



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

**FY2015**

(July 2014 – June 2015)

**Annual Report**



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

## FY2015 Annual Report

### President's Message

#### Our Mission:

Develop and promote the commercial opportunities for our businesses while enhancing a positive experience for the entire Old town Community

#### Our Current Goal:

Our goal is to re-establish and strengthen our local, national and international tourism base, which historically is one of the most visited venues in San Diego.

Our Mission and Goal are what the Old Town Chamber of Commerce continually strives to attain.

We work hard through the Chamber Board, Promotions, and Design Committees on the many projects and activities they feel are in keeping with our goal and mission and within the budget. Each committee is chaired by one of the members of the Board of Directors and the committees are comprised of you, the Old Town Chamber business members.

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.

I encourage you to share your ideas about how we can work together for our community. Please attend the Old Town Chamber General meetings and any of the Promotions and Design Committee meetings. Your input is valuable and will make for a better Old Town Chamber of Commerce.

You are always welcome to call me at 858-481-2476 or email to [phgsd@aol.com](mailto:phgsd@aol.com) or Richard Stegner, our Executive Director at 619-291-4903 or email at [otsd@aol.com](mailto:otsd@aol.com).

Sincerely

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

- 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 2015-2016. Elected Committee Chairs for the standing committees; Promotions, Design, and Economic Restructuring.
- Continue meetings with City Third Council District Councilmember Todd Gloria, 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 attend the market. The Harney Street Market provided over \$42,800 for the Chamber in FY15. 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 the recommendation of the board of directors.
- Operate and maintain the Old Town San Diego Chamber of Commerce Visitor's Center.
  - Over 19,000 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, asking for directions, where to eat, museums, and the history of Old Town San Diego, etc.
  - Provides location for Old Town businesses to bring their business 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 web site – [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 2014 San Diego County Fair Community Days in manning a large booth promoting Old Town to fair visitors. This year six businesses participated at the County Fair. Over 200 promotional bags containing Old Town businesses' information were passed out to fair goers.
- The By-Laws Committee is working on revising the current Chamber by-laws. They were last amended in 1997.
- Held three (3) major events:
  - Taste of Old Town in September 2014  
Previously Tequila Trails, this rebranded event was a very tasty addition to the Old Town family of events. Over 900 people attended with 600+ tickets sold before the event. Over \$41k was raised through sponsorship sales alone. Presenting sponsors received additional marketing and advertising opportunities. The 1<sup>st</sup> annual Taste of Old Town raised over \$52k for the Old Town Chamber. The promotional value for the Taste of Old Town was valued at \$8,000.
  - Fiesta de Kustom Kulture Car Show in September 2014  
The 4<sup>th</sup> annual one day event featured pre-1972 hot rods, street rods, muscle cars, trucks. In addition to the vintage vehicles there was live entertainment, charity art auction, and various street vendors. It was fun weekend filled with nostalgia, beautiful cars, good food and great times. The promotional campaign for Fiesta de Kustom Kulture Car Show was valued at \$5,500.
  - Art and Craft Show Old Town in October 2014  
This year the 9<sup>th</sup> Annual Art Festival is under a new name: Art & Craft Show Old Town. 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. The promotional campaign for Art & Craft Show was valued at over \$124,500.
- Co-Sponsored Fiesta Old Town Cinco de Mayo in May 2015  
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 and stage, food, cantina garden and more. The promotional campaign for Fiesta Old Town Cinco de Mayo 2015 was valued at \$440,000.



## 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.

## Promotions Committee

- Full page co-op ad in the San Diego Tourism Authority Visitor's Guide.
- Helped sponsor Dia de Los Muertos event. The two-day event, sponsored by Save Our Heritage Organisation, ends with a candlelight procession on Nov 2 from the Old Town State Historic Park to El Campo Santo and was a tremendous success by all accounts.
- Organized and funded the production cost for local Old Town businesses for KFMB Channel 8 Television advertising campaign that ran from October 2014 – February 2015. The ad campaign also included promotional spots on Jack FM Radio.
- Additional co-op advertising in the Phoenix magazine. We had a full page ad promoting Old Town.
- Advertise at the San Diego Visitor's Center on Harbor Drive which also has a touch screen.
- Organized our third Old Town Holiday Tree at the intersection of San Diego Avenue and Twiggs Street. The Old Town Market oversaw the decorations. Thanks to David Thornton, his staff, the Mormon Battalion, and many individual businesses for volunteering. We encourage all businesses to decorate for the holidays this year to get Old Town in the Christmas spirit.
- 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.
- Helped sponsor Las Posadas.



## 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.

## Design Committee

- The funding received from County Supervisor Ron Roberts last year created the Old Town Comprehensive Sign Program.
- Additional funding was requested for the replacement of the three existing kiosks. The funding was received from County Supervisor Ron Roberts office to replace the three kiosks, located at the church parking lot, Café Coyote/Old Town Mexican Restaurant and Old Town Liquor and Deli. The new kiosks now have new maps that are part of the glass and are backlit with LEDs.



- Additional funding is being requested to place way finding signage throughout the core of Old Town to direct visitors to various areas and parking locations.





- We are currently working on designing an additional set of Holiday banners to replace the Dove design banners we have had for over 10 years.
- To complement the existing banners, we will have a set of banners that promote the various events held in Old Town. These will replace some of our old event banners which are over eight years old.
- We continue 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.
- Prepare Design Committee Budget each year.
- A new sign for our Visitor's Center has increased visitorship to our Visitor Information Center.



A big Thank You to Diane Powers, Bazaar del Mundo and Casa Guadalajara, for giving this beautiful sign.

## 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, Twigg Street and Harney Street. The maintenance costs include utilities, landscaping and daily cleanup. The maintenance costs are in excess of \$25,300. There is a short fall of over \$13,000 that the Old Town Chamber of Commerce makes up from its budget. This is important that we maintain control of the parking lot and continue to have free parking throughout Old Town.

## FY2015 Statements of Financial Position

- See Insert



## Old Town Chamber of Commerce Organizational Information

### FY14-15 Board of Directors Members\*

Fred Grand – President, Hacienda Hotel

Chuck Ross – Vice-President and Chair Promotions Committee, Fiesta De Reyes

Michael Howland – Treasurer, Michael L. Howland, CPA

Jeanne Ferrell – Secretary, Cold Stone Creamery

Diane Powers – Chair Design Committee, Bazaar Del Mundo & Casa Guadalajara

Bruce Johnson - Alamo Mexican Cafe

Christine Smith – Café Coyote

David Thorton - Old Town Trolley Tours

Kimberly McLaughlin – Haunted San Diego Ghost Tours

Patty Ducey-Brooks – Presidio Sentinel

\* Officers and Committee Chairs are elected at the January Board of Directors Meeting.

### Meetings

The Old Town San Diego Chamber of Commerce general meeting is held the 3<sup>rd</sup> 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 2<sup>nd</sup> Wednesday of the month.

Promotions Committee meets the 2<sup>nd</sup> Thursday of the month.

Design Committee meets the 3<sup>rd</sup> Monday of the month.

Special events meetings are held per the event committee schedule.

