



DOWNTOWN LONG BEACH ALLIANCE

FY2019-20 DRAFT BUDGET

**Presented to
DLBA Executive Committee
August 1, 2019**

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

2019-20 BUDGET NARRATIVE

REVENUE

Downtown Parking Improvement Area (DPIA) self-assessment fees collected through business licenses from Downtown Long Beach businesses within Downtown Long Beach (DTLB). The annual assessment is approximately \$461.93 per business and \$7.76 per employee and for service based independent contractors \$317.24 per business and \$5.37 per employee.

Property Based Improvement District (PBID) self-assessment fees collected through the County of Los Angeles from property owners within a geographical boundary in DTLB. The assessment methodology is based on the parcel and building square footage, the linear footage of the property, and the level of services rendered to the benefit areas.

Category	2019-20 Rates	
	Standard	Premium
Frontage	11.779353788	19.027071815
Lot + Building (Com/Gov)	0.051411854	0.056477155
Lot + Building (Parking)	0.033616303	0.038681604
Lot + Building (Non-Profit/Residential)	0.015820752	0.020886053

PARKING METER revenue-sharing program (50% net) was approved through the City Council in FY 2004-05. DLBA Parking Meter revenue is projected to be \$475,000 in 2019-20, with DLBA having paid its share of costs for the purchase and maintenance of Smart Meters.

SPONSORSHIP/TICKET/VENDOR funds collected through ticket sales, sponsorships and vendor reservations to help offset costs incurred by DLBA for special events.

FUNDRAISING FOR GRANTS: funds secured through private donations to be used for grant distributions for the Public Realm and Economic Development departments.

CONTRACT/ MISC revenue from Clean Team contract services funded and provided above and beyond the levels mandated in the PBID Management Plan.

ALLOCATED RESERVE consists of a three-month PBID carry-forward deferred revenues to 2019-20.

EXPENSES

DLBA is a 501(c)6 non-profit management organization empowered by the Long Beach City Council to manage two Downtown Business Improvement Districts (BIDs). The Downtown Parking Improvement Area (DPIA) is supported through a special assessment established by business owners, while the Property Based Improvement District (PBID) is sustained with the contribution from the commercial and residential property owners within the district.

Personnel

To support the programs and services provided by the BIDs, the DLBA administrative team consists of the following with salary/wages, taxes and benefits being proportionally shared with all departments based on allocated time by the DPIA and the PBID:

President and Chief Executive Officer is to lead, facilitate, and motivate personnel to accomplish all DLBA objectives as outlined in the mission statement and the PBID Management Plan. Subject to the direction of the Board of Directors, the President and CEO supervises and directs the day-to-day business and management of the organization and the BIDs.

Chief Operating Officer plays an integral role in the day-to-day operations of each department and serves as spokesperson for DLBA. In addition, the COO manages the Clean and Safe Programs and is involved in community outreach programs to address quality of life.

Community Outreach Manager communicates with residents, meets regularly with HOAs and neighborhood associations, represents residential perspectives, and trouble-shoots residential issues related to the PBID's environmental services that include cleaning, safety, and beautification.

Marketing & Communications Manager is responsible for all internal and external communication and develops communications protocol and best practices for DLBA, coordinating with departments and community partners.

Events & Sponsorships Manager primary objective is to increase awareness and enhance the image of DTLB by promoting existing infrastructure and developing new business and customer markets through special events and sponsorships.

Events Coordinator is to support the Events & Sponsorships Manager in fulfilling the goals and objectives of the department.

Social Media & Digital Marketing Manager is responsible to develop marketing and editorial content for all DLBA social media platforms and websites, supporting organizational efforts for each of the departments that include but not limited to DLBA publications, notices and flyers, website updates, video development, advertisements, and more.

Economic Development & Policy Manager establishes working relations with downtown business and property owners, financial institutions, commercial brokers, developers, and local economic development officials to advance Downtown interests. Additionally, the manager is responsible for business recruitment and retention efforts. Moreover, works with the President & CEO to push for policies that align with DLBA's Vision 2020: Strategic Plan.

Placemaking Manager is responsible for working with community partners to create an environment that attracts and retains investment in DTLB by developing and managing improvements that enhance the visual appearance and connectivity of Downtown.

