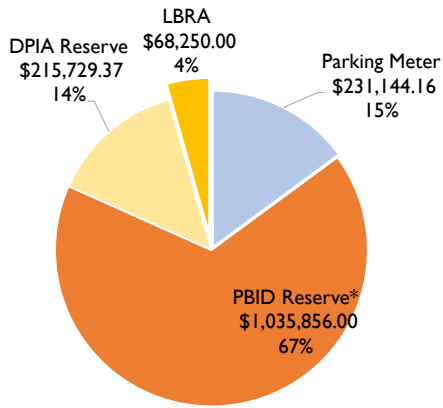


Downtown Long Beach Alliance
As of July 31, 2024
(Fiscal Year Ending September 30, 2024)
Financial Summary

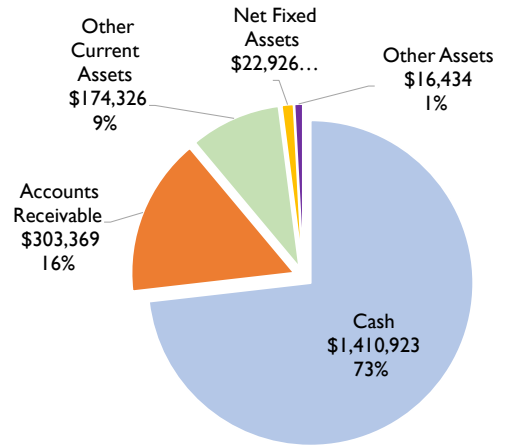
Year-to-Date	Actual	Budget	Variance
Revenue	5,113,171	4,386,522	726,649
Expenses	5,131,971	4,889,580	242,391
Net	(18,799)	(503,058)	484,258

REVENUES:
DPBIA: Revenue totals are under budgeted figures \$115,000 (-18%). This is a matter of timing and is expected to correct by the end of the fiscal year. We are below where we were this same period last year by \$220,00.
Parking Meter: Revenue totals are currently under budget by \$62,000 (-25%) and trending \$47,000 behind this same period last year. Staff expects this line to land approximately \$50,000 under budget. The budget total has been reduced for FY 25.
PBID: Revenue is performing above budgeted figures \$404,000 (14%). We have recognized all deferred revenue from FY23 at this point and have also deferred \$1,035,000 for October - December, 2024. This variance will continue to even out as the year progresses.
Event Revenue: Revenue is currently above budgeted totals by \$326,000. This variance is driven by the timing of budgeted revenues for Taste of Downtown which has slightly surpassed budgeted goals, sponsorship of the NYE Fireworks event, Art Walk sales, and Celebrate Downtown.
Grant Income: Revenue reflects the one-time City of Long Beach's budget allocation to BIDS for enhanced safety and security services and a \$5,000 grant from F&M for Economic Development (instead of the budgeted \$30,000). Staff has adjusted programming to address this shortfall.
Contract Services: Revenue is performing above the budgeted goal by \$130,000 (25%). This variance is driven by the addition of the Midtown contract and increased and expanded service levels overall.
Other Misc Income: Revenue actuals reflect misc. payments, Block By Block rent payments, and interest earned. We are performing over the budgeted total because we were able to recoup funds from a fraudulently cashed check in FY 24 (\$2,000) and received miscellaneous reimbursements.
Deferred Revenue Recognized: We have recognized deferred revenue in events (\$4,355) for 2023 Celebrate Downtown, Pride, and Date Night invoices received this fiscal year, \$98,000 from administration for costs associated with the office move, and \$68,250 for the Long Beach Recovery Act grant.

EXPENSES:
Marketing: Expenses are over budget by 1% (\$3,000). Variance is led by advertising/promotions (\$10,000 under), Public Relations (\$26,500 over), Website Development (\$3,000 over), and a salary variance of approximately \$10,000 (under budget).
Economic Development: Expenses are under budget by 31% (\$114,000). Variance is led by Research (\$6,000 under), Small Business Grants (\$50,000 under), Business Retention & Expansion (\$26,000 under), Community Engagement & Business Outreach (\$45,000 under), and a salary variance of approximately \$30,000 (over). Staff has cancelled the Pitchfest and WOBA programs (\$25,000) in response to the grant reduction. Remaining expenses will catch up in future periods.
Special Events: Expenses are over budget expectations by 45% (171,000). This variance is led by ArtWalk (\$30,000 over), Celebrate Downtown (\$12,000 over), New Year's Eve (\$17,500 over), Taste of Downtown (\$77,000 over), Community Space Activations (\$31,000 over), event sponsorships (\$16,000 over) and a personnel variance (\$25,000 under). Many of these expenses are offset by additional revenues noted above.
Operations: Expenses are on budget with less than a 1% variance (\$4,000 over). There are specific variances in clean team related expenses (\$80,000 under), pressure washing (\$8,000 under), safe team related expenses (\$58,000 over), homeless outreach staffing (\$32,000 under), CSI security (\$180,000 over - unbudgeted), special projects (\$19,000 under) contract services (\$52,000 over), and a personnel variance of \$57,000 (under).
Advocacy & Development: Expenses over budget by 13% (\$19,000). This variance is led by Travel/Education/Civic Events (\$14,000 over), a salary variance (\$6,000 over).
Placemaking: Expenses are over budget by 20% (\$57,000). This variance is led by Holiday Decor (\$45,000 over), Public Space Activation (\$30,000 over) and a personnel variance (\$120,000 under). These expense overages reflect activation of Lincoln Park funded by the LBRA grant.
Administrative: Expenses are over budget by 16% (\$103,000). This variance is led by Rent (\$27,000 under due to timing), Telephone and Data (\$4,000 over), Computers (\$4,000 over), Office Supplies (\$74,000 over, which includes most of the expenses related to the office move), General Insurance (\$10,000 under), Professional Services (\$15,500 over), Employee Recruitment & Retention (\$10,000 under), Admin services (\$3,000 under), Bad Debt (\$28,000 over which reflects revenue write-offs which will be adjusted to the allowance account in April), and Personnel (\$28,000 over). Many of these items are related to the new space transition (\$97,000) and is offset with deferred revenue. We budgeted for free rent per the lease assuming an October 1 start date - we saw these expenses later in the year. We've transitioned phones and will see an overall savings in that line by year end.



