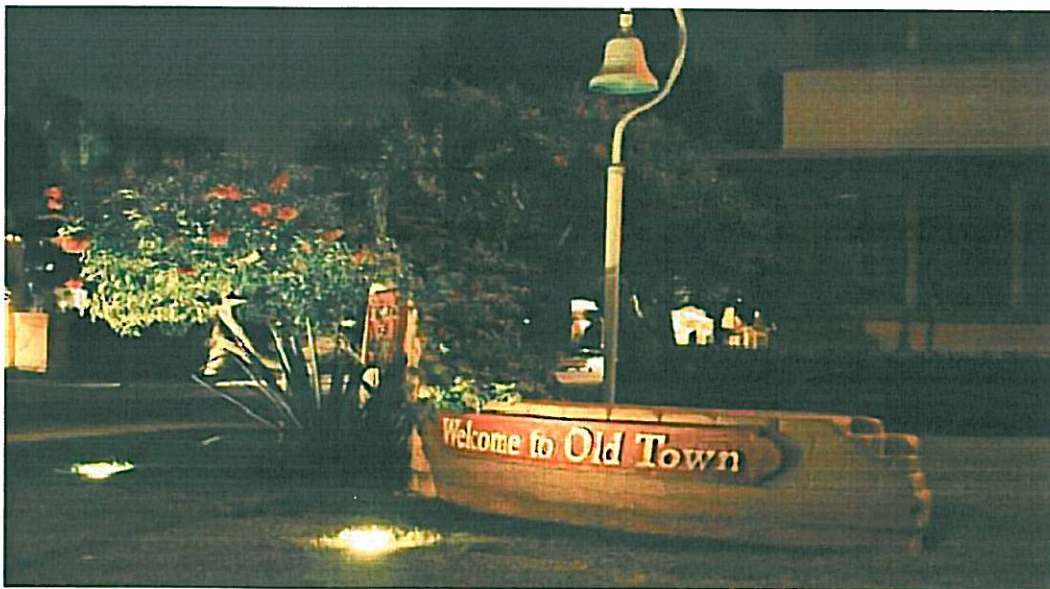


## **Old Town San Diego Chamber of Commerce**



# **FY2016**

# **Annual Report**

**July 2015 – June 2016**

- Through the efforts of David Thornton from the Old Town Trolley Tours, the cross walks located at the intersections of Twiggs Street and San Diego Avenue and Conde Street and San Diego Avenue now have striping designating the crosswalks. This helps keep our visitors safe and allows traffic to stop correctly to allow people to safely cross the street.

Many thanks to the Old Town Market for putting out our American Flags for the 4<sup>th</sup> of July, Veteran's Day and Flag Day.

### **Clean and Safe Committee**

- The Committee is continuing to address numerous issues:
  - Homeless individuals and their conduct;
  - Co-coordinating with the San Diego Police Department in advising businesses on how to deal with the homeless and contact the Police non-emergency number 531-2000;
  - Identifying and notifying businesses of graffiti.
  - The installation of more barrels is planned for FY17.
  - 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.

### **Old Town Community Parking District**

The Old Town Community Parking District is managed by the Old Town Chamber of Commerce. In order to keep parking free, the Chamber of Commerce has an agreement with the City to have direct control and maintain the City parking lot located between Juan Street, Twiggs Street and Harney Street. The maintenance costs include utilities, landscaping and daily cleanup. Costs are in the excess of \$24,000. There is a short fall of over \$14,000 that the Chamber of Commerce makes up from its budget. It's vitally important that we maintain the control of the parking lot and continue to have free parking throughout Old Town.

### **FY2016 Statement of Financial Position**

- See Insert



## Old Town San Diego Chamber of Commerce

The Old Town San Diego Chamber of Commerce includes over 485 members governed by 14 volunteer Board of Director members (elected by the general membership) including 2 part-time employees. The Old Town Chamber of Commerce is a member of the San Diego Business Improvement District. The Old Town Chamber manages the Old Town Business Improvement District and the Old Town Parking District.

### Old Town Chamber Board of Directors

Meets the 3<sup>rd</sup> Wednesday of each month at 8:30 am at the Mormon Battalion Historic Site. There are no meetings in August and December.

