



CITY OF LONG BEACH

C-11

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

October 2, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the Annual Report of the Downtown Long Beach Parking and Business Improvement Area; approve the proposed budget for Fiscal Year 2008 (FY 08) and authorize the City Manager to execute a contract with the Downtown Long Beach Associates for the period of October 1, 2007 through September 30, 2008 in the amount of \$585,000. (Districts 1 and 2)

DISCUSSION

Downtown Long Beach Associates (DLBA) has three routine sources of revenue that pass through the City to the organization. They are: business operator assessments, property owner assessments and downtown parking meter revenue sharing. This action relates to business operator assessment funds used to promote and market downtown Long Beach on behalf of businesses located in the Downtown Long Beach Parking and Business Improvement Area (DLB-PBIA). The City Council approves the property owner assessment separately.

The proposed contract with DLBA requires the City to transmit all DLB-PBIA assessment funds collected from downtown businesses to the DLBA every other month. This City Council action estimates DLB-PBIA assessment revenue of \$585,000 for the contract period of October 1, 2007 through September 30, 2008. The DLBA's 2007-2008 Annual Budget and Management Report is attached. The DLBA will provide quarterly reports to the City on expenditures and submit an annual report summarizing FY 08 activities.

This letter was reviewed by Assistant City Attorney Heather Mahood on September 13, 2007, Budget and Performance Management Bureau Manager David Wodynski on September 21, 2007, and the City Treasurer's Office on September 17, 2007.

TIMING CONSIDERATIONS

The DLBA contract year began on October 1, 2007. City Council action is requested on October 2, 2007 to renew the contract in a timely manner.

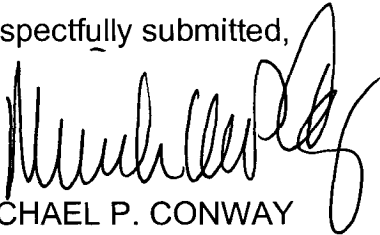
FISCAL IMPACT

Sufficient funds are included in the FY 08 Proposed Budget in the Parking and Business Improvement Area Fund (SR 132) in the Department of Community Development (CD). FY 08 assessment revenue will fully offset the proposed allocation in SR 132. There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
ACTING DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:



PATRICK H. WEST
CITY MANAGER

MPC:RS:tb

Attachment: Downtown Long Beach Parking and Business Improvement Area 2008 Annual Budget and Management Plan

Handwritten: Downtown Long Beach Associates
DOWNTOWN
Long Beach
ASSOCIATES

September 11, 2007

Handwritten: Mr. Patrick West
Director of Community Development, City of Long Beach
333 West Ocean Boulevard, 3rd Floor
Long Beach, CA 90802

RE: APPROVED DLBA BUDGET 2007-08

Dear Pat:

Handwritten: queen mary
On Wednesday, July 18, 2007, the Downtown Long Beach Associates (DLBA) Board of Directors unanimously approved the proposed Downtown Parking Improvement Area (DPIA) and Property Based Improvement District (PBID) Management Plan and Budget for 2007-08.

Handwritten: West Gateway
Please accept the attached correspondence as updated information as requested by Travis Brooks. This should finalize the routing process to the appropriate City staff in support of the agenda item scheduled for City Council ratification on October 2, 2007.

Handwritten: Thank you for your continued support and participation on the DLBA Board of Directors. Please contact me should you or any member of your staff have questions regarding the attachment.

Sincerely,

Handwritten signature: Kraig Kojian
Kraig Kojian
President & CEO

Handwritten: Cc: Travis Brooks, Economic Development Bureau, City of Long Beach
Jane Netherton, DLBA Chair
Jim Brophy, DLBA Chair-Elect
Phil Appleby, DLBA Treasurer
Becky Blair, DLBA Secretary

**REVENUE
FY 2007-2008**

DPIA: Downtown Parking Improvement Area self-assessment fees collected through business licenses from Downtown businesses within a geographical boundary in Downtown Long Beach. The current annual assessment is approximately \$367.83 per business and \$6.19 per employee and for Service Based Independent Contractors, \$224.38 per business and \$4.25 per employee.

