

DLBA Finance Committee

January 22, 2021

Zoom Teleconferencing



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

1. Call meeting to order- Debra Fixen, Chair
2. Approve Minutes – Meeting November 25, 2020

ACTION: Approve Minutes from November 25, 2020 Finance Committee Meeting

3. Staff Update

David Hughes, DLBA Finance Manager

3. Finance Manager's Report: David Hughes

3A. Review Year-To-Date Financial Reports through November 30, 2020

3A. Review Year-To-Date Financials *(November 30, 2020)*

Downtown Long Beach Alliance
 As of November 30, 2020
 (Fiscal Year Ending September 30, 2021)
 Financial Summary

OVERVIEW

| Year-to-Date | Actual | Budget | Variance |
|---------------------|---------------|---------------|-----------------|
| Revenue | 725,742 | 699,571 | 26,171 |
| Expenses | 622,456 | 698,134 | 75,678 |
| Net | 103,286 | 1,437 | 101,849 |

REVENUES:

Special Events Revenue is less than budget by \$2,499 or 100% primarily due to issuing (\$2,499) credit memo for sponsorships billed in fiscal 2019.

Grants & Contract Services Revenue is more than budget by \$28,700 or 56% primarily due to receipt of grants (\$34,400) (CARES ACT BID Grant) in excess of amounts budgeted for offset by lower than budgeted Small Business grant fundraising (\$4,800), Office Rent Reimbursement (\$500) and issuing a (\$2,045) credit memo for contract services billed in fiscal 2019.

3A. Review Year-To-Date Financials *(November 30, 2020)*

EXPENSES:

Public Realm Expenses are less than budget by \$10,100 or 15% primarily due to lower than budgeted Personnel costs (\$3,650), Professional Development (\$250), Beautification (\$6,200), and Community Engagement & Planning (\$300).

Economic Development Expenses are less than budget by \$20,600 or 34% primarily due to lower than budgeted Personnel costs (\$6,700), Business Recruitment & Retention (\$1,550), Community Engagement & Business Outreach (\$2,400), and Small Business Grants (\$10,000).

Marketing Expenses are more than budget by \$4,400 or 10% due to higher than budgeted Marketing cost (\$1,000), Recovery Campaign (\$5,400) and Advertising/Promotions (\$600), offset by lower than budgeted Publications cost (\$1,000) and Personnel costs (\$1,600).