DLBA ASSETS



Parking Meter	\$ 231,144.16
PBID Reserve*	\$ 1,035,856.00
DPIA Reserve	\$ 215,729.37
LBRA	\$ 68,250.00
Balance less PBID Reserve	\$ 515,123.53

* denotes 3-month operating cost.

Cash	\$ 1,410,923
Accounts Receivable	\$ 303,369
Other Current Assets	\$ 174,326
Net Fixed Assets	\$ 22,926
Other Assets	\$ 16,434
Total	\$ 1,927,978

**Downtown Long Beach Alliance
Budget vs. Actuals
October 1, 2023 - July 31, 2024**

	July 2024				Total Year To Date (October 2023 - July 2024)			
	Actual	Budget	Budget Variance	% of Budget	Actual	Budget	Budget Variance	% of Budget
Income								
4001 DPBIA Funds		\$ 124,813	\$ (124,813)	0%	\$ 508,912	\$ 624,063	\$ (115,150)	82%
4002 City Funds - Parking Meters		\$ 25,000	\$ (25,000)	0%	\$ 188,413	\$ 250,000	\$ (61,587)	75%
4003 PBID			\$ -		\$ -	\$ -	\$ -	
4003-1 PBID Funds	\$ 335,246	\$ -	\$ 335,246		\$ 2,394,171	\$ 1,989,739	\$ 404,432	120%
4004 PBID Prior Years		\$ -	\$ -		\$ 991,250	\$ 991,250	\$ -	100%
Total 4003 PBID	\$ 335,246	\$ -	\$ 335,246		\$ 3,385,421	\$ 2,980,989	\$ 404,432	114%
4150 Event Revenue			\$ -		\$ -	\$ -	\$ -	
4150-04 Art Walk			\$ -		\$ 913	\$ -	\$ 913	
4150-13 Taste Downtown	\$ 10,456	\$ -	\$ 10,456		\$ 61,638	\$ -	\$ 61,638	
4150-17 Celebrate Downtown		\$ -	\$ -		\$ 16,242	\$ -	\$ 16,242	
4150-23 New Year's Eve		\$ -	\$ -		\$ 17,500	\$ 5,000	\$ 12,500	350%
4150-51 ED Event Sponsorships	\$ 5,495		\$ 5,495		\$ 6,745	\$ -	\$ 6,745	
Total 4150 Event Revenue	\$ 15,951	\$ -	\$ 15,951		\$ 103,038	\$ 5,000	\$ 98,038	2061%
Total 4000 Revenues	\$ 351,198	\$ 149,813	\$ 201,385	234%	\$ 4,185,784	\$ 3,860,051	\$ 325,732	108%
4500 Grant Income			\$ -		\$ -	\$ -	\$ -	
4500-01 Government Grant Revenue			\$ -		\$ 59,138	\$ -	\$ 59,138	
4500-03 Corporate Grants		\$ -	\$ -		\$ 5,000	\$ -	\$ 5,000	
Total 4500 Grant Income	\$ -	\$ -	\$ -		\$ 64,138	\$ -	\$ 64,138	
4700 Other Income			\$ -		\$ -	\$ -	\$ -	
4700-01 Office rent reimbursement	\$ 250		\$ 250		\$ 2,500	\$ -	\$ 2,500	
4700-02 Contract Clean Team Services			\$ -		\$ 9,485	\$ -	\$ 9,485	
001 Long Beach Transit	\$ 22,567	\$ 22,111	\$ 456	102%	\$ 218,950	\$ 221,110	\$ (2,160)	99%
002 Hillcrest Monterey	\$ 3,798	\$ 1,224	\$ 2,574	310%	\$ 33,220	\$ 12,238	\$ 20,982	271%
004 Midtown	\$ 5,595		\$ 5,595		\$ 35,652	\$ -	\$ 35,652	
006 300 Alamitos		\$ 923	\$ (923)	0%	\$ 8,578	\$ 9,230	\$ (652)	93%
007 Blu Community Association	\$ 893	\$ 322	\$ 571	277%	\$ 7,196	\$ 3,220	\$ 3,976	223%
008 Zaferia	\$ 4,963	\$ 4,337	\$ 626	114%	\$ 46,446	\$ 43,370	\$ 3,076	107%
4700-02-005 Prop A		\$ 78,000	\$ (78,000)	0%	\$ 293,250	\$ 234,000	\$ 59,250	125%
Total 4700-02 Contract Clean Team Services	\$ 37,815	\$ 106,917	\$ (69,102)	35%	\$ 652,777	\$ 523,168	\$ 129,609	125%
4700-09 Other Misc. Income	\$ 8,303	\$ 330	\$ 7,973	2516%	\$ 20,543	\$ 3,303	\$ 17,240	622%
Total 4700 Other Income	\$ 46,368	\$ 107,247	\$ (60,879)	43%	\$ 675,820	\$ 526,471	\$ 149,349	128%
4701 Interest Income	\$ 4,918		\$ 4,918		\$ 16,960	\$ -	\$ 16,960	
4800 Deferred Revenue Recognized		\$ -	\$ -		\$ -	\$ -	\$ -	
4804 DRR-Depreciation (2014Computer)	\$ -		\$ -		\$ -	\$ -	\$ -	
4805 DRR-Events	\$ 4,104		\$ 4,104		\$ 4,355	\$ -	\$ 4,355	
4826 DRR - Admin			\$ -		\$ 97,866	\$ -	\$ 97,866	
4827 DRR - LBRA			\$ -		\$ 68,250	\$ -	\$ 68,250	
Total 4800 Deferred Revenue Recognized	\$ 4,104	\$ -	\$ 4,104		\$ 170,470	\$ -	\$ 170,470	
Total Income	\$ 406,588	\$ 257,060	\$ 149,528	158%	\$ 5,113,171	\$ 4,386,522	\$ 726,649	117%
Expenses								
5100 Personnel Expenses			\$ -		\$ -	\$ -	\$ -	
5100-08 Employee Benefits	\$ -		\$ -		\$ -	\$ -	\$ -	
Total 5100 Personnel Expenses	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5200 Marketing			\$ -		\$ -	\$ -	\$ -	
5201 Publications			\$ -		\$ -	\$ -	\$ -	
5201-01 Newsletter	\$ 99		\$ 99		\$ 2,602	\$ -	\$ 2,602	
5201-02 Annual Report		\$ -	\$ -		\$ 5,286	\$ 6,000	\$ (714)	88%
Total 5201 Publications	\$ 99	\$ -	\$ 99		\$ 7,888	\$ 6,000	\$ 1,888	131%
5202 Advertising/Promotions	\$ 498		\$ 498		\$ 12,875	\$ -	\$ 12,875	
5202-20 Print Ads/Advertising		\$ 1,150	\$ (1,150)	0%	\$ 5,369	\$ 14,400	\$ (9,031)	37%
5202-21 Outdoor Advertising		\$ -	\$ -		\$ 15,793	\$ 26,000	\$ (10,207)	61%
5202-26 Digital Advertising/Promotions	\$ 2,860	\$ 500	\$ 2,360	572%	\$ 18,918	\$ 15,600	\$ 3,318	121%
5202-27 Service Subscriptions	\$ 4,268	\$ 1,223	\$ 3,045	349%	\$ 12,839	\$ 18,930	\$ (6,091)	68%
5202-32 Unfiltered		\$ -	\$ -		\$ 2,335	\$ 3,000	\$ (665)	78%
Total 5202 Advertising/Promotions	\$ 7,626	\$ 2,873	\$ 4,753	265%	\$ 68,130	\$ 77,930	\$ (9,800)	87%
5203 Public Relations			\$ -		\$ -	\$ -	\$ -	
5203-02 Shop Small			\$ -		\$ 100	\$ -	\$ 100	
5203-10 5203-10 Gift Card Giveaway		\$ -	\$ -		\$ 11	\$ 3,000	\$ (2,989)	0%
5203-11 Public Awareness Campaign	\$ 3,463	\$ 500	\$ 2,963	693%	\$ 48,442	\$ 19,000	\$ 29,442	255%
Total 5203 Public Relations	\$ 3,463	\$ 500	\$ 2,963	693%	\$ 48,553	\$ 22,000	\$ 26,553	221%
5205 Website Development	\$ 690		\$ 690		\$ 3,149	\$ -	\$ 3,149	
5208 Wages (Marketing)	\$ 15,212	\$ 16,332	\$ (1,120)	93%	\$ 162,434	\$ 163,322	\$ (888)	99%
5209 Payroll Tax (Marketing)	\$ 1,041	\$ 1,126	\$ (85)	92%	\$ 10,823	\$ 11,261	\$ (438)	96%
5210 Benefits (Marketing)	\$ 1,466	\$ 2,409	\$ (943)	61%	\$ 14,778	\$ 24,092	\$ (9,314)	61%
5212 Professional Development	\$ 1,795		\$ 1,795		\$ 2,047	\$ -	\$ 2,047	
5214 PBID General Benefit		\$ 1,053	\$ (1,053)	0%	\$ -	\$ 10,530	\$ (10,530)	0%
Total 5200 Marketing	\$ 31,391	\$ 24,293	\$ 7,098	129%	\$ 317,801	\$ 315,135	\$ 2,666	101%
5300 Economic Development			\$ -		\$ -	\$ -	\$ -	
5301 Research (ED)			\$ -		\$ -	\$ -	\$ -	
5301-01 Research & Data Analytics	\$ 2,391	\$ 1,500	\$ 891	159%	\$ 25,301	\$ 31,400	\$ (6,099)	81%
Total 5301 Research (ED)	\$ 2,391	\$ 1,500	\$ 891	159%	\$ 25,301	\$ 31,400	\$ (6,099)	81%
5303 Bus. Recruitment & Retention			\$ -		\$ 17	\$ -	\$ 17	
5303-01 Strategic Recruitment		\$ 300	\$ (300)	0%	\$ 3,417	\$ 10,500	\$ (7,083)	33%
5303-03 Advertising	\$ 28		\$ 28		\$ 6,778	\$ -	\$ 6,778	
5303-04 Grand Opening Assistance	\$ 82	\$ 356	\$ (274)	23%	\$ 3,123	\$ 3,560	\$ (437)	88%
Total 5303 Bus. Recruitment & Retention	\$ 109	\$ 656	\$ (547)	17%	\$ 13,335	\$ 14,060	\$ (725)	95%
5303-40 Small Business Grants		\$ 5,000	\$ (5,000)	0%	\$ -	\$ 50,000	\$ (50,000)	0%
5304 Business Retention & Expansion			\$ -		\$ -	\$ -	\$ -	
5304-03 Economic Profile & Snapshot Reports		\$ 3,000	\$ (3,000)	0%	\$ 1,930	\$ 17,000	\$ (15,070)	11%

