



# CITY OF LONG BEACH

# R-18

DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT

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October 20, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Approve the proposed budget for Fiscal Year 2016 (FY 16) for the Downtown Long Beach Parking and Business Improvement Area (DLBPBIA); and authorize the City Manager to extend the agreement with the Downtown Long Beach Associates for the period of October 1, 2015 through September 30, 2016. (Districts 1 and 2)

## DISCUSSION

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

The proposed agreement with DLBA requires the City to transmit all DLBPBIA assessment funds collected from downtown businesses to the DLBA every other month. The Budget Narrative describes proposed activities and budgetary information, and proposes no change in the boundaries, basis and method of levying the assessment, and no significant change in proposed activities. A copy of the Budget Narrative describing proposed activities and allocations is attached.

This City Council action estimates DLBPBIA assessment revenue of \$610,046 for the contract period of October 1, 2015 through September 30, 2016. The DLBA Board voted on April 15, 2015 to raise assessment rates three percent (3.0%) per the allowed CPI adjustment. The DLBA will provide quarterly reports to the City on expenditures and submit an annual report summarizing FY 16 activities.

This matter was reviewed by Deputy City Attorney Amy Webber on October 7, 2015 and Budget Management Officer Victoria Bell on October 2, 2015.

HONORABLE MAYOR AND CITY COUNCIL

October 20, 2015

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TIMING CONSIDERATIONS

The DLBA contract year begins on October 1, 2015. City Council action is requested on October 20, 2015 to allow FY 16 assessment transfers to be made in accordance with the City's contract with DLBA.

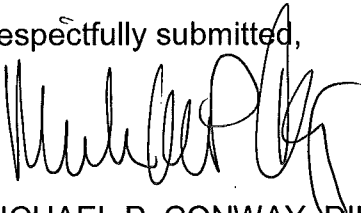
FISCAL IMPACT

It is estimated that the DLBPBIA will generate \$610,046 through the continuation of the existing assessment. Sufficient funds are budgeted in the FY 16 Parking and Business Area Improvement Fund (SR 132) in the Department of Economic and Property Development (EP) to support these pass-through payments. The FY 16 assessment revenue will fully offset the proposed allocation. Approval of this recommendation will provide continued support to the local economy.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY, DIRECTOR  
DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT

MPC:JLR:jsf  
10.20.15 FY 2016 DLB PBIA v5.doc

Attachment: Downtown Long Beach Parking and Business Improvement Area FY 2016 Budget Narrative

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER



## **BUDGET NARRATIVE**

**FY2015-16**

**Approved by the DLBA Board of Directors  
August 19, 2015**

**REVENUE  
FY 2015-2016**

**DPIA:** Downtown Parking Improvement Area (DPIA) self-assessment fees collected through business licenses from Downtown Long Beach (DTLB) businesses within DTLB. The current annual assessment for 2014-15 is approximately \$415.46 per business and \$6.99 per employee, and for Service Based Independent Contractors \$285.33 per business and \$4.84 per employee. **\$610,046**

**PBID:** Property Based Improvement District (PBID) self-assessment fees collected through 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, and linear footage of the property and the level of services rendered to the benefit areas. **\$2,405,691 (gross)**

Category	2015/16 Rates	
	Standard	Premium
Frontage	10.33497221	16.69397676
Lot + Building (Com/Gov)	0.045107745	0.04955194
Lot + Building (Parking)	0.02949428	0.033938475
Lot + Building (Non-Profit/Residential)	0.013880815	0.01832501

**SUCCESSOR AGENCY (RDA)** Funds contracted with Successor Agency for the Redevelopment Agency (RDA) for Marketing, Economic Development, Capital Improvement programs and personnel. **\$350,000**

**PARKING METERS:** Income from parking meter revenue-sharing program (50% net) approved by City Council in FY 2004-05. **\$370,000**

**TICKET / VENDORS:** Funds collected through ticket sales, sponsorships and vendor reservations to help offset costs incurred by the DLBA for special events. **\$581,824**

