

Downtown Long Beach Alliance
As of October 31, 2024
(Fiscal Year Ending September 30, 2025)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	390,026	387,299	2,727
Expenses	464,517	586,822	(122,305)
Net	(74,491)	(199,523)	125,032

REVENUES:
DPBIA: Revenue is not budgeted and nothing has yet arrived for this period.
Parking Meter: Revenue is not budgeted and nothing has yet arrived for this period.
PBID: Revenue total reflects recognition of revenue received in FY 24 that was deferred to FY 25.
Event Revenue: Revenue is not budgeted and nothing has yet arrived for this period.
Grant Income: Revenue total reflects recognition of revenue received from F&M Bank in FY 24 that was deferred to FY 25 as it is intended for FY 25 programming.
Contract Services: Revenue totals \$34 below the budgeted goal (less than 1%). Staff has no concern about this revenue line.
Other Misc Income: Revenue actuals reflect misc. payments, Block By Block rent payments, and interest earned. Staff budgets only for the Block By Block rent revenue.
Deferred Revenue Recognized: We have not recognized deferred revenue at this point in the fiscal year.

EXPENSES:
Marketing: Expenses are under budget by \$12,000 (28%). Variance is led by advertising/promotions (\$18,000 under), Public Relations (\$1,000 under), and a salary variance of approximately \$9,000 (over budget).
Economic Development: Expenses are under budget by \$13,000 (19%). Variance is led by Research (\$25,000 under), Business Retention & Expansion (\$1,000 over), Community Engagement & Business Outreach (\$2,300 under), and a salary variance of approximately \$16,000 (over).
Special Events: Expenses are over budget expectations by \$2,000 (7%). This variance is led by ArtWalk (\$3,000 under), New Year's Eve (\$4,000 over), sponsorships (\$5,000 under), and a personnel variance (\$4,000 over).
Operations: Expenses are under budget \$9,000 (4%). There are specific variances in clean team related expenses (\$5,000 under), pressure washing (\$2,000 under), safe team related expenses (\$5,500 under), special projects (\$9,000 over), and a personnel variance (\$5,000 over).
Advocacy & Development: Expenses over budget by \$4,000 (20%). This variance is led by Travel/Education/Entertainment (\$1,500 under), Civic events and engagement (\$3,500 over), Grants (\$2,000 under), a salary variance (\$5,000 over).
Placemaking: Expenses are under budget by \$46,000 (65%). This variances is led by Holiday Decor (\$35,000 under), Banners (\$4,000 under), Mutt Mitts (\$2,500 under), Public Space Activation (\$10,000 under) and a personnel variance (\$7,000 over). Timing plays a large part in these variances.
Administrative: Expenses are under budget by \$49,000 (54%). This variance is led by Rent (\$27,000 under due to this being a free rent month), Telephone and Data (\$1,500 under), Computers (\$22,000 under), General Insurance (\$4,500 under), Professional Services (\$3,000 under), Depreciation (\$1,500 over - unbudgeted); Personnel (\$11,000 over).

