

**Downtown Long Beach Alliance**  
**Fiscal Year 2024**  
**Draft Budget**

REVENUE	PBID	DPIA	PKG MTR	GRANTS	EVENTS	CONTRACTS/MISC	TOTAL
PBID Funds (gross)	\$ 4,143,425	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,143,425
Deferred Revenue Recognized from 22/23	\$ 991,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 991,250
PBID Delinquency (3.0% per mg. plan)	\$ (122,965)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (122,965)
PBID Revenue Deferred to 24/25	\$ (1,035,856)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,035,856)
DPIA	\$ -	\$ 748,875	\$ -	\$ -	\$ -	\$ -	\$ 748,875
Parking Meters	\$ -	\$ -	\$ 300,000	\$ -	\$ -	\$ -	\$ 300,000
Taste of Downtown	\$ -	\$ -	\$ -	\$ -	\$ 152,000	\$ -	\$ 152,000
New Year's Eve Waterfront	\$ -	\$ -	\$ -	\$ -	\$ 8,000	\$ -	\$ 8,000
Additional Sponsorships	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 20,000
Celebrate Downtown	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ 5,000
Small Business Grant Fundraising	\$ -	\$ -	\$ -	\$ 30,000	\$ -	\$ -	\$ 30,000
Blu Condominium Association	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,864	\$ 3,864
Hillcrest Monterey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,686	\$ 14,686
300 Alamitos	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,076	\$ 11,076
Prop A	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 312,000	\$ 312,000
Long Beach Transit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 265,335	\$ 265,335
Zafaria BID	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 52,048	\$ 52,048
Lincoln Park	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mosaic Street Mural	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27,178	\$ 27,178
Misc Income (rent reimbursement)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,150	\$ 3,150
<b>TOTAL REVENUE</b>	<b>\$ 3,975,854</b>	<b>\$ 748,875</b>	<b>\$ 300,000</b>	<b>\$ 30,000</b>	<b>\$ 185,000</b>	<b>\$ 689,337</b>	<b>\$ 5,929,066</b>

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**Fiscal Year 2024**  
**Draft Budget**

EXPENSES	PBID	DPIA	PKG MTR	GRANTS	EVENTS	CONTRACTS/MISC	TOTAL
<b>ADMINISTRATION</b>							
Personnel	\$ -	\$ 252,907	\$ -	\$ -	\$ -	\$ -	\$ 252,907
General Benefit	\$ -	\$ 15,059	\$ -	\$ -	\$ -	\$ -	\$ 15,059
Program	\$ 313,456	\$ 215,058	\$ -	\$ -	\$ -	\$ -	\$ 528,514
<b>SUBTOTAL</b>	<b>\$ 313,456</b>	<b>\$ 483,024</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 796,481</b>
<b>ADVOCACY</b>							
Personnel	\$ 30,032	\$ 117,885	\$ -	\$ -	\$ -	\$ -	\$ 147,917
General Benefit	\$ -	\$ 5,570	\$ -	\$ -	\$ -	\$ -	\$ 5,570
Program	\$ 85,904	\$ 15,087	\$ -	\$ -	\$ -	\$ -	\$ 100,991
<b>SUBTOTAL</b>	<b>\$ 115,936</b>	<b>\$ 138,542</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 254,478</b>
<b>MARKETING</b>							
Personnel	\$ 219,838	\$ 27,570	\$ -	\$ -	\$ -	\$ -	\$ 247,408
General Benefit	\$ -	\$ 11,746	\$ -	\$ -	\$ -	\$ -	\$ 11,746
Program	\$ 24,657	\$ 5,617	\$ 105,000	\$ -	\$ -	\$ -	\$ 135,274
<b>SUBTOTAL</b>	<b>\$ 244,495</b>	<b>\$ 44,933</b>	<b>\$ 105,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 394,428</b>
<b>EVENTS</b>							
Personnel	\$ 205,675	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 205,675
General Benefit	\$ -	\$ 11,746	\$ -	\$ -	\$ -	\$ -	\$ 11,746
Program	\$ 38,820	\$ 10,720	\$ 45,000	\$ -	\$ 185,000	\$ -	\$ 279,540
<b>SUBTOTAL</b>	<b>\$ 244,495</b>	<b>\$ 22,466</b>	<b>\$ 45,000</b>	<b>\$ -</b>	<b>\$ 185,000</b>	<b>\$ -</b>	<b>\$ 496,961</b>
<b>OPERATIONS</b>							
Personnel	\$ 279,142	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 279,142
General Benefit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 116,317	\$ 116,317
Program	\$ 2,141,954	\$ -	\$ -	\$ -	\$ -	\$ 573,020	\$ 2,714,974
<b>SUBTOTAL</b>	<b>\$ 2,421,096</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 689,337</b>	<b>\$ 3,110,433</b>
<b>ECONOMIC DEVELOPMENT</b>							
Personnel	\$ 278,033	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 278,033
General Benefit	\$ -	\$ -	\$ -	\$ 24,451	\$ -	\$ -	\$ 24,451
Program	\$ 230,916	\$ 9,361	\$ -	\$ 5,549	\$ -	\$ -	\$ 245,826
<b>SUBTOTAL</b>	<b>\$ 508,949</b>	<b>\$ 9,361</b>	<b>\$ -</b>	<b>\$ 30,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 548,310</b>
<b>PLACEMAKING</b>							
Personnel	\$ 127,426	\$ 10,604	\$ 64,461	\$ -	\$ -	\$ -	\$ 202,491
General Benefit	\$ -	\$ -	\$ 6,122	\$ -	\$ -	\$ -	\$ 6,122
Program	\$ -	\$ 39,945	\$ 79,418	\$ -	\$ -	\$ -	\$ 119,362
<b>SUBTOTAL</b>	<b>\$ 127,426</b>	<b>\$ 50,549</b>	<b>\$ 150,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 327,975</b>
<b>TOTAL EXPENSE</b>	<b>\$ 3,975,854</b>	<b>\$ 748,875</b>	<b>\$ 300,000</b>	<b>\$ 30,000</b>	<b>\$ 185,000</b>	<b>\$ 689,337</b>	<b>\$ 5,929,066</b>

