Old Town San Diego Chamber of Commerce  
P.O. Box 82686 San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

Agenda  
Board of Directors Meeting  

Wednesday, March 16, 2016  
8:30 AM @ Mormon Battalion Historic Site

1. Call to Order & Introductions

2. Non-Agenda Public Comment  
   Public comment may be made on any subject in the Board’s area of responsibility. Time allotted to each speaker shall be determined by the President; however, comments are limited to no more than three (3) minutes total per subject regardless of the number of those wishing to speak. (Comments relating to items on today’s agenda are to be taken at the time the item is heard.) Please direct requests to speak to the President prior to the start of the meeting. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken by the Board on any issue brought forth under “Non-Agenda Public Comment.”

3. Announcements and Community Reports/Updates – 3 Minutes

4. Administrative Items  
a. Request for Agenda Revisions (continuances, change in order, etc.)  
b. Conflict of Interest Declarations on Agenda Items

5. Approval of Minutes  
   General Meeting – February 24, 2016  
   Action Item

6. Committee Reports
   a. Organization Committee  
   1) Accept the Financial Reports  
      b) Accept the Financial Reports – February 2016  
      Action Item  
   2) Audit Completed  
   3) Old Town Chamber Taxes Completed  
   4) Old Town Market Update  
   Action Item
   b. Event Evaluation – Art & Craft Show
   c. Design Committee – Update
d. **Promotions & Marketing Committee**
   1) Current Advertising & Promotion
   2) Next Promotions Meeting – April 14, 2016

e. **Economic Restructuring Committee**

f. **Upcoming Events - Updates**
   1) Fiesta Cinco de Mayo – May 6-7-8, 2016
   2) County Fair – Saturday, June 4, 2016
   3) Taste of Old Town – September 2016
   5) Día de Los Muertos – November 1 & 2, 2016

7. **Executive Update**
   a. Visitor Center – Update

8. **Unfinished Business**

9. **New Business**

10. **Next Old Town Chamber of Commerce Meeting Date - Wednesday 20, 2016**

11. **Adjourn**
Minutes of the Board of February 24, 2016
8:30 AM @ Mormon Battalion

Directors Present:
Fred Grand – Hacienda Hotel
Christine Smith – Café Coyote
Chuck Ross – Fiesta de Reyes
Michael Howland – Michael Howland, CPA
Ramzi Murad – A Mart

Guests:
Denella Buchanan - Caltrans
Alissa Gabriel – City of San Diego
Jon Centofranchi – Old Town Academy
Elder Bill Woods – MBHS
Sister Renee Woods - MBHS
Stephan Hill – Office of Todd Gloria
Chris Ward – Councilmember Candidate
Molly Chase – Chris Ward Campaign Mngr.
Linda Acuna – Immaculate Conception Church
Jayson Zimmer – Hilton Garden Inn Old Town

Directors Excused:
Bruce Johnson – Alamo Mexican Cafe
Diane Powers – Bazaar de Mundo
Jeanne Ferrell – Cold Stone Creamery
Patty Ducey-Brooks – Presidio Comm.
Kimberly McLaughlin – Haunted San Diego
Paul Smigliani – Munro, Smigliani, & Jordan
David Thornton – OT Trolley Tours

Staff:
Richard Stegner - Executive Director
R. Elisha McLemore – Executive Assistant

Fred Grand, President, called the meeting to order at 8:39 a.m. Due to not having a full quorum of board members this meeting will be informational items only.

Introductions of members and visitors were made. The new director of the Mormon Battalion and his wife, Elder and Sister Woods, introduced themselves to those in attendance.

Christina Smith arrives at 8:53am

Non-Agenda Public Comment
None
Presentations

City Storefront Improvement Program – Alissa Gabriel - Office of Small Business
Alissa Gabriel explained the City’s Storefront Improvement Program. Monetary incentives are offered to small business to improve their exterior storefronts. This will hopefully stimulate the local economy by increasing customer patronage. The program offers Professional assistance with conceptual design and grant of one-half construction costs up to $8,000. Eligibility is for all business located in the City of San Diego that have 25 or fewer employees, face the public right of way, and have a valid Business Tax Certificate.

Eligible Improvements are: awnings, lighting, building colors and decorative materials, windows and doors, landscaping, planters, street trees, signage, defined outdoor spaces and exterior artwork.

To get started, the business fills out the application and the City determines eligibility. The business owner then meets with architect about 3 times to create conceptual design and the owner completes the improvements. The final application and documented expenses are submitted and approved for the award. For more information about this program contact Alissa Gabriel at (619) 236-6460 or agabriel@sandiego.gov.

Juan Street Improvements
On February 25th, demolition will begin on the south side of Juan Street. The street will be broken up in 500ft increments. Sidewalks will be left intact. Signage will redirect drivers through Old Town. There will be no southbound access on Juan Street. This next part of construction will take up to 6-8 weeks.

Harney Street Market Update
Mr. LaChance presented a report explaining why the numbers for the Market have been low lately. Sunday’s attendance has been a bit bumpy during the football season but should go up since season ended. In Mr. LaChance’s opinion, the numbers fluctuate based on the current economy. The vendor roster lost 3 regular vendors due to health issues. Mr. LaChance remarked that he has recruitment efforts in effect. Saturday market day is pretty much at capacity and still strong.

