

Downtown Long Beach Alliance
As of June 30, 2024
(Fiscal Year Ending September 30, 2024)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	4,668,202	4,129,463	538,739
Expenses	4,544,265	4,420,542	123,723
Net	123,937	(291,079)	415,016

REVENUES:

DPBIA: Revenue totals are under budgeted figures \$27,000 (6%). This is a matter of timing and is expected to correct by the end of the fiscal year. We are ahead of where we were this same period last year by \$138,000.

Parking Meter: Staff adjusted the budget to account for revenue on a monthly basis instead of annually. We are currently under budget by \$36,500 (-19%) and trending \$42,000 ahead of where we were this same period last year.

PBID: Revenue is performing above budgeted figures \$69,000 (2%). We have recognized all deferred revenue from FY23 at this point and have also deferred \$1,035,000 for October - December, 2024. This variance will continue to even out as the year progresses.

Event Revenue: Revenue is currently above budgeted totals by \$80,000. This variance is driven by the timing of budgeted revenues, sponsorship of the NYE Fireworks event, Art Walk sales, and Celebrate Downtown.

Grant Income: Revenue reflects the one-time City of Long Beach's budget allocation to BIDS for enhanced safety and security services and a \$5,000 grant from F&M for Economic Development (instead of the budgeted \$30,000). Staff has adjusted programming to address this shortfall.

Contract Services: Revenue is performing above the budgeted goal by \$199,000 (148%). This variance is driven by the addition of the Midtown contract and increased and expanded service levels overall.

Other Misc Income: Revenue actuals reflect misc. payments, Block By Block rent payments, and interest earned. We are performing over the budgeted total because we were able to recoup funds from a fraudulently cashed check in FY 24 (\$2,000) and received miscellaneous reimbursements.

Deferred Revenue Recognized: We have recognized deferred revenue in events (\$251) for 2023 Celebrate Downtown invoices received this fiscal year, \$98,000 from administration for costs associated with the office move, and \$68,250 for the Long Beach Recovery Act grant.

EXPENSES:

Marketing: Expenses are under budget by 2% (\$5,000). Variance is led by advertising/promotions (\$15,000 under), Public Relations (\$23,500 over), Website Development (\$2,500 over), and a salary variance of approximately \$8,500 (under budget).

Economic Development: Expenses are under budget by 31% (\$102,000). Variance is led by Research (\$7,000 under), Small Business Grants (\$45,000 under), Business Retention & Expansion (\$18,000 under), Community Engagement & Business Outreach (\$45,000 under), and a salary variance of approximately \$28,000 (over). Staff has cancelled the Pitchfest and WOBA programs (\$25,000) in response to the grant reduction. Remaining expenses will catch up in future periods.

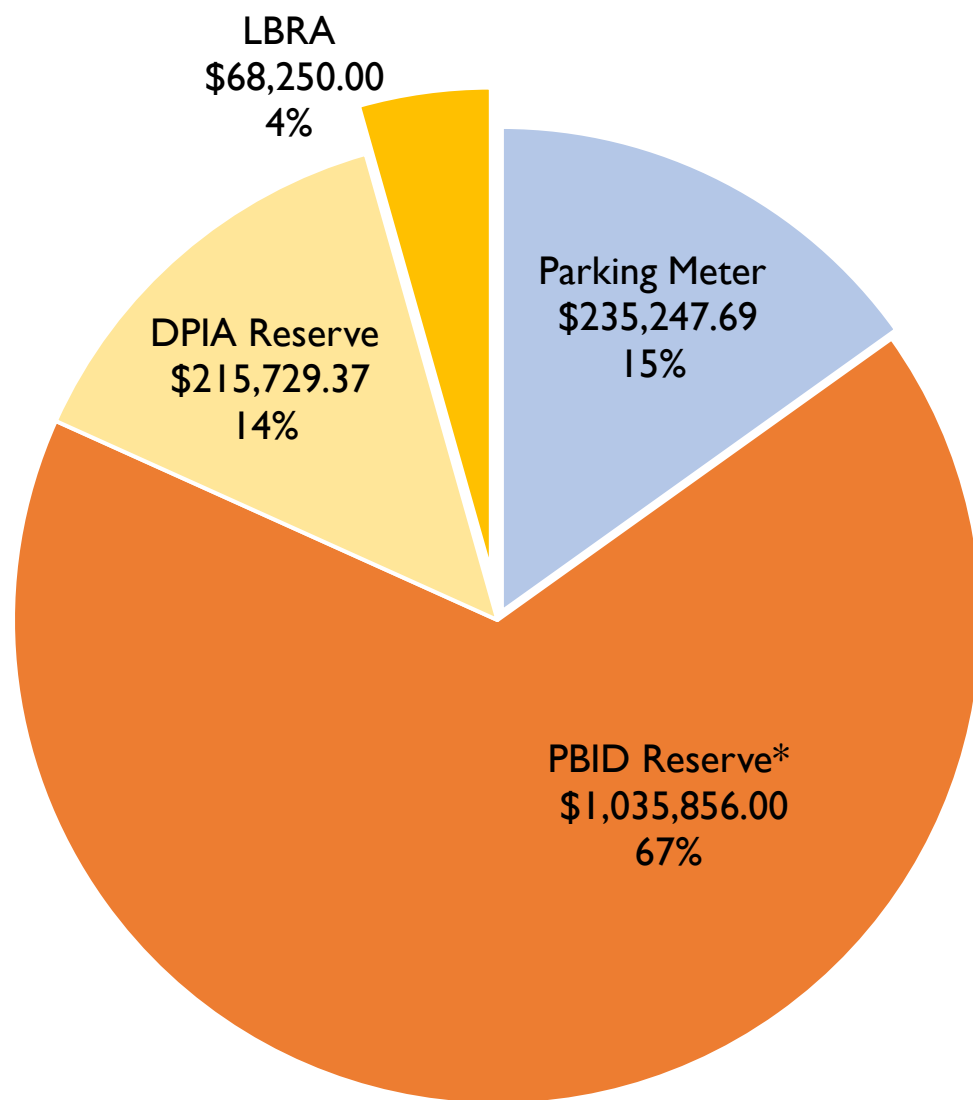
Special Events: Expenses are over budget expectations by 24% (87,500). This variance is led by ArtWalk (\$18,000 over), Celebrate Downtown (\$12,000 over), New Year's Eve (\$17,500 over), Taste of Downtown (\$1,600 over), Community Space Activations (\$30,000 over), event sponsorships (\$24,000 over) and a personnel variance (\$18,000 under).