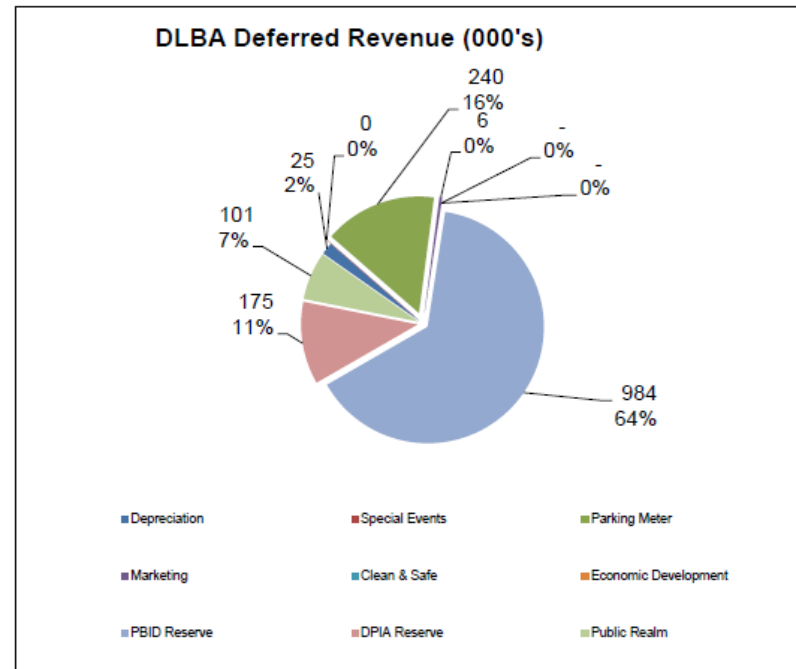
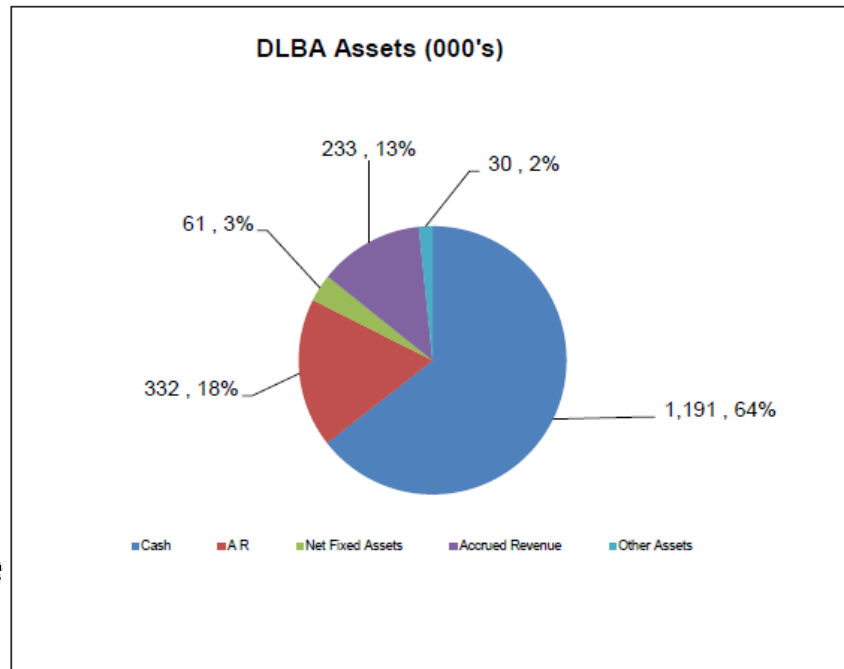
Research, Dev. & Advocacy Expenses are less than budget by \$21,400 or 50% due to lower than budgeted for Personnel costs (\$9,400), Travel/Education/Civic Event costs (\$6,900), and Research & Data Analytics costs (\$5,100).

Special Event Expenses are less than budget by \$5,300 or 16% due to lower than budgeted for Personnel costs (\$4,100) and Event costs (\$1,000).

Operations Expenses are less than budget by \$4,200 or 4% due to several variances related to Clean & Safe operational expenses and lower Clean Team personnel costs.

3A. Review Year-To-Date Financials (As of November 30, 2020)

- Cash
- AR
- Net Fixed Assets
- Accrued Revenue
- Other Assets



- Depreciation
- Clean & Safe
- DPIA Reserve
- Strategic Planning
- Economic Dev
- Public Realm
- Consultants
- PBID Reserve

3. Finance Manager's Report: David Hughes

3B. Cash Flow Report through November 30, 2020

3B. Cash Flow Report (As of November 30, 2020)