	July 2024				Total Year To Date (October 2023 - July 2024)			
	Actual	Budget	Budget Variance	% of Budget	Actual	Budget	Budget Variance	% of Budget
5304-04 Business Development Support	\$ 5,270	\$ 10,340	\$ (5,070)	51%	\$ 35,069	\$ 45,900	\$ (10,831)	76%
Total 5304 Business Retention & Expansion	\$ 5,270	\$ 13,340	\$ (8,070)	40%	\$ 36,999	\$ 62,900	\$ (25,901)	59%
5305 Community Engagement & Business Outreach								
5305-02 Business Seminars	\$ 1,105	\$ 800	\$ 305	138%	\$ 6,435	\$ 48,200	\$ (41,765)	13%
5305-03 Broker Mixers	\$ -	\$ -	\$ -		\$ 17,262	\$ 22,800	\$ (5,538)	76%
5305-04 Conference Attendance	\$ -	\$ -	\$ -		\$ 4,107	\$ 1,500	\$ 2,607	274%
5305-05 Memberships	\$ 24	\$ -	\$ 24		\$ 1,111	\$ 1,250	\$ (139)	89%
Total 5305 Community Engagement & Business Outreach	\$ 1,129	\$ 800	\$ 329	141%	\$ 28,914	\$ 73,750	\$ (44,836)	39%
5307 Wages (Econ.Dev.)	\$ 20,929	\$ 18,972	\$ 1,957	110%	\$ 220,422	\$ 189,721	\$ 30,701	116%
5308 Payroll Taxes (Econ.Dev.)	\$ 1,561	\$ 1,345	\$ 216	116%	\$ 16,234	\$ 13,444	\$ 2,790	121%
5309 Benefits (Econ.Dev.)	\$ 2,199	\$ 2,563	\$ (364)	86%	\$ 22,186	\$ 25,630	\$ (3,444)	87%
5310 Professional Development	\$ 743	\$ -	\$ 743		\$ 2,143	\$ -	\$ 2,143	
5311 PBID General Benefit	\$ -	\$ 1,890	\$ (1,890)	0%	\$ -	\$ 18,898	\$ (18,898)	0%
Total 5300 Economic Development	\$ 34,331	\$ 46,066	\$ (11,735)	75%	\$ 365,534	\$ 479,803	\$ (114,269)	76%
5400 Special Events & Outreach								
5401 Event Productions					\$ 5,850	\$ -	\$ 5,850	
5401-39 Art Walk Expenses	\$ 21,156	\$ 10,000	\$ 11,156	212%	\$ 69,522	\$ 40,000	\$ 29,522	174%
5401-47 Beach Streets	\$ -	\$ -	\$ -		\$ 103	\$ -	\$ 103	
5401-48 Celebrate Downtown	\$ -	\$ -	\$ -		\$ 36,936	\$ 25,000	\$ 11,936	148%
5401-52 Taste of Downtown	\$ 73,821	\$ -	\$ 73,821		\$ 176,963	\$ 100,000	\$ 76,963	177%
5401-57 Shop Small Saturday	\$ -	\$ -	\$ -		\$ 600	\$ -	\$ 600	
5401-62 Community Space Entertainment Activation	\$ -	\$ -	\$ -		\$ 40,832	\$ 10,000	\$ 30,832	408%
5401-67 New Year's Eve	\$ -	\$ -	\$ -		\$ 37,609	\$ 20,000	\$ 17,609	188%
5401-68 Neighborhood Mixers	\$ -	\$ -	\$ -		\$ 941	\$ -	\$ 941	
Total 5401 Event Productions	\$ 94,977	\$ 10,000	\$ 84,977	950%	\$ 369,354	\$ 195,000	\$ 174,354	189%
5401-69 General Expenses	\$ 920	\$ -	\$ 920		\$ 3,077	\$ 1,000	\$ 2,077	308%
5402 Event Sponsorships					\$ 1,000	\$ -	\$ 1,000	
5402-50 Misc. Sponsorships	\$ -	\$ -	\$ -		\$ 188	\$ -	\$ 188	
5402-56 LB Pride Celebration	\$ -	\$ -	\$ -		\$ 4,405	\$ -	\$ 4,405	
5402-89 Event Sponsorship - Agency	\$ 540	\$ -	\$ 540		\$ 18,040	\$ 7,500	\$ 10,540	241%
Total 5402 Event Sponsorships	\$ 540	\$ -	\$ 540		\$ 23,632	\$ 7,500	\$ 16,132	315%
5403 Wages (Special Events)	\$ 12,089	\$ 13,729	\$ (1,640)	88%	\$ 126,584	\$ 137,290	\$ (10,706)	92%
5404 Payroll Tax (Special Events)	\$ 892	\$ 925	\$ (33)	96%	\$ 9,277	\$ 9,250	\$ 27	100%
5405 Benefits (Special Events)	\$ 1,257	\$ 2,249	\$ (992)	56%	\$ 12,690	\$ 22,490	\$ (9,800)	56%
5406 Professional Development	\$ -	\$ -	\$ -		\$ 743	\$ -	\$ 743	
5407 PBID General Benefit	\$ -	\$ 1,053	\$ (1,053)	0%	\$ -	\$ 10,530	\$ (10,530)	0%
5409 Events Committee Projects	\$ -	\$ -	\$ -		\$ 203	\$ -	\$ 203	
5410 Community Outreach & Engagement					\$ -	\$ -	\$ -	
5410-01 Community Microgrants	\$ 688	\$ -	\$ 688		\$ 8,863	\$ -	\$ 8,863	
5410-02 Community Outreach	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5410 Community Outreach & Engagement	\$ 688	\$ -	\$ 688		\$ 8,863	\$ -	\$ 8,863	
Total 5400 Special Events & Outreach	\$ 111,362	\$ 27,956	\$ 83,406	398%	\$ 554,422	\$ 383,060	\$ 171,362	145%
5500 Operations (Clean Team)								