**CONTRACT/ MISC** Revenue from Clean Team Contract Services funded and provided above and beyond the levels mandated in the PBID Management Plan (e.g., Restroom Host at Long Beach Transit Information Center and Rent reimbursement from Clean and Safe Teams). **\$253,498**

**ALLOCATED RES.:** Three-month PBID carry-forward deferred revenues. **\$605,316**

**TOTAL REVENUE** **\$5,176,375**

## **EXPENSES FY 2015-16**

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 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:

- 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 supervise and direct the day-to-day business and management of the organization and the BIDs.
- Clean and Safe Manager is responsible for managing the Clean and Safe Programs and is involved in community outreach programs to address the quality of life.
- Community Outreach Manager communicates with residents, meet regularly with HOAs and neighborhood associations, represent residential perspectives, and trouble-shoot residential issues related to the PBID's environmental services that include cleaning, safety and beautification.
- 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.
- Marketing and Special Events Manager's primary objective is to increase awareness and enhance the image of DTLB 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 within the District.
- Graphic Designer & Marketing Coordinator is responsible for assisting the Marketing Manager on all DLBA marketing efforts including special events, advertising and event related graphic design. Also an in-house resource for the entire organization in production and design of DLBA publications, notices & flyers, website updates, video development, advertisements and more.



- Special Events Coordinator will assist the Marketing and Special Events manager with all event planning and logistical execution including the permitting process required for each event, as well as provide hands-on support for set-up, implementation and tear-down at events.
- Economic Development Manager establishes strong working relations with downtown business and property owners, financial institutions, commercial brokers, developers and local economic development officials to advance downtown interests. Responsible for business recruitment and retention efforts.
- Economic Development Coordinator is responsible for gathering, analyzing, and cataloging Downtown real estate information to support business recruitment and for providing assistance to Economic Development Manager
- 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.
- Executive Assistant coordinates all administrative functions, which maximize the operating efficiency of the organization. Also motivates staff to operate efficiently and achieve organizational objectives.
- Administrative Assistant supports all departments in the daily administrative and clerical duties.

All salary, taxes and benefits are proportionally shared with all departments based on allocated time by the DPIA and the PBID, except for the Community Outreach Manager (100% PBID).

## **GENERAL ADMINISTRATION**

**\$540,027**

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 (temporary staffing as needed).

## **ADVOCACY**

**\$88,000**

The DLBA is the leading voice for the Downtown community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. DLBA Committees meets regularly to better serve its 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 expenditures may include conducting workshops and orientations, costs for professional dues and subscriptions, participating in industry-related seminars and conferences or civic events, and Board contingency.

## **PUBLIC REALM**

**\$433,250**

The public realm is one of DTLB's most important distinguishing characteristics. Our streets, sidewalks, parks and plazas set the tone for someone's experience in DTLB. The Public Realm Department, under the advisement of the Public Realm Committee, is responsible for developing and supporting capital improvement projects in accordance with the PBID Management Plan, which stipulates that the Special Project funds generated from assessments within the Standard and Premium service areas should support improvements that enhance the visual appearance of Downtown.

- **Capital Improvement Projects**

Capital Improvement Projects provide physical improvements to streets, sidewalks, parks and plazas with the purpose of creating an attractive, functional and safe environment. Projects of this type include vehicular and pedestrian wayfinding, streetscape furnishings, and other streetscape infrastructure improvements intended to enhance the visitor experience in Downtown. The DLBA will typically engage in public-private partnerships with the City or other entities to finance, develop, and maintain the improvements.

- **Placemaking Grants**

The intent of the Placemaking Grant Program is to identify and provide funding to associations and organizations interested in making physical enhancements to Downtown that enhance public safety, expand accessibility, and beautify the Downtown area.

