

Downtown Long Beach Alliance  
 As of December 31, 2018  
 (Fiscal Year Ending September 30, 2019)  
 Financial Summary  
 Revised as of January 24, 2019

**OVERVIEW**

Year-to-Date	Actual	Budget	Variance
<b>Revenue</b>	1,059,885	1,100,506	<b>(40,621)</b>
<b>Expenses</b>	873,259	1,081,574	<b>208,316</b>
<b>Net</b>	186,627	18,932	167,695

Only variances more than 10% are detailed below.

**REVENUE**

DPIA Revenue is less than budget by \$18,000 or 11% due to actual revenue received for October and November and revenue projected for December being less than budget.

Special Events Revenue is more than budget by \$2,000 or 11% due to receipt of sponsorship payments earlier than budgeted for.

Miscellaneous & Contract Services Revenue is less than budget by \$24,000 or 24% primarily due to lower than budgeted Contract Clean Team services.

**EXPENSES:**

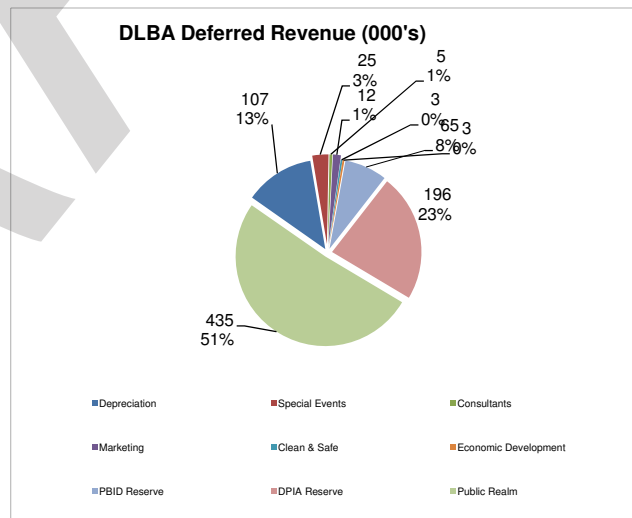
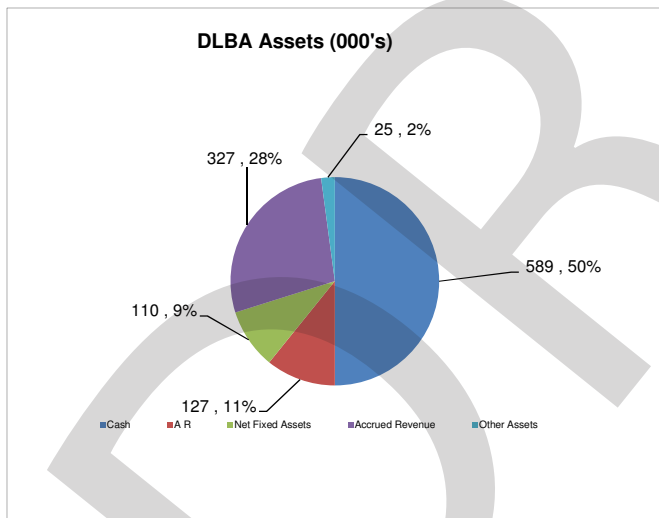
Advocacy Expenses are more than budget by \$30,000 or 50% due to higher than budgeted subscription/survey fees and travel, education and entertainment expenses.

Public Realm Expenses are more than budget by \$14,000 or 13% primarily due to the timing of project expenditures.

Economic Development Expenses are less than budget by \$37,000 or 43% primarily due to lower than budgeted expenses for Business Recruitment & Development (\$12,000), Small Business Grants (\$8,000), and Marketing (\$5,000).

Marketing Expenses are less than budget by \$15,000 or 24% due to the timing of payments versus flat line budgeted expenditures.

Operations Expenses are less than budget by \$206,000 or 41% primarily due to lower expenses associated with Clean Team personnel (\$47,000), Downtown Guides personnel (\$114,000) and Contract Work (\$29,000).