Research & Public Policy Analyst is responsible for gathering, analyzing, and cataloging Downtown real estate information to support business recruitment and for providing assistance to Economic Development & Policy Manager. Develops new methodologies and research to assist in organizational advocacy.

Executive Assistant manages all administrative functions, which maximize the operating efficiency of the organization. Also motivates staff to operate efficiently and achieve organizational objectives.

Finance and Human Resource Coordinator manages the internal bookkeeping, budget and human resources, while supporting daily administrative and clerical duties.

Administrative Assistant is to support all administrative functions, which maximize the operating efficiency of the organization. This position will serve as the primary first contact representing the DLBA and members of the public.

DLBA Street Team Member is responsible for engaging with stakeholders in order to promote the organization's events and collecting survey responses at monthly events hosted by DLBA.

GENERAL ADMINISTRATION

General administration expenses include office rent, telephones, computers, office equipment lease, office supplies, postage, general insurance (general, liability, excess liability, fidelity bond, D&O, and not-for-profit liability), professional services (including legal, annual audit fees, payroll processing and monthly accounting services), utilities, depreciation, taxes, employee recruitment, and bank charges. Separately, all departments budgets also include professional dues and membership subscription, participation in industry-related seminars, and conferences or civic events.

RESEARCH, DEVELOPMENT & ADVOCACY

DLBA is the leading voice for the Downtown community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. As a clearing house of information focused on Downtown, the DLBA will compile, analyze, and use data to communicate sound policy. The DLBA will play a pivotal role in the decision-making process for many of the city and county lead initiatives. DLBA committees meet regularly to better serve stakeholders and ensure the quality of life in the central business district. It also acts as a liaison between the residential and business community and many city departments and council offices.

Advocacy Initiatives: The DLBA will take an active role in engaging policymakers at all levels to ensure potential policies align with DLBA's Strategic Plan: Vision 2020 and provide a positive benefit to Downtown. Such activities may include educational campaigns, development of coalitions, op-ed and white papers, and conversations with policymakers.

Research & Data Analytics

- **Surveys and Data Collection:** Programming in this area will focus on expanding the department's available set of data and information through automated pedestrian counts, surveys of Downtown users, residents, and office workers to understand and communicate existing and new economic opportunities.
- **Data Purchase and Subscriptions:** Working with data collection agencies, the department will seek to expand its access to Downtown-specific data in order to provide up-to-date real estate information while using brokerage tools such as CoStar and ESRI for expedited information on expiring leases.

PLACEMAKING

Downtown Long Beach's public realm, which consists of our streets, sidewalks, parks and plazas, is our front porch and sets the tone for the experience of visitors, investors, and tourists. The Placemaking Department, under the advisement of the Placemaking Committee, is responsible for developing and supporting beautification and capital improvement projects that enhance the visual appearance of Downtown. While Downtown has been, and will continue to be, an enjoyable place, the DLBA seeks to elevate this experience through placemaking, which draws on the social and cultural history of the community in order to create unique and memorable public spaces. Working with our stakeholders, the DLBA actively engages in placemaking projects both large and small, from wayfinding decals to pop-up social spaces.

Capital Improvements consist of permanent physical enhancements to streets, sidewalks, parks, and plazas with the purpose of creating an attractive, functional and safe environment for pedestrians, bicyclists and motorists. Projects of this type include design, installation, and maintenance of new pedestrian wayfinding signs, litter receptacles, and other streetscape improvements, often in partnership with the City of Long Beach or private entities.

Beautification projects consist of ongoing efforts to beautify and enhance the appearance of the streetscape for the purpose of increasing the visibility of Downtown as a premier destination for business, shopping, dining, and attractions. Projects of this type include:

- Holiday Decorations placed along Pine Avenue, The Promenade, Broadway, 1st Street and Linden Avenue.
- Streetpole Banners located along Long Beach Blvd., Broadway, 3rd St., 4th St., 7th St., and Alamitos Ave welcome visitors to Downtown and promote its unique offerings through the I.38 Un-Square Miles branding campaign.
- Traffic Signal Wraps located on Pine Avenue further enhance the pedestrian environment using the I.38 Un-Square Miles branding campaign and imagery promoting Downtown's unique offerings. Also included are wraps that promote upcoming DLBA events.
- Dog Waste Bag Dispensers, commonly referred to as mutt mitt stations, help to reduce unsightly dog waste in Downtown by providing pet owners with dog waste bags. Currently DLBA maintains 18 dispensers located throughout Downtown.
- Streetscape Landscaping includes maintenance of bike lane planter pots and planting of new street trees.