| Downtown Long Beach Alliance Cash Flow Projection 20-21 | Actual Oct-20 | Actual Nov-20 | Budget Dec-20 | Budget Jan-21 | Budget Feb-21 | Budget Mar-21 | Budget Apr-21 | Budget May-21 | Budget June-21 | Budget Jul-21 | Budget Aug-21 | Budget Sep-21 | TOTAL CASH RECEIVED | RELATED TO PRIOR YEAR | ESTIMATED TO BE RECEIVED AFTER YEAR END | TOTAL REVISED BUDGET |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|---------------------------|--------------------------|--|----------------------------|
| F&M Checking & Repo Acct - B.O.M. | \$760,598 | \$1,200,812 | \$939,608 | \$715,802 | \$1,317,519 | \$1,012,820 | \$796,576 | \$920,934 | \$695,113 | \$413,502 | \$525,385 | \$603,147 | | | | |
| CASH RECEIPTS | | | | | | | | | | | | | | | | |
| DPIA | 110,868 (4) | | | 115,065 (5) | | 115,065 (6) | | 115,065 (8) | | 115,065 (9) | | 115,065 (10) | 686,193 | 0 | 115,067 (13) | 801,260 |
| City Funds (Parking Meter) | 0 (1) | | 12,453 (4) | | | | 150,000 (7) | | | | 75,000 (11) | 150,000 (12) | 387,453 | (12,453) | 75,000 (13) | 450,000 |
| PBID | 596,656 (3) | 0 (2) | | 608,900 | 0 | | 304,450 | | | 304,450 | 304,450 | 608,900 | 2,727,806 | (596,656) | 608,900 (16) | 2,740,051 |
| Sponsorships/Special Events | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | 0 | | 0 (14) | 0 |
| City of LB Contract | 0 | 0 | 112,200 | 56,100 | 56,000 | | | | | | 0 | 0 | 224,300 | (168,300) | 0 | 0 |
| LB Transit Restroom Host | 29,651 | 0 | 29,016 | 14,508 | | 18,848 | 37,696 | 18,848 | 18,848 | 18,848 | 18,848 | 18,848 | 223,959 | (29,651) | 18,852 | 213,160 |
| Other Clean Team Services | 17,751 | 1,229 | 7,397 | 7,397 | 7,397 | 10,189 | 10,189 | 10,189 | 10,189 | 10,189 | 10,189 | 10,189 | 112,494 | (17,751) | 20,120 | 114,863 |
| Grants | 0 | 34,409 | | 194,982 (17) | | | | | 30,000 | 0 | 0 | 0 | 259,390 | | 0 (14) | 259,390 |
| Loan Repayment (LBEP) | | | | | | | | | 0 | | | 0 | 0 | | | 0 |
| Other | 22,208 | 17,647 | 250 | 7,750 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | 49,855 | -22,208 | (250) (14) | 27,397 |
| TOTAL CASH RECEIPTS | 777,134 | 53,284 | 161,316 | 1,004,702 | 63,647 | 144,352 | 502,585 | 144,352 | 59,287 | 448,802 | 408,737 | 903,252 | 4,671,451 | (847,019) | 837,689 | 4,606,121 |
| Total Cash Available | 1,537,732 | 1,254,096 | 1,100,925 | 1,720,504 | 1,381,166 | 1,157,172 | 1,299,161 | 1,065,286 | 754,400 | 862,304 | 934,122 | 1,506,400 | | | | |
| CASH PAID OUT | | | | | | | | | | | | | | | | |
| Payroll, Payroll Taxes, Deferred Comp, and Incentive Pay | 140,946 | 79,235 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 91,901 (15) | 998,250 | | | |
| BLOCK BY BLOCK (Safe Team and Contract Services) | 132,659 | 145,415 (13) | 158,084 (15) | 165,109 (15) | 154,281 (15) | 165,426 (15) | 162,766 (15) | 162,376 (15) | 162,587 (15) | 164,092 (15) | 163,913 (15) | 162,282 (15) | 1,766,329 | | | |
| Credit Card Payments (F&M) | 11,589 | 7,700 (15) | 12,000 (15) | 25,086 (15) | 12,000 (15) | 12,000 (15) | 12,000 (15) | 12,000 (15) | 12,000 (15) | 12,000 (15) | 24,000 (15) | 12,000 (15) | 152,786 | | | |
| Rent | 14,309 | 14,309 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 14,500 (15) | 159,309 | | | |
| Motionloft - Sensors for Ped Count | | | | | | | | | | | | | 0 | | | |
| Sign Age Identity Systems | | | | | | | | | | | | | 0 | | | |
| Beacon Economics | | | | | | | | | | | | | 0 | | | |
| Windes | | | 16,500 (15) | | 4,000 (15) | 3,700 (15) | | | | | | | 24,200 | | | |
| DEKRA-LITE | 12,183 | 12,183 | (15) | | | | | | | | | | 12,183 | | | |
| City Light & Power | | | | | | | | | | | | | 0 | | | |
| Interviewing Services of America | | | | | | | | | | | | | 0 | | | |
| Storefront Grants | | | | | | | | | 30,000 (15) | | | | 30,000 | | | |
| Long Beach Post | | | | | | | | | | | | | 0 | | | |
| Other * | 25,234 | 55,646 (15) | 92,137 (15) | 106,389 (15) | 91,664 (15) | 73,069 (15) | 97,059 (15) | 89,396 (15) | 29,909 (15) | 54,425 (15) | 36,661 (15) | 72,390 (15) | 798,746 | | | |
| TOTAL CASH PAID OUT | 336,920 | 314,488 | 385,123 | 402,985 | 368,346 | 360,596 | 378,227 | 370,173 | 340,898 | 336,919 | 330,975 | 353,074 | 3,941,803 | | | |
| F&M Checking & Repo Acct - E.O.M. | \$1,200,812 | \$939,608 | \$715,802 | \$1,317,519 | \$1,012,820 | \$796,576 | \$920,934 | \$695,113 | \$413,502 | \$525,385 | \$603,147 | \$1,153,326 | | | | |
| F&M Money Market Account | \$251,629 | \$251,617 | \$251,348 | \$251,362 | \$251,376 | \$251,390 | \$251,404 | \$251,418 | \$251,432 | \$251,446 | \$251,460 | \$251,474 | | | | |

