



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

**FY2013
Annual Report**

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

2013 Annual Report

President's Message

This past year has been full of activity and many projects have been accomplished by the Chamber and the Promotion and Design Committees. We look forward to a busy and joyful 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. Clean and Safe Committee, etc.

For the fall, the Old Town Chamber Promotions Committee created a TV and radio PR Campaign awareness of the many businesses in Old Town and it is a historic location to visit, shop and eat.

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 2014.

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.

Fred Grand
President
Hacienda Hotel



Old Town Chamber of Commerce

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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 and the Old Town Community Parking 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, various organizations in Old Town and their membership to the Old Town Chamber of Commerce.
- Held elections and seated the new Board of Directors of the Old Town San Diego Chamber of Commerce for 2012-2013. Elected Committee Chairs for the standing committees: Promotions, Design and Economic Restructuring.
- Continue meetings with City Third Council District Councilmember Todd Gloria 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. An average of 1,300 visitors come to the market each week. The Saturday Market provided \$39,667 for the Chamber in FY13. A majority of the funding for the Promotion and Design Committees comes from the Old Town Saturday Market.
- Operate and maintain 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 what to see and do in Old Town, looking for a business, directions, where to eat, and history of Old Town, etc.
 - Provides location for Old Town businesses to bring their promotional materials.
- Member of the BID Council that address issues and legislation affecting small business.
- Member on the City Parking Advisory Board that addresses City wide parking issues.
- Participated at the 2013 San Diego County Fair Community Days in manning a large booth promoting Old Town to fair visitors. This year 7 businesses participated at the County Fair.
- The By-Laws Committee is working on revising the current by-laws.



- Held four (4) major events:
 - Tequila Trail in September 2012.
Tequila Trail event in conjunction with the Spirits of Mexico event as this year's Chamber of Commerce fundraiser. The successful Second Annual Tequila Trail raised more than \$21,000 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 \$122,323.
 - Fiesta de Kustom Kulture Car Show in September 2012
This Second Annual one-day event featured 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. This year the event raised \$2,375 for Falcon Ridge Equine Rescue.
 - Art Festival in October 2012
The 7th 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 2012 Art Festival was \$133,000.
 - Sponsored the Historic Old Town Golf Classic March 2013
Organized the first annual golf tournament as a fundraiser to support the 4th Grade students to come to Old Town and learn about the history and culture of California. The funds will be used to defray the cost of bus transportation to Old Town. We are working with the San Diego Unified School District, which had the 4th grade program here in Old Town for many years, to begin the one day field trip program. It will eventually include all students in San Diego County. This event involved many individuals and organizations with a special thank you to Café Coyote for being the \$10,000 Title Sponsor of the golf tournament. The generous contributions to the golf tournament produced over \$46,000 after expenses.
 - Co-Sponsored Fiesta Cinco de Mayo in May 2013
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 2012 Cinco de Mayo was \$407,000.



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.
- Created a comprehensive marketing plan
- Established co-op advertising with other communities i.e. The Gaslamp Quarter and Maritime Museum.
- Full page coop ad in the San Diego Tourism Authority Guide
- The Social Media sub-committee continues to support the Old Town Chamber Facebook page, now with over 15,600 'Likes'.
- Helped sponsor Dia de Los Muertos event. 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. Many thanks to SOHO who helped underwrite the event as an effort to promote our beautiful and historic community.
- Organized our third Old Town Holiday Tree at the intersection of San Diego Avenue and Twigg's Street. The Old Town Market oversaw the decorations. Thanks to John Savage, David Thornton and the Mormon Battalion for volunteering. We encourage all businesses to decorate for the holidays.
- Organized and funded the production cost for 12 local Old Town businesses with a KFMB Channel 8 television ad campaign that ran from October – February 2013.
- **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

- We are currently working on designing a new set of Holiday banners to replace the dove design banners we have had for over 10 years.
- We are continuing to do quarterly sidewalk steam cleaning on San Diego Avenue and Harney Street. Additionally, Day Porter service is done weekly during May through September and monthly the rest of the year to keep the trash barrels and gutters clean.
- The funding received from County Supervisor Ron Roberts in the amount of \$31,176 has created the Old Town Comprehensive Sign Program which allowed us to complete the Old Town Comprehensive Signage Program.
- Additional funding is being requested for the various aspects of the Old Town Comprehensive Signage 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.
- The 3 kiosks, located at the church parking lot, Café Coyote and Old Town Liquor and Deli, now have updated maps, glass and will be painted in the near future.
- Prepare Design Committee Budget each year.
- We have started painting some of 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 FY14.



- We have completed making covers for all of the trash barrels with the help of the Mormon Battalion, A huge thank you to them for taking on this project. They did an excellent job. This has greatly enhanced the appearance of the trash barrels.

Old Town Chamber of Commerce Organizational Information

FY12-13 Board Members

Fred Grand – President, Hacienda Hotel
Dave McGuire – Vice President, La Paloma & La Sirena
Jeanne Ferrell – Secretary, Cold Stone Creamery
Michael Howland – Treasurer, Michael L. Howland, CPA
Alana Coons – Whaley House
Bruce Johnson - Alamo Mexican Cafe
Diane Lowery - Lowery's Hot Glass
Diane Powers – Chair Design Committee, Bazaar Del Mundo & Casa Guadalajara
Chuck Ross – Chair Promotions Committee, Fiesta De Reyes
Christine Smith – Café Coyote
David Thorton - Old Town Trolley Tours

FY13-14 Board Members*

Fred Grand – President, Hacienda Hotel
Dave McGuire – Vice President, La Paloma & La Sirena
Jeanne Ferrell – Secretary, Cold Stone Creamery
Michael Howland – Treasurer, Michael L. Howland, CPA
Alana Coons – Whaley House
Patty Ducey-Brooks – Presidio Communications
Bruce Johnson - Alamo Mexican Cafe
Diane Lowery - Lowery's Hot Glass
Diane Powers – Chair Design Committee, Bazaar Del Mundo & Casa Guadalajara
Chuck Ross – Chair Promotions Committee, Fiesta De Reyes
Christine Smith – Café Coyote
David Thorton - Old Town Trolley Tours

* Officers and Committee Chairs are elected at the January Old Town Chamber of Commerce Board of Directors Meeting.

FY13 Financial Report*

