



FINANCIAL REPORT

**For period ending
April 30, 2010**

Pending Approval

**Provided to the
Downtown Long Beach Associates
Executive Committee
June 3, 2010**

Downtown Long Beach Associates
April 2010
Financial Summary

REVENUE:

- DPIA, Parking Meters, RDA and PBID revenues for October to March have been recorded based on actual amounts. April is recorded based on budgeted amounts.
 - DPIA down by 3%
 - Parking Meters down by 31%
Current year budget \$450K; Prior year actual \$393K
 - PBID revenue up by 1.4%

EXPENSES:

- There are no substantial variances in expenses.

DEFERRED REVENUE:

- Amounts allocated from deferred revenue during 2008-2009 have been included in the 2009-2010 budget as follows:
 - LBT Visitors Center - \$12,000 (\$6,000 used as of April 2010)
 - East Village Special Events - \$4,500

- Balances in Deferred Revenue at the end of the period include the following:
 - Three months' Operational Reserves -- \$531,201
 - Capital Improvements -- \$463,750

Downtown Long Beach Associates
Balance Sheet
April 30, 2010

Assets

Current Assets	
Cash	677,503
Accounts Receivable	303,425
Accrued Revenues	422,769
Prepaid Expenses	3,500
Total Current Assets	1,407,196

Fixed Assets

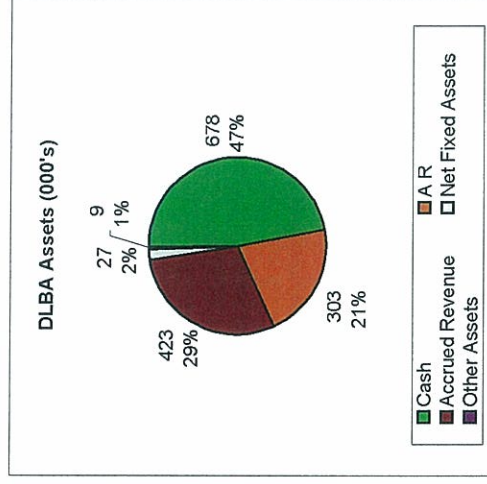
Furniture & Equipment	179,184
Accumulated Depreciation	(152,113)
Total Fixed Assets	27,071

Other Assets

Deposits	3,762
Software License	11,995
Accumulated Amortization	(10,196)
Total Other Assets	5,562

Total Assets

1,439,828



Liabilities & Fund Balances

Current Liabilities	
Accounts Payable	180,721
Accrued Wages & Other Expenses	37,577
Accrued Capital Expenses	10,500
Unearned Revenue	16,964
Deferred Revenue	994,952
Total Current Liabilities	1,240,714

Long Term Liabilities

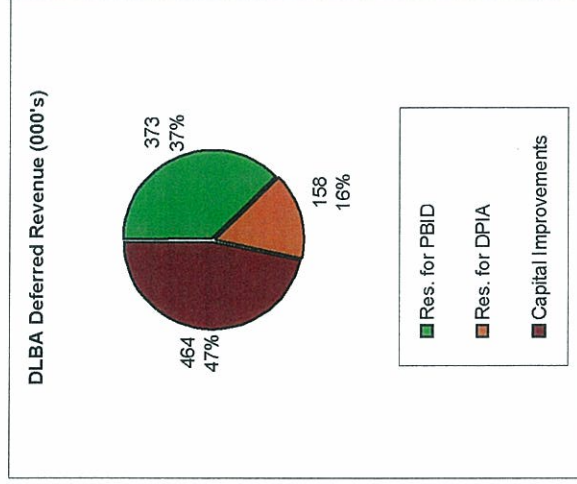
Capital Lease Payable	14,989
Total Long Term Liabilities	14,989

Net Income (Loss)

184,126

Total Liabilities & Net Income (Loss)

1,439,828



DOWNTOWN LONG BEACH ASSOCIATES
 FINANCIAL STATEMENT - In thousands
 4/30/2010

	YEAR TO DATE ACTUALS						YEAR TO DATE BUDGET						VARIANCE TO YTD BUDGET	TOTAL YEAR BUDGET								
	DPIA			TOTAL			DPIA			TOTAL				DPIA			TOTAL					
	Parking Meters	RDA	Sponsor Other	Deferred	Other	Deferred	Parking Meters	RDA	Sponsor Other	Deferred	Other	Deferred		Parking Meters	RDA	Sponsor Other	Deferred	Other	Deferred			
Revenues																						
DPIA	331					331	341					341	(10)					585				
Parking Meter Revenue	200					200	263					263	(63)					450				
RDA	165					165	165					165	-					270				
PBID net of delinquency	1,026					1,026	1,012					1,012	14					1,734				
Sponsorships	150					150	156					156	(6)		205			205				
Misc.				79		79	89					89	(10)		153			153				
Deferred Revenue				26		26	26					26	-					266				
Total Revenue	331	200	165	150	79	1,976	341	263	165	156	89	2,051	(74)	585	1,734	450	270	205	153	266	3,664	
Expenses																						
Personnel	226	62	38			326	227	61	38			327	1	390	105	-	65	-	-	-	560	
Administrative	71	64		7		143	70	63		8		141	(2)	114	102	-	-	-	13	-	228	
Advocacy	32	10	12	6		60	29	9	11		6	55	(4)	51	13	22					98	
Capital Improvements	-	15	37	-	13	65	-	16	36	13		65	0	-	103	225				230	558	
Economic Dev.	7	39	6	43	3	99	2	41	8	45	5	102	2	28	88	11	85		9		220	
Marketing/Special Events	18	149	139	13	31	378	5	108	94	40	115	381	3	3	219	193	120	175	10	24	744	
Operations	-	654		8	55	717	-	638		18	69	725	8	-	1,105			30	121		1,256	
Total Expenses	365	993	194	93	52	1,787	334	936	149	124	146	1,795	7	585	1,734	450	270	205	153	266	3,664	
Net Operating Income(Loss)	(24)	33	6	72	98	5	189	8	76	114	41	256	(67)	-	-	-	-	-	-	-	-	-

