

DOWNTOWN LONG BEACH ALLIANCE
FY 2024-25 BUDGET SUMMARY
EXECUTIVE COMMITTEE DRAFT

Total Revenue	\$ 6,166,594	\$ 5,919,879	\$ 246,715
Total Expense	\$ 6,166,594	\$ 5,919,879	\$ 246,715
Net Total	\$ -	\$ -	\$ -

	FY 25 Total	FY 24 Total	Variance
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REVENUE

REVENUE	PBID Funds (Net)	\$ 4,154,768	\$ 3,975,854	\$ 178,913
	DPIA	\$ 782,574	\$ 748,875	\$ 33,699
	Parking Meters	\$ 250,000	\$ 300,000	\$ (50,000)
	Taste of Downtown	\$ 70,000	\$ 85,000	\$ (15,000)
	New Year's Eve Waterfront	\$ 35,000	\$ 5,000	\$ 30,000
	Celebrate Downtown	\$ 20,000	\$ 5,000	\$ 15,000
	Art Walk	\$ 5,000	\$ -	\$ 5,000
	Activations	\$ 5,000	\$ -	\$ 5,000
	Grants	\$ 5,000	\$ 30,000	\$ (25,000)
	Blu Condominiums	\$ 11,000	\$ 3,864	\$ 7,136
	Hillcrest Monterey	\$ 14,598	\$ 14,686	\$ (88)
	300 Alamitos	\$ -	\$ 11,076	\$ (11,076)
	HUBB Maintenance	\$ 4,500	\$ -	\$ 4,500
	LB Transist & Visitor Center	\$ 274,903	\$ 265,335	\$ 9,568
	Midtown	\$ 60,000	\$ -	\$ 60,000
	Misc. Revenue (rent reimbursement)	\$ 3,000	\$ 3,963	\$ (963)
	Mosaic Street Mural	\$ 27,251	\$ 27,178	\$ 73
	Prop A	\$ 395,000	\$ 312,000	\$ 83,000
	Lincoln Park	\$ -	\$ 80,000	\$ (80,000)
	Zaferia	\$ 49,000	\$ 52,048	\$ (3,048)
TOTAL REVENUE	\$ 6,166,594	\$ 5,919,879	\$ 246,715	

	FY 25 Total	FY 24 Total	Variance
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EXPENSES

EXPENSES	ADMINISTRATION	\$ 820,063	\$ 807,490	\$ 12,573
	ADVOCACY	\$ 223,929	\$ 224,746	\$ (817)
	MARKETING	\$ 431,030	\$ 373,060	\$ 57,970
	EVENTS	\$ 412,465	\$ 443,760	\$ (31,295)
	OPERATIONS	\$ 3,259,615	\$ 3,163,457	\$ 96,158
	ECONOMIC DEVELOPMENT	\$ 542,088	\$ 525,765	\$ 16,323
	PLACEMAKING	\$ 477,404	\$ 381,601	\$ 95,803
	TOTAL EXPENSE	\$ 6,166,594	\$ 5,919,879	\$ 246,715

FY 2024-25 BUDGET DRAFT

Revenue Detail

PBID		
	<u>2024-2025</u>	
2023-24 Gross PBID	4,143,425	
% PBID Adjustment for 2024-25	186,454.13	4.5%
2044-25 Gross PBID Budget	4,329,879	
2024-25 General Benefit	199,607	4.61%
2023-24 Gross PBID Budget	4,329,879	100%
PBID deferral to 2025-2026	(1,082,470)	25%
2023-24 Deferred Recognized	1,035,856	
Revenue net of deferral	4,283,266	
Delinquency (3% per mgmt plan)	(128,498)	3%
2024-25 Net PBID	4,154,768	
Engineer's Adjustment	-	
PBID Total	4,154,768	

DPBIA		
	<u>2024-25</u>	
Current year budget	748,875	
% DPBIA Adjustment for 2024-25	33,699	4.5%
	782,574	

Parking Meter		
	<u>2024-25</u>	
Budget	250,000	
Advocacy	-	
Placemaking	125,000	50%
Marketing	92,500	37%
Special Events	32,500	13%
Total	250,000	

FY 2024-25 BUDGET DRAFT

Revenue Detail

Special Events	Sales	Sponsorship
Taste of Downtown	\$ 35,000.00	\$ 35,000.00
Art Walk	\$ -	\$ 5,000.00
New Year's Eve	\$ 15,000.00	\$ 20,000.00
Celebrate Downtown	\$ 5,000.00	\$ 15,000.00
Activations	\$ -	\$ 5,000.00
TOTAL	\$ 55,000.00	\$ 80,000.00

Contract Services	2025	2024
300 Alamos Parking Lot	\$ -	\$ 11,076.00
Blu Condominiums	\$ 11,000.00	\$ 3,864.00
Hillcrest Monterey	\$ 14,597.84	\$ 14,686.00
HUBB Maintenance	\$ 4,500.00	\$ -
LB Transist & Visitor Center	\$ 274,903.00	\$ 265,334.86
Midtown	\$ 60,000.00	\$ -
Misc. Revenue (rent reimbursement)	\$ 3,000.00	\$ 3,963.00
Mosaic Street Mural	\$ 27,251.46	\$ 27,178.00
Prop A	\$ 395,000.00	\$ 312,000.00
Zaferia	\$ 49,000.00	\$ 52,048.00
TOTAL	\$ 839,252.30	\$ 690,149.86