The market has suffered quite a bit from “single day” vendors; those who come once but never return. The Market’s chief competition is Little Italy. They have the biggest farmer’s market in the county with 4 blocks and operate the same hours as the Harney Street Market. He admitted to losing 8-10 vendors to them recently. Some ideas pitched to bring more awareness to the market is to advertise in the Old Town Guide, set-up a display in the Chamber Visitor’s Center and obtain a new banner.
Administrative Items

A. Board Administrative Items and/or non-agenda comment
   None

B. Request for Agenda revisions (continuances, changes in order, etc.)
   Action Items 6 and 7a will be tabled until the next board meeting.

C. Conflict of Interest Declarations on Agenda Items
   None

COMMITTEE REPORTS

Organization Committee

Audit Update
Treasurer Michael Howland informed the board the audit report has been issued.

Design Committee
There is no report this meeting because Diane Powers will be out of town until the end of the month. Richard Stegner did announce to the board that 13 locations have been selected for the new directional signage. The committee is currently looking for new “shop and dine” banners.

Promotions and Marketing Committee
Chuck Ross announced that the next meeting will be March 10, 2016. Currently there is nothing new to report.

Upcoming Events Update
Fiesta Cinco de Mayo: May 6-7, 2016
   The previous dates of the event have been changed due to Mother’s Day falling on May 8th this year. The event will start on Friday night on the 6th, continue on Saturday the 7th. Breakdown of the event will be later that night. On May 8th the State Park will be utilized for the Cinco event until 5pm.

County Fair: Saturday, June 4, 2016
There’s a chance the Chamber may not participate this year due to not having the same location as previous years.

Taste of Old Town: September 2016
Art & Craft Show Old Town: September 24-25 2016
Dia de los Muertos: November 1-2, 2016
Executive Update
Richard Stegner announced that visitor numbers were down in January, which is pretty normal this time of the year. There have been lots of visitors from Canada and the East Coast. Email blasts were recently sent out to obtain new volunteers. There is no funding to pay volunteers until the summer months. Elder Woods said that he may be able to get some people from the Mormon Battalion to come help the Visitor’s Center.

Announcements and Community Updates

San Diego City Council Candidate
Chris Ward announced his candidacy for City Council. The election will be held in June with voting starting in May. His campaign is focusing on homelessness, infrastructure issues, public safety and small business support. More information on Chris Ward can be found at www.votefoward.com.

Old Town Academy
John Centofranchi of the OT Academy stated to the board and those in attendance that the academy has renewed their charter and lease for the next 5 years. The academy’s intent to enroll this year is at 100% with application period closing March 18, 2016. The academy is now looking for ideas to expand the school. Mr. Centofranchi went on to say that the OT Academy Board is looking for community members to join. There will be a Wine & Dine Gala Fundraiser on April 30th. Tickets can be purchased on their website: oldtownacademy.org.

Board President Fred Grand
Mr. Grand shared his experience of the Father Joe’s Villages Tour he took on February 12, 2016. He was amazed to learn that the shelter houses over 1700 people and feeds 3000 people a day.

Unfinished Business
None

Meeting adjourned at 10:40 A.M.

Next regular Chamber meeting is scheduled for Wednesday March 16, 2015.

Respectfully submitted,
Signed: __________________________
Jeanne Ferrell, Secretary
FINANCIAL REPORTS
Old Town San Diego Chamber of Commerce/BID Balance Sheet
As of January 31, 2016

**ASSETS**

**Current Assets**
- Checking/Savings
  - General Account $3,074
  - Checking AF 97,751
  - Petty Cash 37
- Accounts Receivable
  - Accounts Receivable 40,029
  - Other Receivables 0
  - Bid Receivable 0

  **Total Other Current Assets** 140,891

**Total Current Assets**
- Reserve Account 0
- Security Deposits 2,783

  **Total Long Term Assets** 2,783

  **TOTAL ASSETS** $143,674

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**
- Accounts Payable $11,343
- SBEP Advance 960

**Long Term Liabilities**
- Bid Assessments 0
- Grant Payable 0
- Deferred Revenue 0
- Due to Other Organizations 14,827

  **Total Liabilities** 27,130

**Equity**
- Fund Balance 96,170
- Net income 20,374

  **Total Equity** 116,544

  **TOTAL LIABILITIES & EQUITY** $143,674

Management Use Only
### Ordinary Income/Expense

<table>
<thead>
<tr>
<th>Special Events Income</th>
<th>Actual</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday Market</td>
<td>$34,273</td>
<td>$60,000</td>
</tr>
<tr>
<td>Taste of Old Town</td>
<td>44,250</td>
<td>57,600</td>
</tr>
<tr>
<td>FDKK - Car Show - Revenue</td>
<td>3,392</td>
<td>21,600</td>
</tr>
<tr>
<td>Art Festival - Revenue</td>
<td>57,110</td>
<td>50,000</td>
</tr>
<tr>
<td>Parking</td>
<td>4,101</td>
<td>12,000</td>
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<tr>
<td><strong>Total Special Events Income</strong></td>
<td><strong>143,128</strong></td>
<td><strong>201,200</strong></td>
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<tr>
<td>BID Assessments</td>
<td>15,926</td>
<td>37,000</td>
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<tr>
<td>Fundraising</td>
<td>16,728</td>
<td>21,000</td>
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<tr>
<td>SBEP</td>
<td>15,846</td>
<td>19,800</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>193,826</strong></td>
<td><strong>279,000</strong></td>
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### Personnel & Organization