Operations: Expenses are under budgeted figures by 2% (\$37,500) which is primarily driven by variances in clean team personnel (\$64,000 under), safe team personnel (\$58,000 over), homeless outreach staffing (\$32,000 under), clean team expenses (\$20,000 under), safe team expenses (\$6,000 over), CSI security (\$125,000 over - unbudgeted), special projects (\$18,000 under) contract services (\$42,000 over), and a personnel variance of \$50,000 (under).

Advocacy & Development: Expenses over budget by 13% (\$20,000). This variance is led by Travel/Education/Civic Events (\$14,000 over), a salary variance (\$6,000 over).

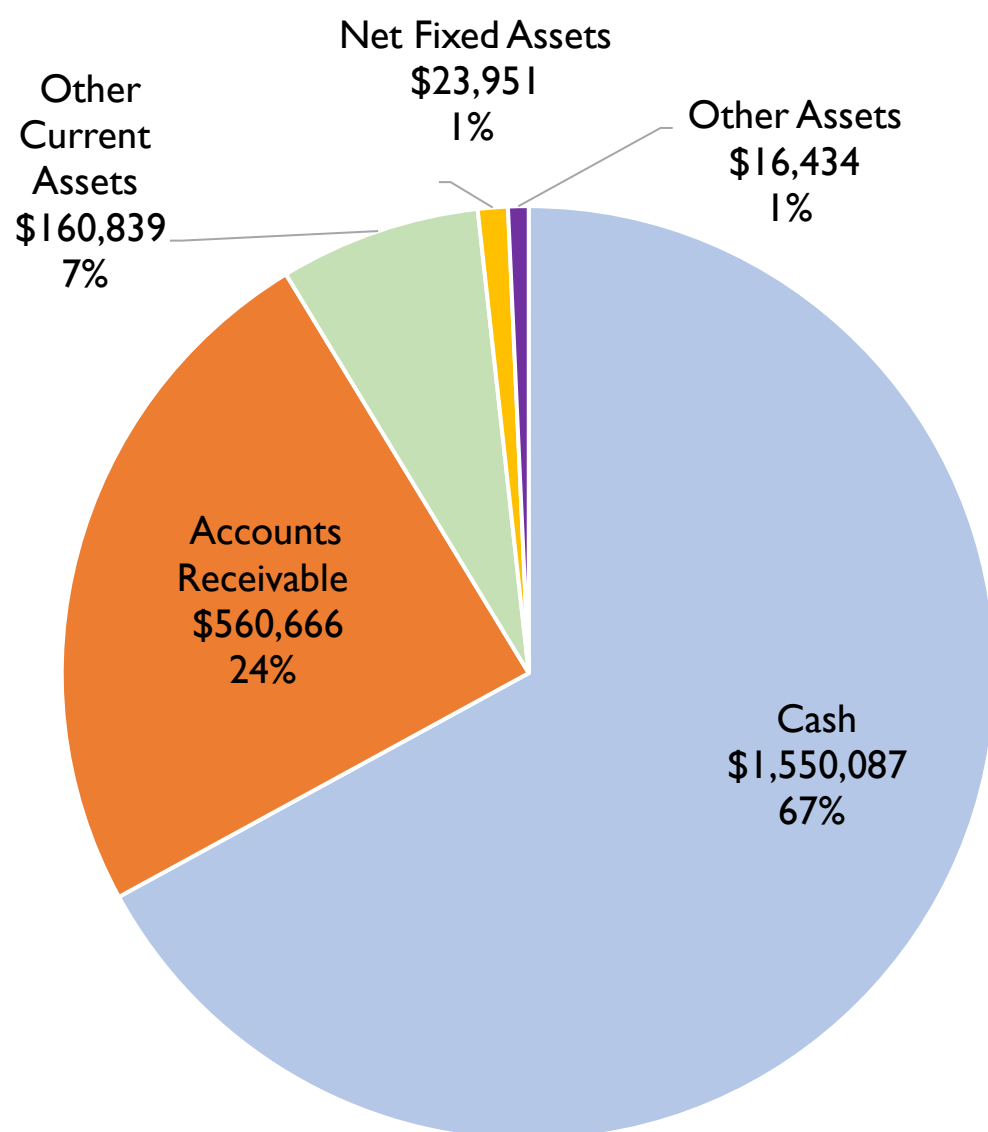
Placemaking: Expenses are over budget by 18% (\$59,000). This variance is led by Holiday Decor (\$45,000 over), Public Space Activation (\$27,000 over) and a personnel variance (\$17,000 under). These expense overages reflect activation of Lincoln Park funded by the LBRA grant.

Administrative: Expenses are over budget by 15% (\$103,000). This variance is led by Rent (\$62,000 under due to timing), Telephone and Data (\$5,000 over), Computers (\$3,000 over), Office Supplies (\$73,000 over, which includes most of the expenses related to the office move), General Insurance (\$3,000 under), Professional Services (\$10,000 over), Employee Recruitment & Retention (\$9,000 under), Admin services (\$3,000 under), Bad Debt (\$28,000 over which reflects revenue write-offs which will be adjusted to the allowance account in April), and Personnel (\$8,000 over). Many of these items are related to the new space transition (\$97,000) and is offset with deferred revenue. We budgeted for free rent per the lease assuming an October 1 start date - we saw these expenses later in the year. We've transitioned phones and will see an overall savings in that line by year end.



Parking Meter	\$	235,247.69
PBID Reserve*	\$	1,035,856.00
DPIA Reserve	\$	215,729.37
LBRA	\$	68,250.00
Balance less PBID Reserve	\$	519,227.06

* denotes 3-month operating cost.



Cash	\$	1,550,087
Accounts Receivable	\$	560,666
Other Current Assets	\$	160,839
Net Fixed Assets	\$	23,951
Other Assets	\$	16,434
Total	\$	2,311,978