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

	October 2024				Total Year To Date (October 2024)			
	Actual	Budget	Budget Variance	% of Budget	Actual	Budget	Budget Variance	% of Budget
Income								
4001 DPBIA Funds		\$ -	\$ -		\$ -	\$ -	\$ -	
4002 City Funds - Parking Meters		\$ -	\$ -		\$ -	\$ -	\$ -	
4003 PBID		\$ -	\$ -		\$ -	\$ -	\$ -	
4003-1 PBID Funds		\$ -	\$ -		\$ -	\$ -	\$ -	
4004 PBID Prior Years	\$ 345,285	\$ 345,285	\$ -	100%	\$ 345,285	\$ 345,285	\$ -	100%
Total 4003 PBID	\$ 345,285	\$ 345,285	\$ -	100%	\$ 345,285	\$ 345,285	\$ -	100%
4150 Event Revenue			\$ -		\$ -	\$ -	\$ -	
4150-04 Art Walk			\$ -		\$ -	\$ -	\$ -	
4150-04-02 Art Walk Sales		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4150-04 Art Walk	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
4150-13 Taste Downtown			\$ -		\$ -	\$ -	\$ -	
4150-13-01 Taste of Downtown (Pine)		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-13-02 Taste of Downtown (East Village)		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-13-03 Taste of Downtown (Waterfront)		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4150-13 Taste Downtown	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
4150-17 Celebrate Downtown		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-23 New Year's Eve		\$ -	\$ -		\$ -	\$ -	\$ -	
4150-53 Activation Events		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4150 Event Revenue	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
4900 Revenue Deferred to Subsequent Years			\$ -		\$ -	\$ -	\$ -	
4900-01 PBID Reserve		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4900 Revenue Deferred to Subsequent Years	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4000 Revenues	\$ 345,285	\$ 345,285	\$ -	100%	\$ 345,285	\$ 345,285	\$ -	100%
4500 Grant Income			\$ -		\$ -	\$ -	\$ -	
4500-01 Government Grant Revenue	\$ -		\$ -		\$ -	\$ -	\$ -	
4500-03 Corporate Grants	\$ 5,000	\$ 5,000	\$ -	100%	\$ 5,000	\$ 5,000	\$ -	100%
Total 4500 Grant Income	\$ 5,000	\$ 5,000	\$ -	100%	\$ 5,000	\$ 5,000	\$ -	100%
4700 Other Income			\$ -		\$ -	\$ -	\$ -	
4700-01 Office rent reimbursement	\$ 250		\$ 250		\$ 250	\$ -	\$ 250	
4700-02 Contract Clean Team Services			\$ -		\$ -	\$ -	\$ -	
001 Long Beach Transit	\$ 22,414	\$ 22,905	\$ (491)	98%	\$ 22,414	\$ 22,905	\$ (491)	98%
002 Hillcrest Monterey	\$ 3,437	\$ 1,214	\$ 2,223	283%	\$ 3,437	\$ 1,214	\$ 2,223	283%
003 Other Clean Team Services		\$ 2,645	\$ (2,645)	0%	\$ -	\$ 2,645	\$ (2,645)	0%
004 Midtown	\$ 5,595	\$ 5,000	\$ 595	112%	\$ 5,595	\$ 5,000	\$ 595	112%
007 Blu Community Association	\$ 893	\$ 913	\$ (20)	98%	\$ 893	\$ 913	\$ (20)	98%
008 Zaferia	\$ 4,392	\$ 4,087	\$ 305	107%	\$ 4,392	\$ 4,087	\$ 305	107%
4700-02-005 Prop A		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 4700-02 Contract Clean Team Services	\$ 36,731	\$ 36,764	\$ (34)	100%	\$ 36,731	\$ 36,764	\$ (34)	100%
4700-09 Other Misc. Income	\$ 270	\$ 250	\$ 20	108%	\$ 270	\$ 250	\$ 20	108%
Total 4700 Other Income	\$ 37,251	\$ 37,014	\$ 237	101%	\$ 37,251	\$ 37,014	\$ 237	101%
4701 Interest Income	\$ 2,491		\$ 2,491		\$ 2,491	\$ -	\$ 2,491	
4800 Deferred Revenue Recognized			\$ -		\$ -	\$ -	\$ -	
4804 DRR-Depreciation (2014Computer)	\$ -		\$ -		\$ -	\$ -	\$ -	
Total 4800 Deferred Revenue Recognized	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total Income	\$ 390,026	\$ 387,299	\$ 2,727	101%	\$ 390,026	\$ 387,299	\$ 2,727	101%
Expenses								
5100 Personnel Expenses			\$ -		\$ -	\$ -	\$ -	
5100-08 Employee Benefits	\$ -		\$ -		\$ -	\$ -	\$ -	
Total 5100 Personnel Expenses	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5200 Marketing			\$ -		\$ -	\$ -	\$ -	
5201 Publications			\$ -		\$ -	\$ -	\$ -	
5201-01 Newsletter		\$ 600	\$ (600)	0%	\$ -	\$ 600	\$ (600)	0%
5201-02 Annual Report		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5201 Publications	\$ -	\$ 600	\$ (600)	0%	\$ -	\$ 600	\$ (600)	0%
5202 Advertising/Promotions			\$ -		\$ -	\$ -	\$ -	
5202-20 Print Ads/Advertising		\$ 1,000	\$ (1,000)	0%	\$ -	\$ 1,000	\$ (1,000)	0%
5202-21 Outdoor Advertising	\$ 370	\$ -	\$ 370		\$ 370	\$ -	\$ 370	
5202-26 Digital Advertising/Promotions		\$ 2,900	\$ (2,900)	0%	\$ -	\$ 2,900	\$ (2,900)	0%
5202-27 Service Subscriptions	\$ 1,137	\$ 12,980	\$ (11,843)	9%	\$ 1,137	\$ 12,980	\$ (11,843)	9%
5202-32 Unfiltered		\$ 3,000	\$ (3,000)	0%	\$ -	\$ 3,000	\$ (3,000)	0%
Total 5202 Advertising/Promotions	\$ 1,507	\$ 19,880	\$ (18,373)	8%	\$ 1,507	\$ 19,880	\$ (18,373)	8%
5203 Public Relations			\$ -		\$ -	\$ -	\$ -	
5203-10 5203-10 Gift Card Giveaway		\$ 200	\$ (200)	0%	\$ -	\$ 200	\$ (200)	0%
5203-11 Public Awareness Campaign		\$ 900	\$ (900)	0%	\$ -	\$ 900	\$ (900)	0%
Total 5203 Public Relations	\$ -	\$ 1,100	\$ (1,100)	0%	\$ -	\$ 1,100	\$ (1,100)	0%
5205 Website Development			\$ -		\$ -	\$ -	\$ -	
5205-01 Network Solutions		\$ -	\$ -		\$ -	\$ -	\$ -	
5205-02 Web Domains		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5205 Website Development	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5208 Wages (Marketing)	\$ 24,733	\$ 15,585	\$ 9,148	159%	\$ 24,733	\$ 15,585	\$ 9,148	159%
5209 Payroll Tax (Marketing)	\$ 1,679	\$ 1,029	\$ 650	163%	\$ 1,679	\$ 1,029	\$ 650	163%
5210 Benefits (Marketing)	\$ 1,809	\$ 2,100	\$ (291)	86%	\$ 1,809	\$ 2,100	\$ (291)	86%
5214 PBID General Benefit	\$ (1,086)	\$ 1,086	\$ (2,172)	-100%	\$ (1,086)	\$ 1,086	\$ (2,172)	-100%
5214-01 Marketing General Benefit Offset	\$ 1,086		\$ 1,086		\$ 1,086	\$ -	\$ 1,086	
Total 5214 PBID General Benefit	\$ -	\$ 1,086	\$ (1,086)	0%	\$ -	\$ 1,086	\$ (1,086)	0%
Total 5200 Marketing	\$ 29,728	\$ 41,380	\$ (11,652)	72%	\$ 29,728	\$ 41,380	\$ (11,652)	72%
5300 Economic Development			\$ -		\$ -	\$ -	\$ -	
5301 Research (ED)			\$ -		\$ -	\$ -	\$ -	
5301-01 Research & Data Analytics	\$ 8,430	\$ 33,400	\$ (24,970)	25%	\$ 8,430	\$ 33,400	\$ (24,970)	25%
Total 5301 Research (ED)	\$ 8,430	\$ 33,400	\$ (24,970)	25%	\$ 8,430	\$ 33,400	\$ (24,970)	25%
5303 Bus. Recruitment & Retention			\$ -		\$ -	\$ -	\$ -	
5303-01 Strategic Recruitment	\$ 2,199	\$ -	\$ 2,199		\$ 2,199	\$ -	\$ 2,199	
5303-03 Advertising	\$ 94	\$ 500	\$ (406)	19%	\$ 94	\$ 500	\$ (406)	19%
5303-04 Grand Opening Assistance		\$ 440	\$ (440)	0%	\$ -	\$ 440	\$ (440)	0%