#### Occupancy Expense

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<tr>
<th>Rent</th>
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<td>Utilities</td>
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<td>800</td>
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<td>Storage Unit</td>
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<tr>
<td>Telephone</td>
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<td>Office Relocation</td>
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<td><strong>Occupancy Expense</strong></td>
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<td><strong>35,100</strong></td>
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### Staffing

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<tr>
<th>Salaries</th>
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<tr>
<td>Worker's Comp Insurance</td>
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<td>600</td>
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<td>Payroll Expenses</td>
<td>4,089</td>
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<td>Auto/Travel</td>
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<td>Election Expense</td>
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<td>Dues &amp; Subscriptions</td>
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<td>Printing</td>
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<td>Postage</td>
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<td>Professional Services</td>
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<td>Gen'l Insurance</td>
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<td>Description</td>
<td>Amount 1</td>
<td>Amount 2</td>
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<td>WEB HOSTING</td>
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<td>REPAIR &amp; MAINTENANCE</td>
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<td>800</td>
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<td><strong>Total PERSONNEL &amp; ORGANIZATION</strong></td>
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<td><strong>122,580</strong></td>
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<td>II - EVENTS</td>
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<td>SATURDAY MARKET</td>
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<td>BUSINESS MIXERS</td>
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<tr>
<td>TASTE OF OLD TOWN</td>
<td>4,374</td>
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<td>F.D.K.K. CAR SHOW</td>
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<td>DAY OF THE DEAD</td>
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<td>ART FESTIVAL</td>
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<td><strong>Total Events</strong></td>
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<td><strong>77,700</strong></td>
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<td>DESIGN PROGRAMS</td>
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<td>STREETSCAPE</td>
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<td><strong>23,900</strong></td>
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<td>IV - PROMOTION PROGRAMS</td>
<td></td>
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<tr>
<td>OTHER ADVERTISING</td>
<td>10,351</td>
<td>13,000</td>
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<tr>
<td>PRINT/Web &amp; OTHER ADVERTISING</td>
<td>4,173</td>
<td>9,000</td>
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<tr>
<td>COOP PAYMENTS</td>
<td>(3,313)</td>
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<td>RADIO/TELEVISION</td>
<td>0</td>
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<td>EVENT PROMOTION</td>
<td>3,471</td>
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<td><strong>Total PROMOTION PROGRAMS</strong></td>
<td><strong>14,682</strong></td>
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<td>V - PARKING</td>
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<td>INSURANCE</td>
<td>924</td>
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<td>CLEANING</td>
<td>5,069</td>
<td>7,800</td>
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<td>LANDSCAPING</td>
<td>1,400</td>
<td>2,400</td>
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<td>REPAIR AND MAINTENANCE</td>
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<td>UTILITIES</td>
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<td>2,500</td>
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<tr>
<td>OTHER</td>
<td>0</td>
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<tr>
<td>RESERVE</td>
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<tr>
<td><strong>Total Parking</strong></td>
<td><strong>9,410</strong></td>
<td><strong>25,300</strong></td>
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<td></td>
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<td></td>
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<tr>
<td>VI - CONTINGENCY</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td><strong>173,452</strong></td>
<td><strong>279,980</strong></td>
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<tr>
<td>Net Loss</td>
<td>$20,374</td>
<td>$(980)</td>
</tr>
</tbody>
</table>

Management Use Only
Old Town San Diego Chamber of Commerce/BID
Balance Sheet
As of February 29, 2016

ASSETS

Current Assets

<table>
<thead>
<tr>
<th>Checking/Savings</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>General Account</td>
<td>$ 5,975</td>
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<td>Checking AF</td>
<td>84,375</td>
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<tr>
<td>Petty Cash</td>
<td>37</td>
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<table>
<thead>
<tr>
<th>Accounts Receivable</th>
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<tbody>
<tr>
<td>Accounts Receivable</td>
<td>38,435</td>
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<tr>
<td>Other Receivables</td>
<td>0</td>
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<tr>
<td>Bid Receivable</td>
<td>0</td>
</tr>
<tr>
<td>Art Festival</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Other Current Assets

Total Current Assets

<table>
<thead>
<tr>
<th>Parking Reserve</th>
<th>2,000</th>
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</thead>
<tbody>
<tr>
<td>Security Deposits</td>
<td>2,783</td>
</tr>
</tbody>
</table>

Total Long Term Assets

TOTAL ASSETS

$ 133,605

LIABILITIES & EQUITY

Liabilities

<table>
<thead>
<tr>
<th>Current Liabilities</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$ 13,286</td>
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<tr>
<td>SBEAP Advance</td>
<td>0</td>
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</tbody>
</table>

Long Term Liabilities

| Bid Assessments        | 0   |
| Grant Payable\         | 0   |
| Deferred Revenue       | 0   |
| Due to Other Organizations | 14,827 |

Total Liabilities

28,113

Equity

| Fund Balance           | 96,170 |
| Net Income             | 9,322  |

Total Equity

105,492

TOTAL LIABILITIES & EQUITY

$ 133,605

Management Use Only
## Old Town San Diego Chamber of Commerce/BID
### Profit & Loss
#### Year to February 29, 2016