Public Space Activation projects consist of temporary interventions that transform the public realm into attractive, comfortable, and social spaces enhancing Downtown's walkability. These projects will typically include ongoing management and programming as part of the activation. Projects of this nature include:

- The Loop at Pine and Ocean transformed a vacant lot at one of Downtown's busiest pedestrian intersections into a vibrant and engaging public space. The Loop is the hub for DLBA's third Thursday event series, Live After 5.
- Explore DTLB! projects, such as creative crosswalks and sidewalk decals, promote pedestrian exploration through the use of experiential art to offer viewers the opportunity to engage with their physical surroundings in a more direct and authentic way.

Community Engagement/Planning projects consist of initiatives developed by DLBA's Placemaking Committee in support of the goals of the DTLB Vision 2020 Strategic Plan. Efforts of this type include:

- Working with local and regional partners in building broad-based support for changes to policies and/or regulations that are obstacles to realizing a pedestrian-friendly DTLB.
- Stakeholder outreach to obtain input regarding public and private development projects proposed in Downtown such as the Civic Center redevelopment.

- Sponsorship or support of visioning exercises and transportation and land-use planning studies.
- Collateral such as infographics, maps, and how-to guides that inform and educate DTLB residents, business owners, and visitors about mobility and public spaces.

SPECIAL EVENTS & SPONSORSHIPS

Events offer an exciting means of attracting and generating increased foot traffic to the central business district. Through creating and supporting opportunities for people to experience the urban energy and appeal of the Downtown area, the DLBA can demonstrate its initiative and commitment to enhancing the environment. The goal of the Special Events Department, under the direction and leadership of the Marketing and Communications Committee, is to manage and centralize all aspects involved with the DLBA's special events programs, including planning and execution in addition to providing technical assistance to outside organizations and individuals that produce events in DTLB.

The Events & Sponsorships Manager is responsible for producing events that bring energy and positive attention to Downtown Long Beach as well as for increasing sponsorship opportunities and commitments, thus event revenue.

- **New Year's Eve - Waterfront:** Over the past several years, the DLBA has produced this iconic event with a family-friendly component at the Waterfront, including free children's entertainment and a firework show for an East Coast countdown.
- **Celebrate Downtown:** 14th annual signature event honors Downtown partners, as well as highlight the DLBA's accomplishments and programs for the year. While previous event locations (all outdoors) were rotated to highlight improvements throughout Downtown Long Beach and has included The Promenade, Pine Avenue, Lincoln Park, The Streets, and The Pike Outlets, last year's event was held indoors and co-sponsored by the venue owner and proved to an effective cross-saving measure.
- **Summer and Music (SAM) Series:** Annual Summer and Music (SAM) series have featured local and regional acts, while activating the major areas of the Downtown from June – September. A variety of events have included FKA 720, Punk Rock Prom, Buskerfest, Bicycle Drive-In, Twisted at the Pike, Funk Fest and more. This past year, DLBA was instrumental and created a partnership between SAM, POWWOW! Long Beach, the City of LB and Southern California's leading public radio station's KCRW (89.9 FM) Summer Night's series – a first in the Long Beach market.
- **POW! WOW! Long Beach Closing Celebration:** A week-long, city-wide event that takes place in the summer throughout Long Beach and is part of the globally recognized POW! WOW!, Worldwide series of street art events that since 2010 has brought murals to public spaces in cities like Honolulu, Seoul, Washington DC, Taipei and Tokyo. Entering its sixth year in Long Beach, the opportunity to align the creative energies between the aforementioned partnership between DLBA, POW! POW! Long Beach, KCRW and DLBA to create an in Downtown Long Beach to celebrate the artistic, creative and diverse energies this convergence of people and place creates for our community.
- **Taste of Downtown Series:** The DLBA produces a series of three Taste of Downtown events, inviting visitors and residents to enjoy sample-sized portions of signature dishes from restaurants in the Waterfront, East Village Arts District, and Pine Avenue neighborhoods while listening to live music. The addition of a beer & wine garden and exciting new Downtown restaurants has led to an increase in attendance and revenue.