**Downtown Long Beach Alliance  
Balance Sheet  
12/31/2018**

<b>Assets</b>	
<b>Current Assets</b>	
Cash	588,810
Accounts Receivable	127,236
Accrued Revenues	326,904
Prepaid Expenses	8,063
<b>Total Current Assets</b>	<u>1,051,013</u>
<b>Fixed Assets</b>	
Furniture & Equipment	413,783
Accumulated Depreciation	(304,061)
<b>Total Fixed Assets</b>	<u>109,721</u>
<b>Other Assets</b>	
Deposits	16,434
Software License	13,270
Accumulated Amortization	(13,198)
<b>Total Other Assets</b>	<u>16,506</u>
<b>Total Assets</b>	<u><u>1,177,240</u></u>
<b>Liabilities &amp; Fund Balances</b>	
<b>Current Liabilities</b>	
Accounts Payable	97,247
Accrued Wages & Other Expenses	42,917
Unearned Revenue	-
Deferred Revenue	850,450
<b>Total Current Liabilities</b>	<u>990,613</u>
<b>Long Term Liabilities</b>	
Capital Lease Payable	-
<b>Total Long Term Liabilities</b>	<u>-</u>
Net Income (Loss)	186,626
<b>Total Liabilities &amp; Fund Balances</b>	<u><u>1,177,240</u></u>

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT - In thousands**  
**12/31/2018**

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE TO YTD BUDGET
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	
<b>Revenues</b>													
PBID (net of delinquency)	-					-						-	-
DPIA	3	140				143		158				161	(18)
Parking Meter Revenue			144			144		144				144	-
Special Events				20		20			18			18	2
Misc. & Contract Services					74	74		10		88		99	(24)
Deferred Revenue Recognized	679	-	-	-	-	679		-	-	-		679	(0)
Deferred to 18-19	-	-	-	-	-	-		-	-	-		-	-
<b>Total Revenue</b>	682	140	144	20	74	1,060	682	168	144	18	88	1,101	(41)
<b>Expenses</b>													
Administrative	62	134	-	-	-	195	65	66	59	-	-	190	(6)
Advocacy	23	36	-	-	-	60	9	21	-	-	-	30	(30)
Public Realm	3	8	112	-	-	123	4	10	94	-	2	110	(14)
Economic Dev.	48	-	-	-	-	48	72	-	5	8	-	85	37
Marketing	30	17	2	-	-	48	43	15	5	-	-	63	15
Special Events	34	4	20	48	-	106	43	3	46	13		105	(1)
Operations	242	-	-	-	51	293	410	-	6	-	83	499	206
<b>Total Expenses</b>	441	199	134	48	51	873	645	115	214	21	86	1,082	208
<b>Net Operating Income(Loss)</b>	241	(58)	9	(28)	23	187	37	53	(70)	(4)	2	19	168

**DOWNTOWN LONG BEACH ALLIANCE**  
**FINANCIAL STATEMENT - In thousands**  
**12/31/2018**

	TOTAL YEAR BUDGET (ORIGINAL)					TOTAL YEAR BUDGET (REVISED)					CHANGE	
	PBID	DPIA	Parking Meters	Sponsor/ Tickets	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsor/ Tickets		Contract Services
Revenues												
PBID (net of delinquency)	2,570					2,570	2,570					2,570
DPIA	12	633				645	12	633				645
Parking Meter Revenue	-		575			575	-		575			575
Special Events	4			116		120	4		116			120
Misc. & Contract Services		20			375	394		20		375		394
Deferred Revenue Recognized	691					691	708					708
PBID Deferred 16-17	(662)					(662)	(662)					(662)
Total Revenue	2,615	653	575	116	375	4,333	2,633	653	575	116	375	4,351
Expenses												
Administrative	259	458	-	-	-	717	259	458	-	-	-	717
Advocacy	35	84	-	-	-	120	35	84	-	-	-	120
Public Realm	15	39	305	-	10	369	15	39	323	-	10	386
Economic Dev.	289	-	20	-	31	340	289	-	20	-	31	340
Marketing	171	61	20	-	-	252	171	61	20	-	-	252
Special Events	172	44	208	116		539	172	44	208	116		539
Operations	1,640	-	23	-	334	1,997	1,640	-	23	-	334	1,997
Total Expenses	2,582	686	575	116	375	4,333	2,583	686	593	116	375	4,351
Net Operating Income(Loss)	33	(33)	-	-	-	0	50	(33)	(18)	-	-	0