	October 2024				Total Year To Date (October 2024)			
	Actual	Budget	Budget Variance	% of Budget	Actual	Budget	Budget Variance	% of Budget
Total 5303 Bus. Recruitment & Retention	\$ 2,292	\$ 940	\$ 1,352	244%	\$ 2,292	\$ 940	\$ 1,352	244%
5304 Business Retention & Expansion								
5304-03 Economic Profile & Snapshot Reports	\$ 4,555	\$ -	\$ 4,555		\$ 4,555	\$ -	\$ 4,555	
5304-04 Business Development Support	\$ -	\$ 5,250	\$ (5,250)	0%	\$ -	\$ 5,250	\$ (5,250)	0%
Total 5304 Business Retention & Expansion	\$ 4,555	\$ 5,250	\$ (695)	87%	\$ 4,555	\$ 5,250	\$ (695)	87%
5305 Community Engagement & Business Outreach								
5305-02 Business Seminars	\$ -	\$ 500	\$ (500)	0%	\$ -	\$ 500	\$ (500)	0%
5305-03 Broker Mixers	\$ 500	\$ 1,500	\$ (1,000)	33%	\$ 500	\$ 1,500	\$ (1,000)	33%
5305-04 Conference Attendance	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5305-05 Memberships	\$ -	\$ 800	\$ (800)	0%	\$ -	\$ 800	\$ (800)	0%
5305-06 5305-06 Community Sponsorships	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5305 Community Engagement & Business Outreach	\$ 500	\$ 2,800	\$ (2,300)	18%	\$ 500	\$ 2,800	\$ (2,300)	18%
5307 Wages (Econ.Dev.)	\$ 34,400	\$ 19,863	\$ 14,537	173%	\$ 34,400	\$ 19,863	\$ 14,537	173%
5308 Payroll Taxes (Econ.Dev.)	\$ 2,519	\$ 1,361	\$ 1,158	185%	\$ 2,519	\$ 1,361	\$ 1,158	185%
5309 Benefits (Econ.Dev.)	\$ 2,714	\$ 2,679	\$ 35	101%	\$ 2,714	\$ 2,679	\$ 35	101%
5311 PBID General Benefit	\$ (1,990)	\$ -	\$ (1,990)		\$ (1,990)	\$ -	\$ (1,990)	
5311-01 ED General Benefit Offset	\$ 1,990	\$ 1,990	\$ -	100%	\$ 1,990	\$ 1,990	\$ -	100%
Total 5311 PBID General Benefit	\$ -	\$ 1,990	\$ (1,990)	0%	\$ -	\$ 1,990	\$ (1,990)	0%
Total 5300 Economic Development	\$ 55,410	\$ 68,283	\$ (12,873)	81%	\$ 55,410	\$ 68,283	\$ (12,873)	81%
5400 Special Events & Outreach								
5401 Event Productions								
5401-39 Art Walk Expenses	\$ 2,325	\$ 5,400	\$ (3,075)	43%	\$ 2,325	\$ 5,400	\$ (3,075)	43%
5401-48 Celebrate Downtown	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5401-52 Taste of Downtown	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5401-52-01 Taste of Downtown (Pine)	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5401-52-02 Taste of Downtown (East Village)	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5401-52-03 Taste of Downtown (Waterfront)	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5401-52 Taste of Downtown	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5401-62 Community Space Entertainment Activation	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5401-67 New Year's Eve	\$ 4,350	\$ -	\$ 4,350		\$ 4,350	\$ -	\$ 4,350	
Total 5401 Event Productions	\$ 6,675	\$ 5,400	\$ 1,275	124%	\$ 6,675	\$ 5,400	\$ 1,275	124%
5401-69 General Expenses	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5402 Event Sponsorships								
5402-50 Misc. Sponsorships	\$ -	\$ 5,000	\$ (5,000)	0%	\$ -	\$ 5,000	\$ (5,000)	0%
Total 5402 Event Sponsorships	\$ -	\$ 5,000	\$ (5,000)	0%	\$ -	\$ 5,000	\$ (5,000)	0%
5403 Wages (Special Events)	\$ 19,807	\$ 15,659	\$ 4,148	126%	\$ 19,807	\$ 15,659	\$ 4,148	126%
5404 Payroll Tax (Special Events)	\$ 1,439	\$ 1,033	\$ 406	139%	\$ 1,439	\$ 1,033	\$ 406	139%
5405 Benefits (Special Events)	\$ 1,551	\$ 2,459	\$ (908)	63%	\$ 1,551	\$ 2,459	\$ (908)	63%
5407 PBID General Benefit	\$ (1,086)	\$ -	\$ (1,086)		\$ (1,086)	\$ -	\$ (1,086)	
5407-01 Events General Benefit Offset	\$ 1,086	\$ 1,086	\$ -	100%	\$ 1,086	\$ 1,086	\$ -	100%
Total 5407 PBID General Benefit	\$ -	\$ 1,086	\$ (1,086)	0%	\$ -	\$ 1,086	\$ (1,086)	0%
5409 Events Committee Projects	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5410 Community Outreach & Engagement								
5410-01 Community Microgrants	\$ 3,350	\$ -	\$ 3,350		\$ 3,350	\$ -	\$ 3,350	
Total 5410 Community Outreach & Engagement	\$ 3,350	\$ -	\$ 3,350		\$ 3,350	\$ -	\$ 3,350	