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>Actual</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>40010 · SPECIAL EVENTS INCOME</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday Market</td>
<td>$36,399</td>
<td>$60,000</td>
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<td>Taste of Old Town</td>
<td>44,250</td>
<td>57,600</td>
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<td>50,000</td>
</tr>
<tr>
<td>Parking</td>
<td>4,101</td>
<td>12,000</td>
</tr>
<tr>
<td><strong>Total · SPECIAL EVENTS INCOME</strong></td>
<td>145,252</td>
<td>201,200</td>
</tr>
<tr>
<td><strong>BID ASSESSMENTS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FUNDRAISING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SBEP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OTHER</strong></td>
<td>2,200</td>
<td></td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>200,256</td>
<td>279,000</td>
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#### PERSONNEL & ORGANIZATION

<table>
<thead>
<tr>
<th>OCCUPANCY EXPENSE</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>RENT</td>
<td>20,000</td>
<td>30,000</td>
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<tr>
<td>UTILITIES</td>
<td>1,808</td>
<td>1,800</td>
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<tr>
<td>CLEANING</td>
<td>0</td>
<td>800</td>
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<tr>
<td>STORAGE UNIT</td>
<td>1,862</td>
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<tr>
<td>TELEPHONE</td>
<td>2,075</td>
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<tr>
<td>OFFICE RELOCATION</td>
<td>500</td>
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<tr>
<td><strong>OCCUPANCY EXPENSE</strong></td>
<td>26,245</td>
<td>35,100</td>
</tr>
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</table>

**STAFFING**

<p>| SALARIES                                       | 41,138  | 59,000 |
| WORKER'S COMP INSURANCE                        | 616     | 600    |
| PAYROLL EXPENSE                                | 4,695   | 6,000  |
| <strong>Total STAFFING</strong>                             | 46,449  | 65,600 |
| AUTO/TRAVEL                                    | 430     | 0      |
| ELECTION EXPENSE                               | 1,728   | 1,600  |
| DUES &amp; SUBSCRIPTIONS                           | 460     | 1,300  |
| PRINTING                                       | 1,343   | 2,200  |
| POSTAGE                                        | 221     | 400    |
| PROFESSIONAL SERVICES                          | 6,606   | 7,600  |
| GEN'L INSURANCE                                | 2,131   | 2,300  |</p>
<table>
<thead>
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<th>Item</th>
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II - EVENTS

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Management Use Only
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**TOTAL**: $21,169.21 $14,437.55 $35,606.76

**TOTAL**: $33,680.07 $9,121.07 $42,801.14

**TOTAL**: $36,529.15 $36,529.15

**Week Avg**: $541.49 $465.73

**Week Avg**: $732.18 $536.53

**Week Avg**: $761.02
December 14, 2015

Board of Directors
Old Town San Diego Chamber of Commerce
San Diego, California

Dear Sirs:

In connection with our audit of your financial statements for the fiscal year ended June 30, 2014, we wish to submit the following comments and recommendations for your consideration:

Adjusting Journal Entries
We have made journal entries to adjust the Fund Balance account. Please see attachment.

Audit Information
We were unable to begin our audit on a timely basis after your year end because the information requested was not received until January 8, 2015. As a result, we have filed an automatic 3 months extension for the tax return which will be prepared on completion of the audit.

Pending Income Tax Matter
The organization is still working to resolve the unpaid income tax liability (penalties plus interest) due to the Internal Revenue Service for tax years 2003, 2005, and 2008.

Risk of Fraud
Recent developments involving fraud within well-known companies have created a new and more expanded audit environment emphasizing the detection of fraud.

In this connection we feel it is worth repeating this comment regarding management's responsibilities in this area and submit the following comments and recommendations for your consideration.

Awareness
Management should have an awareness and understanding of fraud and its related risks.

Controls (Existence or Absence of)
Management should identify the control procedures in existence.

Control Procedures
Small organizations generally exhibit an absence of control due to the lack of personnel. The following is a list of control procedures, which are practical and relatively easy to implement (Note – These are general in nature and are not all-inclusive and you may already have such procedures in place).
1. Check-signing — requires 2 signatures
2. Timely bank reconciliation — Reviewed by responsible officer
3. Board of Directors — Involvement
   The Board should take an active part in the operations
4. Use of pre-numbered receipts (tickets) at special events and accountability for all receipts
5. Timely intact deposit of all receipts
6. Approval of expenditures by responsible person
7. All expenses paid by check (within practical limits)

We wish to thank your staff for their assistance in the conduct of our audit. We have discussed the contents of this letter with Mr. Richard Stegner, your Executive Director and we are available to answer any questions regarding its contents.

Sincerely,

[Signature]

Guerrero, Jimenez, Diaz & Co., LLP
### January 2016 Visitor Count

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| TOTALS | 253 | 260 | 201 | 53 | 767 | 277 |
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**TOTALS:** 487 267 210 101 1065 274
Old Town Visitor's Center Year Attendance

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Total: 15819 1832
To increase visitation to Old Town and the City of San Diego by continuing to create one of the region's distinctive Fine Arts and Crafts Festivals. New this year, we are expanding the festival to include crafts and demonstrations of period crafters that are in keeping with the rich cultural heritage of Old Town and the State Historic Park.

Produce a unique festival that builds a larger audience through cultural and heritage tourism and crafters as well as art enthusiasts.

**Objectives**

1. Attract new guests and locals to the Old Town community for the two-day Free event.

2. Attract 60+ qualified national and international artists and crafters to participate in this juried event.

3. Produce a unique Art and Craft Festival that will have live demonstrations of arts & crafts artwork.

4. Advertise and publicize using the funds made possible by sponsors to bring awareness to Old Town's cultural and heritage personality and commitment to the Arts & Crafts industry and artists.