DOWNTOWN LONG BEACH ALLIANCE  
FINANCIAL STATEMENT  
12/31/2018

	YEAR TO DATE ACTUALS					YEAR TO DATE BUDGET					VARIANCE TO YTD BUDGET		
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales		Contract Services	TOTAL
<b>Revenues</b>													
PBID net of delinquency	-	-	-	-	-	-	-	-	-	-	-	-	-
DPIA	2,865	140,402	-	-	-	143,268	-	158,084	-	-	-	161,310	(18,042)
Parking Meter Revenue	-	-	143,751	-	-	143,751	-	-	143,751	-	-	143,751	-
Special Events	-	-	-	19,658	-	19,658	-	-	-	17,723	-	17,723	1,935
Misc. & Contract Services	-	-	-	-	74,101	74,101	-	10,248	-	-	88,317	98,565	(24,464)
Deferred Revenue Recognized Deferred to 19-20	679,107	-	-	-	-	679,107	-	-	-	-	-	679,157	(49)
<b>Total Revenue</b>	<b>681,973</b>	<b>140,402</b>	<b>143,751</b>	<b>19,658</b>	<b>74,101</b>	<b>1,059,885</b>	<b>682,383</b>	<b>168,332</b>	<b>143,751</b>	<b>17,723</b>	<b>88,317</b>	<b>1,100,506</b>	<b>(40,621)</b>

<b>Expenses</b>													
<b>Administration</b>													
Rent	-	38,455	-	-	-	38,455	-	-	42,501	-	-	42,501	4,046
Telephone	4,479	-	-	-	-	4,479	4,749	-	-	-	-	4,749	270
Computers	-	13,729	-	-	-	13,729	-	-	16,360	-	-	16,360	2,631
Office Equipment Lease	3,260	-	-	-	-	3,260	2,499	-	-	-	-	2,499	(761)
Office Supplies	4,038	-	-	-	-	4,038	3,000	-	-	-	-	3,000	(1,038)
Postage	99	-	-	-	-	99	999	-	-	-	-	999	900
General Insurance	1,147	-	-	-	-	1,147	3,999	-	-	-	-	3,999	2,852
Professional Services	-	35,170	-	-	-	35,170	18,999	-	-	-	-	18,999	(16,171)
Utilities	738	-	-	-	-	738	1,125	-	-	-	-	1,125	387
Depreciation	-	13,278	-	-	-	13,278	-	-	13,941	-	-	13,941	663
Taxes	615	-	-	-	-	615	750	-	-	-	-	750	135
Employee Recruitment	-	1,439	-	-	-	1,439	375	-	-	-	-	375	(1,064)
Outside Support	-	-	-	-	-	-	-	-	-	-	-	-	-
CC/Merchant Fees & Interest	98	-	-	-	-	98	87	-	-	-	-	87	(11)
Office Maintenance & Repairs	10,000	-	-	-	-	10,000	2,622	-	-	-	-	2,622	(7,378)
Professional Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Board Contingency	738	-	-	-	-	738	2,499	-	-	-	-	2,499	1,761
Dues & Subscriptions	1,995	-	-	-	-	1,995	750	-	-	-	-	750	(1,245)
Board, EC and TF Meetings	3,590	-	-	-	-	3,590	999	-	-	-	-	999	(2,591)
Admin Services	-	45	-	-	-	45	-	-	-	-	-	-	(45)
Personnel Expense	30,737	31,785	-	-	-	62,522	40,303	33,029	-	-	-	73,332	10,810
<b>Total Admin Expenses</b>	<b>61,534</b>	<b>133,900</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>195,434</b>	<b>64,756</b>	<b>65,969</b>	<b>58,861</b>	<b>-</b>	<b>-</b>	<b>189,586</b>	<b>(6,849)</b>
<b>Advocacy</b>													
Conferences, Travel, Education, Studies	-	16,754	-	-	-	16,754	-	9,249	-	-	-	9,249	(7,505)
Civic Events	-	8,273	-	-	-	8,273	-	7,575	-	-	-	7,575	(698)
Studies/Research/Development	23,290	11,209	-	-	-	34,499	8,865	4,266	-	-	-	13,131	(21,368)
<b>Total Advocacy</b>	<b>23,290</b>	<b>36,235</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>59,525</b>	<b>8,865</b>	<b>21,090</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>29,955</b>	<b>(29,570)</b>
<b>Public Realm</b>													
Public Realm Projects	-	-	87,098	-	-	87,098	-	-	58,831	-	-	58,831	(28,267)
Community Grants	-	-	-	-	-	-	-	-	2,499	-	-	2,499	2,499
Professional Development	-	-	-	-	-	-	-	-	624	-	-	624	624
Marketing	-	-	-	-	-	-	-	-	5,001	-	-	5,001	5,001
Public Realm Personnel	3,080	8,290	24,622	-	-	36,232	3,636	9,787	29,354	-	-	42,777	6,545
<b>Total Public Realm</b>	<b>3,080</b>	<b>8,290</b>	<b>111,960</b>	<b>-</b>	<b>-</b>	<b>123,330</b>	<b>3,636</b>	<b>9,787</b>	<b>93,810</b>	<b>2,499</b>	<b>-</b>	<b>109,732</b>	<b>(19,588)</b>