Total 5400 Special Events & Outreach	\$ 32,822	\$ 30,637	\$ 2,185	107%	\$ 32,822	\$ 30,637	\$ 2,185	107%
5500 Operations (Clean Team)								
5501 Clean Team Personnel	\$ 46,352	\$ 49,875	\$ (3,523)	93%	\$ 46,352	\$ 49,875	\$ (3,523)	93%
5501-01 Clean Team Management	\$ 8,790	\$ 9,458	\$ (668)	93%	\$ 8,790	\$ 9,458	\$ (668)	93%
5503 Clean Team Equipment Insurance	\$ 406	\$ 437	\$ (31)	93%	\$ 406	\$ 437	\$ (31)	93%
5504 Clean Team Fuel	\$ 279	\$ 300	\$ (21)	93%	\$ 279	\$ 300	\$ (21)	93%
5505 Clean Team Equipment & Maintenance	\$ 4,786	\$ 5,150	\$ (364)	93%	\$ 4,786	\$ 5,150	\$ (364)	93%
5506-01 Pressure Washing	\$ 21,468	\$ 23,100	\$ (1,632)	93%	\$ 21,468	\$ 23,100	\$ (1,632)	93%
5506-02 Pressure Washing Truck Maintenance	\$ 2,951	\$ 3,175	\$ (224)	93%	\$ 2,951	\$ 3,175	\$ (224)	93%
5507 Safe Team	\$ 322	\$ -	\$ 322		\$ 322	\$ -	\$ 322	
5507-00 Safe Team Management	\$ 8,789	\$ 9,457	\$ (668)	93%	\$ 8,789	\$ 9,457	\$ (668)	93%
5507-01 Safe Team Personnel	\$ 68,424	\$ 73,625	\$ (5,201)	93%	\$ 68,424	\$ 73,625	\$ (5,201)	93%
5507-02 Safe Team Supplies	\$ 325	\$ 350	\$ (25)	93%	\$ 325	\$ 350	\$ (25)	93%
5507-03 Safe Team Equipment Insurance	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5507-04 Safe Team Equipment	\$ 279	\$ 300	\$ (21)	93%	\$ 279	\$ 300	\$ (21)	93%
Total 5507 Safe Team	\$ 78,140	\$ 83,732	\$ (5,592)	93%	\$ 78,140	\$ 83,732	\$ (5,592)	93%
5508-01 Homeless Outreach	\$ 7,528	\$ 8,100	\$ (572)	93%	\$ 7,528	\$ 8,100	\$ (572)	93%
5508-03 Special Project	\$ 9,000	\$ 200	\$ 8,800	4500%	\$ 9,000	\$ 200	\$ 8,800	4500%
5509 Contract Services								
5509-01 Long Beach Transit	\$ 16,806	\$ 18,083	\$ (1,277)	93%	\$ 16,806	\$ 18,083	\$ (1,277)	93%
5509-03 Other Contract Services	\$ 11,152	\$ 12,000	\$ (848)	93%	\$ 11,152	\$ 12,000	\$ (848)	93%
5509-04 City of Long Beach	\$ 12,453	\$ 13,400	\$ (947)	93%	\$ 12,453	\$ 13,400	\$ (947)	93%
5509-05 Contract Equip, Parts, Maint, Fuel	\$ 186	\$ 200	\$ (14)	93%	\$ 186	\$ 200	\$ (14)	93%
5509-07 Zaferia	\$ 2,323	\$ 2,500	\$ (177)	93%	\$ 2,323	\$ 2,500	\$ (177)	93%
5509-08 Midtown	\$ 2,323	\$ 2,500	\$ (177)	93%	\$ 2,323	\$ 2,500	\$ (177)	93%
5509-09 Care Closet	\$ 2,913	\$ -	\$ 2,913		\$ 2,913	\$ -	\$ 2,913	
5509-10 Mosaic	\$ 465	\$ 500	\$ (35)	93%	\$ 465	\$ 500	\$ (35)	93%
Total 5509 Contract Services	\$ 48,622	\$ 49,183	\$ (561)	99%	\$ 48,622	\$ 49,183	\$ (561)	99%
5510 Operations Programs								
5510-01 Disaster Preparedness	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5510-02 Fresh Start	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5510-03 Safety Walk	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5510 Operations Programs	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5511 Wages (Operations)	\$ 22,989	\$ 18,165	\$ 4,824	127%	\$ 22,989	\$ 18,165	\$ 4,824	127%
5512 Payroll Taxes (Operations)	\$ 1,679	\$ 1,270	\$ 409	132%	\$ 1,679	\$ 1,270	\$ 409	132%
5513 Benefits (Operations)	\$ 1,817	\$ 2,347	\$ (530)	77%	\$ 1,817	\$ 2,347	\$ (530)	77%
5516 PBID General Benefit	\$ (9,598)	\$ -	\$ (9,598)		\$ (9,598)	\$ -	\$ (9,598)	
5516-01 Operations General Benefit Offset	\$ 9,598	\$ 9,598	\$ -	100%	\$ 9,598	\$ 9,598	\$ -	100%
Total 5516 PBID General Benefit	\$ -	\$ 9,598	\$ (9,598)	0%	\$ -	\$ 9,598	\$ (9,598)	0%
Total 5500 Operations (Clean Team)	\$ 254,806	\$ 264,090	\$ (9,284)	96%	\$ 254,806	\$ 264,090	\$ (9,284)	96%
5600 Advocacy & Development								
5606 Travel/Education/Civic Events								
5606-01 Travel, Educ. & Entertainment	\$ -	\$ 1,569	\$ (1,569)	0%	\$ -	\$ 1,569	\$ (1,569)	0%
5606-02 Civic Events & Engagement	\$ 5,500	\$ 2,000	\$ 3,500	275%	\$ 5,500	\$ 2,000	\$ 3,500	275%
5606-13 Grants	\$ -	\$ 2,000	\$ (2,000)	0%	\$ -	\$ 2,000	\$ (2,000)	0%
5606-13-02 Downtown Difference Grant	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5606-13 Grants	\$ -	\$ 2,000	\$ (2,000)	0%	\$ -	\$ 2,000	\$ (2,000)	0%