PBID: Property Based Improvement District self-assessment fees collected through County of Los Angeles property tax from commercial real estate owners within a geographical boundary in Downtown Long Beach. The assessment methodology is based on the parcel and building square footage and linear footage of the property and the level of services rendered to the three benefit areas.

PBID Assessment Methodology	2007-08
Maximum Assessment per Linear Foot of Frontage	
Zone 3: Premium	\$14.7133
Zone 2: Standard	\$8.5361
Maximum Assessment per Square Foot of Lot plus Building	
Zones 3 & 2: Premium and Standard	\$0.0402
Zone 1: Basic	\$0.0248

CITY/RDA: Funds solicited from the City of Long Beach, Community Development Department, and Economic Development Bureau. Includes revenue from parking meter revenue-sharing program approved by City Council in FY 2004-05.

SPONSORSHIP: Funds collected through sponsorships to help offset costs incurred by the DLBA.

MISCELLANEOUS: Revenue collected from various programs including co-operative advertising campaigns and projects, mailing labels, administrative costs and interest on accounts.

EXPENSES
FY 2007-2008

ADMINISTRATION & ADVOCACY

GENERAL ADMINISTRATION

\$666,110

The DLBA is the 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 of the commercial 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 a brief description of their positions:

- 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 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 Business Improvement Districts.
- Vice President is responsible for assisting the President and CEO in administration and advocacy. Also performs Economic Development role, implementing programs to retain and attract business to Downtown Long Beach through retail, development and adaptive re-use, and business recruitment and retention strategies.
- Marketing Manager's primary objective is to increase awareness and enhance the image of Downtown Long Beach by promoting existing infrastructure and developing new business and customer markets. Responsible for the supervision of all DLBA special events, including sponsorship. Also provides technical assistance to outside organizations and individuals that produce events..
- Operations Manager is responsible for managing the Clean and Safe Programs and is involved in community outreach programs to addresses the quality of life in the Downtown.
- Marketing Coordinator is responsible to assist the Marketing Manager on all DLBA marketing efforts including special events and sponsorship.
- Executive Assistant coordinates all administrative functions, which maximize the operating efficiency of the organization, and motivates staff to operate efficiently and to achieve organizational objectives.

- Administrative Assistant (part-time) supports all departments in the daily administrative and clerical duties.

All salary, taxes and benefits are shared equally by the DPIA and the PBID, except for the Operations Manager (100% PBID).

Office

Other general administration expenses include office rent, telephones, computers, office equipment lease, office supplies, postage, general insurance, professional services (including legal and annual audit fees), utilities, depreciation, taxes, accounting services (contract with a private firm), employee recruitment, bank charges, and outside support (temp service employees).

ADVOCACY **\$59,290**

The DLBA is the leading voice for the Downtown business community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. The DLBA participates in Task Forces (e.g., Pine Avenue, Parking), has established committees (e.g., Office and Retail), and conducts regular meetings to serve the stakeholders better and ensure the quality of life in the central business district. It also acts as a liaison between the business community and many city departments and council offices.

Advocacy expenditures may include street and landscape projects, conducting workshops and orientations, costs for professional dues and subscriptions, participating in industry-related seminars and conferences, and Board contingency.

TOTAL PERSONNEL, ADMINISTRATION & ADVOCACY **\$725,400**

DELIQUENCY **\$72,121**

Budget includes approximately 4% of the projected PBID annual revenue to compensate for delinquent stakeholders.