DOWNTOWN LONG BEACH ALLIANCE  
FINANCIAL STATEMENT  
12/31/2018

	YEAR TO DATE ACTUALS				YEAR TO DATE BUDGET				VARIANCE TO YTD BUDGET				
	PBID	DPIA	Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL	PBID	DPIA		Parking Meters	Sponsors & Ticket Sales	Contract Services	TOTAL
<b>Economic Development</b>													
Outreach	832	-	-	-	-	832	2,511	-	-	-	-	2,511	1,679
Special Projects	-	-	-	-	-	-	2,499	-	-	-	-	2,499	2,499
Bus Retention and Expansion	-	-	-	-	-	-	-	-	-	-	-	-	-
Bus Recruitment & Development	3,554	-	-	-	-	3,554	15,273	-	-	-	-	15,273	11,719
Small Business Grants	-	-	-	-	-	-	-	-	7,749	-	-	7,749	7,749
Marketing	-	-	-	-	-	-	-	-	5,001	-	-	5,001	5,001
Personnel Expenses	43,539	-	-	-	-	43,539	51,942	-	-	-	-	51,942	5,403
<b>Total Economic Dev.</b>	<b>47,926</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>47,926</b>	<b>72,225</b>	<b>-</b>	<b>5,001</b>	<b>7,749</b>	<b>-</b>	<b>84,975</b>	<b>37,049</b>
<b>Marketing</b>													
Advertising/Promotions	31	2,784	1,456	-	-	4,271	80	7,172	3,749	-	-	11,001	6,730
Stakeholder Outreach/Public Relations	-	1,038	577	-	-	1,614	-	2,251	1,250	-	-	3,501	1,887
Annual Report	-	5,874	-	-	-	5,874	-	1,500	-	-	-	1,500	(4,374)
Website Development	-	822	-	-	-	822	-	3,667	-	-	-	3,667	2,865
Professional Development	-	-	-	-	-	-	-	624	-	-	-	624	624
Marketing Personnel	29,575	6,568	-	-	-	36,143	42,777	-	-	-	-	42,777	7,145
<b>Total Marketing</b>	<b>29,606</b>	<b>16,575</b>	<b>2,033</b>	<b>-</b>	<b>-</b>	<b>48,214</b>	<b>42,857</b>	<b>15,233</b>	<b>4,999</b>	<b>-</b>	<b>-</b>	<b>63,090</b>	<b>14,876</b>
<b>Special Events</b>													
Special Events	1,018	822	20,276	48,093	-	70,209	-	2,929	38,989	13,500	-	55,428	(14,781)
Event Supplies & Misc.	-	-	-	-	-	-	-	-	1,251	-	-	1,251	1,251
Professional Development	-	-	-	-	-	-	-	-	624	-	-	624	624
Marketing	-	-	-	-	-	-	-	-	5,001	-	-	5,001	5,001
Special Events Personnel	32,865	3,045	-	-	-	35,911	42,777	-	-	-	-	42,777	5,866
<b>Total Special Events</b>	<b>33,883</b>	<b>3,867</b>	<b>20,276</b>	<b>48,093</b>	<b>-</b>	<b>106,120</b>	<b>42,777</b>	<b>2,929</b>	<b>45,875</b>	<b>13,500</b>	<b>-</b>	<b>105,081</b>	<b>(1,039)</b>
<b>Operations</b>													
Clean Team Personnel	50,830	-	-	-	3,130	53,960	95,202	-	-	-	5,862	101,064	47,104
Clean Team Supplies	3,810	-	-	-	-	3,810	201	-	-	-	-	201	(3,609)
Clean Team Equip. Insurance	602	-	-	-	-	602	2,499	-	-	-	-	2,499	1,887
Clean Team Fuel	1,524	-	-	-	-	1,524	576	-	-	-	-	576	(948)
Clean Team Equip. Leases/Maint.	2,523	-	-	-	-	2,523	6,887	-	-	-	-	6,887	4,164
Pressure Washing	77,738	-	-	-	-	77,738	78,000	-	-	-	-	78,000	262
Contract Work	139	-	-	-	-	139	-	-	-	-	75,210	75,210	29,345
Downtown Guides Personnel	56,993	-	-	-	45,726	102,719	170,728	-	-	-	1,742	172,470	114,885
Downtown Guides Equip. Lease/Supp	3,153	-	-	-	582	3,735	4,275	-	-	-	-	4,275	1,122
Community Outreach Manager	-	-	-	-	1,505	1,505	-	-	-	-	606	606	(899)
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Development	-	-	-	-	-	-	-	-	624	-	-	624	624
Marketing	-	-	-	-	-	-	-	-	5,001	-	-	5,001	5,001
Operations Personnel	44,457	-	-	-	-	44,457	51,942	-	-	-	-	51,942	7,485
<b>Total Operations</b>	<b>241,769</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>50,942</b>	<b>292,711</b>	<b>410,110</b>	<b>-</b>	<b>5,625</b>	<b>-</b>	<b>83,420</b>	<b>499,155</b>	<b>206,444</b>
<b>Total Expenses</b>	<b>441,087</b>	<b>198,868</b>	<b>134,268</b>	<b>48,093</b>	<b>50,942</b>	<b>873,239</b>	<b>645,227</b>	<b>115,008</b>	<b>214,171</b>	<b>21,249</b>	<b>85,919</b>	<b>1,081,574</b>	<b>208,315</b>
<b>Net Operating Income(Loss)</b>	<b>240,885</b>	<b>(58,466)</b>	<b>9,463</b>	<b>(28,438)</b>	<b>23,159</b>	<b>166,626</b>	<b>37,156</b>	<b>55,323</b>	<b>(70,420)</b>	<b>(3,526)</b>	<b>2,396</b>	<b>18,932</b>	<b>167,694</b>

