



# Revenues

# DRAFT

DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	APPROVED 19-20
<b>REVENUES</b>									
PBID Funds (gross)	2,824,160							\$2,824,160	\$2,741,902
DPIA		690,392						\$690,392	\$669,828
Parking Meters			450,000					\$450,000	\$475,000
Music Series/SAM					-	-		\$0	\$22,000
Taste of Downtown					-	-		\$0	\$72,000
New Year's Eve Waterfront					-	-		\$0	\$18,000
POW!WOW! 202 - Closing Party					-	-		\$0	\$32,500
New Event								\$0	\$0
Live After 5					-	-		\$0	\$1,000
Shop Small Saturday					-	-		\$0	\$4,472
Celebrate Downtown					-	-		\$0	\$2,000
Community Grant Fundraising				-				\$0	\$10,000
Small Business Grant Fundraising				30,000				\$30,000	\$30,000
Blu Condominium							3,971	\$3,971	\$2,640
Hill Crest Monterey							16,994	\$16,994	\$18,829
Jatin Laxpati							9,376	\$9,376	\$5,357
Prop A							224,000	\$224,000	\$200,000
Long Beach Transit							213,160	\$213,160	\$176,115
Midtown							46,949	\$46,949	\$36,243
Zafaria BID							46,949	\$46,949	\$36,243
Misc. Income (rent reimbursement)							6,000	\$6,000	\$6,000
19-20 PBID Deferred Revenue Recognized Oct. - Dec.	685,476						-	\$685,476	\$662,295
<b>REVENUE SUBTOTAL</b>	<b>\$3,509,635</b>	<b>\$690,392</b>	<b>\$450,000</b>	<b>\$30,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$567,399</b>	<b>\$5,247,426</b>	<b>\$5,222,425</b>
PBID Delinquency (3.0% per mg. plan)	(84,108)							(\$84,108)	(\$81,562)
20 - 21 PBID Revenue Deferred to 21-22 Oct. - Dec.	(706,040)							(\$706,040)	(\$685,476)
<b>TOTAL REVENUE</b>	<b>\$2,719,487</b>	<b>\$690,392</b>	<b>\$450,000</b>	<b>\$30,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$567,399</b>	<b>\$4,457,278</b>	<b>\$4,455,388</b>



# Expenses: Administration

# DRAFT

DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	APPROVED 19-20
<b>ADMINISTRATION</b>								-	
Rent: Office Space	173,000							\$173,000	\$174,000
Rent: Validated Parking	6,500							\$6,500	-
Telephone/Data	20,000							\$20,000	\$18,000
Computers: Software Subscriptions	8,500							\$8,500	\$17,000
Computers: Hardware	2,500							\$2,500	-
Computers: IT Support	32,000							\$32,000	-
Office Equip Lease	12,285	1,215						\$13,500	\$10,500
Office Supplies		10,000						\$10,000	\$14,400
Postage		1,200						\$1,200	\$4,000
General Insurance		23,000						\$23,000	\$12,950
Professional Services: Annual Audit		24,200						\$24,200	\$76,000
Professional Services: Legal Retainer		14,300						\$14,300	-
Professional Services: Accounting		6,000						\$6,000	-
Professional Services: HR		3,400						\$3,400	-
Professional Services: Misc.		4,000						\$4,000	-
Utilities		3,500						\$3,500	\$3,500
Taxes		3,000						\$3,000	\$3,000
Office Maint. & Repairs		5,000						\$5,000	\$16,000
Employee Recruitment		3,500						\$3,500	\$3,500
Admin Services		100						\$100	\$957
Credit Card Merchant Fees and Interest		900						\$900	\$350
Board Contingency								\$0	\$9,000
Dues & Subscriptions		4,000						\$4,000	\$3,400
Board, EC, and TF Meetings		8,000						\$8,000	\$4,000
Holiday Party/Gifts		6,000						\$6,000	-
PBID General Benefit 1%		2,646						\$2,646	\$2,428
PBID Engineer's Adjustment		917						\$917	\$890
Administrative Personnel		287,093	-					\$287,093	\$318,649
<b>TOTAL ADMINISTRATION</b>	<b>\$254,785</b>	<b>\$411,971</b>	<b>\$0</b>					<b>\$666,756</b>	<b>\$692,524</b>