SPECIAL PROJECTS (PBID) **\$108,182**

The PBID Management Plan stipulates that the Special Project funds, generated from assessments within the Standard and Premium service areas, support improvements that enhance the visual appearance of Downtown and may include:

- Seasonal banners and decorations
- Public art
- Street furniture and amenities
- Feasibility analyses and plans for design and physical improvements
- Other activities and improvements that visibly enhance the Downtown environment

MARKETING WORK PLAN

FY 2007-2008

INTRODUCTION

A major component of managing the Business Improvement District is to build and maintain strong advocacy and marketing programs. The DLBA Marketing Department is dedicated to increasing the awareness for and enhancing the image of Downtown Long Beach. This is achieved through year-round communications, promotions, events, implementing and maintaining public relations activities, advertising programs, collateral materials and building consensus from stakeholders at area and quarterly meetings.

- **Print Advertising** **\$35,000**
Advertising is essential to communicating about Downtown Long Beach and all it has to offer. In efforts to maintain top-of-mind awareness within the community, it is recommended that the DLBA maintain an advertising budget in support of different advertising opportunities that present themselves throughout the year. This proposed budget will target specific issues such as parking and an updated branding campaign, as well as encompass the on-going need to advertise Downtown.

- **Direct Mail Cooperative Advertising** **\$20,000**
The DLBA will contract to produce a direct mail piece that will target Long Beach area residents. This program is aimed at promoting the Downtown businesses to residents, visitors and office workers and encouraging them to utilize the central business district as a primary destination for their professional and personal service needs, shopping, dining, and entertainment.

- **Annual Report** **\$20,000**
The DLBA annual report serves to highlight the accomplishments and measurable results from each of the departments with the DLBA organization. Produced on an annual basis, the report contains brief descriptions of the DLBA programs initiated within the past Fiscal Year and also provides financial summaries. Quantity: 5,000.

- **Downtown Photo Stock** **\$10,000**
The DLBA uses Downtown photographs in a wide variety of ways: in publications, in public relations materials, on the website, etc. With the ever-changing face of the Downtown, both on the ground level and from an aerial view, it is time of the DLBA to update its stock.

- **Public Relations** **\$24,000**
Public relations encompass a variety of marketing tactics aimed at strengthening the Downtown's image, develop goodwill and influence public opinion. By retaining the services of a public relations specialist, the DLBA will aim to consistently generate targeted press releases, media advisories, news conferences, press tours, and personal letters and/or phone calls to editors and reporters regarding Downtown Economic Development, Marketing, and Special Events programming.

- **Press Trip** **\$7,000**
 The primary aim of press trips is to generate positive press about Downtown and improve the overall image of the urban center. Through trips, reporters are able to experience first hand all Downtown Long Beach as to offer.
- **Marketing Research Study** **\$10,000**
 The DLBA has reached the 3-year mark for its Marketing Action Plan and will need to conduct follow-up research that will evaluate and provide recommendations for future marketing programming. Quarterly follow-up stakeholder surveys will also assist the DLBA demonstrate measurable results.
- **www.DowntownLongBeach.org** **\$20,000**
 DLBA's website is a valuable tool for the dissemination of both consumer and business information to interested parties. The website averages approximately 32,000 hits per month, serving 6,000 users. The continual update and progress of the site is integral to its success. This year, the DLBA will add additional components to the ongoing overhaul of the website that was initiated in 2006.

 - **Recommended Components**
 - Itinerary planning for a day trip or weekend in Downtown
 - Local weather
 - Updated calendar section

TOTAL MARKETING **\$146,000**

**SPECIAL EVENTS WORK PLAN
FY 2007-2008**

INTRODUCTION

Special Events offer an exciting way to attract and generate increased foot traffic into 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 towards enhancing the environment. The goal of the Special Events Department is to manage and centralize all aspects involved with the DLBA's special events programs, including sponsorships, planning and execution in addition to providing technical assistance to outside organizations and individuals that produce events in the Downtown.

SPONSORSHIPS

- **Convention Center Information Booth** **\$7,000**
Featured in the Convention & Entertainment Center, the visitor information booth is staffed by Long Beach Area Convention & Visitor Bureau (LBACVB) trained personnel who disseminate information, answer questions, and assist the approximate 1.7 million convention delegates and visitors a year. The \$7,000 fee is for 25% of the cost of the booth, with the LBACVB and the Convention Center paying the remainder.