- **Live After 5:** Celebrates the arts and music culture of Downtown Long Beach. The scheduled monthly event activates traditional spaces like bars and restaurants as well as nontraditional locations like parks, empty storefronts, and street corners with live performers. The Loop at Pine & Ocean has served as the hub, hosting beer & wine, live music and is the starting point for patrons, where they can ride a free trolley that will transport them to that month's highlighted neighborhood or circuit. The trolley stops will be within walking distance to activated businesses with live music, art, and strolling performances.

MARKETING & COMMUNICATIONS

The Marketing & Communications Manager and Social Media & Digital Marketing Manager are responsible for internal and external communication and develop communications protocol and best practices for DLBA, coordinating with departments and community partners. This also extends to brand oversight for all DLBA collateral. Additionally, a primary objective is to increase awareness and enhance the image of DTLB by promoting existing infrastructure, programming, services, and events.

The DLBA Marketing & Communications Department, under the advisement of the Marketing & Communications Committee, is dedicated to increasing the awareness for and enhancing the image of DTLB. This is achieved through year-round promotions, publishing a monthly e-newsletter, implementing and sustaining media relations activities, maintaining an informative and user-friendly website, and implementing a wide variety of advertising activities and creation of collateral materials.

Advertising & Promotions: These activities and campaigns are essential to communicating all DTLB has to offer, as well as services and programs overseen by DLBA. In efforts to maintain top-of-mind awareness within the community, the DLBA advertising and promotions budget supports various opportunities throughout for Downtown businesses and DLBA collateral.

Communications: Stakeholder Outreach and Public Relations: On-going communication with the various audiences served by the DLBA including DTLB Stakeholders, residents, Downtown employees, visitors, and press/media is key to creating awareness, educating and influencing on issues, programs, events, and more. To this end, the DLBA will focus on social media and email marketing outreach efforts while also maintaining traditional forms of communication (including press releases, letters/postcards, posters, etc.).

Annual Report: The DLBA Annual Report serves to highlight the accomplishments and measurable results from each of the departments within the organization. The report contains brief descriptions of the DLBA programs initiated within the past fiscal year, features resulting data and statistics when applicable, and also provides financial summaries. The annual report is presented both in print and digital versions.

www.downtownlongbeach.org: The DLBA's website is a valuable tool for the dissemination of information spanning DLBA programming and services, reports/Snapshots and other published materials, resource for parties interested in Downtown businesses, mobility/transportation, as well as Downtown news and events. The website averages approximately 388,000 annual page views, serving an average of 170,000 users annually. The continual update of information and assessment of the website user experience is important to maintain a relevant site to serve the variety of site visitors and continue its relevancy as the voice of DTLB.

ECONOMIC DEVELOPMENT

Under the advisement of its committee, the Economic Development (ED) Department fulfills the role of leading, managing, and collaborating on Downtown initiatives, issues, and programs related to business recruitment, retention, and job creation. The department is responsible for carrying out key strategies, including assisting and retaining existing businesses, recruiting specific business niches and other employment-generating establishments, researching and reporting on Downtown's economic and demographic trends, as well as broadening Downtown's local, regional, and national visibility.

Business Recruitment Retention, Development & Expansion

One of the ED Department's core responsibilities is providing ongoing and targeted assistance to potential businesses including attraction, recruitment, and assistance for existing businesses. Business retention support includes consulting with existing businesses to recommend strategies for improving or enhancing business health and operations, as well as coordinating with local agencies and entities to assist with permitting and site selection as needed.

- **Strategic Business Recruitment:** ED staff will meet with prospective businesses and engage in recruitment efforts that involve business visits and downtown site selection/relocation tours.
- **ED Advertising:** Potential ED advertising campaigns will continue to utilize the most effective and popular real estate trade journals and other vehicles for driving ED messaging. Expanding beyond traditional advertising, ED staff will use alternative forms of communication including but not limited to social media, pay-per-click advertising, and public relations to deliver messages.
- **Grand Opening Assistance:** ED will support new businesses by providing grand opening assistance including offering advice, marketing support, and new business banners.
- **Entrepreneurship & Business Education:** This series of seminars will focus on entrepreneurship, innovation, and education to recruit new businesses, support business retention, and ultimately create jobs in Downtown by examining business trends via presentations and discussions led by successful small business owners, panelists, and academic educators.
- **Entrepreneur & Small Business Grant:** The DLBA's Small Business & Job Creation Grant is designed to assist new businesses and support the expansion of existing businesses by providing grant funds in an effort to defray costs associated with starting or expanding a business, therefore creating jobs in Downtown Long Beach.