# Expenses: Advocacy, Public Realm, Economic Development

# DRAFT

DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	APPROVED 19-20
<b>RESEARCH, DEVELOPMENT &amp; ADVOCACY</b>								-	
Research & Data Analytics			55,000					\$55,000	\$52,000
Conferences, Travel, and Education			37,000					\$37,000	\$20,836
Civic Events & Engagement			20,112					\$20,112	\$17,979
Strategic Plan & PBID Renewal Planning		73,947						\$73,947	\$41,250
PBID General Benefit 1%		404						\$404	\$248
PBID Engineer's Adjustment		140						\$140	\$136
Advocacy Personnel	38,920	111,512						\$150,432	-
<b>TOTAL ADVOCACY</b>	<b>\$38,920</b>	<b>\$186,003</b>	<b>\$112,112</b>	<b>\$0</b>	<b>\$0</b>		<b>\$0</b>	<b>\$337,035</b>	<b>\$132,449</b>
<b>PUBLIC REALM</b>									
Capital Improvements	14,300		676					\$14,976	\$6,185
Beautification			53,000					\$53,000	\$64,000
Public Space Activation		12,637	19,863					\$32,500	\$33,000
Community Engagement/Planning			4,381					\$4,381	\$5,616
Professional Development		2,500						\$2,500	\$2,500
Community Grants								\$0	\$10,000
PBID General Benefit 1%		145						\$145	\$1,420
PBID Engineer's Adjustment		50						\$50	\$49
PR Personnel	13,946		147,080					\$161,026	\$178,443
<b>TOTAL PUBLIC REALM</b>	<b>\$28,246</b>	<b>\$15,332</b>	<b>\$225,000</b>	<b>\$0</b>				<b>\$268,578</b>	<b>\$301,213</b>
<b>ECONOMIC DEVELOPMENT</b>									
Community Engagement and Business Outreach	3,174	5,833						\$9,007	\$20,000
Business Recruitment, Retention, Expansion	103,915							\$103,915	\$48,674
Small Business Grants				30,000				\$30,000	\$30,000
Economic Profile & Snapshot Reports	16,000							\$16,000	\$13,500
Professional Development								\$0	\$2,500
PBID General Benefit 1%		3,332						\$3,332	\$2,916
PBID Engineer's Adjustment		1,155						\$1,155	\$665
ED Personnel	197,729	26,860						\$224,589	\$203,935
<b>TOTAL ECONOMIC DEVELOPMENT</b>	<b>\$320,818</b>	<b>\$37,179</b>	<b>\$0</b>	<b>\$30,000</b>				<b>\$387,997</b>	<b>\$322,190</b>



# Expenses: Marketing, Special Events

# DRAFT

DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	APPROVED 19-20
<b>MARKETING</b>									
Advertising/Promotions	7,024	5,976						\$13,000	\$34,255
Stakeholder Outreach/Public Relations	14,971							\$14,971	\$30,000
DTLB Recovery Campaign	2,360	17,415	27,785					\$47,560	-
Graphic Design	1,000							\$1,000	-
Marketing Development Assistance	1,956							\$1,956	-
Annual Report / Publications	4,500							\$4,500	\$10,900
Website Development	5,000							\$5,000	\$7,539
Professional Development		2,500						\$2,500	\$2,500
PBID General Benefit 1%		1,878						\$1,878	\$1,000
PBID Engineer's Adjustment		651						\$651	\$632
Marketing Personnel	144,076							\$144,076	\$191,189
<b>TOTAL MARKETING</b>	<b>\$180,887</b>	<b>\$28,420</b>	<b>\$27,785</b>					<b>\$237,092</b>	<b>\$278,015</b>
<b>SPECIAL EVENTS</b>									
Live After 5								\$0	\$45,000
Celebrate Downtown								\$0	\$17,000
Pow Wow 2020 - Closing Party								\$0	\$32,500
Taste of Downtown Series								\$0	\$106,114
Summer & Music Series								\$0	\$70,000
New Year's Eve Waterfront								\$0	\$56,000
Shop Small Saturday								\$0	\$11,972
Contingency Funds for Special Events			95,018					\$95,018	\$0
Event Supplies & Misc.								\$0	\$2,603
PBID General Benefit 1%	1,878							\$1,878	\$2,303
PBID Engineer's Adjustment	651							\$651	\$632
Professional Development								\$0	\$2,500
Special Events Personnel	178,357		(9,915)					\$168,442	\$229,427
<b>TOTAL SPECIAL EVENTS</b>	<b>\$180,886</b>	<b>\$0</b>	<b>\$85,103</b>		<b>\$0</b>	<b>\$0</b>		<b>\$265,989</b>	<b>\$576,051</b>