- Provided direction and vision for the Old Town Chamber of Commerce.
  - Managed the 2 part-time employees and oversee the Old Town Harney Street Market.
  - Hosted regular scheduled Chamber and Committee meetings and special event meetings.
  - Directed staff to attend meeting with groups including the BID Council and City of San Diego staff members.
- Managed the OT Business Improvement District and the OT Parking District.
- Provide representative to the City Parking Advisory Board and attend monthly meetings regarding City related parking issues.
- Held two (2) major events and co-sponsored the Fiesta Old Town Cinco de Mayo
  - Taste of Old Town in September 2015  
The 2<sup>nd</sup> annual Taste of Old Town took place on September 10, 2015. More than 775 people attended the event with 600+ tickets sold before the event. 103 tickets were sold on the day of the event. 75 promotional tickets were given to prize winners and the press. \$29,700 was raised from sponsorship sales alone. Presenting sponsors received additional marketing and advertising opportunities. \$38,117 was raised for the Old Town Chamber!
  - Art and Craft Show Old Town in October 2015  
The annual Art & Craft Show Old Town is now in its 10<sup>th</sup> year. This year the Art & Show was expanded to include crafts and demonstrations that are keeping in with rich cultural heritage of Old Town San Diego. The Old Town Chamber has received funding from grant requests submitted to the City of San Diego and the County of San Diego to support the event, valued at \$32,064. The promotional campaign for Art & Craft Show was valued at over \$133,500.





- Operate and maintain the Old Town San Diego Chamber of Commerce Visitor's Center.
  - Over 14,000 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 Business Improvement District (BID) Council that address issues and legislation affecting small business.
- Maintains the Old Town Chamber of Commerce website – [www.oldtownsandiego.org](http://www.oldtownsandiego.org)
- Provide a representative to the City of San Diego Parking Advisory Board who attends monthly meetings regarding City wide related parking issues and recommend changes to parking related ordinances.
- Participated at the 2016 San Diego County Fair Community Days in manning a large booth promoting Old Town to fair visitors. Over 250 promotional bags containing Old Town businesses' information was given out to fair attendees.
- The new By-Laws were approved at the annual meeting held November 2015.

## **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 Annual Budget each year.
- Created a comprehensive marketing plan
- Full page coop ad in the San Diego Tourism Authority for Fall and Winter. Also advertising in Infoboard located at the Visitor's Center at the harbor and the Old Town San Diego Guide.
- Full page coop ad in the Phoenix Magazine – San Diego Section.
- An editorial article in Lighthouse magazine spotlighting Old Town.



# Old Town San Diego Chamber of Commerce/BID

## Balance Sheet

As of June 30, 2016

### ASSETS

#### Current Assets

##### Checking/Savings

General Account	\$	21,651
Checking SE		47,198
Merchant Account		0
Petty Cash		37

##### Accounts Receivable

Accounts Receivable		57,166
Other Receivables		0
Bid Receivable		0
Art Festival		0

Total Other Current Assets 126,052

#### Total Current Assets

Parking Reserve 10,000

Security Deposits 2,783

Total Long Term Assets 12,783

TOTAL ASSETS \$ 138,835

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

Accounts Payable	\$	11,500
SBEP Advance		0

##### Long Term Liabilities

Bid Assessments		0
Grant Payable		0
Due to Other Organizations		17,224

Total Liabilities 28,724

#### Equity

Fund Balance 96,170

Net Income 13,941

Total Equity 110,111

TOTAL LIABILITIES & EQUITY \$ 138,835

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Old Town San Diego Chamber of Commerce/BID  
**Profit & Loss**  
 Year to June 30, 2016

