

Promotions Committee

Members:

Patty Ducey-Brooks (Chair)
Christine Smith
Steve Blasingham
Robert Barros
Fred Grand
Linda Acuna
Victor Santana

The Promotions Committee engages in promotional activities to gain exposure for Old Town as a whole. This is conducted through large scale promotional events and advertisement placing using various outlets. Below is a snapshot of the 2019 Promotions Committee programs.

2019 Programs:

- KFMB TV ad campaign
- Phoenix Magazine print ads
- Passport to San Diego print and online ads
- Events - Taste & Tequila, Dia de los Muertos and Holiday Market

Design Committee

Members:

Diane Powers (Chair)
Fred Grand
David Thornton
Robert Barros

The Design Committee focuses on projects that reside within the community's

2019 Programs:

- Entryway Signs
- Gateway Sign
- Wayfinding Signs
- Banner Program

Parking Committee

Members:

Chuck Ross
Fred Grand
David Thornton

2019 Programs:

- Parking lot maintenance
- Parking lot repairs

Old Town Chamber of Commerce Organizational Information

FY18-19 Board Members

Fred Grand – President, Grand Enterprises
Chuck Ross – Vice President, Fiesta de Reyes
Linda Acuna – Secretary, Serra Gifts
David Thorton – Treasurer, Old Town Trolley Tours
Diane Powers – Chair Design Committee, Bazaar Del Mundo & Casa Guadalajara
Patty Ducey-Brooks – Chair Promotions Committee, Presidio Communications
Jeanne Ferrell – Cold Stone Creamery
Christine Smith – Café Coyote
Steve Blasingham – Fred's Mexican Café
Ramzi Murad – A-Mart
Robert Barros – Visual Media Group
Jason Farran – JF Web Design

FY18-19 Chamber Staff

Sunny Lee, Executive Director
Elisha McLemore, Chamber Staff

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



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

FY 2019 Annual Report July 2018 - June 2019



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 Alliance. The Old Town Chamber manages the Old Town Business Improvement District and Old Town Parking District.

Each year the Old Town Chamber of Commerce holds a Board Retreat. Thank you to the Hacienda Hotel in Old Town for hosting the Chamber retreat for the FY2019. Below are the goals set for the fiscal year by the Old Town Chamber of Commerce Board of Directors.

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 & December. We currently meet at the Mormon Battalion Historic Site.

Organization Committee meets the 2nd Tuesday of the month.

Promotions Committee meets the 1st Thursday of the month.

Design Committee meets as needed.

Special Events meetings are held per the event committee schedule.

FY 2019 OTSD Goals

- Utilize technology to promote Old Town
- Cooperation between all stakeholders
- Improvements to the El Camino Real Trail

Event Recap

During FY 2019 Old Town Chamber of Commerce hosted 3 events earning \$21,225.36 in revenue for OTSD programs. 2019 was the year that the Old Town Chamber of Commerce decided to expand the traditional Dia de los Muertos procession to include market on San Diego Avenue. This acted as a fundraiser for the Chamber. The Old Town Chamber of Commerce was able to organically reach over 631k people on social media with their Facebook event for Dia de los Muertos, which was a promotional milestone.

Member opportunities

Old Town Chamber of Commerce has various committees, events and projects to be a part of. To become involved in a project or committee please email sunny@oldtownsandiego.org.

President's Message

The Old Town San Diego Chamber of Commerce (OTSD) is a nonprofit 501(c)6 organization that contracts with the City of San Diego as a Business Improvement District. OTSD 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.

OTSD has several committees that meet on a regular basis. The Organization Committee, Design Committee, Promotions Committee and Parking Committee. Each committee has responsibilities that help to keep Old Town vibrant, safe and visitor friendly.

Each year the Board of Directors meets to develop goals for the Fiscal Year. In 2019 the board decided to; use technology to promote Old Town, build cooperation between all stakeholders in Old Town and to enhance the El Camino Real Trail. This year OTSD has developed a significant following on social media including a reach of 631K for the Día de los Muertos event post. Old Town also grew the direct email database by 1200 email addresses. The OTSD Safe and Clean committee has been meeting regularly and OTSD formed a new Old Town Lodging Committee to build relationships with the local hotels. Volunteers were able to work on the El Camino Real Trail by upgrading the landscaping and ensuring that the trails was safe for visitors. A sign was also placed at the bottom of the trail to help link Old Town with Presidio Park.

Another exciting development has been our outreach and partnering with the Kumeyaay Nation as we look forward to 2020 when the Old Town State Historic Park expands for the first time in forty years to celebrate the history and the culture of our first people, the Kumeyaay.

OTSD has entered into FY2020 with new goals to pursue every opportunity for grant funding, create silent auction baskets for promoting Old Town, more participation in State Park events including looking for funding sources, to assist HOTCF with organizational challenges and more emphasis on Safe & Clean initiatives.

Please share your ideas about how we can work together for our community. Call me at 858-967-4055 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

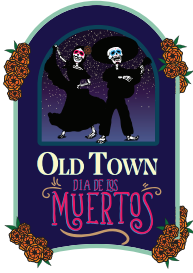
Calendar of 2020 Events



Founders' Day
September 12-13, 2020



Taste & Tequila
October 1, 2020



Old Town Dia de los Muertos
November 1-2, 2020

Statement of Financial Position for the Year Ended June 30, 2019

ASSETS			
Current Assets		2019	
Cash		\$403,945	
Accounts Receivable		\$11,335	
Total Fixed Assets		\$0	
LIABILITIES AND NET ASSETS			
Current Liabilities		Net Assets	
Accounts Payable	\$8,803	Temporarily Restricted Assets	\$327,424
Income Tax Liability	\$9,176	Unrestricted Net Assets	\$72,094
Grant Advances	\$566		
Total Liabilities	\$18,545	Total Net Assets	\$399,518
Total Liabilities and Net Assets		\$418,036	

Statement of Activity for the Year Ended June 30, 2019

REVENUE		EXPENSES	
Revenue:		Expenses:	
BID Reimbursements	\$34,506	Program Services	\$355,093
SBEP	\$16,914	General and Management	\$53,525
Fundraising	\$18,150	Total Expenses	\$408,618
Special Events Income	\$214,085		
City of San Diego Funding for Special Event	\$0		
Grants	\$412,216		
Other Revenue	\$7,723		
Total Revenue	\$703,594		

Increase/(Decrease) in Unrestricted Net Assets	\$294,976
Net Assets, Beginning of Year	\$104,524
Net Assets, End of Year	\$399,518