Downtown Long Beach Alliance
Budget vs. Actuals
October 1, 2023 - June 30, 2024

	June 2024				Total Year To Date (October - June 2024)			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4001 DPIA Funds	\$ 140,178	\$ -	\$ 140,178		\$ 472,281	\$ 499,250	\$ (26,969)	95%
4002 City Funds - Parking Meters	\$ 20,051	\$ 25,000	\$ (4,949)	80%	\$ 188,413	\$ 225,000	\$ (36,587)	84%
4003 PBID			\$ -		\$ -	\$ -	\$ -	
4003-1 PBID Funds	\$ 175	\$ 994,868	\$ (994,693)	0%	\$ 2,058,924	\$ 1,989,739	\$ 69,186	103%
4004 PBID Prior Years		\$ -	\$ -		\$ 991,250	\$ 991,250	\$ -	100%
Total 4003 PBID	\$ 175	\$ 994,868	\$ (994,693)	0%	\$ 3,050,174	\$ 2,980,989	\$ 69,186	102%
4150 Event Revenue			\$ -		\$ -	\$ -	\$ -	
4150-04 Art Walk			\$ -		\$ 913	\$ -	\$ 913	
4150-13 Taste Downtown	\$ 38,382	\$ -	\$ 38,382		\$ 51,932	\$ -	\$ 51,932	
4150-17 Celebrate Downtown	\$ 10,000	\$ -	\$ 10,000		\$ 13,742	\$ -	\$ 13,742	
4150-23 New Year's Eve		\$ -	\$ -		\$ 17,500	\$ 5,000	\$ 12,500	350%
4150-51 ED Event Sponsorships	\$ 1,250		\$ 1,250		\$ 1,250	\$ -	\$ 1,250	
Total 4150 Event Revenue	\$ 49,632	\$ -	\$ 49,632		\$ 85,337	\$ 5,000	\$ 80,337	1707%
Total 4000 Revenues	\$ 210,036	\$ 1,019,868	\$ (809,832)	21%	\$ 3,796,205	\$ 3,710,239	\$ 85,966	102%
4500 Grant Income			\$ -		\$ -	\$ -	\$ -	
4500-01 Government Grant Revenue			\$ -		\$ 59,138	\$ -	\$ 59,138	
4500-03 Corporate Grants		\$ -	\$ -		\$ 5,000	\$ -	\$ 5,000	
Total 4500 Grant Income	\$ -	\$ -	\$ -		\$ 64,138	\$ -	\$ 64,138	
4700 Other Income			\$ -		\$ -	\$ -	\$ -	
4700-01 Office rent reimbursement	\$ 250		\$ 250		\$ 2,250	\$ -	\$ 2,250	
4700-02 Contract Clean Team Services			\$ -		\$ 9,485	\$ -	\$ 9,485	
001 Long Beach Transit	\$ 21,409	\$ 22,111	\$ (702)	97%	\$ 196,383	\$ 198,999	\$ (2,616)	99%
002 Hillcrest Monterey	\$ 3,437	\$ 1,224	\$ 2,213	281%	\$ 29,422	\$ 11,014	\$ 18,408	267%
004 Midtown	\$ 5,595		\$ 5,595		\$ 30,057	\$ -	\$ 30,057	
006 300 Alamitos	\$ 1,936	\$ 923	\$ 1,013	210%	\$ 8,578	\$ 8,307	\$ 271	103%
007 Blu Community Association	\$ 893	\$ 322	\$ 571	277%	\$ 6,304	\$ 2,898	\$ 3,406	218%
008 Zaferia	\$ 14,888	\$ 4,337	\$ 10,551	343%	\$ 41,484	\$ 39,033	\$ 2,451	106%
4700-02-005 Prop A	\$ 72,750	\$ -	\$ 72,750		\$ 293,250	\$ 156,000	\$ 137,250	188%
Total 4700-02 Contract Clean Team Services	\$ 120,907	\$ 28,917	\$ 91,990	418%	\$ 614,962	\$ 416,251	\$ 198,711	148%
4700-09 Other Misc. Income	\$ 1,307	\$ 330	\$ 977	396%	\$ 12,240	\$ 2,973	\$ 9,267	412%
Total 4700 Other Income	\$ 122,464	\$ 29,247	\$ 93,217	419%	\$ 629,451	\$ 419,224	\$ 210,227	150%
4701 Interest Income	\$ 4,173		\$ 4,173		\$ 12,041	\$ -	\$ 12,041	
4800 Deferred Revenue Recognized		\$ -	\$ -		\$ -	\$ -	\$ -	
4804 DRR-Depreciation (2014Computer)	\$ -		\$ -		\$ -	\$ -	\$ -	
4805 DRR-Events			\$ -		\$ 251	\$ -	\$ 251	
4826 DRR - Admin			\$ -		\$ 97,866	\$ -	\$ 97,866	
4827 DRR - LBRA			\$ -		\$ 68,250	\$ -	\$ 68,250	
Total 4800 Deferred Revenue Recognized	\$ -	\$ -	\$ -		\$ 166,367	\$ -	\$ 166,367	
Total Income	\$ 336,673	\$ 1,049,115	\$ (712,442)	32%	\$ 4,668,202	\$ 4,129,463	\$ 538,739	113%