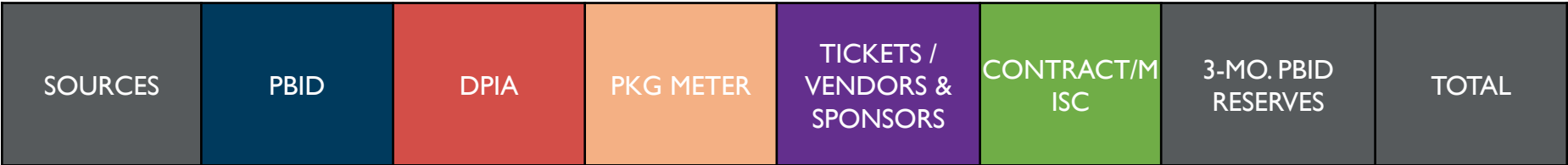


# Expenses: Operations

# DRAFT

DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	APPROVED 19-20
<b>OPERATIONS</b>									
Contract Clean Team Personnel	369,509							\$369,509	\$365,532
Clean Team Management	87,669							\$87,669	
Clean Team Supplies	14,000							\$14,000	\$19,605
Equipment Insurance	9,000							\$9,000	\$13,688
Clean Team Fuel	13,000							\$13,000	\$12,000
Clean Team Equip Leases/Maintenance	35,000							\$35,000	\$15,000
Pressure Washing Personnel	175,542							\$175,542	\$312,000
PACES APM	30,815							\$30,815	
Pressure Washing Equip	72,000							\$72,000	
Pressure Washing Truck Payment	27,722							\$27,722	
Contract Work							552,203	\$552,203	\$380,000
<b>Clean Team Subtotal</b>	<b>834,257</b>	<b>-</b>					<b>552,203</b>	<b>\$1,386,460</b>	<b>\$1,117,825</b>
Contract Downtown Guides Personnel	641,979							\$641,979	\$782,154
Safe Team Management	87,669							\$87,669	
Safe Team Equipment Insurance	6,000							\$6,000	
Safe Team Equipment	3,500							\$3,500	\$5,000
Safe Team Supplies	2,439							\$2,439	\$12,000
Community Outreach Material & Supplies	1,500							\$1,500	\$3,000
Homeless Outreach Materials & Supplies	2,000							\$2,000	\$2,150
<b>Downtown Guides Subtotal</b>	<b>745,088</b>	<b>-</b>					<b>-</b>	<b>\$745,088</b>	<b>\$804,304</b>
Special Project								\$0	\$42,115
Professional Development		2,500						\$2,500	\$2,500
PBID General Benefit 1%		2,762					15,196	\$17,958	\$14,464
PBID Engineer's Adjustment		6,224						\$6,224	\$6,042
Operations Personnel	135,601							\$135,601	\$165,697
<b>TOTAL OPERATIONS</b>	<b>\$1,714,946</b>	<b>\$11,486</b>	<b>\$0</b>				<b>\$567,399</b>	<b>\$2,293,831</b>	<b>\$2,152,947</b>
<b>TOTAL EXPENSE</b>	<b>\$2,719,489</b>	<b>\$690,391</b>	<b>\$450,000</b>	<b>\$30,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$567,399</b>	<b>\$4,457,279</b>	<b>\$4,455,389</b>

# 2019-20 SOURCES & USES



## RESTRICTED REVENUE:

**PBID:** The Environment portion accounts for 64.1% of the PBID revenue and includes Clean and Safe Programs as well as Beautification efforts. The Economy activities aimed at improving Downtown’s overall image accounts for 25.1%, and Advocacy and Administrative costs of 10.8% have been included.

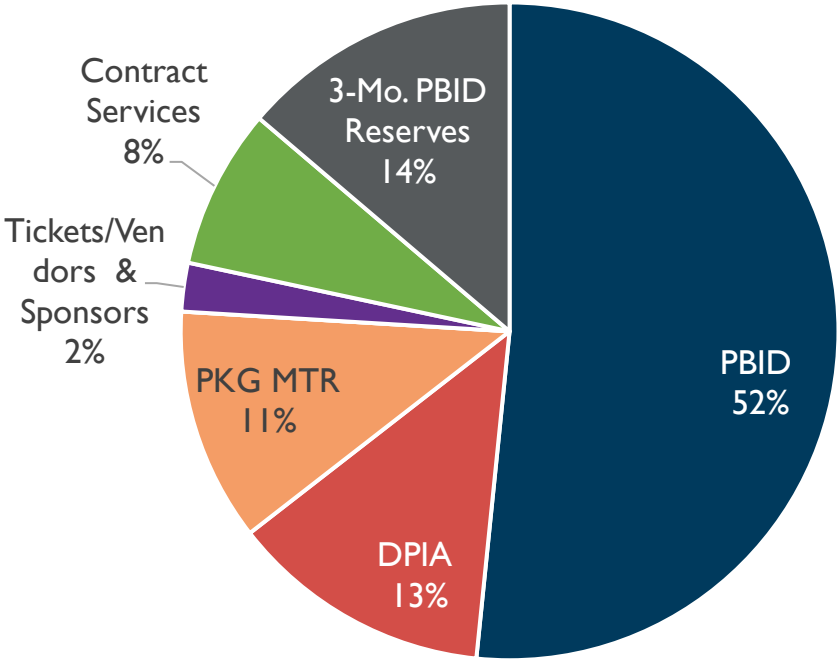
**PARKING METER:** The Ordinance relating to Downtown Parking Meter Revenues dictates it be spent with one-half used for Capital Improvements and one-half used for Marketing purposes to promote the Downtown.

**Ticket/Vendors & Sponsors:** Funding received from DLBA signature events is reinvested back into Special Events & Marketing

**Contracted Services:** Revenue from Clean Team contract services provided above and beyond levels mandated in the PBID management plan is reinvested back into Operations

# 2019-120 SOURCES & USES

### SOURCES



### USES