Fundraising for Grants	
F&M Sponsor	\$ 5,000.00
TOTAL	\$ 5,000.00

FY 2024-25 BUDGET DRAFT

Expense Detail

DESCRIPTION	PBID	DPIA	PKG MTR	Grants	Events	Contract	2025 Total	2024 Total	Variance
ADMINISTRATION	\$ 350,520	\$ 469,545	\$ -	\$ -	\$ -	\$ -	\$ 820,064	\$ 807,490	\$ 12,574
Personnel	\$ -	\$ 265,936	\$ -	\$ -	\$ -	\$ -	\$ 265,936	\$ 230,607	\$ 35,329
General Benefit	\$ -	\$ 16,815	\$ -	\$ -	\$ -	\$ -	\$ 16,815	\$ 15,678	\$ 1,137
Program	\$ 350,520	\$ 186,794	\$ -	\$ -	\$ -	\$ -	\$ 537,313	\$ 561,206	\$ (23,892)
SUBTOTAL	\$ 350,520	\$ 469,545	\$ -	\$ -	\$ -	\$ -	\$ 820,064	\$ 807,490	\$ 12,574
ADVOCACY	\$ 98,717	\$ 125,212	\$ -	\$ -	\$ -	\$ -	\$ 223,929	\$ 224,746	\$ (817)
Personnel	\$ 70,834	\$ 98,948	\$ -	\$ -	\$ -	\$ -	\$ 169,782	\$ 145,777	\$ 24,005
General Benefit	\$ -	\$ 4,743	\$ -	\$ -	\$ -	\$ -	\$ 4,743	\$ 4,951	\$ (208)
Program	\$ 27,883	\$ 21,521	\$ -	\$ -	\$ -	\$ -	\$ 49,404	\$ 74,018	\$ (24,613)
SUBTOTAL	\$ 98,717	\$ 125,212	\$ -	\$ -	\$ -	\$ -	\$ 223,929	\$ 224,746	\$ (817)
MARKETING	\$ 299,401	\$ 39,129	\$ 92,500	\$ -	\$ -	\$ -	\$ 431,030	\$ 385,693	\$ 45,337
Personnel	\$ 224,555	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 224,555	\$ 238,409	\$ (13,855)
General Benefit	\$ -	\$ 13,076	\$ -	\$ -	\$ -	\$ -	\$ 13,076	\$ 12,633	\$ 443
Program	\$ 74,847	\$ 26,052	\$ 92,500	\$ -	\$ -	\$ -	\$ 193,399	\$ 134,651	\$ 58,748
SUBTOTAL	\$ 299,401	\$ 39,129	\$ 92,500	\$ -	\$ -	\$ -	\$ 431,030	\$ 385,693	\$ 45,337
EVENTS	\$ 244,965	\$ -	\$ 32,500	\$ -	\$ 135,000	\$ -	\$ 412,465	\$ 397,854	\$ 14,611
Personnel	\$ 241,188	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 241,188	\$ 202,837	\$ 38,350
General Benefit	\$ -	\$ -	\$ -	\$ -	\$ 13,076	\$ -	\$ 13,076	\$ 12,633	\$ 443
Program	\$ 3,777	\$ -	\$ 32,500	\$ -	\$ 121,924	\$ -	\$ 158,200	\$ 182,383	\$ (24,183)
SUBTOTAL	\$ 244,965	\$ -	\$ 32,500	\$ -	\$ 135,000	\$ -	\$ 412,465	\$ 397,854	\$ 14,611

FY 2024-25 BUDGET DRAFT

Expense Detail

DESCRIPTION	PBID	DPIA	PKG MTR	Grants	Events	Contract	2025 Total	2024 Total	Variance
OPERATIONS	\$ 2,396,885	\$ 23,477	\$ -	\$ -	\$ -	\$ 839,252	\$ 3,259,615	\$ 3,164,206	\$ 95,409
Personnel	\$ 250,007	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250,007	\$ 274,141	\$ (24,134)
General Benefit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 115,154	\$ 115,154	\$ 116,317	\$ (1,163)
Program	\$ 2,146,879	\$ 23,477	\$ -	\$ -	\$ -	\$ 724,099	\$ 2,894,455	\$ 2,773,749	\$ 120,706
SUBTOTAL	\$ 2,396,885	\$ 23,477	\$ -	\$ -	\$ -	\$ 839,252	\$ 3,259,615	\$ 3,164,206	\$ 95,409
ECONOMIC DEVELOPMENT	\$ 497,959	\$ 39,129	\$ -	\$ 5,000	\$ -	\$ -	\$ 542,088	\$ 525,765	\$ 16,323
Personnel	\$ 286,824	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 286,824	\$ 274,561	\$ 12,262
General Benefit	\$ -	\$ 23,923	\$ -	\$ -	\$ -	\$ -	\$ 23,923	\$ 22,678	\$ 1,246
Program	\$ 211,136	\$ 15,205	\$ -	\$ 5,000	\$ -	\$ -	\$ 231,341	\$ 228,526	\$ 2,815
SUBTOTAL	\$ 497,959	\$ 39,129	\$ -	\$ 5,000	\$ -	\$ -	\$ 542,088	\$ 525,765	\$ 16,323
PLACEMAKING	\$ 266,321	\$ 86,083	\$ 125,000	\$ -	\$ -	\$ -	\$ 477,404	\$ 381,601	\$ 95,803
Personnel	\$ 117,890	\$ 10,604	\$ 64,461	\$ -	\$ -	\$ -	\$ 192,954	\$ 198,966	\$ (6,011)
General Benefit	\$ -	\$ -	\$ 12,795	\$ -	\$ -	\$ -	\$ 12,795	\$ 6,122	\$ 6,673
Program	\$ 148,431	\$ 75,479	\$ 47,745	\$ -	\$ -	\$ -	\$ 271,654	\$ 176,513	\$ 95,141
SUBTOTAL	\$ 266,321	\$ 86,083	\$ 125,000	\$ -	\$ -	\$ -	\$ 477,404	\$ 381,601	\$ 95,803