* Other Expenses comprised of individual expenditures under \$10,000

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3C. CARES ACT Update

- All DLBA costs submitted in CARES ACT application to City of Long Beach were all eligible COVID-related expenses incurred since March 1 and approved by City.
- Reimbursement of total amount of grant \$229,390 can be applied to existing and new programs/services without conditions or deadline to implement or execute. All grant funds reimbursement has been received as of December 15, 2021.

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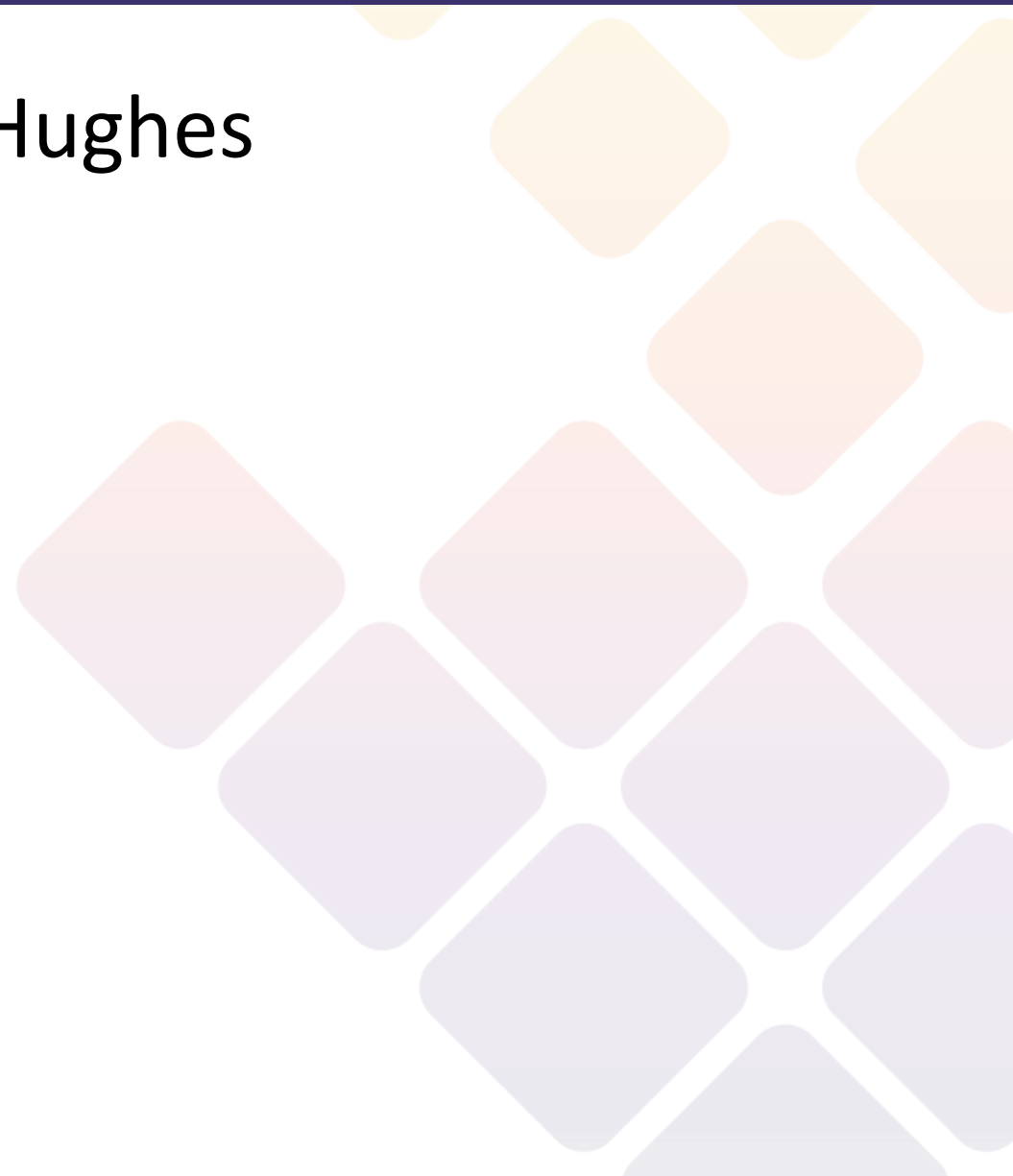
3D. Revenue Contract Updates