- **Public Space Activation**

Activating underutilized areas by turning them into attractive, comfortable, and social public spaces can be effective in remaking a public space, often quickly and cheaply. Projects of this nature will typically include ongoing management and programming as part of the activation and include:

- The activation of the southeast corner of Ocean Boulevard and Pine Avenue to bring a semi-permanent park space and structures that will facilitate micro-retail opportunities, experiential art, and other temporary programming designed to activate the underutilized space.
- Strategically placed furniture in areas that are either void of social activity or those that are rich with life, but lack comfortable places to sit.
- The creation of public parklets, such as those fashioned from custom shipping containers, with the purpose of adding more neighborhood green space.

- **Community Engagement/Planning**

Providing a means for stakeholder input into the development of Public Realm projects helps ensure that projects are designed and programmed to meet the ongoing needs of the community. The DLBA is also involved in advocacy activities that support and facilitate better pedestrian environments, stronger connectivity between key destinations, and other projects and programs that support the goals of the Strategic Plan Update. 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.
- Sponsor 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.
- Professional development opportunities to advance the goals of the Strategic Plan Update as related to the public realm. This includes staff membership to organizations, attendance of conferences, and speaking engagements.

## **MARKETING**

**\$246,118**

The DLBA Marketing Department, under the advisement of the Marketing and 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 a wide variety of advertising programs and collateral materials.

- **Advertising & Promotions**

Advertising is essential to communicating all DTLB has to offer. In efforts to maintain top-of-mind awareness within the community, the DLBA needs to maintain an advertising budget in support of different advertising opportunities that present themselves throughout the year. This will also include programs promoting Downtown businesses and DLBA collateral including the Holiday Gift Guide, a Wayfinding Map and Happy Hour in DTLB.

- **Communications: Stakeholder Outreach and Public Relations**

On-going communication with the various audiences served by the DLBA, including DTLB stakeholders, residents, visitors, employees and media, is of extreme importance. To that end, the DLBA will focus on social media outreach efforts while also maintaining traditional forms of communication (including press releases, post cards, posters, etc).

- **Annual Report**

The DLBA Annual Report serves to highlight the accomplishments and measurable results from each of the departments with the 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. The Annual Report will be distributed to all local officials, partners and key stakeholders as well as be available for download via the DLBA website.



- **[www.downtownlongbeach.org](http://www.downtownlongbeach.org)**

The DLBA's website is a valuable tool for the dissemination of both consumer and business information to interested parties. The website averages approximately 40,000 hits per month, serving more than 12,000 users. The continual update and progress of this site is integral to its success. To stay current on the latest trends and position ourselves as a valuable news resource, the Marketing Department is proposing to budget for a redesign in the 2015-2016 fiscal year.

## **SPECIAL EVENTS**

**\$1,008,072**

Special 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 the DTLB.

- **Celebrate Downtown**

The 11th annual signature event will be open to all stakeholders as an opportunity to honor downtown partners, as well as highlight the DLBA's accomplishments and programs for the year.

- **New Year's Eve on Pine**

The DLBA will produce this iconic event in two parts. One is a family-friendly component at the Waterfront, including free children's entertainment and fireworks show for the East Coast countdown. The second is an outdoor concert festival on Pine Avenue, featuring live music from 3 stages, a dozen outdoor bars and countdown celebration.

- **Long Beach Bicycle Fest**

The DLBA will continue to put an emphasis on celebrating bike-friendly Long Beach with partnerships including Wolfpack Hustle and Bikeable Communities which produces exciting elements including the Crit and City Cross Obstacle course. Along with craft beer, vintage bikes and live Long Beach bands, this event has something for everyone and represents the true heart of Long Beach.

- **Thunder Thursday on Pine**

The DLBA will produce the 18th Annual Thunder Thursday on Pine, the official kick-off party to the Toyota Grand Prix of Long Beach. Held on Pine Avenue between 1st Street and 3rd Street, this free event will feature a motor cross demonstration, motorcycle stunts, live music, and a static car display.

- **Summer And Music (SAM) Series**

The 8th Annual Summer and Music (SAM) series will feature local and regional acts, while activating the major areas of the Downtown from June – September.

- **Taste of Downtown Series**

The DLBA will produce 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. The addition of a beer & wine garden, and exciting new Downtown restaurants has led to an increase in attendance and revenue.