Community Engagement & Business Outreach

ED will increase the visibility of the DLBA and DTLB through sponsorships of and participation in numerous local, regional, and national events, as well as activities targeting the local commercial real estate and business communities.

- **Real Estate Owner and Investor Events:** ED may also convene an annual gathering of major DTLB office building owners to foster greater understanding of respective roles and ambitions for DTLB.

Special Projects and Publications

- **Reports and Studies:** The DLBA will continue to produce its quality reports that focus on the Downtown commercial market, workforce, demographics, mobility, and livability. This will include DLBA's annual Economic Profile and quarterly *Snapshot Reports*. Moreover, utilizing pedestrian count and bikeshare data, the DLBA will also produce a Pedestrian Mobility Report. Lastly, this will include the production of reports and studies by independent third parties.

- **Recruitment Collateral:** Recruitment collateral such as tenancy maps, leasing brochures, and district and industry profiles will be produced on an ongoing basis to ensure an up-to-date suite of materials and information.
- **New Business Kit:** Information will be hosted on ED's website pages providing real time access for new and prospective businesses with user-friendly information related to business licensing, permitting, and additional resources and incentives.

OPERATIONS

Under the advisement of the Public Safety Committee and management of Operations staff, the Clean and Safe programs are dedicated to the security and maintenance of the 85-block PBID in Downtown.

Downtown Clean Team Program

The Clean Team ensures the PBID area remains attractive, clean, and appealing for visitors, employees, and residents. In order to consistently address upkeep and beautification issues, a multi-dimensional approach was developed consisting of sidewalk and gutter sweeping, graffiti removal, sidewalk pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and reporting of maintenance problems requiring third party intervention. The Clean Team provides service as mandated by the PBID Management Plan, as well as contracted services outside of the PBID scope which are funded through compensatory revenue and not PBID revenue. An example of contract service is the agreement between the DLBA and the Long Beach Transit Information Center to provide restroom host service.

- **Sidewalk & Landscape Maintenance:** Uniformed personnel sweep litter and debris from sidewalks and gutters within the District seven days a week, while pressure washers service 16 to 20 blocks per day, five days a week. All sidewalks in the Standard area are pressure washed every six weeks, with Premium areas washed weekly. Tree wells and planters are kept free of litter and weeds.
- **Graffiti Removal:** The Clean Team removes graffiti and stickers by using mechanical methods and pressure washing. The District maintains a zero tolerance graffiti policy. All tags will be removed within 24 hours of notification. For those tags that the Clean Team is unable to remove, the Go Long Beach app is used to report and track the removal of the tag.
- **Special Projects:** A Clean Team member maintains elements of the public space to ensure pedestrian and bicycle rider safety, as well as the aesthetics of Downtown by planting trees, trimming low hanging branches, clearing storm drain screens, repairing street signs, and painting over graffiti.
- **Maintenance Problems Requiring Third-Party:** Problems that are outside the jurisdiction of DLBA personnel to address or repair are monitored in order to minimize blight or unsafe conditions in the District. Requests are made to the responsible party for repair. Types of problems include blocked or damaged sewers or drains, damaged sidewalks, streets and/or alleys, non-operating streetlights, damaged or missing street signs, etc.
- **Alley Busters** Knowing that alleys often need cleaning, but are not part of the management plan, DLBA created the Alley Buster program in partnership with Mental Health America (MHA) and the City's Department of Public Works to improve these service corridors in the Downtown, while offering valuable job training for MHA members. Revenue from contracted services outside of the PBID scope pay for the Alley Busters program supplies, MHA covers crew and supervision costs and Public Works accepts bulk items.

Downtown Safety Ambassador Program

The Downtown Safety Ambassadors support the Long Beach Police Department (LBPD), property owners, and tenants in overall crime prevention efforts and reduction in disorderly conduct, while offering ambassador services to Downtown visitors, businesses, and residents. Those services include Friendly Safety Escorts and jumpstarts for vehicles. They provide a highly visible deterrence in neighborhoods as an attentive set of eyes and ears and are intended to supplement, not replace individual building security and the LBPD. Ambassadors also assist with quality of life issues, participate in outreach programs, and are radio-equipped to efficiently communicate.