EVENT SPONSORSHIPS (MEDIA)

- **Media Sponsorships** **\$65,000**
The DLBA will serve as a media sponsor for various events taking place throughout the Downtown. These sponsorships will not only offer local businesses unique marketing opportunities, but will help in the cross-promotion of Downtown Long Beach. (Examples: Long Beach Marathon, Soundwalk, Tour Des Artistes, Pride Celebration). Staff will solicit proposals and make recommendations to Board for final approval.

EVENT PRODUCTION

- **"BE *Entertained*" Live Music Series** **\$135,000**
Downtown Long Beach will serve as the picturesque backdrop of a series of free live music performances that will be entertaining visitors, residents, and office workers alike. This program will run from Grand Prix in April through Labor Day and also during the holiday season. From visual to vocal, the "*BE Entertained*" music series are streetside, impromptu musical performances which will take place at various times and locations throughout Downtown including Pine Avenue, CityPlace, Shoreline Village, East Village Arts District, Nautical Shell at the Waterfront, and in the West Gateway office buildings of World Trade Center, ARCO Center, and 444 E. Ocean. \$15,000 of this event will be funded through sponsorship revenue with the remaining \$120,000 funded by DLBA seed money.

- **State of the Downtown** **\$135,000**
 The 4th annual breakfast will be open to all stakeholders as an opportunity to honor downtown partners and Board Members, as well as highlight the DLBA's accomplishments and programs for the year. The breakfast will be held at the Hyatt on November 14, 2007. Attendees will be given the option to purchase individual tickets or to buy sponsored tables. \$109,000 of this event will be funded through sponsorship revenue and ticket sales with the remaining \$26,000 funded by DLBA seed money.
- **Tecate Thunder Thursday on Pine** **\$40,000**
 Downtown Long Beach is gearing up for the 34th Annual Toyota Grand Prix of Long Beach with an exciting Thursday street party. Held along Pine Avenue, between Broadway and 4th Street, this free event will feature a pit stop competition, displays of Pro/Celebrity cars, classic and custom cars, as well as live music, dancing, motocross shows, and a variety of entertainment. The main objective is to provide an opportune way to attract more visitors to the central business district and have them experience first-hand the wide array of restaurants, retail and entertainment options there are to enjoy along the lively corridor. \$15,000 of this event will be funded through sponsorship revenue with the remaining \$25,000 funded by DLBA seed money.
- **Holiday Ice Rink – Winter 2008** **\$45,000**
 This seed money would be used to begin the process of providing the Downtown with a holiday ice rink. This program has two main objectives: to enhance the festive feel of the Downtown during the holiday season and to bring thousands to the area by providing them the opportunity to ice skate right by the beach! Imagine the novelty of an outdoor ice skating rink as you smell the ocean air and enjoy the year-round sunshine of Long Beach. Additional sponsorship opportunities would be pursued in the upcoming year, with the initial funds for a '08 rink provided in the 2007-2008 FY budget.
- **Film Festival – October 2008** **\$25,000**
 For the first time this October, University by the Sea will offer an entire weekend for Downtown businesses and venues to play host to our students, their esteemed faculty, and in the future, other universities in the CSU system and beyond. Through creative partnering of CSULB departments with relevant businesses and institutions, Downtown can create a weekend of activities with a broad focus on lifestyle interests as well as explorations of industry through networking and the showcasing of academic and creative achievement.
- **Restaurant Week** **\$12,000**
 The "Downtown Long Beach Restaurant Week" program is aimed at promoting Downtown restaurants to residents, visitors, and office workers alike during the 11 – 1 lunch hour and the 5 – 9 dinner hour. Through this program, diners will have the opportunity to experience the wide variety of restaurants offered throughout the Downtown.