	October 2024				Total Year To Date (October 2024)			
	Actual	Budget	Budget Variance	% of Budget	Actual	Budget	Budget Variance	% of Budget
Total 5606 Travel/Education/Civic Events	\$ 5,500	\$ 5,569	\$ (69)	99%	\$ 5,500	\$ 5,569	\$ (69)	99%
5607 Meetings and Lunches		\$ 500	\$ (500)	0%	\$ -	\$ 500	\$ (500)	0%
5608-01 PBID General Benefit	\$ (398)		\$ (398)		\$ (398)	\$ -	\$ (398)	
5608-01-01 Advocacy General Benefit Offset	\$ 398	\$ 398	\$ -	100%	\$ 398	\$ 398	\$ -	100%
Total 5608-01 PBID General Benefit	\$ -	\$ 398	\$ (398)	0%	\$ -	\$ 398	\$ (398)	0%
5610 Wages (Advocacy)	\$ 16,823	\$ 11,422	\$ 5,401	147%	\$ 16,823	\$ 11,422	\$ 5,401	147%
5611 Payroll Taxes (Advocacy)	\$ 1,200	\$ 762	\$ 438	157%	\$ 1,200	\$ 762	\$ 438	157%
5612 Benefits (Advocacy)	\$ 1,291	\$ 1,969	\$ (678)	66%	\$ 1,291	\$ 1,969	\$ (678)	66%
Total 5600 Advocacy & Development	\$ 24,813	\$ 20,620	\$ 4,193	120%	\$ 24,813	\$ 20,620	\$ 4,193	120%
5650 Placemaking			\$ -		\$ -	\$ -	\$ -	
5602 PBID Special Projects			\$ -		\$ -	\$ -	\$ -	
5602-01 Litter Receptacles		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5602 PBID Special Projects	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5603 Street & Landscape			\$ -		\$ -	\$ -	\$ -	
5603-06 Tree Planting		\$ -	\$ -		\$ -	\$ -	\$ -	
5603-13 Holiday Decor		\$ 35,000	\$ (35,000)	0%	\$ -	\$ 35,000	\$ (35,000)	0%
5603-20 Banners		\$ 4,000	\$ (4,000)	0%	\$ -	\$ 4,000	\$ (4,000)	0%
5603-27 Mutt Mitts		\$ 2,500	\$ (2,500)	0%	\$ -	\$ 2,500	\$ (2,500)	0%
5603-31 Public Space Activation	\$ 1,428	\$ 11,250	\$ (9,822)	13%	\$ 1,428	\$ 11,250	\$ (9,822)	13%
5603-33 Education/Promotion		\$ 55	\$ (55)	0%	\$ -	\$ 55	\$ (55)	0%
Total 5603 Street & Landscape	\$ 1,428	\$ 52,805	\$ (51,377)	3%	\$ 1,428	\$ 52,805	\$ (51,377)	3%
5651 Payroll Wages (Placemaking)	\$ 19,916	\$ 13,152	\$ 6,764	151%	\$ 19,916	\$ 13,152	\$ 6,764	151%
5652 Payroll Taxes (Placemaking)	\$ 1,439	\$ 887	\$ 552	162%	\$ 1,439	\$ 887	\$ 552	162%
5653 Benefits (Placemaking)	\$ 1,551	\$ 2,034	\$ (483)	76%	\$ 1,551	\$ 2,034	\$ (483)	76%
5656 PBID General Benefit	\$ (1,069)		\$ (1,069)		\$ (1,069)	\$ -	\$ (1,069)	
5656-01 Placemaking General Benefit Offset	\$ 1,069	\$ 1,069	\$ -	100%	\$ 1,069	\$ 1,069	\$ -	100%
Total 5656 PBID General Benefit	\$ -	\$ 1,069	\$ (1,069)	0%	\$ -	\$ 1,069	\$ (1,069)	0%
Total 5650 Placemaking	\$ 24,334	\$ 69,947	\$ (45,613)	35%	\$ 24,334	\$ 69,947	\$ (45,613)	35%
5800 Administration			\$ -		\$ -	\$ -	\$ -	
5801 Rent			\$ -		\$ -	\$ -	\$ -	
5801-01 Office Lease		\$ 13,356	\$ (13,356)	0%	\$ -	\$ 13,356	\$ (13,356)	0%
5801-02 Parking		\$ 300	\$ (300)	0%	\$ -	\$ 300	\$ (300)	0%
Total 5801 Rent	\$ -	\$ 13,656	\$ (13,656)	0%	\$ -	\$ 13,656	\$ (13,656)	0%
5802 Telephone & Data		\$ 1,550	\$ (1,550)	0%	\$ -	\$ 1,550	\$ (1,550)	0%
5803 Computers			\$ -		\$ -	\$ -	\$ -	
5803-01 Software/Subscriptions	\$ 1,970	\$ 8,732	\$ (6,762)	23%	\$ 1,970	\$ 8,732	\$ (6,762)	23%
5803-02 Hardware		\$ 15,500	\$ (15,500)	0%	\$ -	\$ 15,500	\$ (15,500)	0%
Total 5803 Computers	\$ 1,970	\$ 24,232	\$ (22,262)	8%	\$ 1,970	\$ 24,232	\$ (22,262)	8%
5804 Office Equip. Lease	\$ 925	\$ 1,380	\$ (455)	67%	\$ 925	\$ 1,380	\$ (455)	67%
5805 Office Supplies	\$ 1,011	\$ -	\$ 1,011		\$ 1,011	\$ -	\$ 1,011	
5805-01 General Supplies		\$ 300	\$ (300)	0%	\$ -	\$ 300	\$ (300)	0%