- **Bicycle Patrol:** Discourages undesirable street behavior in the Property Based Improvement District. They also deter and report illegal street vending, illegal dumping and street code violations, while performing goodwill gestures such as helping lost persons and giving directions.
- **Foot Patrol:** Concentrates on the highest pedestrian-use corridors such as Ocean Blvd., Pine Ave., the Promenade, The Streets and the perimeter of The Pike at Rainbow Harbor to discourage aggressive panhandling in high traffic areas. The Foot Patrol has the same mission and receives the same training as the Bike Patrol with a greater presence in the Premium areas.
- **Bicycle and Segway Patrol:** All Downtown Safety Ambassadors are trained to use a bicycle and Segway during their daily patrols. The Segway gives Safety Ambassadors an elevated perspective that allows greater visibility and better views of activity on the streets. As a result, the ease of mobility between the Downtown neighborhoods is greatly improved, allowing for quicker response time and more efficient travel between stops.
- **Homeless Outreach Specialist:** Provides street outreach to individuals experiencing homelessness seven days a week with the goal of linking them to local social service agencies. Outreach Specialist is funded by contract services revenue.
- **DLBA Information Kiosk** is staffed by a Safety Ambassador and serves as a clearinghouse to Downtown visitors and Stakeholders alike, providing information and materials such as maps, event fliers, and local news. Solar powered with a smart phone charging station, video screen, and speakers, the Information Kiosk makes appearances at DLBA special events and in the public right of way during periods of high pedestrian traffic.

Community Outreach

The DLBA Community Outreach Manager acts as a bridge between the organization and residents, the City of Long Beach, and the business community. The Community Outreach Manager participates in neighborhood association meetings and activities, problem solves issues with the City Council offices and City services and serves as a liaison between the DLBA and Downtown community.

Public Safety Survey

Downtown Long Beach Alliance released the results of its 3rd Annual Public Safety Survey. The survey gauges downtown stakeholders' perceptions on cleanliness, downtown improvement, public safety, available resources, and other factors impacting the overall health of downtown. Survey findings help to identify the public perception of DLBA's largest areas of impact and areas for improvement. The survey is a valuable tool, not only for informing DLBA programming policy and programming but also to inform our government agency and community partners of public perceptions around of their efforts. Overall, stakeholders, visitors and tourists participating in the survey expressed a high degree of awareness and confidence in Clean and Safe Team services.