Downtown Long Beach Alliance
Budget vs. Actuals
October 1, 2023 - June 30, 2024

	June 2024				Total Year To Date (October - June 2024)			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Expenses								
5100 Personnel Expenses			\$ -		\$ -	\$ -	\$ -	
5100-08 Employee Benefits	\$ -		\$ -		\$ -	\$ -	\$ -	
Total 5100 Personnel Expenses	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	
5200 Marketing			\$ -		\$ -	\$ -	\$ -	
5201 Publications			\$ -		\$ -	\$ -	\$ -	
5201-01 Newsletter			\$ -		\$ 2,504	\$ -	\$ 2,504	
5201-02 Annual Report		\$ -	\$ -		\$ 5,286	\$ 6,000	\$ (714)	88%
Total 5201 Publications	\$ -	\$ -	\$ -		\$ 7,790	\$ 6,000	\$ 1,790	130%
5202 Advertising/Promotions			\$ -		\$ 12,008	\$ -	\$ 12,008	
5202-20 Print Ads/Advertising	\$ 499	\$ -	\$ 499		\$ 5,369	\$ 13,250	\$ (7,881)	41%
5202-21 Outdoor Advertising		\$ -	\$ -		\$ 15,793	\$ 26,000	\$ (10,207)	61%
5202-26 Digital Advertising/Promotions	\$ 1,209	\$ 1,500	\$ (291)	81%	\$ 16,058	\$ 15,100	\$ 958	106%
5202-27 Service Subscriptions	\$ 528	\$ 2,223	\$ (1,695)	24%	\$ 8,571	\$ 17,707	\$ (9,136)	48%
5202-32 Unfiltered		\$ -	\$ -		\$ 2,335	\$ 3,000	\$ (665)	78%
Total 5202 Advertising/Promotions	\$ 2,236	\$ 3,723	\$ (1,487)	60%	\$ 60,135	\$ 75,057	\$ (14,922)	80%
5203 Public Relations			\$ -		\$ -	\$ -	\$ -	
5203-02 Shop Small			\$ -		\$ 100	\$ -	\$ 100	
5203-10 5203-10 Gift Card Giveaway		\$ -	\$ -		\$ 11	\$ 3,000	\$ (2,989)	0%
5203-11 Public Awareness Campaign	\$ 3,163	\$ 500	\$ 2,663	633%	\$ 44,979	\$ 18,500	\$ 26,479	243%
Total 5203 Public Relations	\$ 3,163	\$ 500	\$ 2,663	633%	\$ 45,090	\$ 21,500	\$ 23,590	210%
5205 Website Development			\$ -		\$ 2,459	\$ -	\$ 2,459	
5208 Wages (Marketing)	\$ 14,303	\$ 16,332	\$ (2,029)	88%	\$ 147,222	\$ 146,990	\$ 232	100%
5209 Payroll Tax (Marketing)	\$ 1,044	\$ 1,126	\$ (82)	93%	\$ 9,782	\$ 10,135	\$ (353)	97%
5210 Benefits (Marketing)	\$ 1,369	\$ 2,409	\$ (1,040)	57%	\$ 13,312	\$ 21,683	\$ (8,371)	61%
5212 Professional Development	\$ 251		\$ 251		\$ 251	\$ -	\$ 251	
5214 PBID General Benefit		\$ 1,053	\$ (1,053)	0%	\$ -	\$ 9,477	\$ (9,477)	0%
Total 5200 Marketing	\$ 22,365	\$ 25,143	\$ (2,778)	89%	\$ 286,041	\$ 290,842	\$ (4,801)	98%
5300 Economic Development			\$ -		\$ -	\$ -	\$ -	
5301 Research (ED)			\$ -		\$ -	\$ -	\$ -	
5301-01 Research & Data Analytics		\$ 1,500	\$ (1,500)	0%	\$ 22,910	\$ 29,900	\$ (6,990)	77%
Total 5301 Research (ED)	\$ -	\$ 1,500	\$ (1,500)	0%	\$ 22,910	\$ 29,900	\$ (6,990)	77%
5303 Bus. Recruitment & Retention			\$ -		\$ 17	\$ -	\$ 17	
5303-01 Strategic Recruitment	\$ 80	\$ 300	\$ (220)	27%	\$ 3,417	\$ 10,200	\$ (6,783)	33%
5303-03 Advertising	\$ 4,050		\$ 4,050		\$ 6,751	\$ -	\$ 6,751	
5303-04 Grand Opening Assistance	\$ 859	\$ 356	\$ 503	241%	\$ 3,042	\$ 3,204	\$ (162)	95%
Total 5303 Bus. Recruitment & Retention	\$ 4,989	\$ 656	\$ 4,333	761%	\$ 13,226	\$ 13,404	\$ (178)	99%
5303-40 Small Business Grants		\$ 5,000	\$ (5,000)	0%	\$ -	\$ 45,000	\$ (45,000)	0%
5304 Business Retention & Expansion			\$ -		\$ -	\$ -	\$ -	
5304-03 Economic Profile & Snapshot Reports		\$ -	\$ -		\$ 1,930	\$ 14,000	\$ (12,070)	14%
5304-04 Business Development Support	\$ 300	\$ 2,840	\$ (2,540)	11%	\$ 29,799	\$ 35,560	\$ (5,761)	84%
Total 5304 Business Retention & Expansion	\$ 300	\$ 2,840	\$ (2,540)	11%	\$ 31,729	\$ 49,560	\$ (17,831)	64%
5305 Community Engagement & Business Outreach			\$ -		\$ -	\$ -	\$ -	
5305-02 Business Seminars	\$ 388	\$ 500	\$ (112)	78%	\$ 5,330	\$ 47,400	\$ (42,070)	11%
5305-03 Broker Mixers	\$ 801	\$ 500	\$ 301	160%	\$ 17,262	\$ 22,800	\$ (5,538)	76%
5305-04 Conference Attendance	\$ 698	\$ -	\$ 698		\$ 4,107	\$ 1,500	\$ 2,607	274%
5305-05 Memberships	\$ 24	\$ 150	\$ (126)	16%	\$ 1,087	\$ 1,250	\$ (163)	87%
Total 5305 Community Engagement & Business Outreach	\$ 1,910	\$ 1,150	\$ 760	166%	\$ 27,785	\$ 72,950	\$ (45,165)	38%
5307 Wages (Econ.Dev.)	\$ 20,731	\$ 18,972	\$ 1,759	109%	\$ 199,493	\$ 170,749	\$ 28,744	117%
5308 Payroll Taxes (Econ.Dev.)	\$ 1,565	\$ 1,345	\$ 220	116%	\$ 14,673	\$ 12,099	\$ 2,574	121%
5309 Benefits (Econ.Dev.)	\$ 2,055	\$ 2,563	\$ (508)	80%	\$ 19,987	\$ 23,067	\$ (3,080)	87%
5310 Professional Development	\$ 1,400		\$ 1,400		\$ 1,400	\$ -	\$ 1,400	
5311 PBID General Benefit		\$ 1,890	\$ (1,890)	0%	\$ -	\$ 17,008	\$ (17,008)	0%
Total 5300 Economic Development	\$ 32,951	\$ 35,916	\$ (2,965)	92%	\$ 331,203	\$ 433,737	\$ (102,534)	76%
5400 Special Events & Outreach			\$ -		\$ -	\$ -	\$ -	
5401 Event Productions			\$ -		\$ 5,850	\$ -	\$ 5,850	
5401-39 Art Walk Expenses		\$ -	\$ -		\$ 48,365	\$ 30,000	\$ 18,365	161%
5401-47 Beach Streets			\$ -		\$ 103	\$ -	\$ 103	
5401-48 Celebrate Downtown		\$ -	\$ -		\$ 36,936	\$ 25,000	\$ 11,936	148%
5401-52 Taste of Downtown	\$ 8,637	\$ 60,000	\$ (51,363)	14%	\$ 101,655	\$ 100,000	\$ 1,655	102%
5401-57 Shop Small Saturday			\$ -		\$ 600	\$ -	\$ 600	
5401-62 Community Space Entertainment Activation		\$ -	\$ -		\$ 40,832	\$ 10,000	\$ 30,832	408%
5401-67 New Year's Eve		\$ -	\$ -		\$ 37,609	\$ 20,000	\$ 17,609	188%
5401-68 Neighborhood Mixers	\$ 109		\$ 109		\$ 941	\$ -	\$ 941	
Total 5401 Event Productions	\$ 8,746	\$ 60,000	\$ (51,254)	15%	\$ 272,891	\$ 185,000	\$ 87,891	148%
5401-69 General Expenses	\$ 453	\$ 200	\$ 253	226%	\$ 2,157	\$ 1,000	\$ 1,157	216%
5402 Event Sponsorships			\$ -		\$ 1,000	\$ -	\$ 1,000	
5402-50 Misc. Sponsorships			\$ -		\$ 7,625	\$ -	\$ 7,625	