DOWNTOWN LONG BEACH ASSOCIATES
FINANCIAL STATEMENT
4/30/2010

	YEAR TO DATE ACTUALS				YEAR TO DATE BUDGET				TOTAL YEAR BUDGET					
	DPIA	PBID	Parking Meters	Other Ticket Sales	DPIA	PBID	Parking Meters	Other Ticket Sales	DPIA	PBID	Parking Meters	Other Ticket Sales	Deferred	TOTAL
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	15,327	36,608	13,000	-	15,800	36,400	13,000	-	102,773	226,002	225,000	-	230,000	557,773
-	15,327	36,608	13,000	-	15,800	36,400	13,000	-	102,773	225,000	-	-	230,000	557,773

Capital Improvements
PBID Special Projects
Street and Landscape
Total Capital Improvements

Economic Development
Research
Bus Recruitment & Retention
Outreach and Special Projects
Total Economic Dev.

Marketing/Special Events
Publications
Co-operative Advertising
Stakeholder Outreach
Advertising/Promotions
Public Relations
Web Site Development
Special Events
Total Marketing/Special Events

Operations
Clean Team Personnel
Clean Team Supplies
Clean Team Equip. Insurance
Clean Team Fuel
Clean Team Equipment Leases
Clean Team Equipment Maint
Downtown Gardens
Total Operations

Total Expenses

Net Operating Income(Loss)

-	-	-	-	-	1,458	1,458	-	-	-	-	-	-	-	-
405	37,406	6,473	41,109	3,237	89,629	400	37,014	40,666	3,200	70,000	8,000	67,500	4,000	165,000
5,884	2,045	-	1,534	-	10,482	1,250	3,000	4,750	2,000	12,500	15,000	17,500	5,000	50,000
7,288	39,451	6,473	42,642	3,237	99,091	1,650	41,472	7,858	5,200	87,500	10,500	85,000	9,000	220,000
14,211	14,211	-	-	-	28,421	-	15,684	12,556	-	17,500	14,000	-	-	31,500
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5,671	-	-	-	-	5,671	-	-	-	-	-	-	-	-	-
-	13,388	11,130	8,181	270	32,978	-	18,858	15,749	11,959	500	27,000	20,000	-	80,000
-	-	4,436	-	-	4,436	-	-	8,750	-	-	15,000	-	-	15,000
3,609	115,438	123,767	4,794	30,691	306,733	4,594	72,914	56,602	28,331	2,000	136,500	100,000	175,000	617,149
17,820	148,717	139,333	12,975	30,961	378,239	4,594	107,626	93,657	40,289	2,909	192,500	120,000	24,201	743,648

310,337	-	-	-	52,092	302,429	-	301,534	-	-	528,192	-	-	109,000	538,192
743	-	-	-	-	743	-	2,910	-	62,191	5,000	-	-	-	5,000
2,310	-	-	-	-	2,310	-	2,100	-	-	3,600	-	-	-	3,600
17,071	-	-	-	-	17,071	-	18,095	-	-	31,000	-	-	-	31,000
13,013	-	-	-	-	13,013	-	11,085	-	-	18,000	-	-	-	18,000
310,409	-	-	-	7,733	321,235	-	301,661	-	17,500	517,473	-	30,000	12,000	559,473
659,883	-	-	-	7,733	716,801	-	637,975	-	17,500	1,105,265	-	30,000	121,000	1,256,265
354,851	993,078	194,087	93,166	74,650	1,787,226	333,578	935,604	148,893	23,641	1,795,087	25,701	81,979	205,000	3,663,666
(23,947)	32,853	5,902	71,633	98,112	4,532	189,085	76,881	113,697	41,158	255,697	66,612	-	-	-

DLBA
 Detail of Recognized Deferred Revenue and Expense
 04/30/10

	Balance 9/30/2009	YE Deferral	Balance 9/30/2009	Re-allocated	Additions	Accrued	Reductions	Balance 4/30/2010
Reserve for PBID	365,000		365,000	8,401				373,401
Reserve for DPIA	150,000		150,000	7,800				157,800
Unallocated 08-09	-	16,202	16,202	(16,202)				-
LBT Visitors Center	12,000	-	12,000			(6,000)	(6,000)	-
East Village Special Events	4,500		4,500			(4,500)		-
Marketing Events	-		-					-
Halloween 2009	18,312		18,312				(18,312)	-
Carboload	1,389		1,389				(1,389)	-
Capital Improvements	273,750		273,750	(140,000)				133,750
Garage Signage	-		-	80,000				80,000
Pine Ave Improvement	-		-	150,000				150,000
Lighting	-		-	100,000				100,000
LED Lighting Phase II	40,000		40,000	(40,000)				-
Pine Master Plan	50,000		50,000	(50,000)				-
Ocean Blvd Art	75,000		75,000	(75,000)				-
CEC Lighting	15,000		15,000	(15,000)				-
Trees	5,000		5,000	(5,000)				-
Design Charrette	5,000		5,000	(5,000)				-
Total deferred revenue	1,014,951	16,202	1,031,153	-	-	(10,500)	(25,701)	994,952