5. Develop business partnerships with local, regional and national sponsors. Present sponsorship as a beneficial return of investment (based on the media and promotional opportunities that are offered), as well as an opportunity to be identified as making a significant commitment to the historical and cultural importance of Old Town and where San Diego began.
Sponsorship for 2015

City/EDTS Grant: $ 29,064
County of San Diego: $ 3,000
$ 32,064

Booth Fees
Food $ 1,482
Vendor/Artists: $ 17,303 (Met goal of 62 artists)
$ 18,785

Old Town In-Kind Sponsors:

Tequila Factory: $ 2,500
Old Town Trolley: $ 2,500
Presidio Sentinel: $ 2,500
$ 7,500

Media Paid and Value:

Paid: $ 10,827
Value: $133,500

Volunteer Participation Value:

Minimal (200 hours X $10.) $ 2,000
Consultants/Board (100 X $50) $ 5,000
$ 7,500

Income to OTC of C $2,500 (Chamber Event Fee) $ 2,500
Art & Craft Show Old Town 2015 Media Report
Saturday, October 3rd and Sunday October 4th 2015

TELEVISION
Television spots secured by McFarlane Promotions:

Fox 5
In Studio: Tuesday, September 29th, 2015

San Diego 6
Live Shot at Café Coyote: Thursday, October 1st, 2015

KUSI 9
In Studio: Sunday, October 4th, 2015
Live Shot: Sunday, October 4th, 2015

RADIO
Radio partnerships secured with the following stations:
1. KPBS
2. Jack FM
3. 760 AM
4. KPRI 102.1
5. Easy 98.1

KPBS
o 7 live read messages, one per day for one week prior to the event
o Banner ad to run on bottom of site for two weeks
o Mobile banner for two weeks

Jack FM
o Radio Station to hang its banners throughout the event
o (4) :15 to :30 second promotional mentions per day starting on Monday, September 21st through Sunday, October 4th.
o On air giveaways (10) pairs of fun packs
• ACSOT banner on website homepage
• Listing on website
• Social media inclusion
• Eblast sent out to subscribers

760 AM
• Radio Station to hang its banners throughout the event
• (4) :15 to :30 second promotional mentions per day starting on Monday, September 21st through Sunday, October 4th.
• On air giveaways (10) pairs of fun packs
• ACSOT banner on website homepage
• Listing on "What to do, where to go" page
• Social media inclusion
• 2 Eblasts sent out to 75,000k

KPRI FM
• Radio Station to hang its banners throughout the event
• (4) :15 to :30 second promotional mentions per day starting on Monday, September 21st through Sunday, October 4th.
• On air giveaways (10) pairs of fun packs
• ACSOT banner on website homepage
• Listing on website
• Social media inclusion
• Eblast sent out to subscribers

EASY 98.1 FM
• Radio Station to hang its banners throughout the event
• (4) :15 to :30 second promotional mentions per day starting on Monday, September 21st through Sunday, October 4th.
• On air giveaways (10) pairs of fun packs
• ACSOT banner on website homepage
• Listing on website
• Social media inclusion
• Eblast sent out to subscribers

PRINT
• Postcards/Flyers
• Art Bucks
• Poster
• Event Program
• Banners
ONLINE AND PRINT ADVERTISEMENTS

Online and print advertisement in the following publications:

Print Advertising
- Navy Dispatch Magazine
  - 1/4 Page BW Ad
  - Banner ad on website
- San Diego Home and Garden Magazine
  - 1/2 Page Ad
  - One TV Spot with KUSI
  - Story featuring the event along with other art festivals
- Fine Magazine
  - 1/4 Page Ad
  - Inclusion in E blast
  - Blog Post with social media mentions
- Performance Magazine
  - 1/3 Page Ad
  - Inclusion in concierge E blast, Weekend roundup E Blast
- Presidio Sentinel (In kind/sponsor)
  - Call to Artist Announcement (3 months)
  - 1/3 Page color with editorial coverage
- SD Suburban News, La Jolla Light, Del Mar Times, Rancho Santa Fe Review, Carmel Valley News, Solana Beach Sun
  - 1/4 Page color
  - Web Ad
- UT San Diego
  - 1/4 Page Ad in Night and Day and DSD
  - DSD sponsored story
  - 50K UT/DSD desktop & mobile banner impressions
  - DSD standard email inclusion
- Old Town Trolley
  - 2 Trolley Ads
  - Banner Ad in Old Town Market
- SDLGN
  - 1 Full Page Ad
  - Mixed banner campaign on all 4 sites
  - Social Media Promotions
  - Featured in event listings

Online Advertising
- ZAPP
  - Email blast to 7,000 artists in database
  - Targeted to northern states
• Just My Ticket
  o 2 Targeted Email blasts to 15,000 subscribers, inclusion in Fun Things to Do This Weekend email
• Art Linx
  o Event listing with logo and link on site
  o E Blast inclusion sent to 10k subscribers
• Yelp.com
  o Event listing with logo on website
  o Weekly sponsor blast to 130,000 subscribers
• 101 Things to Do
  o Event listing with logo on website
  o Dedicated Eblast
  o Web Banner
• RAGE
  o Banner on website
  o Dedicated Eblast
• San Diego Family Magazine
  o Post on website
  o Social media posts
  o Dedicated Eblast
• UT San Diego
  o Sponsorship of the “Things to Do” page for three days prior to the event
• SD City Beat
  o Banner on website
  o Dedicated Eblast
• Fox 5 Online
  o Online Ads with Reach Extension, 30,000 impressions on three areas – 1 month
  o Customized Eblast
  o Homepage Takeover promoting event, 2 days

