



# Old Town San Diego Chamber of Commerce

## Annual Meeting

### AGENDA

Wednesday, November 19, 2014  
@ Alamo Mexican Cafe

5:30 P.M. Meet and Greet  
6:15 P.M. Annual Meeting

1. **Call to Order**
2. **Business Introductions**
3. **Public Comment**  
*Presenters have three (3) minutes to address the board on non-agenda items.*
4. **Committee Reports**
  - a. Organization Committee
    - Financials – Fiscal Year End 2014 – Unaudited
    - Elections Committee - Report
      - Approve elected candidates to serve on the Old Town San Diego Chamber of Commerce Board of Directors 2 Year Term 2014-2016 *Action Item*

Michael Howland Kimberly McLaughlin Chuck Ross	Bruce Johnson Steve Pastor David Thornton
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  - b. Revision of Old Town Chamber of Commerce By-Laws *Info Only*
5. **Old Town Chamber Annual Report** Fred Grand
  - Overall Old Town Chamber Accomplishments Fred Grand
  - Design Committee - Update Diane Powers
  - Promotions Committee - Update David Thornton
6. **Presentation of Awards** Fred Grand
7. **Announcements and Community Updates**
8. **Next Meeting - Wednesday – January 18, 2018 – Mormon Battalion Historic Site**
9. **Adjourn**

# Old Town San Diego Chamber of Commerce/BID Balance Sheet

As of June 30, 2014

## ASSETS

### Current Assets

#### Checking/Savings

General Account \$ 27,354

Checking AF 29,360

Petty Cash 37

#### Accounts Receivable

Accounts Receivable 44,244

Total Other Current Assets 100,995

Donated Assets 12,500

Security Deposits 1,083

Total Long Term Assets 13,583

TOTAL ASSETS \$ 114,578

## LIABILITIES & EQUITY

### Liabilities

#### Current Liabilities

Accounts Payable \$ 525

Deferred Revenue 1,950

Due to Other Organizations 5,135

Total Liabilities 7,610

### Equity

Fund Balance 110,337

Net Income (3,369)

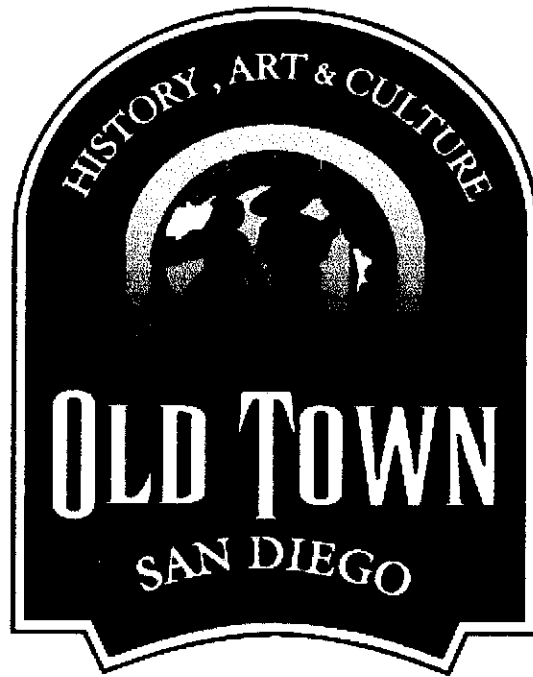
Total Equity 106,968

TOTAL LIABILITIES & EQUITY \$ 114,578

Management Use Only

PROFESSIONAL SERVICES	5,300
GEN'L INSURANCE	1,810
COMPUTER SUPPLIES	267
REPAIR & MAINTENANCE	748
AWARDS	360
BANK FEES, FIN CH & TAXES	202
OFFICE SUPPLIES	3,109
MEETINGS	820
<b>Total PERSONNEL &amp; ORGANIZATION</b>	<b>98,578</b>
<b>II - EVENTS</b>	
<b>EVENTS/PROJECTS</b>	
SATURDAY MARKET	2,325
TEQUILA TRAILS	2,396
F.D.K.K. CAR SHOW	18,820
GOLF	500
ART FESTIVAL	38,245
<b>Total Events</b>	<b>62,286</b>
<b>DESIGN PROGRAMS</b>	
STREETSCAPE	9,287
BANNER PROGRAM	2,775
<b>Total DESIGN PROGRAMS</b>	<b>12,062</b>
<b>IV - PROMOTION PROGRAMS</b>	
WEB SITE	299
OTHER ADVERTISING	3,700
PRINT/WEB & OTHER ADVERTISING	16,950
MARKETING	3,750
EVENT PROMOTION	1,108
<b>Total PROMOTION PROGRAMS</b>	<b>25,807</b>
<b>V - PARKING</b>	
INCOME SHARING	3,600
<b>ECONOMIC RESTRUCTURING</b>	
CPD - BID ALLOCATION	4,863
<b>Total Expense</b>	<b>207,196</b>
<b>Net Loss</b>	<b>\$ (3,369)</b>

Management Use Only



**Old Town San Diego Chamber of Commerce  
&  
Old Town Business Improvement District**

**FY2014  
Annual Report**

# Old Town San Diego Chamber of Commerce Old Town Business Improvement District

## FY2014 Annual Report

### President's Message

As we look forward to a busy and joyful holiday season, the past year the Old Town Chamber of Commerce and the Old Town Chamber Committees have undertaken many projects, responsibilities and tasks.