5501 Clean Team Personnel	\$ 45,322	\$ 52,250	\$ (6,928)	87%	\$ 466,084	\$ 522,500	\$ (56,416)	89%
5501-01 Clean Team Management	\$ 8,837	\$ 9,132	\$ (296)	97%	\$ 78,125	\$ 91,320	\$ (13,195)	86%
5502 Clean Team Supplies	\$ 239	\$ -	\$ 239		\$ 1,096	\$ -	\$ 1,096	
5503 Clean Team Equipment Insurance	\$ 1,469	\$ 2,081	\$ (612)	71%	\$ 6,144	\$ 20,810	\$ (14,666)	30%
5504 Clean Team Fuel	\$ -	\$ 500	\$ (500)	0%	\$ 544	\$ 5,000	\$ (4,456)	11%
5505 Clean Team Equipment & Maintenance	\$ 8,636	\$ 6,405	\$ 2,231	135%	\$ 71,083	\$ 64,220	\$ 6,863	111%
5506-01 Pressure Washing	\$ 20,563	\$ 22,100	\$ (1,537)	93%	\$ 237,970	\$ 221,000	\$ 16,970	108%
5506-02 Pressure Washing Truck Maintenance	\$ 2,058	\$ 4,125	\$ (2,067)	50%	\$ 14,996	\$ 41,250	\$ (26,254)	36%
5507 Safe Team	\$ 239	\$ -	\$ 239		\$ 2,088	\$ -	\$ 2,088	
5507-00 Safe Team Management	\$ 9,475	\$ 9,132	\$ 343	104%	\$ 82,072	\$ 91,320	\$ (9,248)	90%
5507-01 Safe Team Personnel	\$ 70,821	\$ 65,550	\$ 5,271	108%	\$ 721,150	\$ 655,500	\$ 65,650	110%
5507-02 Safe Team Supplies	\$ -	\$ 500	\$ (500)	0%	\$ 2,202	\$ 5,000	\$ (2,798)	44%
5507-03 Safe Team Equipment Insurance	\$ -	\$ 100	\$ (100)	0%	\$ -	\$ 1,300	\$ (1,300)	0%
5507-04 Safe Team Equipment	\$ 33	\$ 250	\$ (217)	13%	\$ 6,291	\$ 2,500	\$ 3,791	252%
5507-05 Recruitment and Retention Fund	\$ -	\$ -	\$ -		\$ 4,938	\$ -	\$ 4,938	
Total 5507 Safe Team	\$ 80,568	\$ 75,532	\$ 5,036	107%	\$ 818,742	\$ 755,620	\$ 63,122	108%
5508-01 Homeless Outreach	\$ 1,052	\$ 9,050	\$ (7,998)	12%	\$ 58,697	\$ 90,500	\$ (31,803)	65%
5508-02 Community Outreach	\$ -	\$ -	\$ -		\$ 701	\$ -	\$ 701	
5508-03 Special Project	\$ -	\$ 400	\$ (400)	0%	\$ -	\$ 19,000	\$ (19,000)	0%
5508-04 CSI Security	\$ 14,400	\$ -	\$ 14,400		\$ 180,160	\$ -	\$ 180,160	
5509 Contract Services					\$ 14,355	\$ -	\$ 14,355	
5509-01 Long Beach Transit	\$ 17,183	\$ 18,500	\$ (1,317)	93%	\$ 169,712	\$ 185,000	\$ (15,288)	92%
5509-03 Other Contract Services	\$ 16,455	\$ 13,500	\$ 2,955	122%	\$ 127,850	\$ 123,500	\$ 4,350	104%
5509-04 City of Long Beach	\$ 15,288	\$ 11,000	\$ 4,288	139%	\$ 138,341	\$ 110,000	\$ 28,341	126%
5509-05 Contract Equip, Parts, Maint, Fuel	\$ -	\$ 400	\$ (400)	0%	\$ -	\$ 4,000	\$ (4,000)	0%
5509-07 Zaferia	\$ 3,391	\$ 3,500	\$ (109)	97%	\$ 31,136	\$ 35,000	\$ (3,864)	89%
5509-08 Midtown	\$ 628	\$ -	\$ 628		\$ 15,309	\$ -	\$ 15,309	
5509-09 Care Closet	\$ 3,899	\$ -	\$ 3,899		\$ 8,932	\$ -	\$ 8,932	
5509-10 Mosaic	\$ 711	\$ -	\$ 711		\$ 3,446	\$ -	\$ 3,446	
Total 5509 Contract Services	\$ 57,556	\$ 46,900	\$ 10,656	123%	\$ 509,081	\$ 457,500	\$ 51,581	111%
5510 Operations Programs					\$ -	\$ -	\$ -	
5510-01 Disaster Preparedness	\$ -	\$ -	\$ -		\$ -	\$ 200	\$ (200)	0%
5510-02 Fresh Start	\$ -	\$ -	\$ -		\$ 2,709	\$ 600	\$ 2,109	452%
5510-03 Safety Walk	\$ -	\$ -	\$ -		\$ -	\$ 200	\$ (200)	0%
Total 5510 Operations Programs	\$ -	\$ -	\$ -		\$ 2,709	\$ 1,000	\$ 1,709	271%
5511 Wages (Operations)	\$ 14,012	\$ 18,778	\$ (4,766)	75%	\$ 145,799	\$ 187,780	\$ (41,981)	78%
5512 Payroll Taxes (Operations)	\$ 1,041	\$ 1,323	\$ (282)	79%	\$ 10,823	\$ 13,230	\$ (2,407)	82%
5513 Benefits (Operations)	\$ 1,474	\$ 2,744	\$ (1,270)	54%	\$ 15,105	\$ 27,441	\$ (12,336)	55%
5515 Professional Development	\$ 743	\$ -	\$ 743		\$ 972	\$ -	\$ 972	
5516 PBID General Benefit	\$ -	\$ 9,693	\$ (9,693)	0%	\$ -	\$ 96,931	\$ (96,931)	0%
Total 5500 Operations (Clean Team)	\$ 257,967	\$ 261,013	\$ (3,046)	99%	\$ 2,618,831	\$ 2,615,102	\$ 3,729	100%
5600 Advocacy & Development					\$ -	\$ -	\$ -	
5606 Travel/Education/Civic Events					\$ -	\$ -	\$ -	