| Contract Services | Contract Services | Type of Service | Revenue |
|-----------------------------|-------------------------|-------------------------|--------------|
| 300 Alamitos | 01/01/2021 - 09/30/2021 | Parking Lot Maintenance | \$8,087.11 |
| Blu Community Association | 01/01/2021 - 09/30/2021 | Pressure washing | \$2,982.43 |
| Hillcrest Monterey | 01/01/2021 - 09/30/2021 | Porter/Pressure Washing | \$16,072.03 |
| Long Beach Transit - Prop A | 01/01/2021 - 09/30/2021 | Restroom Hosts | \$215,962.02 |
| Total | 01/01/2021 - 09/30/2021 | | \$243,103.59 |

Note: The above calendar year contracts are pro rated for FY20-21. The DLBA no longer services Midtown BIA.

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3E. Supplemental Budget Update



3E. Supplemental Budget Update

2020-21 SOURCES & USES

SUPPLEMENTAL BUDGET

| SOURCES | PBID | DPIA | GRANTS | CONTRACT SERVICES | 3-MO. PBID RESERVES | TOTAL |
|---------|------|------|--------|-------------------|---------------------|-------|
|---------|------|------|--------|-------------------|---------------------|-------|

SUPPLEMENTAL REVENUE:

PROPERTY BASED IMPROVEMENT DISTRICT (PBID): 19-20 PBID revenue deferred to FY20-21. 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. Per the PBID Management Plan, the Environment allocation 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 is allocated at 25.1%, and Advocacy and Administrative costs of 10.8% have been included.