FY 2019-20 BUDGET (DRAFT) 07.25.19

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	DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	REVISED 18-19
REVENUES										
1	PBID Funds (gross)	2,741,902							\$2,741,902	\$2,649,181
2	DPIA		669,828						\$669,828	\$645,244
3	Parking Meters			475,000					\$475,000	\$575,000
4	Music Series/SAM					12,000	10,000		\$22,000	\$37,000
5	Taste of Downtown					67,000	5,000		\$72,000	\$63,000
6	New Year's Eve Waterfront					3,000	15,000		\$18,000	\$17,222
7	POW!WOW! 202 - Closing Party					7,500	25,000		\$32,500	\$0
8	New Event								\$0	\$2,000
9	Live After 5					1,000	-		\$1,000	\$0
10	Shop Small Saturday					472	4,000		\$4,472	\$0
11	Celebrate Downtown					-	2,000		\$2,000	\$500
12	Community Grant Fundraising				10,000				\$10,000	\$10,000
13	Small Business Grant Fundraising				30,000				\$30,000	\$31,000
14	Blu Condominium							2,640	\$2,640	\$2,343
15	Hill Crest Monterey							18,829	\$18,829	\$20,024
16	Jatin Laxpati							5,357	\$5,357	\$4,804
17	Prop A							200,000	\$200,000	\$100,000
18	Long Beach Transit							176,115	\$176,115	\$190,000
19	Wilmore Condominium								\$0	\$823
20	Midtown							36,243	\$36,243	\$0
21	Zafaria BID							36,243	\$36,243	\$35,278
22	Misc. Income (rent reimbursement)							6,000	\$6,000	\$0
23	18-19 PBID Deferred Revenue Recognized Oct. - Dec.	662,295						-	\$662,295	\$638,049
24	REVENUE SUBTOTAL	\$3,404,198	\$669,828	\$475,000	\$40,000	\$90,972	\$61,000	\$481,428	\$5,222,425	\$5,021,469
25	PBID Delinquency (3.0% per mg. plan)	(81,562)							(\$81,562)	(\$78,748)
26	19- 20 PBID Revenue Deferred to 20-21 Oct. - Dec.	(685,476)							(\$685,476)	(\$662,295)
	TOTAL REVENUE	\$2,637,160	\$669,828	\$475,000	\$40,000	\$90,972	\$61,000	\$481,428	\$4,455,388	\$4,280,425
EXPENSES										
ADMINISTRATION										
27	Rent	174,000							\$174,000	\$170,000
28	Telephone	18,000							\$18,000	\$19,000
29	Computers	17,000							\$17,000	\$27,000
30	Office Equip Lease	10,500							\$10,500	\$10,000
31	Office Supplies	14,400							\$14,400	\$12,000
32	Postage	4,000							\$4,000	\$4,000
33	General Insurance		12,950						\$12,950	\$16,000
34	Professional Services		76,000						\$76,000	\$76,000
35	Utilities	2,548	952						\$3,500	\$4,500
36	Taxes	3,000							\$3,000	\$3,000
37	Office Maint. & Repairs		16,000						\$16,000	\$10,490
38	Employee Recruitment	3,500							\$3,500	\$1,500
39	Admin Services	374	583						\$957	\$0
40	Credit Card Merchant Fees and Interest	350							\$350	\$350
41	Board Contingency	9,000							\$9,000	\$10,000
42	Dues & Subscriptions	3,400							\$3,400	\$3,000
43	Board, EC, and TF Meetings	4,000							\$4,000	\$4,000
44	PBID General Benefit 1%		2,428						\$2,428	\$0
45	PBID Engineer's Adjustment		890						\$890	\$0
46	Administrative Personnel		318,649						\$318,649	\$293,327
47	TOTAL ADMINISTRATION	\$264,072	\$428,452						\$692,524	\$664,167



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	DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	REVISED 18-19
	RESEARCH, DEVELOPMENT & ADVOCACY								-	
48	Research & Data Analytics		52,000						\$52,000	\$52,524
49	Conferences, Travel, and Education		20,836						\$20,836	\$37,000
50	Civic Events & Engagement	17,979							\$17,979	\$30,301
51	Strategic Plan & PBID Renewal Planning	18,429	7,000					15,821	\$41,250	\$0
52	PBID General Benefit 1%		248						\$248	\$0
53	PBID Engineer's Adjustment		136						\$136	\$0
54	TOTAL ADVOCACY	\$36,408	\$80,220					\$15,821	\$132,449	\$119,825
	PUBLIC REALM									
55	Capital Improvements			6,185					\$6,185	\$46,091
56	Beautification			64,000					\$64,000	\$76,000
57	Public Space Activation			33,000					\$33,000	\$38,000
58	Community Engagement/Planning			5,616					\$5,616	\$5,000
59	Professional Development			2,500					\$2,500	\$2,500
60	Community Grants				10,000				\$10,000	\$10,000
61	Public Realm Marketing									\$20,000
62	PBID General Benefit 1%			1,420					\$1,420	\$0
63	PBID Engineer's Adjustment			49					\$49	\$0
64	PR Personnel	13,523	40,190	124,730					\$178,443	\$171,108
65	TOTAL PUBLIC REALM	\$13,523	\$40,190	\$237,500	\$10,000				\$301,213	\$368,699
	ECONOMIC DEVELOPMENT									
66	Community Engagement and Business Outreach	20,000							\$20,000	\$10,046
67	Business Recruitment, Retention, Expansion	45,505	3,169						\$48,674	\$61,088
68	Small Business Grants				30,000				\$30,000	\$31,000
69	Economic Profile & Snapshot Reports	13,500							\$13,500	\$10,000
70	Economic Development Marketing									\$20,000
71	Professional Development	2,500							\$2,500	\$0
72	PBID General Benefit 1%		2,916						\$2,916	\$0
73	PBID Engineer's Adjustment		665						\$665	\$0
74	ED Personnel	203,935							\$203,935	\$207,773
75	TOTAL ECONOMIC DEVELOPMENT	\$285,440	\$6,750	\$0	\$30,000				\$322,190	\$339,907
	MARKETING									
76	Advertising/Promotions		34,255						\$34,255	\$44,008
77	Stakeholder Outreach/Public Relations			30,000					\$30,000	\$14,000
78	Annual Report / Publications			10,900					\$10,900	\$6,000
79	Website Development		6,219	1,320					\$7,539	\$14,243
80	Professional Development		2,500						\$2,500	\$3,000
81	PBID General Benefit 1%		1,000						\$1,000	-
82	PBID Engineer's Adjustment		632						\$632	-
83	Marketing Personnel	185,411	5,778						\$191,189	\$171,108
84	TOTAL MARKETING	\$185,411	\$50,384	\$42,220					\$278,015	\$252,359