	July 2024				Total Year To Date (October 2023 - July 2024)			
	Actual	Budget	Budget Variance	% of Budget	Actual	Budget	Budget Variance	% of Budget
5606-01 Travel, Educ. & Entertainment	\$ 376	\$ 833	\$ (457)	45%	\$ 19,478	\$ 8,330	\$ 11,148	234%
5606-02 Civic Events & Engagement	\$ 221	\$ 833	\$ (612)	27%	\$ 10,945	\$ 8,330	\$ 2,615	131%
Total 5606 Travel/Education/Civic Events	\$ 598	\$ 1,666	\$ (1,068)	36%	\$ 30,424	\$ 16,660	\$ 13,764	183%
5607 Research/Analytics			\$ -		\$ 3,092	\$ -	\$ 3,092	
5608-01 PBID General Benefit		\$ 414	\$ (414)	0%	\$ -	\$ 4,131	\$ (4,131)	0%
5610 Wages (Advocacy)	\$ 10,234	\$ 9,891	\$ 343	103%	\$ 109,187	\$ 98,910	\$ 10,277	110%
5611 Payroll Taxes (Advocacy)	\$ 743	\$ 694	\$ 49	107%	\$ 7,731	\$ 6,931	\$ 800	112%
5612 Benefits (Advocacy)	\$ 1,046	\$ 1,562	\$ (516)	67%	\$ 10,506	\$ 15,647	\$ (5,141)	67%
Total 5600 Advocacy & Development	\$ 12,621	\$ 14,227	\$ (1,606)	89%	\$ 160,939	\$ 142,279	\$ 18,660	113%
5650 Placemaking			\$ -		\$ -	\$ -	\$ -	
5603 Street & Landscape			\$ -		\$ -	\$ -	\$ -	
5603-06 Tree Planting		\$ -	\$ -		\$ -	\$ 3,450	\$ (3,450)	0%
5603-13 Holiday Decor		\$ -	\$ -		\$ 113,445	\$ 69,051	\$ 44,394	164%
5603-20 Banners		\$ -	\$ -		\$ 12,394	\$ 2,700	\$ 9,694	459%
5603-27 Mutt Mitts		\$ 1,700	\$ (1,700)	0%	\$ 10,331	\$ 9,500	\$ 831	109%
5603-31 Public Space Activation	\$ 1,410	\$ 6,299	\$ (4,889)	22%	\$ 13,123	\$ 29,499	\$ (16,376)	44%
5603-31-001 Street Closure Activation Event	\$ 3,000		\$ 3,000		\$ 3,000	\$ -	\$ 3,000	
5603-31-01 Lincoln Park Activation	\$ 4,285		\$ 4,285		\$ 43,157	\$ -	\$ 43,157	
Total 5603-31 Public Space Activation	\$ 8,695	\$ 6,299	\$ 2,396	138%	\$ 59,281	\$ 29,499	\$ 29,782	201%
5603-33 Education/Promotion		\$ 50	\$ (50)	0%	\$ -	\$ 500	\$ (500)	0%
5603-35 Storage Service Cost			\$ -		\$ 486	\$ -	\$ 486	
Total 5603 Street & Landscape	\$ 8,695	\$ 8,049	\$ 646	108%	\$ 195,937	\$ 114,700	\$ 81,237	171%
5651 Payroll Wages (Placemaking)	\$ 12,163	\$ 13,410	\$ (1,247)	91%	\$ 127,415	\$ 134,100	\$ (6,685)	95%
5652 Payroll Taxes (Placemaking)	\$ 892	\$ 1,126	\$ (234)	79%	\$ 9,277	\$ 11,261	\$ (1,984)	82%
5653 Benefits (Placemaking)	\$ 1,257	\$ 2,409	\$ (1,152)	52%	\$ 12,674	\$ 24,092	\$ (11,418)	53%
5655 Professional Development	\$ 778		\$ 778		\$ 1,007	\$ -	\$ 1,007	
5656 PBID General Benefit		\$ 510	\$ (510)	0%	\$ -	\$ 5,102	\$ (5,102)	0%
Total 5650 Placemaking	\$ 23,784	\$ 25,504	\$ (1,720)	93%	\$ 346,309	\$ 289,255	\$ 57,054	120%
5800 Administration			\$ -		\$ -	\$ -	\$ -	
5801 Rent			\$ -		\$ -	\$ -	\$ -	
5801-01 Office Lease	\$ 13,356	\$ 32,500	\$ (19,145)	41%	\$ 115,249	\$ 195,000	\$ (79,751)	59%
5801-02 Parking	\$ 3	\$ -	\$ 3		\$ 1,472	\$ 3,000	\$ (1,528)	49%
Total 5801 Rent	\$ 13,358	\$ 32,500	\$ (19,142)	41%	\$ 116,721	\$ 198,000	\$ (81,279)	59%
5802 Telephone & Data	\$ 1,268	\$ 1,795	\$ (527)	71%	\$ 21,934	\$ 17,950	\$ 3,984	122%
5803 Computers			\$ -		\$ -	\$ -	\$ -	
5803-01 Software/Subscriptions	\$ 2,793	\$ 1,843	\$ 950	152%	\$ 40,830	\$ 26,210	\$ 14,620	156%
5803-02 Hardware		\$ -	\$ -		\$ -	\$ 11,000	\$ (11,000)	0%
Total 5803 Computers	\$ 2,793	\$ 1,843	\$ 950	152%	\$ 40,830	\$ 37,210	\$ 3,620	110%