TOTAL SPECIAL EVENTS

\$464,000

**ECONOMIC DEVELOPMENT WORK PLAN
FY 2007-08**

INTRODUCTION

The Downtown Long Beach Associates (DLBA) Economic Development Department assists in creating a vibrant, financially sound urban core. This goal is achieved through the creation and retention of jobs, construction of new residential and commercial developments, and the fortification of existing infrastructure in the Downtown. The DLBA strives to achieve these goals through the recruitment/retention and assistance of office tenants, retail tenants, and commercial developers.

PRINT ADVERTISING

\$15,500

- **Direct Mail Retail Recruitment Campaign**
The DLBA will continue an ongoing effort to target Los Angeles and Orange County submarkets to prospect for potential Downtown retail tenants utilizing a variety of information sources.
- **Direct Mail Recruitment/Retention Campaign**
Utilizing the CoStar database, the DLBA will continue an ongoing effort to target existing Downtown businesses with upcoming lease expirations in order to obtain their level of satisfaction and future location plans. The DLBA will then work to retain these businesses Downtown. The same collateral will also be used for recruitment purposes.
- **Long Beach Business Journal Ad Campaign**
The DLBA will run four (4) advertisements in the Real Estate Quarterly edition, highlighting new businesses to the Downtown, as well as the buildings they located in and the real estate professionals that assisted in this recruitment. Long Beach Business Journal readers number over 40,000.
- **Downtown Development Maps**
The DLBA, assisted by the Redevelopment Agency, will update the map highlighting new developments occurring in the Downtown. Approximately 500 maps will be printed.

RESEARCH & DEVELOPMENT

\$68,000

- **Downtown Economic Analysis/Research**
Subject to the results of ongoing analysis, funds will be utilized to consider CoStar (approximately \$12,350) and Claritas (approximately \$8,250), as well as conducting a five-year review of the 10-year Property Based Improvement District (PBID) Management Plan adopted in 2003.

TOTAL ECONOMIC DEVELOPMENT

\$83,500

OPERATIONS WORK PLAN FY 2007-08

INTRODUCTION

The Downtown Long Beach Associates (DLBA) Operations Department is dedicated to the security and maintenance of the 85-block assessment district in the Downtown via the Downtown Clean Team and Downtown Guides.

DOWNTOWN CLEAN TEAM

\$576,957

The Clean Team ensures the central business district remains attractive, clean and appealing for the visitor seven days a week. In order to consistently deal with maintenance issues, a multi-dimensional approach was developed consisting of: sidewalk maintenance, alley maintenance, graffiti removal, sidewalk scrubbing and pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and maintenance problems requiring third party intervention.

- **Sidewalk Maintenance**
Uniformed, radio-equipped personnel sweep litter, debris and refuse from sidewalks and gutters within the District.
- **Alley Maintenance**
The Downtown Clean Team and Downtown Guides each have responsibility in this area. The Downtown Guides address owner and tenant compliance with City code issues on cleanliness of sidewalks, alleys and illegal dumping. The Downtown Clean Team works with Long Beach Energy to remove debris from the alley when a responsible party can not be found for illegal dumping or other violations.
- **Graffiti Removal**
The Downtown Clean Team removes graffiti by using solvents and pressure washing. The District maintains a zero tolerance graffiti policy. All tags will be removed within 24 hours. For those tags that the Downtown Clean Team is unable to remove, a list is sent via fax to the Graffiti Abatement Team with the City of Long Beach, which sends a graffiti removal team out.
- **Sidewalk Pressure Washing**
Pressure washers service 12 - 15 blocks per day, seven days a week. The District standard is to have all sidewalks cleaned every six weeks, with Premium areas cleaned weekly.
- **Sidewalk Scrubbing**
Sidewalk scrubbers service multiple blocks per day, seven days a week. The District standard is to have all sidewalks scrubbed every week.

