



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

**FY 2018
Annual Report
July 2017 - June 2018**

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

FY2018 Annual Report

President's Message:

The Old Town San Diego Chamber of Commerce was designed with the mission to: Develop and promote commercial opportunities for our businesses while enhancing a positive experience for the entire Old Town community.

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.

Goals of the Chamber include: Creating a positive experience for the Old Town community, preserving the culture and history of San Diego's birthplace and generating attraction to our Old Town businesses. It is very important that every project provides an educational element that enriches the experience of visitors in Old Town.

The Chamber is entering 2019 with a focus on fundraising and enhancing the Old Town community. Many community members have voiced that there is an interest in maintaining and securing the community to ensure a pleasant environment for all visitors. Research is currently being conducted to validate the need for a Maintenance Assessment District. Stay tuned for upcoming public community meetings.

Please share your ideas about how we can work together for our community. Call me at 858-481-2476 or email me at fgrand@grandenterprisesllc.com. You can also follow the Old Town Chamber of Commerce on Twitter, Facebook and Instagram: @visitoldtownsd

Fred Grand, President
Grand Enterprises



Old Town Chamber of Commerce

Old Town Chamber of Commerce

The Old Town San Diego Chamber of Commerce includes over 485 members governed by 12 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 Old Town Parking District.

Old Town Chamber Board of Directors

The Old Town Chamber of Board of Directors meets every 3rd 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 2 part-time employees and operated the Old Town Harney Street Artisan Market.
- Managed the OT Business Improvement and OT Parking District.
- Held two major events and co-sponsored the Fiesta Old Town Cinco De Mayo
 - Art and Craft Show Old Town San Diego 2017
The annual Art & Craft Show Old Town is now in its 12th year of adding value to the 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 \$19,500.
 - Taste of Old Town in October 2017
The 3rd annual Taste of Old Town took place on October 5, 2017. More than 500 people attended the event, with 400+ tickets sold. With 12 participating restaurants, \$26,562 was raised for the Old Town Chamber!

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. The Old Town Chamber oversees the maintenance of the City parking lot located between Twiggs and Harney Street.



- 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 2017-2019. Elected Committee Chairs for the standing committees: Promotions, Design and Economic Restructuring.
- Continue meetings with City Third Council District Councilmember and County Supervisor Ron Roberts and representatives to locate funding for various projects and address issues such as homeless individuals and improvements.
- Old Town Harney Street Artisans Market - the Old Town Harney Street 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 1,900 visitors attends the market each weekend. The Harney Street Market provided 84,217.50 for the Chamber in FY18. The Old Town Harney Street Market funds many of the projects for the Promotion and Design Committees. The Old Town Harney Street Market is open Saturday and Sunday per recommendation of the board of directors.
- Operate and maintain the Old Town San Diego Chamber of Commerce Visitor's Center.
 - Over 15,000 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
- 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 2017 San Diego County Fair Community Days in manning a large booth promoting Old Town to fair visitors. Over 200 promotional bags containing Old Town businesses' information was given out to fair attendees.



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 year-long promotional campaign to include all Old Town events.
- KFMB TV ad campaign in November 2017.
- Full page coop ad in the San Diego Tourism Authority for Fall and Winter. Also advertising in Phoenix Magazine.

Design Committee

- Set of 4 new historical banner designs for Old Town Community and 13 new locations for directional signage were selected.
- Continuation of 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.
- Additional funding was secured from the County Neighborhood Reinvestment Program in the amount of \$126,487 for the Entry Way sign project.
- Prepare Design Committee Budget each year.

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.



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 \$25,300. There is a short fall of over \$13,000. 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.

Old Town Chamber of Commerce Organizational Information

FY17-18 Board Members

Fred Grand – President, Grand Enterprises
Chuck Ross – Vice President, La Paloma & La Sirena
Jeanne Ferrell – Secretary, Cold Stone Creamery
Michael Howland – Treasurer, Michael L. Howland, CPA
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
Steve Blassingham –Fred's Mexican Café
Linda Acuna – Serra Gifts
Justine D. Lee – Presidio Hills Golf Course
Ramzi Murad – A-Mart

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



FY17 Financial Report*

OLD TOWN SAN DIEGO CHAMBER OF COMMERCE	
Statement of Financial Position for the Year Ended June 30, 2017	
ASSETS	
	<u>2017</u>
Current Assets:	
Cash	\$133,240
Accounts Receivable	\$31,645
Total Fixed Assets	\$2,783
Total Current Assets	\$167,668
LIABILITIES AND NET ASSETS	
Current Liabilities:	
Accounts Payable	\$3,773
Income Tax Liability	\$9,176
Due to HOTCF	-
Total Liabilities	\$12,949
Net Assets	
Temporarily Restricted Assets	\$50,000
Unrestricted Net Assets	\$104,719
Total Net Assets	\$154,719
Total Liabilities and Net Assets	\$167,668
Statement of Activity for the Year Ended June 30, 2017	
REVENUE	
Revenue:	
BID Reimbursements	\$34,000
SBEP	\$19,779
Fundraising	\$17,440
Special Events Income	\$155,401
City of San Diego Funding for Special Events	\$1,761
Grants	\$51,500
Other Revenue	\$286,596
Total Revenues	
EXPENSES	
Expenses:	
Program Services	\$193,376
General and Management	\$43,517
Total Expenses	\$236,893
Increase/(Decrease) in Unrestricted Net Assets	\$49,703
Net Assets, Beginning of Year	\$105,016
Net Assets, End of Year	\$154,016



Meetings

The Old Town San Diego Chamber general meeting is held the 3rd Wednesday of the month at 8:30 A.M. except in August and December. We currently meet at the Mormon Battalion Historic Site.

Organization Committee meets the 2nd Wednesday of the month.

Promotions Committee meets the 1st Thursday of the month.

Design Committee meets the 3rd Monday of the month.

Special Events meetings are held per the event committee schedule.