5804 Office Equip. Lease	\$ 634	\$ 1,270	\$ (636)	50%	\$ 8,581	\$ 10,300	\$ (1,719)	83%
5805 Office Supplies	\$ 1,122	\$ 650	\$ 472	173%	\$ 80,465	\$ 6,500	\$ 73,965	1238%
5806 Postage	\$ 19	\$ 225	\$ (206)	8%	\$ 988	\$ 1,650	\$ (662)	60%
5807 General Insurance		\$ 6,083	\$ (6,083)	0%	\$ 51,016	\$ 60,834	\$ (9,818)	84%
5808 Professional Services			\$ -		\$ -	\$ -	\$ -	
5808-01 Tech Support	\$ 1,500	\$ 1,400	\$ 100	107%	\$ 23,792	\$ 14,000	\$ 9,792	170%
5808-02 Legal	\$ 2,448	\$ 1,000	\$ 1,448	245%	\$ 5,147	\$ 10,000	\$ (4,853)	51%
5808-03 Accounting		\$ 300	\$ (300)	0%	\$ 1,647	\$ 3,000	\$ (1,353)	55%
5808-04 HR		\$ -	\$ -		\$ 625	\$ 1,500	\$ (875)	42%
5808-05 Miscellaneous		\$ 100	\$ (100)	0%	\$ 25,630	\$ 5,000	\$ 20,630	513%
5808-06 Annual Audit	\$ 4,300	\$ -	\$ 4,300		\$ 24,300	\$ 32,100	\$ (7,800)	76%
Total 5808 Professional Services	\$ 8,248	\$ 2,800	\$ 5,448	295%	\$ 81,141	\$ 65,600	\$ 15,541	124%
5809 Utilities	\$ 190	\$ 300	\$ (110)	63%	\$ 2,972	\$ 3,180	\$ (208)	93%
5810 Depreciation	\$ 1,026		\$ 1,026		\$ 10,461	\$ -	\$ 10,461	
5811-01 Stakeholder Audit			\$ -		\$ -	\$ -	\$ -	
5811-02 Board Election	\$ 692	\$ -	\$ 692		\$ 12,440	\$ 12,000	\$ 440	104%
Total 5811-01 Stakeholder Audit	\$ 692	\$ -	\$ 692		\$ 12,440	\$ 12,000	\$ 440	104%
5812 Taxes		\$ 210	\$ (210)	0%	\$ 1,883	\$ 2,100	\$ (217)	90%
5813 Office Maintenance & Repairs			\$ -		\$ -	\$ -	\$ -	
5813-02 Repairs/Replacements		\$ -	\$ -		\$ -	\$ 1,750	\$ (1,750)	0%
Total 5813 Office Maintenance & Repairs	\$ -	\$ -	\$ -		\$ -	\$ 1,750	\$ (1,750)	0%
5814 Employee Recruitment & Retention			\$ -		\$ 300	\$ -	\$ 300	
5814-01 5814-01 - Employee Recruitment	\$ 490	\$ 1,009	\$ (519)	49%	\$ 966	\$ 10,045	\$ (9,079)	10%
5814-02 5814-02 - Employee Retention	\$ 234	\$ 570	\$ (336)	41%	\$ 9,223	\$ 10,640	\$ (1,417)	87%
Total 5814 Employee Recruitment & Retention	\$ 724	\$ 1,579	\$ (855)	46%	\$ 10,489	\$ 20,685	\$ (10,196)	51%
5816 Admin. Services			\$ -		\$ 11	\$ 3,000	\$ (2,989)	0%
5817 Credit Card Merchant Fees	\$ 300	\$ 200	\$ 100	150%	\$ 7,923	\$ 2,000	\$ 5,923	396%
5818 Bad Debt			\$ -		\$ 27,995	\$ -	\$ 27,995	
5819 Wages (Admin)	\$ 16,756	\$ 19,217	\$ (2,461)	87%	\$ 174,561	\$ 192,173	\$ (17,612)	91%
5820 Payroll Tax (Admin)	\$ 1,264		\$ 1,264		\$ 13,142	\$ -	\$ 13,142	
5821 Employee Benefits (Admin)	\$ 3,900		\$ 3,900		\$ 32,254	\$ -	\$ 32,254	
5825 Dues & subscriptions	\$ 2,304	\$ -	\$ 2,304		\$ 3,644	\$ 4,950	\$ (1,306)	74%
5826 Board & Committee Meetings	\$ 246	\$ -	\$ 246		\$ 4,645	\$ 4,000	\$ 645	116%
5826-01 Holiday Party/Gifts		\$ -	\$ -		\$ 10,072	\$ 8,000	\$ 2,072	126%
5827 PBID General Benefit		\$ 1,307	\$ (1,307)	0%	\$ -	\$ 13,064	\$ (13,064)	0%
5829 BBB Expenses			\$ -		\$ -	\$ -	\$ -	
5829-01 BBB Rent	\$ 13,356		\$ 13,356		\$ 53,436	\$ -	\$ 53,436	
5829-02 BBB Supplies	\$ 61		\$ 61		\$ 532	\$ -	\$ 532	
Total 5829 BBB Expenses	\$ 13,417	\$ -	\$ 13,417		\$ 53,968	\$ -	\$ 53,968	
Total 5800 Administration	\$ 68,261	\$ 69,979	\$ (1,718)	98%	\$ 768,135	\$ 664,946	\$ 103,189	116%
Total Expenses	\$ 539,717	\$ 469,038	\$ 70,679	115%	\$ 5,131,971	\$ 4,889,580	\$ 242,391	105%
Net Income	\$ (133,129)	\$ (211,979)	\$ 78,849	63%	\$ (18,799)	\$ (503,058)	\$ 484,258	4%