FY 2019-20 BUDGET (DRAFT) 07.25.19

DRAFT

	DESCRIPTION	PBID	DPIA	PKG MTR	Fundraising for Grants	Event/Ticket/Vendor Revenue	Event Sponsorships	Contract Services	Total	REVISED 18-19
SPECIAL EVENTS										
85	Live After 5 (a)			44,000		1,000	-		\$45,000	\$43,000
86	Celebrate Downtown			15,000		-	2,000		\$17,000	\$20,500
87	Pow Wow 2020 - Closing Party (b)			-		7,500	25,000		\$32,500	-
88	Taste of Downtown Series (c)			34,114		67,000	5,000		\$106,114	\$103,000
89	Summer & Music Series (d)			48,000		12,000	10,000		\$70,000	\$105,000
90	New Event TBD									\$17,718
91	New Year's Eve Waterfront			38,000		3,000	15,000		\$56,000	\$51,000
92	Shop Small Saturday		6,500	1,000		472	4,000		\$11,972	\$0
93	Event Supplies & Misc.		603	2,000					\$2,603	\$0
94	Special Events Marketing									\$20,000
95	PBID General Benefit 1%		2,303						\$2,303	\$5,000
96	PBID Engineer's Adjustment		632						\$632	\$0
97	Professional Development	2,500							\$2,500	\$2,500
98	Special Events Personnel	172,911	43,350	13,166					\$229,427	\$171,108
99	TOTAL SPECIAL EVENTS	\$175,411	\$53,388	\$195,280		\$90,972	\$61,000		\$576,051	\$538,826
OPERATIONS										
100	Contract Clean Team Personnel	365,532							\$365,532	\$404,261
101	Clean Team Supplies	18,000						1,605	\$19,605	\$800
102	Equipment Insurance	13,688							\$13,688	\$10,000
103	Clean Team Fuel	1,826	7,944					2,230	\$12,000	\$2,300
104	Clean Team Equip Leases/Maintenance	15,000							\$15,000	\$26,750
105	Pressure Washing	312,000							\$312,000	\$312,000
106	Contract Work							380,000	\$380,000	\$300,842
107	Clean Team Subtotal	726,046	7,944					383,835	\$1,117,825	\$1,056,953
108	Contract Downtown Guides Personnel	782,154							\$782,154	\$689,885
109	Downtown Guides Equipment Lease							5,000	\$5,000	\$7,101
110	Downtown Guide Supplies							12,000	\$12,000	\$10,000
111	Community Outreach Material & Supplies	3,000							\$3,000	\$2,430
112	Homeless Outreach Materials & Supplies							2,150	\$2,150	\$0
113	Downtown Guides Subtotal	785,154	-					19,150	\$804,304	\$709,416
114	Special Project							42,115	\$42,115	\$0
115	Operations Marketing									\$20,000
116	Professional Development		2,500						\$2,500	\$2,500
117	PBID General Benefit 1%							14,464	\$14,464	\$0
118	PBID Engineer's Adjustment							6,042	\$6,042	\$0
119	Operations Personnel	165,697						-	\$165,697	\$207,773
120	TOTAL OPERATIONS	\$1,676,897	\$10,444	\$0				\$465,606	\$2,152,947	\$1,996,642
121	TOTAL EXPENSE	\$2,637,162	\$669,828	\$475,000	\$40,000	\$90,972	\$61,000	\$481,427	\$4,455,389	\$4,280,425

- (a) - 7 months
- (b) - \$15,000 from Public Realm
- (c) - 3 events x 2 nights each
- (d) - 2 events (LAS and Buskerfest)