- **Promenade Beer and Wine Festival**

The DLBA will produce the 3<sup>rd</sup> annual Beer & Wine Festival in support of the growing beer and wine businesses throughout Downtown. The event will include beer and wine sampling, food tastings from Downtown restaurants and live entertainment.

- **Event Reserve**

These funds will be held for contingent events that DLBA may want to supplement with financial or advertising backing.

## **ECONOMIC DEVELOPMENT**

**\$485,151**

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 economy. The department is responsible for carrying out key strategies, including assisting and retaining existing businesses, attracting retail and other employment-generating businesses, researching and reporting on Downtown's economic and demographic trends, as well as broadening Downtown's local, regional and national visibility.

### **Business Recruitment and Development**

One of the ED Department's core responsibilities is providing ongoing and targeted assistance to potential businesses, including business recruitment activities.

- **Strategic Recruitment Services**

ED staff will meet with prospective businesses and engage in recruitment efforts that involve business visits and downtown site selection/relocation tours.

- **Downtown Commercial Façade Grant Program**

The department will fund a commercial façade improvement projects that will improve the exteriors of retail businesses, including individual building facades, signs and awnings, in addition to enhancing the overall look of the neighborhoods. The program seeks to leverage private and public investments (i.e. the City of Long Beach Commercial Improvement Rebate Program and Startup Business Grant) to make improvement efforts affordable and creative.



- **Advertising**

The ED advertising campaign 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 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.

### **Business Retention and Expansion**

Similar to ED's recruitment services, assistance for existing businesses is also a core part of the department's focus. 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.

- **Surveys and Data Collection**

Programming in this area will focus on expanding the department's available set of data and information through 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.

### **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 will also convene an annual gathering of major DTLB office building owners to foster greater understanding of respective roles and ambitions for DTLB.

- **Business Seminars**

This series of seminars will focus on business retention and creation, examining business trends via presentations and discussions led by knowledgeable panelists.



- **Broker Mixers**  
Continuing successful events from previous years, ED will organize and host a series of mixer events, such as the annual Grand Prix Mixer, for the commercial real estate community.
- **Conference Attendance, Memberships and Professional Development**  
In addition to maintaining prior participation in events such as ICSC and IDA/CDA, staff will focus on economic development-oriented events and sponsorships. It may also participate in a range of professional development and conference activities to engage with DTLB and industry-specific audiences in order to maintain best practices.

### **Projects and Publications**

- **Recruitment Collaterals**  
Recruitment collaterals 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**  
A new business kit will prepare new and prospective businesses with user-friendly information related to business licensing, permitting and resources.
- **Economic Profile**  
Staff will continue the production of its annual *Downtown Economic Profile*, highlighting various data, trends, and forecasts related to economic investment, growth, and potential in DTLB. Ultimately, it acts as a data-driven resource to help attract investment toward the city's central business district.
- **ED Website**  
Staff will focus efforts on enhancing the [www.downtownlbbusiness.com](http://www.downtownlbbusiness.com) website, with updated photographs and GIS-search capability for its retail site search function, as well as incorporate updated district/neighborhood profile information.
- **Small Business Saturday/Small Business Week**  
DLBA ED staff in concert with the Marketing team will expand on the success of Small Business Saturday, dedicated to supporting small, local businesses the Saturday after Thanksgiving. Additionally, as part of National Small Business Week, the DLBA will take the opportunity to highlight the impact of outstanding entrepreneurs, small businesses, and others from our Downtown.

## **OPERATIONS**

**\$1,702,688**

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

### **DOWNTOWN CLEAN TEAM PROGRAM/PERSONNEL**

The Clean Team ensures the central business district remains attractive, clean and appealing for visitors, employees and residents. In order to consistently address maintenance issues, a multi-dimensional approach was developed consisting of sidewalk maintenance, graffiti removal, pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and 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, debris and refuse from sidewalks and gutters within the District while pressure washers service 16 to 20 blocks per day, five days a week. The District standard is to have all sidewalks washed every six weeks, with Premium areas washed weekly. Tree wells and planters are maintained and kept free of litter and weeds.