Ordinary Income/Expense	Actual	Budget	Prior Year
<b>SPECIAL EVENTS INCOME</b>			
Saturday Market	\$ 58,228	\$ 60,000	\$ 45,096
Taste of Old Town	44,250	57,600	56,468
FDKK - Car Show - Revenue	1,174	21,600	23,674
Art Festival - Revenue	63,809	50,000	56,170
Parking	10,458	12,000	9,224
<b>Total - SPECIAL EVENTS INCOME</b>	<b>177,919</b>	<b>201,200</b>	<b>190,632</b>
<b>BID ASSESSMENTS</b>	<b>34,261</b>	<b>37,000</b>	<b>31,496</b>
<b>FUNDRAISING</b>	<b>23,856</b>	<b>21,000</b>	<b>22,888</b>
<b>SBEP</b>	<b>18,284</b>	<b>19,800</b>	<b>19,823</b>
<b>OTHER</b>	<b>533</b>		<b>34,941</b>
<b>Total Revenue</b>	<b>254,853</b>	<b>279,000</b>	<b>299,780</b>
<b>PERSONNEL &amp; ORGANIZATION</b>			
<b>OCCUPANCY EXPENSE</b>			
RENT	30,000	30,000	28,968
UTILITIES	2,095	1,800	2,117
CLEANING	650	800	520
STORAGE UNIT	2,793		2,793
TELEPHONE	3,052	2,500	2,445
OFFICE RELOCATION	500		1,441
<b>OCCUPANCY EXPENSE</b>	<b>39,090</b>	<b>35,100</b>	<b>38,284</b>
<b>STAFFING</b>			
SALARIES	61,350	59,000	61,423
WORKER'S COMP INSURANCE	841	600	824
PAYROLL EXPENSES	6,945	6,000	7,021
<b>Total STAFFING</b>	<b>69,136</b>	<b>65,600</b>	<b>69,268</b>
AUTO/TRAVEL	763	0	186
ELECTION EXPENSE	1,728	1,600	1,503
DUES & SUBSCRIPTIONS	460	1,300	1,540
PRINTING	1,343	2,200	100
POSTAGE	700	400	556
PROFESSIONAL SERVICES	6,480	7,600	4,400
GEN'L INSURANCE	2,131	2,300	2,246
WEB HOSTING	270	400	270
REPAIR & MAINTENANCE	443	800	232
AWARDS	781	1,220	320

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BANK FEES, FIN CH & TAXES	453	200	526
OFFICE SUPPLIES	2,169	2,000	1,750
MEETINGS	825	1,860	644
Total PERSONNEL & ORGANIZATION	<u>126,772</u>	<u>122,580</u>	<u>121,885</u>
EVENTS			
EVENTS/PROJECTS			
SATURDAY MARKET	1,766	1,500	1,631
BUSINESS MIXERS	0	1,000	0
TASTE OF OLD TOWN	6,374	11,900	13,394
F.D.K.K. CAR SHOW	0	19,300	23,547
DAY OF THE DEAD	0		
GOLF TOURNAMENT			12,357
ART FESTIVAL	54,897	44,000	53,762
Total Events	<u>63,037</u>	<u>77,700</u>	<u>104,691</u>
DESIGN PROGRAMS			
STREETSCAPE	244	5,700	3,969
STREET MAINTENANCE	9,606	8,000	3,088
BANNER PROGRAM	9,730	7,400	6,391
DESIGN SPECIAL PROJECTS	0	2,800	29,207
Total DESIGN PROGRAMS	<u>19,580</u>	<u>23,900</u>	<u>42,655</u>
PROMOTION PROGRAMS			
OTHER ADVERTISING	0	13,000	3,898
PRINT/WEB & OTHER ADVERTISING	20,866	9,000	9,222
COOP PAYMENTS	(7,140)		
RADIO/TELEVISION	1,653	6,000	
EVENT PROMOTION	3,565	2,500	3,550
Total PROMOTION PROGRAMS	<u>18,944</u>	<u>30,500</u>	<u>16,670</u>
PARKING			
INSURANCE	924	4,900	2,688
CLEANING	5,628	7,800	7,652
LANDSCAPING	2,400	2,400	2,200
REPAIR AND MAINTENANCE	0	2,500	
UTILITIES	3,627	2,500	2,634
OTHER	0	200	326
RESERVE	0	5,000	
Total Parking	<u>12,579</u>	<u>25,300</u>	<u>15,500</u>
OT Contingency			
Total Expense	<u>240,912</u>	<u>279,980</u>	<u>301,401</u>
Net Income (Loss)	<u>\$ 13,941</u>	<u>\$ (980)</u>	<u>\$ (1,621) \$</u>

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