- **Trash Collection**
The District truck collects the bags of trash left in pre-arranged locations by the Sweepers each morning and afternoon. The bags are deposited in a large trash bin assigned to the DLBA.
- **Landscape Maintenance**
Public landscape areas, tree wells and planters are maintained and kept free of litter and weeds.
- **Paper Sign and Handbill Removal**
Paper signs and handbills that have been scotch-taped or glued on public property, utility boxes, poles and telephones are removed by hand or when necessary, by high pressure hose.
- **Maintenance Problems Requiring Third Party Intervention**
Problems are monitored that create blighted or unsafe conditions in the District, but are outside of the jurisdiction of the DLBA personnel to repair. 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 street lights, damaged or missing street signs, etc.

DOWNTOWN GUIDES

\$522,882

The District mission for the Downtown Guides is to support the police department, property owners and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering customer service orientation to pedestrians. They provide highly visible neighborhood security and are intended to supplement, not supplant individual building security and the Long Beach Police Department (LBPB). They assist with quality of life issues, and participate in outreach programs.

- **Integration with the Long Beach Police Department**
The Downtown Guides work closely with the LBPB and integrate the District security program with that of the LBPB, whose officers are active in the development and training of the Downtown Guides.
- **Bicycle Patrol**
The Bike Patrol deters aggressive panhandling and other unsuitable street behavior. Their presence is a deterrent to theft and burglary from motor vehicles; however the service does not completely prevent these crimes. They also deter and report illegal street vending, illegal dumping and street code violations. They handle a myriad of quality of life problems including: drinking in public, urinating in public, indecent exposure, trespassing, scavenging and shopping cart confiscation. They perform goodwill gestures such as escorting employees, helping lost persons and giving directions. Bike Patrols also assist with traffic control in case of accidents, fires or unusual occurrences.

Bike patrols are assigned routes evenly, covering all property equally on any route in the District. They are professional, assertive, friendly, courteous, people oriented individuals in excellent physical condition. The Bike Patrol officers complete 32 hours of customized classroom district training and 16 hours of field training.

- **Foot Patrol**

The Foot Patrol concentrates on the highest pedestrian-use corridors such as Pine Avenue, the Promenade, City Place and The Pike at Rainbow Lagoon. The Foot Patrol has the same mission and receives the same training as the Bike Patrol.

- **Personal Data Assistants (PDAs)**

Downtown Long Beach Associates will continue to contract with Eponic, Inc. to provide on-line user management and report tools as well as support and service of the PDAs for the Downtown Guide Program.

- **Integration with Homeless Service Providers**

The Downtown Guides are accompanied on bike patrol by an Outreach Worker from the Multi-Service Center on pre-arranged days. The Guides have learned from the Outreach Workers and have become more empathetic and understanding of the needs of the homeless person as well as more confident in referring these individuals to local service providers.

COMMUNITY OUTREACH

- **Community Watch**

In an effort to better utilize the "eyes and ears" on the street DLBA will work with LBPD to organize a community watch program that will integrate the business and residential entities in the downtown.

- **Long Beach Visitors Safety Committee**

The DLBA Operations Manager facilitates the Long Beach Visitors Safety Committee, whose purpose is to enhance communication and cooperation between the various entities within the City of Long Beach that deal with tourism, visitors and safety.

- **Downtown Operations Coordinating Committee**

The DLBA Operations Manager facilitates the Downtown Operations Coordinating Committee whose purpose is to share information, coordinate schedules and work together to address safety and cleanliness in the Downtown.

- **10-Year Plan to End Homelessness**

DLBA plays an active role in the development of the City of Long Beach's 10-Year Plan to End Homelessness with representatives on both the Steering and Working Committees.