- **Graffiti Removal**

The Clean Team removes graffiti and stickers by using solvents 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.

- **Maintenance Problems Requiring Third-Party Intervention**

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 street lights, damaged or missing street signs, etc.

### **DOWNTOWN SAFETY GUIDES PROGRAM/PERSONNEL**

The Downtown Safety Guides support the Long Beach Police Department (LBPD), property owners and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering customer service to pedestrians. They provide highly visible neighborhood security and are intended to supplement, not replace individual building security and the LBPD. They also assist with quality of life issues, participate in outreach programs, and are radio-equipped to efficiently communicate.

- **Bicycle Patrol**

Bike Patrols discourage aggressive panhandling and other unsuitable street behavior. Their presence is a deterrent to theft and burglary from motor vehicles. They also deter and report illegal street vending, illegal dumping and street code violations while performing goodwill gestures such as escorting employees, helping lost persons and giving directions. In addition, Bike Patrols assist with traffic control in case of accidents or unusual occurrences.

- **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 Harbor. The Foot Patrol has the same mission and receives the same training as the Bike Patrol.

- **Segway Patrol**

All Downtown Safety Guides are trained to use a Segway during their daily patrols. The Segways give Safety Guides an elevated perspective that allows greater visibility and better views of activity on the streets. The ease of mobility between the Downtown districts is greatly improved, allowing for quicker response time and more efficient travel between stops.

- **Homeless Outreach Specialist**

A Homeless Outreach Specialist has been added to the Downtown Safety Guide Team to provide street outreach to individuals experiencing homelessness seven days a week and link them to local social service agencies.

### **COMMUNITY OUTREACH**

The DLBA Community Outreach Manager oversees residential outreach services including clean and safe programs and participates in neighborhood association activities, serving as a liaison between residents, the City of Long Beach, the business community and the DLBA.

### **PBID DELINQUENCY & RESERVES**

**\$673,068**

Three-month PBID carry-forward deferred revenues. 3% PBID Delinquency per PBID Management Plan.

### **TOTAL EXPENSES**

**\$5,176,375**





FY 2015-16 BUDGET (FINAL)

	DESCRIPTION	PBID 99% Special Benefit	PBID 1% General Benefit	Engineer Adjustment	DPIA	PKG MTR	RDA Contract	Event/Ticket/ Vendor	Event Sponsor	Contract/ Misc	From Deferred	Total
	<b>REVENUES</b>											
1	PBID Funds (gross)	2,405,691										2,405,691
2	DPIA		8,018	3,060	598,968							610,046
3	Parking Meters					370,000						370,000
4	RDA						350,000					350,000
5	PBID Revenue Deferred	(601,423)										(601,423)
6	Tecate Thunder Thursday							1,000	5,000			6,000
7	Music Series/SAM							30,000	15,000			45,000
8	Taste of Downtown							75,000	5,000			80,000
9	Long Beach Bicycle Festival							15,000	10,000			25,000
10	New Year's Eve		2,406	918				315,000	25,000			343,324
10	Promenade Beer and Wine Festival							65,000	5,000			70,000
11	Unallocated Event							10,000	2,500			12,500
12	Contract Services		13,633	5,203						228,662		247,498
13	Misc Income (rent reimbursement)	605,316								6,000		6,000
14	Deferred Revenue	(71,645)										605,316
15	PBID Delinquency (3.0% per mg. plan)											(71,645)
	<b>TOTAL REVENUE</b>	<b>2,337,939</b>	<b>24,057</b>	<b>9,181</b>	<b>598,968</b>	<b>370,000</b>	<b>350,000</b>	<b>511,000</b>	<b>67,500</b>	<b>234,662</b>	<b>-</b>	<b>4,503,307</b>
	<b>EXPENSES</b>											
	<b>ADMINISTRATION</b>											
17	Rent									6,000		6,000
18	Telephone	12,225	2,358	900	138,517							160,000
19	Computers	16,000			4,725							20,725
20	Office Equip Lease	12,800			5,200							18,000
21	Office Supplies	11,200			2,800							14,000
22	Postage	10,000			2,500							12,500
23	General Insurance	5,600			4,400							10,000
24	Professional Services	8,000			2,000							10,000
25	Utilities	49,600			12,400							62,000
26	Depreciation	1,760			440							2,200
27	Taxes	6,000			2,000							8,000
28	Employee Recruitment	960			240							1,200
29	Outside Support	1,600			2,400							4,000
30	Credit Card Merchant Fees and Interest	1,200			300							1,500
		400			100							500