5805-02 Office Snacks		\$ 300	\$ (300)	0%	\$ -	\$ 300	\$ (300)	0%
Total 5805 Office Supplies	\$ 1,011	\$ 600	\$ 411	168%	\$ 1,011	\$ 600	\$ 411	168%
5806 Postage	\$ 335	\$ 175	\$ 160	192%	\$ 335	\$ 175	\$ 160	192%
5807 General Insurance	\$ 364	\$ 4,900	\$ (4,536)	7%	\$ 364	\$ 4,900	\$ (4,536)	7%
5808 Professional Services			\$ -		\$ -	\$ -	\$ -	
5808-01 Tech Support		\$ 600	\$ (600)	0%	\$ -	\$ 600	\$ (600)	0%
5808-02 Legal		\$ 2,000	\$ (2,000)	0%	\$ -	\$ 2,000	\$ (2,000)	0%
5808-03 Accounting		\$ 260	\$ (260)	0%	\$ -	\$ 260	\$ (260)	0%
5808-04 HR		\$ 300	\$ (300)	0%	\$ -	\$ 300	\$ (300)	0%
5808-05 Miscellaneous		\$ 300	\$ (300)	0%	\$ -	\$ 300	\$ (300)	0%
5808-06 Annual Audit		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5808 Professional Services	\$ -	\$ 3,460	\$ (3,460)	0%	\$ -	\$ 3,460	\$ (3,460)	0%
5809 Utilities	\$ 638	\$ -	\$ 638		\$ 638	\$ -	\$ 638	
5810 Depreciation	\$ 1,476	\$ -	\$ 1,476		\$ 1,476	\$ -	\$ 1,476	
5811-01 Stakeholder Audit			\$ -		\$ -	\$ -	\$ -	
5811-02 Board Election		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5811-01 Stakeholder Audit	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5812 Taxes		\$ 250	\$ (250)	0%	\$ -	\$ 250	\$ (250)	0%
5813 Office Maintenance & Repairs			\$ -		\$ -	\$ -	\$ -	
5813-02 Repairs/Replacements		\$ 300	\$ (300)	0%	\$ -	\$ 300	\$ (300)	0%
Total 5813 Office Maintenance & Repairs	\$ -	\$ 300	\$ (300)	0%	\$ -	\$ 300	\$ (300)	0%
5814 Employee Recruitment & Retention			\$ -		\$ -	\$ -	\$ -	
5814-01 5814-01 - Employee Recruitment		\$ 250	\$ (250)	0%	\$ -	\$ 250	\$ (250)	0%
5814-02 5814-02 - Employee Retention		\$ 315	\$ (315)	0%	\$ -	\$ 315	\$ (315)	0%
Total 5814 Employee Recruitment & Retention	\$ -	\$ 565	\$ (565)	0%	\$ -	\$ 565	\$ (565)	0%
5816 Admin. Services		\$ 1,500	\$ (1,500)	0%	\$ -	\$ 1,500	\$ (1,500)	0%
5817 Credit Card Merchant Fees	\$ 255	\$ 850	\$ (595)	30%	\$ 255	\$ 850	\$ (595)	30%
5819 Wages (Admin)	\$ 28,361	\$ 18,517	\$ 9,844	153%	\$ 28,361	\$ 18,517	\$ 9,844	153%
5820 Payroll Tax (Admin)	\$ 2,039	\$ 1,361	\$ 678	150%	\$ 2,039	\$ 1,361	\$ 678	150%
5821 Employee Benefits (Admin)	\$ 2,308	\$ 2,276	\$ 32	101%	\$ 2,308	\$ 2,276	\$ 32	101%
5824 Professional Development	\$ 2,921	\$ -	\$ 2,921		\$ 2,921	\$ -	\$ 2,921	
5825 Dues & subscriptions		\$ 500	\$ (500)	0%	\$ -	\$ 500	\$ (500)	0%
5826 Board & Committee Meetings		\$ 725	\$ (725)	0%	\$ -	\$ 725	\$ (725)	0%
5826-01 Holiday Mixer/Honoree Gifts		\$ -	\$ -		\$ -	\$ -	\$ -	
5827 PBID General Benefit	\$ (1,407)		\$ (1,407)		\$ (1,407)	\$ -	\$ (1,407)	
5827-01 Admin General Benefit Offset	\$ 1,407	\$ 1,407	\$ -	100%	\$ 1,407	\$ 1,407	\$ -	100%
Total 5827 PBID General Benefit	\$ -	\$ 1,407	\$ (1,407)	0%	\$ -	\$ 1,407	\$ (1,407)	0%
5829 BBB Expenses			\$ -		\$ -	\$ -	\$ -	
5829-01 BBB Rent		\$ 13,356	\$ (13,356)	0%	\$ -	\$ 13,356	\$ (13,356)	0%
5829-02 BBB Supplies		\$ 305	\$ (305)	0%	\$ -	\$ 305	\$ (305)	0%
Total 5829 BBB Expenses	\$ -	\$ 13,661	\$ (13,661)	0%	\$ -	\$ 13,661	\$ (13,661)	0%
5830 Agency Reserve Allocation		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5800 Administration	\$ 42,604	\$ 91,865	\$ (49,261)	46%	\$ 42,604	\$ 91,865	\$ (49,261)	46%
Total Expenses	\$ 464,517	\$ 586,822	\$ (122,305)	79%	\$ 464,517	\$ 586,822	\$ (122,305)	79%
Net Income	\$ (74,491)	\$ (199,523)	\$ 125,032	37%	\$ (74,491)	\$ (199,523)	\$ 125,032	37%