DOWNTOWN LONG BEACH ALLIANCE  
FINANCIAL STATEMENT  
12/31/18

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	Change
2,570,433					2,570,433	2,570,433					2,570,433	-
11,890	633,354	-	-	645,244	645,244	11,890	633,354	-	-	645,244	645,244	-
4,222		575,000	115,500		575,000	4,222		575,000	115,500		575,000	-
	19,561			374,711	119,722		19,561			374,711	119,722	-
680,609					394,272	708,166					394,272	-
(662,295)					690,609	(662,295)					690,609	-
<b>2,614,859</b>	<b>652,915</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,332,985</b>	<b>2,632,416</b>	<b>652,915</b>	<b>575,000</b>	<b>115,500</b>	<b>374,711</b>	<b>4,350,542</b>	<b>17,557</b>

**Revenues**

PBID net of delinquency					
DPIA					
Parking Meter Revenue					
Special Events					
Misc. & Contract Services					
Deferred Revenue Recognized					
Deferred to 19-20					
<b>Total Revenue</b>					

**Expenses**  
**Administration**

Rent	170,000				170,000
Telephone	19,000				19,000
Computers	27,000				27,000
Office Equipment Lease	10,000				10,000
Office Supplies	12,000				12,000
Postage	4,000				4,000
General Insurance	16,000				16,000
Professional Services	76,000				76,000
Utilities	4,500				4,500
Depreciation	52,560				52,560
Taxes	3,000				3,000
Employee Recruitment	1,500				1,500
Outside Support					
CC/Merchant Fees & Interest	350				350
Office Maintenance & Repairs	10,490				10,490
Professional Development					
Board Contingency	10,000				10,000
Dues & Subscriptions	3,000				3,000
Board, EC and TF Meetings	4,000				4,000
Admin Services					
Personnel Expense	161,205	132,122			293,327
<b>Total Admin Expenses</b>	<b>259,045</b>	<b>457,682</b>			<b>716,727</b>

**Advocacy**

Conferences, Travel, Education, Studies	37,000				37,000
Civic Events	30,301				30,301
Studies/Research/Development	35,461	17,063			52,524
<b>Total Advocacy</b>	<b>35,461</b>	<b>84,364</b>			<b>119,825</b>