	June 2024				Total Year To Date (October - June 2024)			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5402-56 LB Pride Celebration	\$ 500		\$ 500		\$ 4,405	\$ -	\$ 4,405	
5402-89 Event Sponsorship - Agency	\$ 10,700	\$ 2,500	\$ 8,200	428%	\$ 18,200	\$ 7,500	\$ 10,700	243%
Total 5402 Event Sponsorships	\$ 11,200	\$ 2,500	\$ 8,700	448%	\$ 31,230	\$ 7,500	\$ 23,730	416%
5403 Wages (Special Events)	\$ 11,933	\$ 13,729	\$ (1,796)	87%	\$ 114,495	\$ 123,561	\$ (9,066)	93%
5404 Payroll Tax (Special Events)	\$ 894	\$ 925	\$ (31)	97%	\$ 8,385	\$ 8,325	\$ 60	101%
5405 Benefits (Special Events)	\$ 1,174	\$ 2,249	\$ (1,075)	52%	\$ 11,432	\$ 20,241	\$ (8,809)	56%
5406 Professional Development	\$ 743		\$ 743		\$ 743	\$ -	\$ 743	
5407 PBID General Benefit		\$ 1,053	\$ (1,053)	0%	\$ -	\$ 9,477	\$ (9,477)	0%
5409 Events Committee Projects		\$ -	\$ -		\$ 203	\$ -	\$ 203	
5410 Community Outreach & Engagement			\$ -		\$ -	\$ -	\$ -	
5410-01 Community Microgrants	\$ 75	\$ -	\$ 75		\$ 488	\$ -	\$ 488	
5410-02 Community Outreach		\$ -	\$ -		\$ -	\$ -	\$ -	
Total 5410 Community Outreach & Engagement	\$ 75	\$ -	\$ 75		\$ 488	\$ -	\$ 488	
Total 5400 Special Events & Outreach	\$ 35,218	\$ 80,656	\$ (45,438)	44%	\$ 442,024	\$ 355,104	\$ 86,920	124%
5500 Operations (Clean Team)			\$ -		\$ -	\$ -	\$ -	
5501 Clean Team Personnel	\$ 46,000	\$ 52,250	\$ (6,250)	88%	\$ 417,089	\$ 470,250	\$ (53,161)	89%
5501-01 Clean Team Management	\$ 8,000	\$ 9,132	\$ (1,132)	88%	\$ 71,100	\$ 82,188	\$ (11,088)	87%
5502 Clean Team Supplies			\$ -		\$ 857	\$ -	\$ 857	
5503 Clean Team Equipment Insurance	\$ 500	\$ 2,081	\$ (1,581)	24%	\$ 4,301	\$ 18,729	\$ (14,428)	23%
5504 Clean Team Fuel		\$ 500	\$ (500)	0%	\$ 544	\$ 4,500	\$ (3,956)	12%
5505 Clean Team Equipment & Maintenance	\$ 28,165	\$ 6,405	\$ 21,760	440%	\$ 64,236	\$ 57,815	\$ 6,421	111%
5506-01 Pressure Washing	\$ 23,814	\$ 22,100	\$ 1,714	108%	\$ 214,779	\$ 198,900	\$ 15,879	108%
5506-02 Pressure Washing Truck Maintenance	\$ 1,407	\$ 4,125	\$ (2,718)	34%	\$ 12,475	\$ 37,125	\$ (24,650)	34%
5507 Safe Team	\$ 15		\$ 15		\$ 1,849	\$ -	\$ 1,849	
5507-00 Safe Team Management	\$ 8,000	\$ 9,132	\$ (1,132)	88%	\$ 73,770	\$ 82,188	\$ (8,418)	90%
5507-01 Safe Team Personnel	\$ 73,000	\$ 65,550	\$ 7,450	111%	\$ 656,089	\$ 589,950	\$ 66,139	111%
5507-02 Safe Team Supplies	\$ 500	\$ 500	\$ -	100%	\$ 2,702	\$ 4,500	\$ (1,798)	60%
5507-03 Safe Team Equipment Insurance		\$ 100	\$ (100)	0%	\$ -	\$ 1,200	\$ (1,200)	0%
5507-04 Safe Team Equipment	\$ 2,145	\$ 250	\$ 1,895	858%	\$ 6,258	\$ 2,250	\$ 4,008	278%
5507-05 Recruitment and Retention Fund	\$ 647		\$ 647		\$ 4,938	\$ -	\$ 4,938	
Total 5507 Safe Team	\$ 84,307	\$ 75,532	\$ 8,775	112%	\$ 745,607	\$ 680,088	\$ 65,519	110%
5508-01 Homeless Outreach	\$ 151	\$ 9,050	\$ (8,899)	2%	\$ 49,837	\$ 81,450	\$ (31,613)	61%
5508-02 Community Outreach			\$ -		\$ 701	\$ -	\$ 701	
5508-03 Special Project		\$ 400	\$ (400)	0%	\$ -	\$ 18,600	\$ (18,600)	0%
5508-04 CSI Security	\$ 14,400		\$ 14,400		\$ 125,120	\$ -	\$ 125,120	