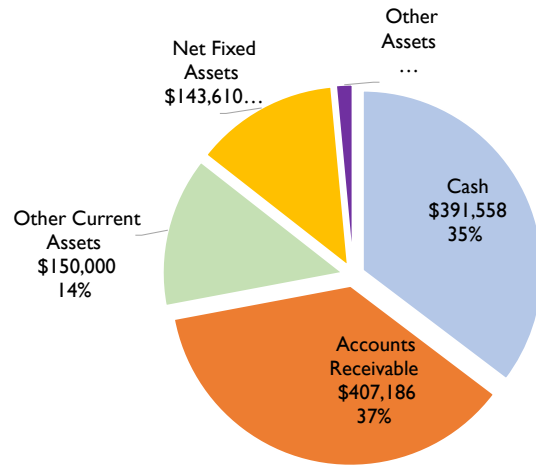
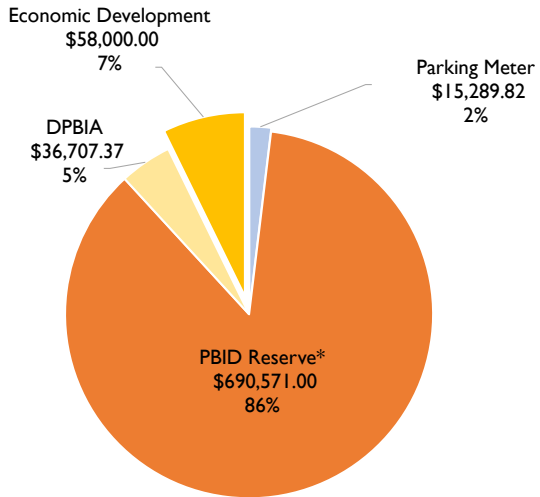
Downtown Long Beach Alliance
Balance Sheet
As of October 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1011 F&M Checking Operating Acct 2491	\$ (553,917)
1016-7 F&M Repo 3479102 (0.5%)	\$ 933,340
1017 F&M Money Market 1165	\$ 12,135
1018 Petty Cash	\$ -
Total Bank Accounts	\$ 391,558
Accounts Receivable	
1107 A/R	\$ 407,186
Total Accounts Receivable	\$ 407,186
Other Current Assets	
1108 Allowance for Doubtful Accounts	\$ -
12000 Undeposited Funds	\$ -
1300 Employee Advances	\$ -
2201-3 Prepaid Expenses	\$ 150,000
Total Other Current Assets	\$ 150,000
Total Current Assets	\$ 948,745
Fixed Assets	
1520 Equipment	\$ 240,458
1521 Accum. Deprn. - Equipment	\$ (207,741)
1530 Office Furniture - Other	\$ 186,128
1531 Accum. Deprn. - Office Furn.	\$ (94,846)
1550 Office Equipment - Other	\$ 163,747
1551 Accum. Deprn. Office Equip.	\$ (144,137)
Total Fixed Assets	\$ 143,610
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	\$ 1,108,789

