



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

2012 Annual Report



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

2012 Annual Report

This past year has been full of activity and many projects have been accomplished by the Promotion and Design Committees. We look forward to a busy, joyful and productive Holiday Season.

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. Facebook Committee etc.

Organization Committee

The Organization Committee is composed of the officers of the Board of Directors and oversees the daily functions of the Old Town San Diego Chamber of Commerce. The Old Town San Diego Chamber of Commerce is the management corporation that administers the Old Town Business Improvement District.

- Assisted businesses in finding available spaces in Old Town to establish their business and provided them with information on the Old Town signage requirements.
- Held elections and seated the new Board of Directors of the Old Town San Diego Chamber of Commerce. Elected Committee Chairs for the standing committees.
- Continue meetings with City Council District Two Councilmember Faulconer and County Supervisor Ron Roberts and representatives to locate funding for various projects and address issues such as homeless individuals and improvements.
- Old Town Saturday Artisans Market - the Old Town Saturday Artisans Market continues to promote the Old Town community by bringing additional visitors and local residents to shop in Old Town. Each week, an average of 1,200 visitors come to visit the market. A majority of the funding for the Promotions and Design Committees comes from the Old Town Saturday Market.

- Operate the Old Town San Diego Chamber of Commerce Visitor's Center.
 - Over 21,000 visitors have entered the Old Town Chamber of Commerce Visitor's Center requesting information on Old Town, businesses, directions, where to eat, and history of Old Town, etc.
 - Location for Old Town businesses to bring their promotional materials.
- Member of the BID Council that address issues and legislation affecting small business.
- Working with City Parking Advisory Board on City wide parking issues.
- Participated at the 2012 San Diego County Fair Community Days in manning a large booth promoting Old Town to fair visitors. This year 8 businesses participated at the County Fair.
- Held four (4) major events:
 - Co-Sponsor Fiesta Cinco de Mayo in May
This three-day festive event this year is a San Diego tradition and the largest of its kind in Southern California featuring three stages of live entertainment, children's area & stage, food, beer garden, and more.
 - Fiesta de Kustom Kulture Car Show in September
This one-day event featured hot-rods, street-rods, muscle cars and trucks, live entertainment, charity art auction and street vendors. This year the event raised \$1,800 for Just In Time for Foster Youth Program
 - Art Festival in September.
The 6th Annual Old Town San Diego Art Festival with 55 artists participating this year and over 30,000 visitors attending. This year the Chamber received \$28,000 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.
 - Tequila Trail in September.
Tequila Trail event in conjunction with the Spirits of Mexico event as this year's Chamber of Commerce fundraiser. The successful second annual event raised \$21,100. This money will be used to promote Old Town. Twelve 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.
 - Held Quarterly Business Mixers sponsored by Old Town businesses.

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.
- We have an Old Town display at the Harbor Drive Visitor's Center that is visible 24 hours a day.
- Prepare Promotions Committee Budget each year.
- The Social Media sub-committee continues to support the Old Town Chamber Facebook page, now with over 12,000 'Likes'.
- Sponsored Dia de Los Muertos event, November 1 & 2. The two-day event with a candlelight procession on Nov 2 from the Old Town State Historic Park to El Campo Santo was a tremendous success by all accounts. Businesses reported a significant surge for the two day event. Over 20,000 visitors attended and participated and were much taken with the altars and activities. Bringing a solely cultural event to historic Old Town worked. Many thanks to SOHO who helped underwrite the event as an effort to promote our beautiful and historic community.
- Organized our second Old Town Holiday Tree, at the intersection of San Diego Avenue and Twiggs Street. The Old Town Market oversaw the decorations. Thanks to John Savage for volunteering. All businesses are encouraged to decorate for the holidays.
- Organized and supported 14 local Old Town Businesses with a KFMB Channel 8 television ad campaign that runs from October – February 2013.
- Selected 4 print advertisers that agreed to offer discounts ads for the BID, a. the Uptown News. b. 101 Things To Do. c. Presidio Sentinel. d. SD Community Newspaper Group.
- Voted to give the Design Committee up to \$2500 to update the remaining 3 kiosks with updated maps, glass and painting.
- Working on a Chamber golf tournament to help raise funds for the 4th Grade Program which will provide funding to help pay for transportation to bring 10,000 students back to Old Town. We are working with the Mormon Battalion Historic Site and Old Town businesses members to make this possible.
- Voted to give Los Posadas event \$500 support funds.

- **Economic Restructuring Committee**

- Our goal is to help retain and expand existing successful businesses to provide a balanced commercial mix and attracting new businesses that the market can support. Work with real estate representatives to inform them of the type of businesses that would enhance Old Town. Provide assistance as needed. The goal is to build a commercial district that responds to the needs of today's consumers.
- Provide representative to the City Parking Advisory Board and attend monthly meetings regarding City related parking issues.

Design Committee

- A new set of banners have been designed with four different designs
- We are now doing quarterly sidewalk cleaning on San Diego Avenue and Harney Street. Additionally, Day Porter service is done weekly during May through August and monthly the rest of the year to keep the gutters clean.
- The funding received from County Supervisor Ron Roberts in the amount of \$31,176 has created the Old Town Comprehensive Sign Program. The final designs were shown at last year at the Old Town Chamber Annual meeting on November 30, 2011 and will be displayed again at this years' annual meeting.
- Additional funding is being requested for the various aspects of the Old Town Comprehensive Sign Program, i.e. replacement of the three existing kiosks, pedestrian directional signage that includes shopping and points of interest and signage directing vehicles to parking areas throughout Old Town.
- Additional trash barrels have been installed replacing unserviceable trash barrels in Old Town. More barrels will be installed as funds become available.
- Prepare Design Committee Budget each year.
- The next projects are painting of the utility boxes as funding allows. Grants will be submitted to help get that accomplished.

- **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, notifying businesses of graffiti.

Old Town San Diego Chamber of Commerce
2012 Annual Report (Continued)

- 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.
- With the help of the Mormon Battalion, they have made covers for all of the trash barrels. A huge thank you to them for taking on this project. This greatly enhances the appearance of the trash barrels.
- An inventory has been made of all the newspaper racks throughout Old Town and their location. This information will be forwarded to the City Code Enforcement as they implement their permit process for news racks and dispose of those not in compliance. A volunteer from the Mormon Battalion has made this possible.