FY 2015-16 BUDGET (FINAL)

	DESCRIPTION	PBID 99% Special Benefit	PBID 1% General Benefit	Engineer Adjustment	DPIA	PKG MTR	RDA Contract	Event/Ticket/Vendor	Event Sponsor	Contract/Misc	From Deferred	Total
52	Website Development	38,829			7,200							46,029
53	Marketing Personnel	93,476	1,000	1,000	27,243							122,719
54	<b>TOTAL MARKETING</b>	<b>154,175</b>	<b>1,000</b>	<b>1,000</b>	<b>54,943</b>	-	<b>35,000</b>	-	-	-	-	<b>246,118</b>
	<b>SPECIAL EVENTS</b>											
55	Celebrate Downtown	13,000	2,200	221	6,000	8,579	15,000	315,000	25,000			30,000
56	New Year's Eve							15,000	10,000			355,000
57	Long Beach Bicycle Festival	10,000			17,000	18,000		1,000	5,000			70,000
58	Thunder Thursday	1,000			3,000	30,000		30,000	15,000			40,000
59	Music Series/SAM	7,500			12,500	85,000		75,000	5,000			150,000
60	Taste of Downtown	6,312			5,688			65,000	5,000			92,000
61	Promenade Beer and Wine Festival	2,000			3,000	15,000		10,000	2,500			90,000
62	New Event	403			1,528	28,421						42,852
63	Special Events Personnel	126,635			11,585							138,220
64	<b>TOTAL SPECIAL EVENTS</b>	<b>166,850</b>	<b>2,200</b>	<b>221</b>	<b>60,301</b>	<b>185,000</b>	<b>15,000</b>	<b>511,000</b>	<b>67,500</b>	-	-	<b>1,008,072</b>
	<b>OPERATIONS</b>											
65	Contract Clean Team Personnel	383,454								65,414		448,868
66	Clean Team Supplies	7,000								3,000		10,000
67	Equipment Insurance	8,411										8,411
68	Clean Team Fuel	2,250								750		3,000
69	Clean Team Equip Leases/Maintenance	8,000								12,000		20,000
70	Pressure Washing	225,208								147,498		225,208
70	Contract Work	-										147,498
71	<b>Clean Team Subtotal</b>	<b>634,323</b>	-	-	-	-	-	-	-	<b>228,662</b>	-	<b>862,985</b>
72	Contract Downtown Guides Personnel	662,070										662,070
73	Downtown Guides Equipment Lease	27,000										27,000
74	<b>Downtown Guides Subtotal</b>	<b>689,070</b>	-	-	-	-	-	-	-	-	-	<b>689,070</b>
75	<b>Operations Personnel</b>	117,276	14,385	5,490	13,482							<b>150,633</b>
76	<b>TOTAL OPERATIONS</b>	<b>1,440,669</b>	<b>14,385</b>	<b>5,490</b>	<b>13,482</b>	-	-	-	-	<b>228,662</b>	-	<b>1,702,688</b>
77	<b>TOTAL EXPENSE</b>	<b>2,337,939</b>	<b>24,057</b>	<b>9,181</b>	<b>598,968</b>	<b>370,000</b>	<b>350,000</b>	<b>511,000</b>	<b>67,500</b>	<b>234,662</b>	-	<b>4,503,307</b>