4,152.98	
01/01/2013	Invoice	DLBA1357	GSA	01/31/2013	2012-2013	26,008.30	
01/01/2013	Invoice	DLBA1360	State of California	01/31/2013	2012-2013	45,714.98	
01/31/2013	Journal Entry	KRS2012-289	Allowance	01/31/2013	to re-class delinquencies not expected to be paid		-45,714.98
01/31/2013	Journal Entry	KRS2012-289	California	01/31/2013	to re-class delinquencies not expected to be paid	Description:	-8,170.50
01/31/2013	Journal Entry	KRS2012-289	USPS Allowance	01/31/2013	to re-class delinquencies not expected to be paid		-4,152.98
03/31/2013	Journal Entry	KRS2012-323	GSA Allowance	03/31/2013	GSA direct bill is not expected to be paid		-26,008.30
L	Journal Entry	KRS2012-484	California	10/01/2013	To record Direct Bill to be paid previously delinquent	29,991.04	
01/15/2014	Journal Entry	KRS2013-62	GSA Allowance	01/15/2014	to re-class delinquencies not expected to be paid		-19,884.40
01/15/2014	Journal Entry	KRS2013-63	Allowance	01/15/2014	to re-class delinquencies not expected to be paid		-15,789.28
01/15/2014	Journal Entry	KRS2013-61	USPS Allowance	01/15/2014	to re-class delinquencies not expected to be paid		-10,880.10
01/15/2014	Invoice	DLBA1470	USPS (C)	02/14/2014	2013-2014	10,880.10	
01/15/2014	Invoice	DLBA1471	State of California	02/14/2014	2013-2014	15,789.28	
01/15/2014	Invoice	DLBA1469	GSA	02/14/2014	2013-2014	19,884.40	
01/31/2015	Journal Entry	KRS2015-109	Allowance	01/31/2015	to re-class/remove direct bills not expected to be paid		-16,026.12
01/31/2015	Journal Entry	KRS2015-108	USPS (C)	01/31/2015	to re-class/remove direct bills not expected to be paid		-4,299.58
01/16/2015	Invoice	DLBA1578	USPS (C)	02/15/2015	DIRECT BILL, PBID ASSESSMENT FOR 2015	4,299.58	
01/16/2015	Invoice	DLBA1575	State of California	02/15/2015	DIRECT BILL, PBID ASSESSMENT REVENUE for 2015	16,026.12	
01/16/2015	Invoice	DLBA1574	US Government	02/15/2015	DIRECT BILL, PBID ASSESSMENT FOR 2015	26,926.38	
09/30/2015	Journal Entry	KRS2015-434	Allowance	09/30/2015	to write off direct bill not expected to be paid		-26,926.38
01/31/2017	Invoice	DLBA1850	The Cuban Pete's	03/02/2017	Uncollectible	5,550.00	-5,550.00
9/30/2018	Journal Entry	DV1074	Patel Yogesh	9/30/2018	to write off direct bill not expected to be paid		-4,251.86
9/30/2018	Journal Entry	DV1074	USPS	9/30/2018	to write off direct bill not expected to be paid		-4,428.58
9/30/2018	Journal Entry	DV1074	USPS	9/30/2018	to write off direct bill not expected to be paid		-4,561.42
9/30/2018	Journal Entry	DV1074	USPS	9/30/2018	to write off direct bill not expected to be paid		-4,698.28
9/30/2018	Journal Entry	DV1074	US Government	9/30/2018	to write off direct bill not expected to be paid		-27,734.18
9/30/2018	Journal Entry	DV1074	US Government	9/30/2018	to write off direct bill not expected to be paid		-28,566.22
9/30/2018	Journal Entry	DV1074	US Government	9/30/2018	to write off direct bill not expected to be paid		-29,423.18
9/8/2017	Invoice	DLBA1931	Patel Yogesh	10/8/2017	PBID	4,251.86	
1/1/2018	Invoice	DLBA1984	USPS	1/31/2018	PBID	4,428.58	
1/1/2018	Invoice	DLBA1983	USPS	1/31/2018	PBID	4,561.42	
1/1/2018	Invoice	DLBA1982	USPS	1/31/2018	PBID	4,698.28	
1/1/2018	Invoice	DLBA1981	US Government	1/31/2018	PBID	27,734.18	
1/1/2018	Invoice	DLBA1980	US Government	1/31/2018	PBID	28,566.22	
1/1/2018	Invoice	DLBA1979	US Government	1/31/2018	PBID	29,423.18	
						<b>\$ 558,833.06</b>	<b>-\$ 558,833.06</b>

**Downtown Long Beach Alliance**  
**A/R Aging Detail**  
**As of December 13, 2018**

	Date	Transaction Type	Num	Customer	Due Date	Memo/Description	Amount	Open Balance
<b>91 or more days past due</b>								
	07/19/2018	Invoice	DLBA2028	Cardinal Property Management, Inc.	08/18/2018	Pressure Washing Services	411.90	411.90
	07/19/2018	Invoice	DLBA2029	CITY OF LONG BEACH	08/18/2018	DT Busways Mall Maintenance	25,000.00	25,000.00
	07/27/2018	Invoice	DLBA2032	Arts Council Long Beach.	08/26/2018	Pressure Washing Services	250.00	250.00
	08/14/2018	Invoice	DLBA2038	Plant Junkie	09/13/2018	Restaurant Sponsorship for Bicycle Drive-In 2018	200.00	200.00
	08/14/2018	Invoice	DLBA2036	Councilwoman Jeannine Pearce	09/13/2018	Buskerfest 2018 Wristband Sponsor	1,250.00	1,250.00
	08/14/2018	Invoice	DLBA2064	Councilwoman Jeannine Pearce Office of Councilwoman Lena	09/13/2018	Buskerfest 2018 Wristband Sponsor Presenting Partner Sponsor for Bicycle Drive-In	1,250.00	1,250.00
	08/14/2018	Invoice	DLBA2037	Gonzalez, District 1	09/13/2018	2018	5,000.00	5,000.00
<b>Total for 91 or more days past due</b>							<b>\$ 33,361.90</b>	<b>\$ 33,361.90</b>
<b>31 - 60 days past due</b>								
	09/30/2018	Invoice	DLBA2051	Jatin Laxpati	10/30/2018	Clean Up at the parking lot located at 300 Alamos Ave	864.89	864.89
	09/30/2018	Invoice	DLBA2055	CITY OF LONG BEACH	10/30/2018	Downtown Transit Mall Maintenance	25,000.00	25,000.00
<b>Total for 31 - 60 days past due</b>							<b>\$ 25,864.89</b>	<b>\$ 25,864.89</b>
<b>1 - 30 days past due</b>								
	10/22/2018	Invoice	DLBA2060	CITY OF LONG BEACH	11/21/2018	Parking Meter Revenues from August 2018 through September 2018	69,158.03	69,158.03
	11/15/2018	Invoice	DLBA2067	BLOCK-BY-BLOCK	12/01/2018	Office Rent	125.00	125.00
	11/15/2018	Invoice	DLBA2068	BLOCK-BY-BLOCK	12/01/2018	Office Rent	125.00	125.00
	12/01/2018	Invoice	DLBA2069	ASSOCIATES, INC	12/01/2018	133 Promenade Walk Trash Room Services	1,110.00	1,110.00
<b>Total for 1 - 30 days past due</b>							<b>\$ 70,518.03</b>	<b>\$ 70,518.03</b>
<b>TOTAL</b>							<b>\$ 129,844.82</b>	<b>\$ 129,844.82</b>

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