Downtown Long Beach Alliance
Balance Sheet
As of July 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1011 F&M Checking Operating Acct 2491	\$ (393,825)
1016-7 F&M Repo 3479102 (0.5%)	\$ 1,792,115
1017 F&M Money Market 1165	\$ 12,134
1018 Petty Cash	\$ 500
Total Bank Accounts	\$ 1,410,923
Accounts Receivable	
1107 A/R	\$ 303,369
Total Accounts Receivable	\$ 303,369
Other Current Assets	
1108 Allowance for Doubtful Accounts	\$ 105,067
12000 Undeposited Funds	\$ 12,158
1300 Employee Advances	\$ -
2201-3 Prepaid Expenses	\$ 57,102
Total Other Current Assets	\$ 174,326
Total Current Assets	\$ 1,888,618
Fixed Assets	
1520 Equipment	\$ 200,814
1521 Accum. Deprn. - Equipment	\$ (203,102)
1530 Office Furniture - Other	\$ 111,776
1531 Accum. Deprn. - Office Furn.	\$ (86,562)
1550 Office Equipment - Other	\$ 143,634
1551 Accum. Deprn. Office Equip.	\$ (143,634)
Total Fixed Assets	\$ 22,926
Other Assets	
1701 Deposits	\$ 16,434
1702 Software License	\$ 13,270
1703 Accumulated Amortization	\$ (13,270)
1704 Loan to DDC	\$ -
Total Other Assets	\$ 16,434
TOTAL ASSETS	\$ 1,927,978