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2012 A/P Trade	\$ 232,906
Total Accounts Payable	\$ 232,906
Credit Cards	
2150 F&M CREDIT CARDS	\$ (573)

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

2157 F&M CC - METOYER	\$ (6,634)
2173 F&M CC - MADER	\$ (4,294)
2174 F&M CC - Gonzalez	\$ (1,653)
2176 F&M CC - Ancalade	\$ -
2177 F&M CC - Nevarez	\$ (280)
2178 F&M CC - Barrera	\$ (31)
2179 F&M CC - Morris	\$ 1,777
2180 F&M CC - Torres	\$ (794)
2181 F&M CC - El Tawil	\$ (362)
2182 F&M CC - Ahumada	\$ (3,535)
2183 F&M CC - STEPHENS	\$ 1,325
2184 CC - Meza	\$ 338
Total 2150 F&M CREDIT CARDS	\$ (14,717)
Total Credit Cards	\$ (14,717)
Other Current Liabilities	
2201 Payroll Liabilities	\$ -
2201-03 HSA Payable	\$ 668
Total 2201 Payroll Liabilities	\$ 1,535
2203 Deferred Comp. Wthd	\$ (12,923)
2204 Payroll expense payable	\$ 1,580
2301 Accrued Vacation Pay	\$ 65,130
2302 Accrued Payroll Expenses	\$ 108,711
2490 Deferred Revenue	\$ -
2490-01 Deferred Reserve for PBID	\$ 690,571
2490-02 Deferred Reserve for DPBIA	\$ 36,707
2490-29 City Funds - Parking Meter	\$ 15,290
2490-75 2490-75 Deferred Economic Development	\$ 58,000
2490-90 Deferred LBRA	\$ -
Total 2490 Deferred Revenue	\$ 800,568
Total Other Current Liabilities	\$ 965,090
Total Current Liabilities	\$ 1,183,279
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 1,183,279
Equity	
3000 Fund Balance	\$ -
3500 Retained Earnings	\$ 1
Net Income	\$ (74,491)
Total Equity	\$ (74,490)
TOTAL LIABILITIES AND EQUITY	\$ 1,108,789



Parking Meter	\$ 15,289.82
PBID Reserve*	\$ 690,571.00
DPBIA	\$ 36,707.37
Economic Development	\$ 58,000.00
Balance less PBID Reserve	<u>\$ 109,997.19</u>

* denotes 3-month operating cost.

Cash	\$ 391,558
Accounts Receivable	\$ 407,186
Other Current Assets	\$ 150,000
Net Fixed Assets	\$ 143,610
Other Assets	\$ 16,434
	<u>\$ 1,108,789</u>

Downtown Long Beach Alliance A/R Aging Summary

As of October 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ -	\$ 172,000	\$ -	\$ 68,250	\$ 240,250
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
Long Beach Transit (Customer)	\$ 22,414	\$ -	\$ -	\$ -	\$ -	\$ 22,414
Midtown Business Improvement District	\$ 5,595	\$ 11,189	\$ -	\$ 5,595	\$ -	\$ 22,379
Zaferia Business Association	\$ 4,392	\$ -	\$ -	\$ -	\$ -	\$ 4,392
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Visit Long Beach	\$ -	\$ -	\$ 3,000	\$ -	\$ -	\$ 3,000
SHORELINE VILLAGE	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ -	\$ -	\$ -	\$ -	\$ 2,000	\$ 2,000
HILLCREST MONTEREY ASSOCIATES, INC	\$ 1,166	\$ -	\$ -	\$ -	\$ -	\$ 1,166
200 West Ocean	\$ -	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,000
Mercy Housing (300 Alamitos)	\$ -	\$ 968	\$ -	\$ -	\$ -	\$ 968
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ -	\$ 893
HUBB	\$ -	\$ -	\$ -	\$ -	\$ 700	\$ 700
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
TOTAL	\$ 36,980.50	\$ 15,657.45	\$ 175,000.00	\$ 5,594.78	\$ 173,953.65	\$ 407,186.38

Downtown Long Beach Alliance A/R Aging Summary

As of November 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
BLOCK-BY-BLOCK	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ 172,000.00	\$ 68,250.00	\$ 240,250.00
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ 250.00
HUBB	\$ -	\$ -	\$ -	\$ -	\$ 700.00	\$ 700.00
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051.14	\$ 2,051.14
Long Beach Center Loan, LLC (Mosaic)	\$ 2,270.96	\$ -	\$ -	\$ -	\$ -	\$ 2,270.96
Midtown Business Improvement District	\$ 5,594.78	\$ -	\$ -	\$ -	\$ -	\$ 5,594.78
Partake Collective.	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
Rhonda Love	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ 200.00
SHORELINE VILLAGE	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,702.51	\$ 97,702.51
Visit Long Beach	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ 3,000.00
Zaferia Business Association	\$ 4,392.31	\$ -	\$ -	\$ -	\$ -	\$ 4,392.31
TOTAL	\$ 12,708.05	\$ -	\$ 2,500.00	\$ 175,000.00	\$ 173,953.65	\$ 364,161.70