# Downtown Long Beach Alliance

## Fiscal Year 2024

### Draft Budget

REVENUE	FY 24	FY 23	Variance
PBID (net)	\$ 3,975,854	\$ 3,600,992	\$ 374,862
DPIA	\$ 748,875	\$ 716,627	\$ 32,248
PKG MTR	\$ 300,000	\$ 300,000	\$ -
Fundraising for Grants	\$ 30,000	\$ 30,000	\$ -
Event Tickets/Sales/Sponsorship	\$ 185,000	\$ 180,000	\$ 5,000
Contract/Misc	\$ 689,337	\$ 583,230	\$ 106,107
<b>TOTALS</b>	<b>\$ 5,929,066</b>	<b>\$5,410,849</b>	<b>\$ 518,217</b>

EXPENSES	FY 24	FY 23	Variance
<b>Administration</b>	<b>\$ 796,481</b>	<b>\$ 713,572</b>	<b>\$ 82,908</b>
Personnel	\$ 252,907	\$ 295,573	\$ (42,665)
General Benefit	\$ 15,059	\$ 14,213	\$ 846
Program	\$ 528,514	\$ 403,786	\$ 124,728
<b>Advocacy</b>	<b>\$ 254,478</b>	<b>\$ 241,470</b>	<b>\$ 13,008</b>
Personnel	\$ 147,917	\$ 150,524	\$ (2,607)
General Benefit	\$ 5,570	\$ 5,527	\$ 42
Program	\$ 100,991	\$ 85,419	\$ 15,572
<b>Economic Development</b>	<b>\$ 548,310</b>	<b>\$ 593,566</b>	<b>\$ (45,256)</b>
Personnel	\$ 278,033	\$ 322,211	\$ (44,178)
General Benefit	\$ 24,451	\$ 26,151	\$ (1,700)
Program	\$ 245,826	\$ 245,204	\$ 621
<b>Events</b>	<b>\$ 496,961</b>	<b>\$ 453,367</b>	<b>\$ 43,594</b>
Personnel	\$ 205,675	\$ 196,075	\$ 9,600
General Benefit	\$ 11,746	\$ 9,864	\$ 1,882
Program	\$ 279,540	\$ 247,428	\$ 32,112
<b>Marketing</b>	<b>\$ 394,428</b>	<b>\$ 367,407</b>	<b>\$ 27,021</b>
Personnel	\$ 247,408	\$ 229,011	\$ 18,396
General Benefit	\$ 11,746	\$ 9,864	\$ 1,882
Program	\$ 135,274	\$ 128,532	\$ 6,742
<b>Operations</b>	<b>\$ 3,110,433</b>	<b>\$ 2,752,972</b>	<b>\$ 357,461</b>
Personnel	\$ 279,142	\$ 373,719	\$ (94,577)
General Benefit	\$ 116,317	\$ 110,136	\$ 6,181
Program	\$ 2,714,974	\$ 2,269,117	\$ 445,858
<b>Placemaking</b>	<b>\$ 327,975</b>	<b>\$ 288,494</b>	<b>\$ 39,481</b>
Personnel	\$ 202,491	\$ 187,787	\$ 14,704
General Benefit	\$ 6,122	\$ 7,030	\$ (908)
Program	\$ 119,362	\$ 93,677	\$ 25,685
<b>TOTALS</b>	<b>\$ 5,929,066</b>	<b>\$ 5,410,849</b>	<b>\$ 518,217</b>