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2012 A/P Trade	\$ 275,814
Total Accounts Payable	\$ 275,814
Credit Cards	
2150 F&M CREDIT CARDS	\$ (573)

2154 F&M CC - COWARD	\$ (7,631)
2157 F&M CC - METOYER	\$ (5,644)
2173 F&M CC - MADER	\$ 7,305
2174 F&M CC - Gonzalez	\$ (849)
2176 F&M CC - Ancalade	\$ (9,511)
2177 F&M CC - Nevarez	\$ 3,059
2178 F&M CC - Barrera	\$ 584
2179 F&M CC - Morris	\$ 1,956
2180 F&M CC - Torres	\$ 289
2181 F&M CC - El Tawil	\$ (3,656)
2182 F&M CC - Ahumada	\$ 2,825
2183 F&M CC - STEPHENS	\$ (91)
2184 CC - Meza	\$ 499
Total 2150 F&M CREDIT CARDS	\$ (11,436)
Total Credit Cards	\$ (11,436)
Other Current Liabilities	
2201 Payroll Liabilities	\$ -
2201-03 HSA Payable	\$ 364
2201-1 Payroll Taxes Payable	\$ -
2201-2 Medical Premiums Payable	\$ 5,561
2201-4 Aflac Payable	\$ (270)
Total 2201 Payroll Liabilities	\$ 5,654
2201-02 FSA Payable	\$ 4,734
2203 Deferred Comp. Wthd	\$ 18,617
2204 Payroll expense payable	\$ 1,580
2300 PPP Loan Payable	\$ -
2301 Accrued Vacation Pay	\$ 45,130
2481 Customer Deposit-Advertising (Bubba Gmp)	\$ -
2490 Deferred Revenue	\$ -
2490-01 Deferred Reserve for PBID	\$ 1,035,856
2490-28 2017-2018 PBID Revenue Deferred	\$ -
2490-52 Deferred Depreciation (Equipment 15-16)	\$ -
2490-70 Deferred Events	\$ -
2490-90 Deferred LBRA	\$ 68,250
Total 2490 Deferred Revenue	\$ 1,576,194
Total Other Current Liabilities	\$ 1,682,399
Total Current Liabilities	\$ 1,946,776
Long-Term Liabilities	
2601 Capital Lease Payable	\$ -
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 1,946,776
Equity	
3000 Fund Balance	\$ -
3500 Retained Earnings	\$ 1
Net Income	\$ (18,799)
Total Equity	\$ (18,798)
TOTAL LIABILITIES AND EQUITY	\$ 1,927,978

Downtown Long Beach Alliance

A/R Aging Summary

As of July 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ -	\$ 75,000	\$ -	\$ 68,500	\$ 143,500
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
Long Beach Transit (Customer)	\$ 22,567	\$ -	\$ -	\$ -	\$ -	\$ 22,567
Long Beach Economic Partnership	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ 10,000
Midtown Business Improvement District	\$ 5,595	\$ -	\$ -	\$ -	\$ -	\$ 5,595
Zaferia Business Association	\$ 4,963	\$ -	\$ -	\$ -	\$ -	\$ 4,963
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ 2,000
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES, INC	\$ 1,527	\$ -	\$ -	\$ -	\$ -	\$ 1,527
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ -	\$ 893
AMO Marketing, Inc.	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ 500
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ 250	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
TOTAL	\$ 37,815	\$ 12,000	\$ 75,500	\$ 250	\$ 177,804	\$ 303,369

Downtown Long Beach Alliance
A/R Aging Summary
As of August 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ -	\$ 68,500	\$ 68,500
Long Beach Transit (Customer)	\$ -	\$ 22,567	\$ -	\$ -	\$ -	\$ 22,567
Midtown Business Improvement District	\$ 5,595	\$ -	\$ -	\$ -	\$ -	\$ 5,595
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Visit Long Beach	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ 3,000
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ 2,000
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
Mercy Housing (300 Alamitos)	\$ 968	\$ -	\$ -	\$ -	\$ -	\$ 968
AMO Marketing, Inc.	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ 500
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
TOTAL	\$ 11,834	\$ 22,567	\$ 2,000	\$ 500	\$ 178,054	\$ 214,955