

Park LaBrea Residents Association

A 501(c)(4) Non-Profit Dedicated to Advocating for the Residents of Park La Brea

PLBRA

Our Mission

We ensure that residents of Park La Brea are recognized as key stakeholders in the PLB ecosystem. We support and empower their desire to live in an inclusive and safe environment.

We do this by:

- 1) Improving living conditions for all residents
- 2) Advocating with management and government stakeholders on behalf of residents
- 3) Keeping our residents informed
- 4) Growing our membership to build influence

The logo for PLBRA, consisting of the letters 'PLBRA' in a bold, dark blue, sans-serif font. The letters are set against a background of three overlapping circles in shades of orange and yellow. The logo is positioned in the bottom right corner of the slide, which is partially covered by a large orange semi-circle.

Improve Living Conditions for All Residents

- Improve Delivery of Services
 - ❖ Liaison for services and maintenance issues
 - ❖ Advocate for consistency in policy
 - ❖ Advocate for updated amenities, e.g. accessible EV parking
 - ❖ Hire a lawyer/legal advocate to consult with, and possibly litigate on behalf of residents on PLBRA-endorsed issues
- Increase and Improve Safety and Security
 - ❖ Block Captains program/Neighborhood Watch (TK)
 - ❖ Improving disaster preparedness
 - ❖ Traffic and parking advocacy
 - ❖ Advocate for inclusive and safe living environments

PLBRA

Advocate with Management and Government Stakeholders

- Improve transparency between Management and Residents
 - ❖ Regular communications and reporting
 - ❖ Regular meetings
 - ❖ Joint communications where appropriate
- Policy Impact and Political Engagement
 - ❖ Advocate for pro-renter legislation + policy
 - ❖ Activate our residents in support of preferred policies and candidates
 - ❖ Liaison with officeholders and City organizations

PLBRA

Keeping Our Residents Informed

- Communication
 - ❖ Monthly Board + Residents meeting
 - ❖ Printed newsletter
 - ❖ Digital communications: website, social, email box
 - ❖ Digital signage on property
 - ❖ Outbound email list

PLBRA

Grow Membership to Build Influence

- Targeted communications campaign
- Community Engagement and Connection – Events
 - ❖ Movie Nights
 - ❖ Speaker Series
 - ❖ Clubs and Salons
- Advocacy and Political Engagement
 - ❖ Host constituent services with Federal and State reps
 - ❖ Town Halls
 - ❖ Canvassing/GOTV initiatives
- Increase Paid (Voting) Membership
 - ❖ 2025 Goal= 20% of PLB households

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Become Financially Self-Sustainable

- Develop competent fundraising capabilities
 - ❖ Individual FY fundraising campaigns
- Monetize a subset of activities
 - ❖ Newsletter advertising
 - ❖ Digital advertising
 - ❖ Some events
- Increase Paid Membership
 - ❖ 2025 Goal= 20% of PLB households
- Possible retail initiative
 - ❖ Burnside Circle coffee cart

PLBRA

Major Initiatives

- Restart the monthly printed newsletter
Cost: \$24,000 for 1 year
- Rehabilitate our office and create library/activity space
Cost: \$5,000
- Create Block Captain program to spearhead green living, security and disaster preparedness initiatives
Cost: \$7,500
- General operations
Cost: General fund donation, range \$1,000 - \$10,000



Additional Initiatives

- Underwrite social activities, including film festival, movie nights, and outdoor celebrations
Cost: \$5,000
- Underwrite Speaker Series in PLB Theater
Cost: \$2,500
- Underwrite community activities held in activity space, e.g. clubs, salons, etc.
Cost: \$5,000
- Underwrite cart in Burnside Circle
Cost: \$7,500



Current Financials

Summary

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Income	\$0	\$0	\$1,845	\$0	\$0	\$1,125	\$0	\$0	\$1,125	\$0	\$0	\$2,405	\$6,500	\$1,625
Expenses	\$1,100	\$150	\$3,247	\$261	\$158	\$3,247	\$158	\$158	\$3,247	\$158	\$158	\$3,247	\$15,292	\$1,274
Net savings [1]	-\$1,100	-\$150	-\$1,402	-\$261	-\$158	-\$2,122	-\$158	-\$158	-\$2,122	-\$158	-\$158	-\$842	-\$8,792	\$0
Ending balance [2]	\$30,548	\$30,397	\$28,995	\$28,734	\$28,575	\$26,453	\$26,295	\$26,137	\$24,014	\$23,856	\$23,698	\$22,856		\$26,713

Income

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Earned Income	\$0	\$0	\$1,845	\$0	\$0	\$1,125	\$0	\$0	\$1,125	\$0	\$0	\$2,405	\$6,500	\$542
Contributions	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Expenses

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Newsletter	\$0	\$0	\$3,089	\$0	\$0	\$3,089	\$0	\$0	\$3,089	\$0	\$0	\$3,089	\$12,356	\$1,030
Movie Nights	\$0	\$0	\$0	\$62	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$222	\$19
Services and Supplies	\$1,100	\$150	\$158	\$199	\$138	\$138	\$138	\$138	\$138	\$138	\$138	\$138	\$2,714	\$226



2022 Financials

2022 Monthly Expenses:	\$3,146	TOTAL	\$37,752
(included newsletter production \$2,820)			
2022 Monthly Income:	\$1,396		\$16,752
Monthly Loss:	\$1,750		\$21,000



FY Fundraising Goals

- 2023 (partial year): \$20,000
- 2024 (full year): \$40,000
- 2025 (full year): \$40,000