TOTAL OPERATIONS

\$1,099,839

APPROVED 2007-08 BUDGET

ACCT #	DESCRIPTION	2006-07		APPROVED FY 2007-08			
		APPROVED	YTD ACTUALS	SPONSORS	BUDGET	BUDGET	TOTAL
		2006-07	as of May 2007		DPIA	PBID	BUDGET
REVENUES							
4001-9000	DPIA Funds	570,000	391,891		585,000	0	585,000
4002-9000	City Funds/Parking	140,000	0		140,000	0	140,000
4003-9001	PBID Funds	1,746,813	1,578,254		0	1,803,042	1,803,042
	Event Sponsorships				0	0	0
	ICSC	5,000					0
	Office Broker Open House	1,000					0
	Retail Broker Open House	1,000					0
	Holiday Promotion	9,000					0
	Residential Open House	170,000					0
	State of the Downtown	30,000	34,113	109,000			109,000
	Tecate Thunder Thursday	10,000	11,500	15,000			15,000
	Arts In Motion		1,480				
	Music Series	6,000	4,500	15,000			15,000
	Party With A Purpose On Pine		344,725				
	Interest Income	20,000	29,724		20,000		20,000
4800-9000	Misc Income	12,000	2,205		12,000	0	12,000
	Member Support Services		500				
	Deferred						
	TOTAL REVENUE	2,720,813	2,398,873	139,000	757,000	1,803,042	2,699,042

APPROVED 2007-08 BUDGET

ACCT #	DESCRIPTION	2006-07		APPROVED FY 2007-08			
		APPROVED 2006-07	YTD ACTUALS as of May 2007	SPONSORS	BUDGET DPIA	BUDGET PBID	TOTAL BUDGET
	EXPENSES						
	Personnel and Administration						
	Personnel, Benefit and Taxes	435,015	229,232		357,010	90,200	447,210
6301-0000	Rent	66,000	38,711		23,000	43,000	66,000
6011-0000	Telephone	16,000	11,410		8,000	8,000	16,000
6031-0000	Computers	10,000	8,826		6,500	3,500	10,000
6081-0000	Office Equip Lease	10,000	6,885		5,000	5,000	10,000
6021-0000	Office Supplies	20,000	9,950		10,000	10,000	20,000
6041-0000	Postage	15,000	9,615		7,500	7,500	15,000
6201-0000	General Insurance	8,000	46		4,000	4,000	8,000
6341-0000	Professional Services	20,000	20,824		10,000	10,000	20,000
6401-0000	Utilities	5,000	2,145		2,500	3,000	5,500
6501-0000	Depreciation	20,400	16,206		10,200	10,200	20,400
6801-0000	Taxes	1,000	20		500	500	1,000
6351-0000	Accounting Services	15,000	10,000		5,000	5,000	10,000
6901-0000	Employee Recruitment	2,000	1,186		1,000	1,000	2,000
6331-0000	Outside Support	15,000	11,477		12,500	2,500	15,000
	Total Personnel and Administration	658,415	376,535		462,710	203,400	666,110
	Advocacy						
5690-0000	Street & Landscape (Wayfinding Signs)	10,000	165		0	0	0
5750-0000	Workshop/Orientations	7,040	5,238		3,290	2,000	5,290
5410-0000	Dues & Subscriptions	4,000	3,127		2,000	2,000	4,000
5201-0000	Travel, Education & Civic Events	46,911	47,300				
	Travel, Education and Entertainment 2007-08				15,000	2,500	17,500
	Civic Events 2007-08				15,000	2,500	17,500
6601-0000	Board Contingency	15,000	1,770		11,000	4,000	15,000
	Total Advocacy	82,951	57,600		46,290	13,000	59,290
	TOTAL PERSONNEL, ADMINISTRATION/ADVOCACY	741,366	434,134		509,000	216,400	725,400
6702-0000	Delinquency/Reserve	66,379	17,384		0	72,121	72,121
5815-0000	PBID Special Projects	99,568	6,154		0	108,182	108,182