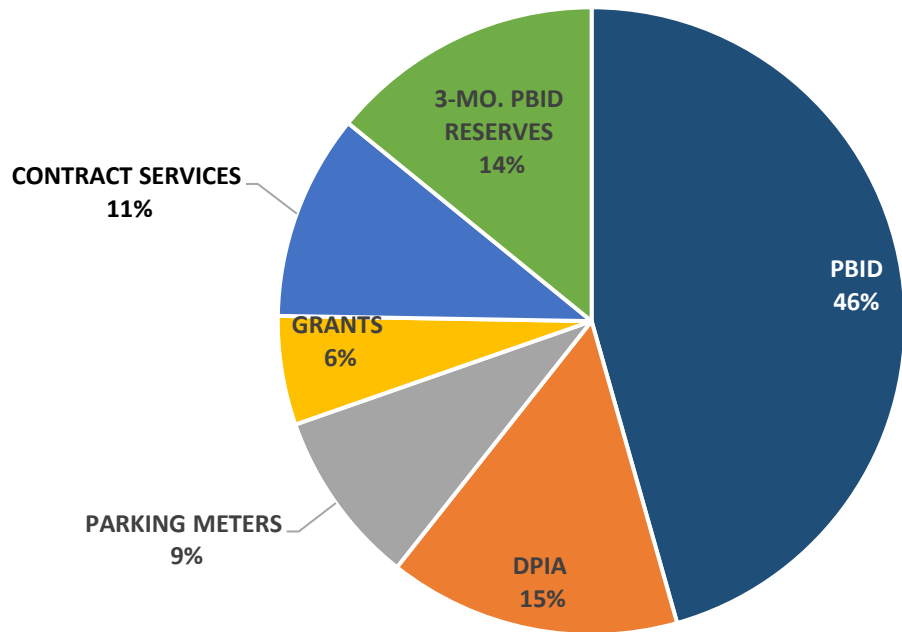
DOWNTOWN PARKING IMPROVEMENT AREA (DPIA): 19-20 DPIA revenue deferred to FY20-21. Self-assessment fees collected through business licenses from Downtown Long Beach businesses within Downtown Long Beach (DTLB). The annual assessment is approximately \$476.07 per business and \$8 per employee; for service-based independent contractors: \$326.96 per business and \$5.53 per employee. There are no restrictions on how these funds are allocated.

GRANTS: Funds secured through various sources including Farmers & Merchants Bank, CARES ACT and Long Beach Community Foundation. If applicable, funds are allocated to the terms of the grant agreement.

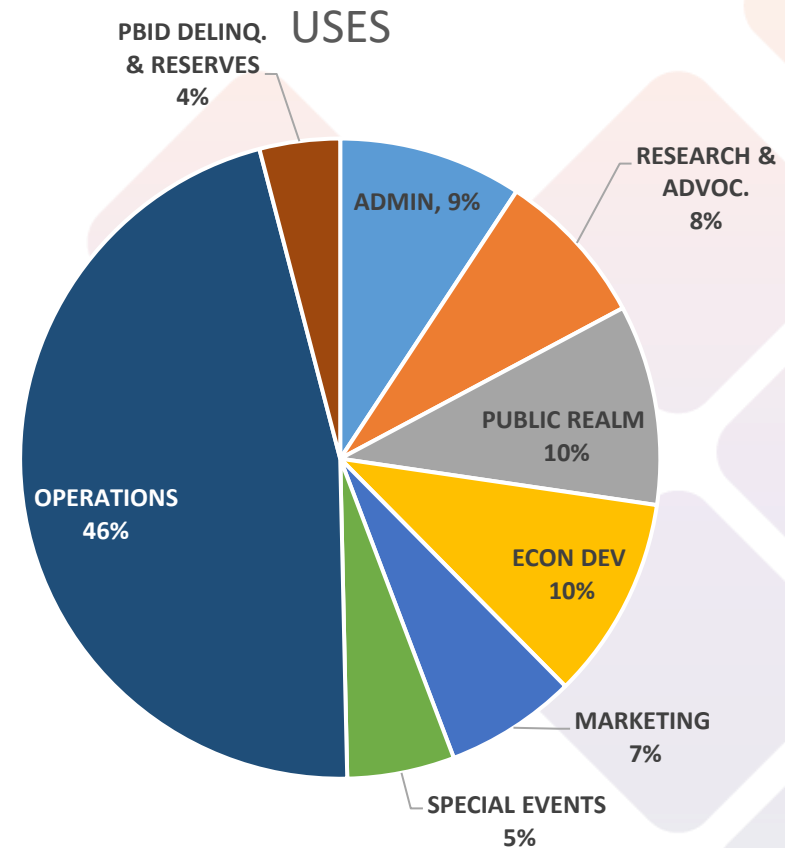
CONTRACT SERVICES: Third-party contract for services through various agencies located within and outside the District. Revenues generated from these funds are reinvested in the District.