5509 Contract Services			\$ -		\$ 14,355	\$ -	\$ 14,355	
5509-01 Long Beach Transit	\$ 17,000	\$ 18,500	\$ (1,500)	92%	\$ 152,793	\$ 166,500	\$ (13,707)	92%
5509-03 Other Contract Services	\$ 12,917	\$ 13,500	\$ (583)	96%	\$ 109,493	\$ 110,000	\$ (507)	100%
5509-04 City of Long Beach	\$ 13,942	\$ 11,000	\$ 2,942	127%	\$ 125,660	\$ 99,000	\$ 26,660	127%
5509-05 Contract Equip, Parts, Maint, Fuel		\$ 400	\$ (400)	0%	\$ -	\$ 3,600	\$ (3,600)	0%
5509-07 Zaferia	\$ 3,000	\$ 3,500	\$ (500)	86%	\$ 27,388	\$ 31,500	\$ (4,112)	87%
5509-08 Midtown	\$ 2,000		\$ 2,000		\$ 13,224	\$ -	\$ 13,224	
5509-09 Care Closet			\$ -		\$ 5,033	\$ -	\$ 5,033	
5509-10 Mosaic	\$ 1,300	\$ -	\$ 1,300		\$ 3,894	\$ -	\$ 3,894	
Total 5509 Contract Services	\$ 50,159	\$ 46,900	\$ 3,259	107%	\$ 451,840	\$ 410,600	\$ 41,240	110%
5510 Operations Programs			\$ -		\$ -	\$ -	\$ -	
5510-01 Disaster Preparedness		\$ -	\$ -		\$ -	\$ 200	\$ (200)	0%
5510-02 Fresh Start		\$ -	\$ -		\$ 2,709	\$ 600	\$ 2,109	452%
5510-03 Safety Walk		\$ -	\$ -		\$ -	\$ 200	\$ (200)	0%
Total 5510 Operations Programs	\$ -	\$ -	\$ -		\$ 2,709	\$ 1,000	\$ 1,709	271%
5511 Wages (Operations)	\$ 13,888	\$ 18,778	\$ (4,890)	74%	\$ 131,787	\$ 169,002	\$ (37,215)	78%
5512 Payroll Taxes (Operations)	\$ 1,044	\$ 1,323	\$ (279)	79%	\$ 9,782	\$ 11,907	\$ (2,125)	82%
5513 Benefits (Operations)	\$ 1,379	\$ 2,744	\$ (1,365)	50%	\$ 13,630	\$ 24,697	\$ (11,067)	55%
5515 Professional Development	\$ 229		\$ 229		\$ 229	\$ -	\$ 229	
5516 PBID General Benefit		\$ 9,693	\$ (9,693)	0%	\$ -	\$ 87,238	\$ (87,238)	0%
Total 5500 Operations (Clean Team)	\$ 273,443	\$ 261,013	\$ 12,430	105%	\$ 2,316,623	\$ 2,354,089	\$ (37,466)	98%
5600 Advocacy & Development			\$ -		\$ -	\$ -	\$ -	
5606 Travel/Education/Civic Events			\$ -		\$ -	\$ -	\$ -	
5606-01 Travel, Educ. & Entertainment	\$ 646	\$ 833	\$ (187)	78%	\$ 19,102	\$ 7,497	\$ 11,605	255%
5606-02 Civic Events & Engagement	\$ 1,495	\$ 833	\$ 662	179%	\$ 10,024	\$ 7,497	\$ 2,527	134%
Total 5606 Travel/Education/Civic Events	\$ 2,141	\$ 1,666	\$ 475	129%	\$ 29,126	\$ 14,994	\$ 14,132	194%
5607 Research/Analytics			\$ -		\$ 3,092	\$ -	\$ 3,092	
5608-01 PBID General Benefit		\$ 413	\$ (413)	0%	\$ -	\$ 3,717	\$ (3,717)	0%
5610 Wages (Advocacy)	\$ 9,775	\$ 9,891	\$ (116)	99%	\$ 98,953	\$ 89,019	\$ 9,934	111%
5611 Payroll Taxes (Advocacy)	\$ 745	\$ 693	\$ 52	108%	\$ 6,987	\$ 6,237	\$ 750	112%
5612 Benefits (Advocacy)	\$ 977	\$ 1,565	\$ (588)	62%	\$ 9,460	\$ 14,085	\$ (4,625)	67%
Total 5600 Advocacy & Development	\$ 13,639	\$ 14,228	\$ (589)	96%	\$ 147,619	\$ 128,052	\$ 19,567	115%
5650 Placemaking			\$ -		\$ -	\$ -	\$ -	
5603 Street & Landscape			\$ -		\$ -	\$ -	\$ -	
5603-06 Tree Planting		\$ -	\$ -		\$ -	\$ 3,450	\$ (3,450)	0%
5603-13 Holiday Decor	\$ 11,739	\$ 8,500	\$ 3,239	138%	\$ 114,325	\$ 69,051	\$ 45,274	166%
5603-20 Banners		\$ -	\$ -		\$ 11,514	\$ 2,700	\$ 8,814	426%
5603-27 Mutt Mitts	\$ 2,341	\$ -	\$ 2,341		\$ 10,331	\$ 7,800	\$ 2,531	132%
5603-31 Public Space Activation	\$ 7,065	\$ 3,100	\$ 3,965	228%	\$ 11,713	\$ 23,200	\$ (11,487)	50%