APPROVED 2007-08 BUDGET

ACCT #	DESCRIPTION	2006-07		APPROVED FY 2007-08			
		APPROVED 2006-07	YTD ACTUALS as of May 2007	SPONSORS	BUDGET DPIA	BUDGET PBID	TOTAL BUDGET
MARKETING							
5322-0000	Newsletter	84,000	53,701		0	0	0
5325-0000	Annual Report	15,000	17,537		7,500	12,500	20,000
	Photo Stock				5,000	5,000	10,000
5324-0000	Passport Brochure	24,000	0				
5101-0029	Print Ads/Advertising	20,000	14,078		10,000	25,000	35,000
5101-0015	Direct Mail	20,000	0		0	20,000	20,000
5121-0004	Public Relations	28,000	18,920		12,000	12,000	24,000
	Press Trip				3,500	3,500	7,000
5121-0005	Research	31,000	40,726		5,000	5,000	10,000
5651-0000	Website Development	23,000	7,500		0	20,000	20,000
	TOTAL MARKETING	245,000	150,461		43,000.00	103,000.00	146,000.00
SPECIAL EVENTS							
	Media Sponsorship	65,000	65,000		65,000	0	65,000
	LB Jazz Festival						
	LB Pride Festival						
	MoLAA						
	Smithsonian Week						
5151-0026	2nd Saturday					0	0
5161-0011	Soundwalk					0	0
5161-0004	Tour Des Artistes					0	0
	LB Marathon					0	0
5161-0006	Putt Putt on Pine					0	0
	Total Media Sponsorship	65,000	32,573		65,000	0	65,000
	Event Productions						
5151-0002	State of Downtown	40,000	40,008	109,000	13,000	13,000	135,000
5151-0008	Holiday Promotions	9,000	3,774		0	0	0
5151-0006	Pine Avenue Closure	0	12,213				
5151-0016	Thunder Thursday	26,000	36,196	15,000	20,000	5,000	40,000
5151-0013	Visitor Information Booth	7,000	7,000		7,000	0	7,000
	Ice Rink 2008				22,500	22,500	45,000
	Film Festival 2008				12,500	12,500	25,000
	Restaurant Week				5,000	7,000	12,000
5161-0005	Music Series	88,700	11,039	15,000	60,000	60,000	135,000
5151-0036	Art In Motion	0	6,558				
5151-0037	Party With A Purpose On Pine	0	407,436				
5151-0024	Amgen	0	50,000				
5151-0020	Destination Downtown	1,000			0	0	0
	TOTAL SPECIAL EVENTS	171,700	574,226	139,000	205,000	120,000	464,000

APPROVED 2007-08 BUDGET

ACCT #	DESCRIPTION	2006-07		APPROVED FY 2007-08			
		APPROVED 2006-07	YTD ACTUALS as of May 2007	SPONSORS	BUDGET DPIA	BUDGET PBID	TOTAL BUDGET
ECONOMIC DEVELOPMENT							
5650-0000	Research	43,000	18,385		0	68,000	68,000
5654-0000	Print Advertising	14,004	6,955		0	15,500	15,500
5656-0000	Publications	26,000	6,614		0	0	0
	ED Events				0	0	0
	Booth at ICSC	5,000	0		0	0	0
	Office Broker Open House	1,000	0		0	0	0
	Retail Broker Open House	1,000	0		0	0	0
	Office and Retail Council	1,000	123		0	0	0
	Residential Open House	170,000	0		0	0	0
	TOTAL ECONOMIC DEVELOPMENT	261,004	32,076		0	83,500	83,500
OPERATIONS							
5670-0000	Clean Team Personnel	471,220	274,601		0	478,216	478,216
5686-0000	Clean Team Supplies	4,120	1,066		0	4,120	4,120
5684-0000	Equipment Insurance	3,300	1,678		0	3,300	3,300
5685-0000	Clean Team Fuel	40,431	15,774		0	40,441	40,441
5687-0000	Clean Team Equip Leases	39,510	14,977		0	40,000	40,000
5688-0000	Clean Team Equip Maint.	10,880	4,260		0	10,880	10,880
5675-0000	Downtown Guides Personnel	501,335	299,796		0	522,882	522,882
	TOTAL OPERATIONS	1,070,796	612,151		0	1,099,839	1,099,839
	GRAND TOTAL	2,720,813	1,859,160	139,000	757,000	1,803,042	2,699,042
	BALANCE	0	-539,713	0	0	0	0