**Public Realm**

Public Realm Projects		165,091			165,091
Community Grants			10,000		10,000
Professional Development		2,500			2,500
Marketing		20,000			20,000
Public Realm Personnel	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>10,000</b>	<b>368,699</b>

DOWNTOWN LONG BEACH ALLIANCE  
FINANCIAL STATEMENT  
12/31/18

	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	Change
<b>Economic Development</b>													
Outreach	10,046	-	-	-	-	10,046	10,046	-	-	-	-	10,046	-
Special Projects	10,000	-	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	-	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>592,557</b>	<b>115,500</b>	<b>374,711</b>	<b>4,350,542</b>	<b>17,557</b>
<b>Net Operating Income(Loss)</b>	<b>32,995</b>	<b>(32,995)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>50,556</b>	<b>(32,995)</b>	<b>(17,557)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>



**DLBA  
Detail of Deferred Revenue  
As of December 31, 2018**

	15/16 Balance	16/17 Balance	17-18 YTD Additions	18-19 YTD Reductions	12/31/2018
<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	(638,000)	0
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>(1,309,920)</b>	<b>477,040</b>
<b>Admin</b>					
Deferred Depreciation Prior Years'		116,968		(55,832)	61,136
Deferred Depreciation 17-18			49,051	(2,772)	46,279
Strategic Planning	15,639			(15,639)	0
Program Evaluation Consultant	16,474			(11,883)	4,591
New Computers			9,610	(9,610)	0
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>128,442</b>	<b>(104,426)</b>	<b>177,393</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			(6,341)	3,659
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>-170,298</b>	<b>153,702</b>
<b>Total Deferred Revenue</b>	<b>\$ 399,615</b>	<b>\$ 1,057,999</b>	<b>\$ 1,085,144</b>	<b>\$ (1,692,308)</b>	<b>\$ 850,450</b>

**Downtown Long Beach Alliance**  
**A/R Aging Detail**  
**As of December 31, 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	DLBA2064	Councilwoman Jeannine Pearce Office of Councilwoman Lena Gonzalez, District 1	09/13/2018	Buskerfest 2018 Wristband Sponsor Presenting Partner Sponsor for Bicycle Drive-In 2018	1,250.00	1,250.00
08/14/2018	Invoice	DLBA2037	Gonzalez, District 1	09/13/2018		5,000.00	5,000.00
<b>Total for 91 or more days past due</b>						<b>\$ 32,111.90</b>	<b>\$ 32,111.90</b>
<b>61 - 90 days past due</b>							
09/30/2018	Invoice	DLBA2051	Jatin Laxpati	10/30/2018	Clean Up at the parking lot located at 300 Alamitos 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 61 - 90 days past due</b>						<b>\$ 25,864.89</b>	<b>\$ 25,864.89</b>
<b>31 - 60 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
<b>Total for 31 - 60 days past due</b>						<b>\$ 69,158.03</b>	<b>\$ 69,158.03</b>
<b>1 - 30 days past due</b>							
11/15/2018	Invoice	DLBA2068	BLOCK-BY-BLOCK	12/01/2018	Office Rent	250.00	250.00
<b>Total for 1 - 30 days past due</b>						<b>\$ 250.00</b>	<b>\$ 250.00</b>
<b>TOTAL</b>						<b>\$ 127,384.82</b>	<b>\$ 127,384.82</b>

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**Downtown Long Beach Alliance**  
**Direct Bills A/R Aging Detail**  
**As of December 31, 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 January 16, 2019

	<b>Date</b>	<b>Transaction Type</b>	<b>Num</b>	<b>Customer</b>	<b>Due Date</b>	<b>Memo/Description</b>	<b>Amount</b>	<b>Open Balance</b>
<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	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 91 or more days past due</b>							<b>\$ 32,111.90</b>	<b>\$ 32,111.90</b>
<b>61 - 90 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
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<b>31 - 60 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	DLBA2068	BLOCK-BY-BLOCK	12/01/2018	Office Rent	250.00	250.00
<b>Total for 31 - 60 days past due</b>							<b>\$ 69,408.03</b>	<b>\$ 69,408.03</b>
<b>TOTAL</b>							<b>\$ 127,384.82</b>	<b>\$ 127,384.82</b>