	June 2024				Total Year To Date (October - June 2024)			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
5603-31-01 Lincoln Park Activation	\$ 5,537		\$ 5,537		\$ 38,873	\$ -	\$ 38,873	
Total 5603-31 Public Space Activation	\$ 12,602	\$ 3,100	\$ 9,502	407%	\$ 50,586	\$ 23,200	\$ 27,386	218%
5603-33 Education/Promotion		\$ 50	\$ (50)	0%	\$ -	\$ 450	\$ (450)	0%
5603-35 Storage Service Cost			\$ -		\$ 486	\$ -	\$ 486	
Total 5603 Street & Landscape	\$ 26,682	\$ 11,650	\$ 15,032	229%	\$ 187,242	\$ 106,651	\$ 80,591	176%
5651 Payroll Wages (Placemaking)	\$ 11,933	\$ 13,410	\$ (1,477)	89%	\$ 115,252	\$ 120,690	\$ (5,438)	95%
5652 Payroll Taxes (Placemaking)	\$ 894	\$ 1,126	\$ (232)	79%	\$ 8,385	\$ 10,135	\$ (1,750)	83%
5653 Benefits (Placemaking)	\$ 1,174	\$ 2,409	\$ (1,235)	49%	\$ 11,417	\$ 21,683	\$ (10,266)	53%
5655 Professional Development	\$ 229		\$ 229		\$ 229	\$ -	\$ 229	
5656 PBID General Benefit		\$ 510	\$ (510)	0%	\$ -	\$ 4,592	\$ (4,592)	0%
Total 5650 Placemaking	\$ 40,913	\$ 29,105	\$ 11,808	141%	\$ 322,525	\$ 263,751	\$ 58,774	122%
5800 Administration			\$ -		\$ -	\$ -	\$ -	
5801 Rent			\$ -		\$ -	\$ -	\$ -	
5801-01 Office Lease		\$ 32,500	\$ (32,500)	0%	\$ 101,893	\$ 162,500	\$ (60,607)	63%
5801-02 Parking		\$ -	\$ -		\$ 1,469	\$ 3,000	\$ (1,531)	49%
Total 5801 Rent	\$ -	\$ 32,500	\$ (32,500)	0%	\$ 103,362	\$ 165,500	\$ (62,138)	62%
5802 Telephone & Data	\$ 1,268	\$ 1,795	\$ (527)	71%	\$ 20,665	\$ 16,155	\$ 4,510	128%
5803 Computers			\$ -		\$ -	\$ -	\$ -	
5803-01 Software/Subscriptions	\$ 2,667	\$ 1,843	\$ 824	145%	\$ 38,037	\$ 24,367	\$ 13,670	156%
5803-02 Hardware		\$ 1,000	\$ (1,000)	0%	\$ -	\$ 11,000	\$ (11,000)	0%
Total 5803 Computers	\$ 2,667	\$ 2,843	\$ (176)	94%	\$ 38,037	\$ 35,367	\$ 2,670	108%
5804 Office Equip. Lease	\$ 860	\$ 870	\$ (10)	99%	\$ 7,947	\$ 9,030	\$ (1,083)	88%
5805 Office Supplies	\$ 1,027	\$ 650	\$ 377	158%	\$ 79,019	\$ 5,850	\$ 73,169	1351%
5806 Postage	\$ 410	\$ 125	\$ 285	328%	\$ 969	\$ 1,425	\$ (456)	68%
5807 General Insurance	\$ 34,718	\$ 6,083	\$ 28,635	571%	\$ 51,016	\$ 54,751	\$ (3,735)	93%
5808 Professional Services			\$ -		\$ -	\$ -	\$ -	
5808-01 Tech Support		\$ 1,400	\$ (1,400)	0%	\$ 22,292	\$ 12,600	\$ 9,692	177%
5808-02 Legal		\$ 1,000	\$ (1,000)	0%	\$ 2,699	\$ 9,000	\$ (6,301)	30%
5808-03 Accounting	\$ 200	\$ 300	\$ (100)	67%	\$ 1,647	\$ 2,700	\$ (1,053)	61%
5808-04 HR		\$ 300	\$ (300)	0%	\$ 625	\$ 1,500	\$ (875)	42%
5808-05 Miscellaneous		\$ 100	\$ (100)	0%	\$ 25,630	\$ 4,900	\$ 20,730	523%
5808-06 Annual Audit		\$ -	\$ -		\$ 20,000	\$ 32,100	\$ (12,100)	62%
Total 5808 Professional Services	\$ 200	\$ 3,100	\$ (2,900)	6%	\$ 72,893	\$ 62,800	\$ 10,093	116%
5809 Utilities	\$ 490	\$ 300	\$ 190	163%	\$ 2,783	\$ 2,880	\$ (97)	97%
5810 Depreciation	\$ 1,026		\$ 1,026		\$ 9,435	\$ -	\$ 9,435	
5811-01 Stakeholder Audit			\$ -		\$ -	\$ -	\$ -	
5811-02 Board Election	\$ 7,263	\$ 6,000	\$ 1,263	121%	\$ 10,428	\$ 12,000	\$ (1,572)	87%
Total 5811-01 Stakeholder Audit	\$ 7,263	\$ 6,000	\$ 1,263	121%	\$ 10,428	\$ 12,000	\$ (1,572)	87%
5812 Taxes	\$ 209	\$ 210	\$ (1)	100%	\$ 1,883	\$ 1,890	\$ (7)	100%
5813 Office Maintenance & Repairs			\$ -		\$ -	\$ -	\$ -	
5813-02 Repairs/Replacements		\$ 250	\$ (250)	0%	\$ -	\$ 1,750	\$ (1,750)	0%
Total 5813 Office Maintenance & Repairs	\$ -	\$ 250	\$ (250)	0%	\$ -	\$ 1,750	\$ (1,750)	0%
5814 Employee Recruitment & Retention			\$ -		\$ 300	\$ -	\$ 300	
5814-01 5814-01 - Employee Recruitment		\$ 1,008	\$ (1,008)	0%	\$ 476	\$ 9,036	\$ (8,560)	5%
5814-02 5814-02 - Employee Retention	\$ 26	\$ 515	\$ (489)	5%	\$ 8,988	\$ 10,070	\$ (1,082)	89%
Total 5814 Employee Recruitment & Retention	\$ 26	\$ 1,523	\$ (1,497)	2%	\$ 9,764	\$ 19,106	\$ (9,342)	51%
5816 Admin. Services		\$ -	\$ -		\$ 11	\$ 3,000	\$ (2,989)	0%
5817 Credit Card Merchant Fees	\$ 810	\$ 200	\$ 610	405%	\$ 7,623	\$ 1,800	\$ 5,823	424%
5818 Bad Debt			\$ -		\$ 27,995	\$ -	\$ 27,995	
5819 Wages (Admin)	\$ 16,618	\$ 19,217	\$ (2,599)	86%	\$ 157,805	\$ 172,956	\$ (15,151)	91%
5820 Payroll Tax (Admin)	\$ 1,267		\$ 1,267		\$ 11,878	\$ -	\$ 11,878	
5821 Employee Benefits (Admin)	\$ 3,539		\$ 3,539		\$ 28,354	\$ -	\$ 28,354	
5825 Dues & subscriptions		\$ -	\$ -		\$ 1,340	\$ 4,950	\$ (3,610)	27%
5826 Board & Committee Meetings	\$ 618	\$ 800	\$ (182)	77%	\$ 4,399	\$ 4,000	\$ 399	110%
5826-01 Holiday Party/Gifts		\$ -	\$ -		\$ 10,072	\$ 8,000	\$ 2,072	126%
5827 PBID General Benefit		\$ 1,307	\$ (1,307)	0%	\$ -	\$ 11,757	\$ (11,757)	0%
5829 BBB Expenses			\$ -		\$ -	\$ -	\$ -	
5829-01 BBB Rent			\$ -		\$ 40,081	\$ -	\$ 40,081	
5829-02 BBB Supplies			\$ -		\$ 470	\$ -	\$ 470	
Total 5829 BBB Expenses	\$ -	\$ -	\$ -		\$ 40,551	\$ -	\$ 40,551	
Total 5800 Administration	\$ 73,017	\$ 77,773	\$ (4,756)	94%	\$ 698,231	\$ 594,967	\$ 103,264	117%
Total Expenses	\$ 491,545	\$ 523,834	\$ (32,289)	94%	\$ 4,544,265	\$ 4,420,542	\$ 123,723	103%
Net Income	\$ (154,872)	\$ 525,281	\$ (680,153)	-29%	\$ 123,937	\$ (291,079)	\$ 415,016	-43%