2020-21 SUPPLEMENTAL BUDGET SOURCES & USES

SOURCES



USES



FISCAL YEAR FY 2020-21 SUPPLEMENTAL BUDGET

REVENUES

| | PBID | DPIA | PARKING METERS | GRANTS | CONTRACT SERVICES | 3-MO. PBID & CLEAN & SAFE RESERVES | TOTAL |
|-----------------------------------|-----------|---------|----------------|---------|-------------------|------------------------------------|-----------|
| Approved Budget FY 2020-21 | 2,719,487 | 690,392 | 450,000 | 30,000 | 399,399 | *(706,040) | 4,289,278 |
| Supplemental Budget FY 2020-21 | 265,149 | 61,150 | 0 | 250,390 | 130,320 | ** (56,680) | 707,009 |
| Total Budget FY 2020-21 | 2,984,636 | 751,542 | 450,000 | 280,390 | 529,719 | *(834,097) | 4,996,287 |

*NOTE:: 3-Month PBID Reserves includes PBID revenue from FY19-20 deferred to FY20-21 for Oct-Dec 2020 as well as Clean & Safe Secure Reserve

EXPENSES

| | ADMIN | RESEARCH & ADVOCACY | PUBLIC REALM | ECON DEV | MARKETING & COMMUNICATIONS | SPECIAL EVENTS | CLEAN & SAFE | PBID DELINQ. & PHASE TWO RESERVES | TOTAL |
|-----------------------------------|---------|---------------------|--------------|----------|----------------------------|----------------|--------------|-----------------------------------|-----------|
| Approved Budget FY 2020-21 | 666,756 | 337,035 | 268,578 | 387,997 | 237,092 | 265,989 | 2,125,831 | *(84,108) | 4,289,279 |
| Supplemental Budget FY 2020-21 | 0 | 59,053 | 236,700 | 125,000 | 94,636 | 5,000 | 186,620 | ** (203,130) | 707,009 |
| Total Budget FY 2020-21 | 666,756 | 396,088 | 505,278 | 512,997 | 331,728 | 270,989 | 2,312,451 | *(281,654) | 4,996,287 |

**NOTE:: PBID Delinquency & Reserves includes a 3% delinquency allowance as well as PBID revenue to be deferred to FY - 21 Phase Two Reserve

4. OLD BUSINESS

5. NEW BUSINESS

6. PUBLIC COMMENTS (three minutes on all non-agenda items)

7. ADJOURNMENT

DLBA MEETINGS AND UPCOMING EVENTS

| Meeting / Event | Date | Time | Location |
|--|-------------|---------|-----------------------|
| Governance Committee | January 27 | 8 AM | Zoom Teleconferencing |
| Public Safety Committee | January 27 | 4:30 PM | Zoom Teleconferencing |
| Virtual Taste of Downtown: Virtual Valentine | January 29 | 6 PM | Facebook |
| Marketing & Communications Committee | February 1 | 4:30 PM | Zoom Teleconferencing |
| Executive Committee | February 4 | 8 AM | Zoom Teleconferencing |
| Special Events & Sponsorships | February 9 | 1 PM | Zoom Teleconferencing |
| Economic Development Committee | February 10 | 9 AM | Zoom Teleconferencing |
| Board of Directors | February 17 | 8 AM | Zoom Teleconferencing |
| Placemaking Committee | February 18 | 10 AM | Zoom Teleconferencing |
| February Downtown Discussion Webinar | TBD | TBD | Zoom Webinar |