The Old Town San Diego Chamber of Commerce and Business Improvement District (BID) is structured under the National Main Street Program and has four standing committees; Organization Committee, Promotions Committee, Design Committee, and Economic Restructuring Committee. Other committees and sub-committees are formed when needed for a specific activity or event, i.e. Clean and Safe Committee, etc.

With the many changes that are occurring in Old Town, a strong and purposeful Chamber of Commerce is important. Our physical location in the center of town is symbolic of the Chamber's central position in the business community. The Chamber can serve as a bridge with our diverse Old Town businesses, non-profit organizations and government agencies.

Working with the Chamber's Board of Directors, I am committed to building that bridge and to finding new ways to help our members grow their business. As we strengthen the lines of communication and work together on cooperative projects, all of us will grow and prosper and I look forward to further success in FY2015.

Two major events took place this year for the Old Town Chamber of Commerce:

1. The Chamber office and Visitor Center were relocated to another suite in the 2415 San Diego Avenue building.
2. The Old Town Chamber assumed management of the City parking lot beginning September 2014. The Old Town Chamber has been maintaining the parking since mid-2013. This was done to maintain control of parking in Old Town and keep parking free throughout Old Town

I encourage you to share your ideas about how we can work together for our community. Please call me at 858-481-2476 or email to: [phgsd@aol.com](mailto:phgsd@aol.com).

Fred Grand  
President  
Hacienda Hotel



- Held four (4) major events:
  - Tequila Trail in September 2013.  
Tequila Trail event in conjunction with the Spirits of Mexico event as this year's Chamber of Commerce fundraiser. The successful Third Annual Tequila Trail raised more than \$19,000 that will be used to promote and support Old Town activities. Ten Old Town restaurants participated in the Tequila Trail event. Over 1,000 visitors attended the event that visited the participating restaurants and many of the businesses in Old Town. The PR value produced by the Tequila Trail was over \$122,000.
  - Fiesta de Kustom Kulture Car Show in September 2013  
This Third Annual one-day event features pre-1972 hot-rods, street-rods, muscle cars and trucks, live entertainment, charity art auction and street vendors. It was a nostalgic week end for many visitors. There was a lot of "Do you remember when?" or "I had one of these?" that day.
  - Art Festival in October 2013  
The 8th Annual Old Town San Diego Art Festival with 55 artists participating this year and over 15,000 visitors attending. This year the Chamber received \$33,000 as result of applying for funding from the Economic Development and Tourism Support Program and \$2,000 from the County Community Enhancement Program to help promote the Art Festival and Old Town as a tourist destination. The PR value produced by the 2013 Art Festival was over \$120,000.
- Co-Sponsored Fiesta Cinco de Mayo in May 2014  
This two-day festive event, put on by the Historic Old Town Community Foundation, is a San Diego tradition and the largest of its kind in Southern California featuring two stages of live entertainment with Folklorico Dancers, history lessons, children's area & stage, food, beer garden, and more. The PR value produced by the 2014 Cinco de Mayo was over \$400,000.

## Promotions Committee

- Continues to review and work on the Old Town Marketing Plan to best utilize existing funding, particularly in consideration of the growth and popularity of digital media.
- Prepare Promotions Committee Budget each year.
- Established co-op advertising in the Phoenix Magazine to reach the Arizona market.
- Full page coop ad in the San Diego Tourism Authority Guide



- Additional funding is being requested for the various aspects of the Old Town Comprehensive Signage Program, i.e. gateway and pedestrian directional signage that includes shopping and points of interest and signage directing vehicles to parking areas throughout Old Town.
- Additional funding has been received to replace the 3 kiosks located at the church parking lot, Café Coyote and Old Town Liquor and Deli. They will match the kiosk design at the Old Town Transit Center.
- Prepare Design Committee Budget each year.
- We are continuing to paint the utility boxes with most being in or next to the sidewalks. We have selected 10 locations throughout Old Town. They are being painted to resemble crates and trunks.
- **Clean and Safe Committee**
  - The Committee is continuing to address the issue of homeless individuals and their conduct, coordinating with the San Diego Police Department in advising businesses on how to deal with the homeless, identifying and notifying businesses of graffiti. As always there much more to do.
  - We have businesses that have volunteered to be block captains to ensure that the core of Old Town is looking clean and inviting for our visitors.
  - Additional trash barrels have been installed replacing unserviceable trash barrels in Old Town. The purchase of more barrels is planned is planned for FY15.