Downtown Long Beach Alliance

Balance Sheet

As of June 30, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1011 F&M Checking Operating Acct 2491	\$ 82,272
1016-7 F&M Repo 3479102 (0.5%)	\$ 1,454,682
1017 F&M Money Market 1165	\$ 12,133
1018 Petty Cash	\$ 1,000
Total Bank Accounts	\$ 1,550,087
Accounts Receivable	
1107 A/R	\$ 560,666
Total Accounts Receivable	\$ 560,666
Other Current Assets	
1108 Allowance for Doubtful Accounts	\$ 105,067
1300 Employee Advances	\$ 52
2201-3 Prepaid Expenses	\$ 55,720
Total Other Current Assets	\$ 160,839
Total Current Assets	\$ 2,271,593
Fixed Assets	
1520 Equipment	\$ 200,814
1521 Accum. Deprn. - Equipment	\$ (202,077)
1530 Office Furniture - Other	\$ 111,776
1531 Accum. Deprn. - Office Furn.	\$ (86,562)
1550 Office Equipment - Other	\$ 143,634
1551 Accum. Deprn. Office Equip.	\$ (143,634)
Total Fixed Assets	\$ 23,951
Other Assets	
1701 Deposits	\$ 16,434
1702 Software License	\$ 13,270
1703 Accumulated Amortization	\$ (13,270)
Total Other Assets	\$ 16,434
TOTAL ASSETS	\$ 2,311,978

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2012 A/P Trade	\$ 498,650
Total Accounts Payable	\$ 498,650
Credit Cards	
2150 F&M CREDIT CARDS	\$ (573)
2154 F&M CC - COWARD	\$ (7,631)
2157 F&M CC - METOYER	\$ (5,708)

Downtown Long Beach Alliance

Balance Sheet

As of June 30, 2024

	Total
2173 F&M CC - MADER	\$ 9,573
2174 F&M CC - Gonzalez	\$ 1,411
2176 F&M CC - Ancalade	\$ -
2177 F&M CC - Nevarez	\$ 5,421
2178 F&M CC - Barrera	\$ 1,298
2179 F&M CC - Morris	\$ (190)
2180 F&M CC - Torres	\$ 4,709
2181 F&M CC - El Tawil	\$ (570)
2182 F&M CC - Ahumada	\$ 2,792
2183 F&M CC - STEPHENS	\$ (13)
2184 CC - Meza	\$ 529
Total 2150 F&M CREDIT CARDS	\$ 11,048
Total Credit Cards	\$ 11,048
Other Current Liabilities	
2201-03 HSA Payable	\$ 364
2201-2 Medical Premiums Payable	\$ 5,004
2201-4 Aflac Payable	\$ (270)
Total 2201 Payroll Liabilities	\$ 5,098
2201-02 FSA Payable	\$ 4,245
2203 Deferred Comp. Wthd	\$ 11,502
2204 Payroll expense payable	\$ 1,580
2301 Accrued Vacation Pay	\$ 45,130
2490-01 Deferred Reserve for PBID	\$ 1,035,856
2490-90 Deferred LBRA	\$ 68,250
Total 2490 Deferred Revenue	\$ 1,580,297
Total Other Current Liabilities	\$ 1,678,342
Total Current Liabilities	\$ 2,188,040
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 2,188,040
Equity	
3000 Fund Balance	\$ -
3500 Retained Earnings	\$ 1
Net Income	\$ 123,937
Total Equity	\$ 123,938
TOTAL LIABILITIES AND EQUITY	\$ 2,311,978

Downtown Long Beach Alliance
A/R Aging Summary
As of June 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ 207,432.77	\$ 75,000.00	\$ -	\$ -	\$ 100,118.54	\$ 382,551.31
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,702.51	\$ 97,702.51
Long Beach Transit	\$ 21,408.89	\$ -	\$ -	\$ -	\$ 4,060.18	\$ 25,469.07
Midtown BID	\$ 11,189.56	\$ -	\$ -	\$ -	\$ -	\$ 11,189.56
Tomi Riley	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
Port of Long Beach	\$ -	\$ -	\$ 2,500.00	\$ -	\$ 3,000.00	\$ 5,500.00
California Resource Corp.	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00
Zaferia Business Association	\$ 4,962.57	\$ -	\$ -	\$ -	\$ -	\$ 4,962.57
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00
Long Beach Center Loan	\$ 2,270.96	\$ -	\$ -	\$ -	\$ -	\$ 2,270.96
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051.14	\$ 2,051.14
Partake Collective.	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00
Blu Community	\$ 892.71	\$ -	\$ -	\$ -	\$ 892.71	\$ 1,785.42
Pedal Movement	\$ -	\$ -	\$ -	\$ -	\$ 1,750.00	\$ 1,750.00
HILLCREST MONTEREY	\$ 1,165.65	\$ -	\$ -	\$ -	\$ -	\$ 1,165.65
Mercy Housing	\$ 968.04	\$ -	\$ -	\$ -	\$ -	\$ 968.04
Planet Fitness	\$ 750.00	\$ -	\$ -	\$ -	\$ -	\$ 750.00
AMO Marketing, Inc.	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 500.00
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400.00	\$ 400.00
Hamburger Mary's	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00
TOTAL	\$ 268,041.15	\$ 75,500.00	\$ 2,750.00	\$ -	\$ 214,375.08	\$ 560,666.23

Downtown Long Beach Alliance
A/R Aging Summary
As of July 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ 140,178.15	\$ 75,000.00	\$ -	\$ 100,118.54	\$ 315,296.69
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,702.51	\$ 97,702.51
Long Beach Transit (Customer)	\$ -	\$ 21,408.89	\$ -	\$ -	\$ 4,060.18	\$ 25,469.07
Midtown Business Improvement District	\$ -	\$ 5,594.78	\$ 5,594.78	\$ -	\$ -	\$ 11,189.56
Tomi Riley	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ 10,000.00
California Resource Corp.	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
Zaferia Business Association	\$ -	\$ 4,962.57	\$ -	\$ -	\$ -	\$ 4,962.57
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
Long Beach Center Loan, LLC (Mosaic)	\$ -	\$ 2,270.96	\$ -	\$ -	\$ -	\$ 2,270.96
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051.14	\$ 2,051.14
Partake Collective.	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 2,000.00
Blu Community	\$ -	\$ 892.71	\$ -	\$ -	\$ 892.71	\$ 1,785.42
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750.00	\$ 1,750.00
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ 1,165.65	\$ -	\$ -	\$ -	\$ 1,165.65
Mercy Housing (300 Alamitos)	\$ -	\$ 968.04	\$ -	\$ -	\$ -	\$ 968.04
Planet Fitness	\$ -	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00
AMO Marketing, Inc.	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400.00	\$ 400.00
BLOCK-BY-BLOCK	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ 250.00
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00
TOTAL	\$ 250.00	\$ 195,191.75	\$ 81,094.78	\$ 250.00	\$ 214,375.08	\$ 491,161.61