



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

**FY2014
Annual Report**

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

FY2014 Annual Report

President's Message

As we look forward to a busy and joyful holiday season, the past year the Old Town Chamber of Commerce and the Old Town Chamber Committees have undertaken many projects, responsibilities and tasks.

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.

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 FY2015.

Two major events took place this year for the Old Town Chamber of Commerce:

1. The Chamber office and Visitor Center were relocated to another suite in the 2415 San Diego Avenue building.
2. The Old Town Chamber assumed management of the City parking lot beginning September 2014. The Old Town Chamber has been maintaining the parking since mid-2013. This was done to maintain control of parking in Old Town and keep parking free throughout Old Town

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



- Held four (4) major events:
 - Tequila Trail in September 2013.
Tequila Trail event in conjunction with the Spirits of Mexico event as this year's Chamber of Commerce fundraiser. The successful Third Annual Tequila Trail raised more than \$19,000 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 over \$122,000.
 - Fiesta de Kustom Kulture Car Show in September 2013
This Third Annual one-day event features 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.
 - Art Festival in October 2013
The 8th 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 2013 Art Festival was over \$120,000.
- Co-Sponsored Fiesta Cinco de Mayo in May 2014
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 2014 Cinco de Mayo was over \$400,000.

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.
- Established co-op advertising in the Phoenix Magazine to reach the Arizona market.
- Full page coop ad in the San Diego Tourism Authority Guide



- Additional funding is being requested for the various aspects of the Old Town Comprehensive Signage Program, i.e. gateway and pedestrian directional signage that includes shopping and points of interest and signage directing vehicles to parking areas throughout Old Town.
- Additional funding has been received to replace the 3 kiosks located at the church parking lot, Café Coyote and Old Town Liquor and Deli. They will match the kiosk design at the Old Town Transit Center.
- Prepare Design Committee Budget each year.
- We are continuing to paint 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 FY15.