We also listed the show in online art festival publications:
  o NAIA: naia-artists.org
  o FestivalNet: festivalnet.com
  o Festivals.com: festivals.com
  o Fairs and Festivals: fairsandfestivals.net
  o Art Fair Calendar: artfaircalendar.com

**Calendar Listings Sent to the Following Publications:**

• Affluent Living Publications
• Alaska Airlines Magazine
• Alpine Sun
• America West Magazine
• American Way
• Asian Journal
• Associated Press
• Athletic Singles Association
• Beach And Bay Press
• Better Home and Gardens
• Buzz Publications
• Californian
• City News Service
• Coast News
• Coronado Eagle
• Corridor News
• County News Service
• Del Mar Times
• Del Mar Village Voice
• Downtown News
• East County Californian
• El Sol de San Diego
• Escondido News
• GQ Magazine
• Happy Hour Magazine
• Hemispheres
• Hillquest
• Imperial Beach Eagle & Times
• International Times Corp.
• KCR College Radio c/o SDSU
• KFMB TV
• KIOZ
• KNSD -TV
• KOCT - The Oceanside Channel
• KPRC
• KSON Radio
• KUSI-TV
• La Jolla Light Newspaper
• La Jolla Village News
• La Prensa San Diego
• Downtown News
• Living in Style Magazine
• Los Angeles Times
• Metropolitan News Company
• Night & Day
• North County Times
• North Park News
• North San Diego Living
• Northwest Airlines World Traveler
• OC Weekly
• Pacific Magazine
• Presidio Sentinel
• Preview
• Rancho Bernardo Sun
• Rancho Santa Fe Review
• Rage Monthly SD & OC
• Riviera Magazine
• San Diego Boomer Advisor Magazine
• San Diego Business Journal
• San Diego City Beat
• San Diego Community Newspaper Group
• San Diego ConVis
• San Diego Daily Transcript
• San Diego Family Magazine
• San Diego Home/Garden Lifestyles
• San Diego Life & Fashion
• San Diego Living Metro
• San Diego Magazine
• San Diego Masterplanner
• San Diego Metropolitan
• San Diego Ranch Coast Newspaper
• San Diego Reader
• San Diego This Week
• San Diego Union -Tribune
• San Diego Voice and Viewpoint
• San Francisco Bay Times
• San Jose Mercury
• SignOn San Diego
• Smooth Jazz 98.1 Jefferson Pilot
• Southwest Spirit
• Spectrum
• Star News
• Where San Diego
• Pacific Magazine
• Sun Newspapers
• Sunset Magazine
• The Concierge Connection
• The Daily Aztec
• The Expresso
• The Press-Enterprise
• The Ranch & Club Magazine
• The San Diegan
• Time Warner Cable
• U.S. Air Publishing
• UCSD Guardian
• Univision
• Uptown Marquee
• VIA Magazine
INTERNET
1) SanDiego.org
2) Craigslist.org
3) Zapplication.org
4) Delmartimes.net
5) Fox5sandiego.com
6) Fox5sandiego.com
7) Festival.net.com
8) Festival.net.com
9) Everfest.com
10) Easy981.com
11) Kprifm.com
12) Ranchosantaferereview.com
13) Yelp.com
14) Festival.net.com
15) Festival.net.com
16) Sdstreetfairs.com
17) Easy981.com
18) Sdpi.com
19) Apps.sandiego.gov
20) Eventcrazy.com
21) Naia-artists.org
22) Everfest.com
23) Sandiegoreader.com
24) Mcfarlanepromotions.com
25) Sandiego6.com
26) Kpbs.org
27) Sandiego.gov
28) Discoversd.com
29) San.diego.eventguide.com
30) 101thingstodosw.com
31) Californiafairsandfestivals.com
32) Old Town Facebook Listing
33) Wherela.com
34) Sandiegocoastlife.com
35) Theconnection.com
36) Sandiegoreader.com
37) Boostersofoldtown.com
38) Elivelife.com
39) Mysddreamhome.com
40) Craftlister.com
41) Kusi.com
42) Justmyticket.com
43) Sandiego6.com
44) Old Town San Diego Twitter
45) Markandkarla.com
46) Whofish.org
47) Sandiego.org
48) Fox 5 San Diego.com
49) 101thingstodosw.com
50) Facebook
51) SanDiegoTribune.com
52) Craigslist
53) Oldtownsandiegoguide.com
54) SanDiegoReader.com
55) Everfest.com
56) McFarlane Twitter Promo Posts
57) KUSI Promo Twitter Posts
58) 101 San Diego Magazine Promo Twitter Posts
59) Rage Monthly Post
60) SDStreetFairs Post
61) Pep Up Street Post
62) Shawn in San Diego Post
63) You Should Know SD Post
64) Just My Ticket SD Post
65) San Diego Newz Post
Special Event Criteria & Evaluation

Event name ☒ Chamber produced event  
☐ Chamber sponsored event  
☐ Non Chamber sponsored event

Date(s) 5/6/2025  
Hours 24/140 hrs

Does it support the Old Town Chamber of Commerce Mission Statement?

Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors

1. Is this a profitable event for the Chamber  
   Actual or projected Chamber Cost  
   Actual or projected loss of Chamber funds  
   Yes ☐  No ☑

2. Art / Cultural / Heritage appropriate to Old Town  
   Yes ☐  No ☑

3. Does the event benefit the business community financially  
   Yes ☐  No ☑

4. Does the event hold promotional value for the community  
   Yes ☐  No ☑

5. Does the event benefit the Heritage Tourism industry in Old Town  
   Yes ☐  No ☑

6. Is there a current plan in place to ensure a quality event  
   (set up, vendor, entertainment value)  
   Yes ☐  No ☑

7. Is there a current plan in place to ensure a well organized event  
   (volunteers, staffing, Chamber effort, community support, operations)  
   Yes ☐  No ☑

8. Is the event supported by the community - business and residents  
   Yes ☐  No ☑

9. Does the event negatively impact traffic and parking  
   Yes ☐  No ☑

10. Does it generate room nights in Old Town?  
    Yes ☐  No ☑

List additional attributes for the event

How did the event compare to previous years: Improving

Were the goals set for the event met: Yes ☐  No ☑

Was there a charitable component to the event: No ☐

What was or is the expected attendance: Yes ☐

Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc:

Based on your understanding of the event, do you approve the event?  
Yes ☐  No ☑

If No, can you recommend specific changes in order to approve the event?
Special Event Criteria & Evaluation

Event name: ART & CRAFT

Date(s): 
Hours: 10 - 6 pm

- Chamber produced event
- Chamber sponsored event
- Non Chamber sponsored event

Does it support the Old Town Chamber of Commerce Mission Statement?

Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors

1. Is this a profitable event for the Chamber
   Actual or projected Chamber Cost
   Actual or projected loss of Chamber funds
   
   
   Yes 
   No

2. Art / Cultural / Heritage appropriate to Old Town
   Yes 
   No

3. Does the event benefit the business community financially
   Yes 
   No

4. Does the event hold promotional value for the community
   Yes 
   No

5. Does the event benefit the Heritage Tourism industry in Old Town
   Yes 
   No

6. Is there a current plan in place to ensure a quality event
   (set up, venue, entertainment value)
   Yes 
   No

7. Is there a current plan in place to ensure a well organized event
   (volunteers, staffing, Chamber effort, community support, operations)
   Yes 
   No

8. Is the event supported by the community - business and residents
   Yes 
   No

9. Does the event negatively impact traffic and parking
   Yes 
   No

10. Does it generate room nights in Old Town?
    Yes 
    No

List additional attributes for the event

How did the event compare to previous years:

Were the goals set for the event met:

Was there a charitable component to the event:

What was or is the expected attendance:

Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc:

Based on your understanding of the event, do you approve the event
   Yes 
   No

If No, can you recommend specific changes in order to approve the event?
### Special Event Criteria & Evaluation

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<td>Non Chamber sponsored event</td>
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**Does it support the Old Town Chamber of Commerce Mission Statement?**

*Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors*

1. Is this a profitable event for the Chamber  
   - Actual or projected Chamber Cost  
   - Actual or projected loss of Chamber funds  
   - Yes  
   - No

2. Art / Cultural / Heritage appropriate to Old Town  
   - Yes  
   - No

3. Does the event benefit the business community financially  
   - Yes  
   - No

4. Does the event hold promotional value for the community  
   - Yes  
   - No

5. Does the event benefit the Heritage Tourism industry in Old Town  
   - Yes  
   - No

6. Is there a current plan in place to ensure a quality event  
   (set up, vendor, entertainment value)  
   - Yes  
   - No

7. Is there a current plan in place to ensure a well organized event  
   (volunteers, staffing, Chamber effort, community support, operations)  
   - Yes  
   - No

8. Is the event supported by the community - business and residents  
   - Yes  
   - N/A  
   - Yes but in a positive way

9. Does the event negatively impact traffic and parking  
   - Yes  
   - No

10. Does it generate room nights in Old Town?  
    - Yes  
    - No

**List additional attributes for the event**

- How did the event compare to previous years: Better
- Were the goals set for the event met: Yes
- Was there a charitable component to the event: Yes
- What was or is the expected attendance: Yes despite rain
- Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc: Positive

**Based on your understanding of the event, do you approve the event?**  
If No, can you recommend specific changes in order to approve the event?  
- Yes
- No
Special Event Criteria & Evaluation

Event name: Art + Craft
Date(s): 9/24/16 - 9/25/16

__ Chamber produced event
__ Chamber sponsored event
__ Non Chamber sponsored event

Does it support the Old Town Chamber of Commerce Mission Statement?

Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors

1. Is this a profitable event for the Chamber
   - Actual or projected Chamber Cost
   - Actual or projected loss of Chamber funds
   __ Yes __ No

2. Art / Cultural / Heritage appropriate to Old Town
   __ Yes __ No

3. Does the event benefit the business community financially
   __ Yes __ No

4. Does the event hold promotional value for the community
   __ Yes __ No

5. Does the event benefit the Heritage Tourism industry in Old Town
   __ Yes __ No

6. Is there a current plan in place to ensure a quality event
   (set up, vender, entertainment value)
   __ Yes __ No

7. Is there a current plan in place to ensure a well organized event
   (volunteers, staffing, Chamber effort, community support, operations)
   __ Yes __ No

8. Is the event supported by the community - business and residents
   __ Yes __ No

9. Does the event negatively impact traffic and parking
   __ Yes __ No

10. Does it generate room nights in Old Town?
    __ Yes __ No

List additional attributes for the event:

How did the event compare to previous years:

Were the goals set for the event met:

Was there a charitable component to the event:

What was or is the expected attendance:

Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc:

Based on your understanding of the event, do you approve the event
   __ Yes __ No

If No, can you recommend specific changes in order to approve the event?
Special Event Criteria & Evaluation

Event name: Art & Craft Show  Date(s): Sept. 24-25th  Hours: 10am -

1. Chamber produced event  
2. Chamber sponsored event  
3. Non Chamber sponsored event

___ Does it support the Old Town Chamber of Commerce Mission Statement?  Yes ___

Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors

1. Is this a profitable event for the Chamber
   Actual or projected Chamber Cost  Yes ___  No ___
   Actual or projected loss of Chamber funds

2. Art / Cultural / Heritage appropriate to Old Town  Yes ___  No ___

3. Does the event benefit the business community financially  Yes ___  No ___

4. Does the event hold promotional value for the community  Yes ___  No ___

5. Does the event benefit the Heritage Tourism industry in Old Town  Yes ___  No ___

6. Is there a current plan in place to ensure a quality event
   (set up, vendor, entertainment value)  Yes ___  No ___

7. Is there a current plan in place to ensure a well organized event
   (volunteers, staffing, Chamber effort, community support, operations)  Yes ___  No ___

8. Is the event supported by the community - business and residents  Yes ___  No ___

9. Does the event negatively impact traffic and parking  Yes ___  Abst ___  No ___

10. Does it generate room nights in Old Town?  Yes ___  No ___

List additional attributes for the event:

How did the event compare to previous years: profitable and well received

Were the goals set for the event met: Yes ___

Was there a charitable component to the event: ___

What was or is the expected attendance:

Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc:

Based on your understanding of the event, do you approve the event: Yes ___  No ___

If No, can you recommend specific changes in order to approve the event?
### Special Event Criteria & Evaluation

**Event name**: Arts & Craft Show  
**Date(s)**: 9-24-12 9-25-12  
**Hours**: 10-6

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<table>
<thead>
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<tbody>
<tr>
<td>1</td>
<td>Chamber produced event</td>
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<td>2</td>
<td>Chamber sponsored event</td>
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<tr>
<td>3</td>
<td>Non Chamber sponsored event</td>
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</table>

Does it support the Old Town Chamber of Commerce Mission Statement? **Yes**

**Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors**

1. Is this a profitable event for the Chamber  
   - Actual or projected Chamber Cost  
   - Actual or projected loss of Chamber funds  
   **Yes**  

2. Art / Cultural / Heritage appropriate to Old Town  
   **Yes**  

3. Does the event benefit the business community financially  
   **Yes**  

4. Does the event hold promotional value for the community  
   **Yes**  

5. Does the event benefit the Heritage Tourism industry in Old Town  
   **Yes**  

6. Is there a current plan in place to ensure a quality event  
   (set up, vender, entertainment value)  
   **Yes**  

7. Is there a current plan in place to ensure a well organized event  
   (volunteers, staffing, Chamber effort, community support, operations)  
   **Yes**  

8. Is the event supported by the community - business and residents  
   **Yes**  

9. Does the event negatively impact traffic and parking  
   **No**  

10. Does it generate room nights in Old Town?  
    **Yes**  

**List additional attributes for the event**

- How did the event compare to previous years: **getting better every year**
- Were the goals set for the event met: **Yes**
- Was there a charitable component to the event: **Yes**
- What was or is the expected attendance: **20 - 30 thousand**
- Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc: **Brings new people to Old Town**

**Based on your understanding of the event, do you approve the event**  
**Yes**  

If No, can you recommend specific changes in order to approve the event?
**Special Event Criteria & Evaluation**

Event name: **DTAC**

Date(s): **Sept 24-25**

Hours: **10-6**

- X Chamber produced event
- X Chamber sponsored event
- ___ Non Chamber sponsored event

Does it support the Old Town Chamber of Commerce Mission Statement?

**Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors**

1. Is this a profitable event for the Chamber
   - Actual or projected Chamber Cost
   - Actual or projected loss of Chamber funds
   - Yes **[ ]** No **[ ]**

2. Art / Cultural / Heritage appropriate to Old Town
   - Yes **[ ]** No **[ ]**

3. Does the event benefit the business community financially
   - Yes **[ ]** No **[ ]**

4. Does the event hold promotional value for the community
   - Yes **[ ]** No **[ ]**

5. Does the event benefit the Heritage Tourism industry in Old Town
   - Yes **[ ]** No **[ ]**

6. Is there a current plan in place to ensure a quality event
   (set up, vendor, entertainment value)
   - Yes **[ ]** No **[ ]**

7. Is there a current plan in place to ensure a well organized event
   (volunteers, staffing, Chamber effort, community support, operations)
   - Yes **[ ]** No **[ ]**

8. Is the event supported by the community - business and residents
   - Yes **[ ]** No **[ ]**

9. Does the event negatively impact traffic and parking
   - Yes **[ ]** No **[ ]**

10. Does it generate room nights in Old Town?
    - Yes **[ ]** No **[ ]**

List additional attributes for the event

How did the event compare to previous years:

- **More artists & hotel room stays**

Were the goals set for the event met:

- Yes **[ ]**

Was there a charitable component to the event:

- Yes - Booster **[ ]**

What was or is the expected attendance:

- **20,000+**

Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc:

- More sales **[ ]**

Based on your understanding of the event, do you approve the event?

- Yes **[ ]**

If No, can you recommend specific changes in order to approve the event?