



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

FY 2020
Annual Report
July 2019 - June 2020

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

FY20 Annual Report

President's Message:

The Old Town San Diego Chamber of Commerce in the Historic Old Town District 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. Established in 1945, we are one of the oldest continuously operating Chambers of Commerce in America.

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 subcommittees are formed when needed for a specific activity or event, i.e. Clean and Safe Committee, etc.

Events Planned We Hope To Have (COVID Protocols Permitting): Cinco de Mayo (Cooperation with HOTCF) Summer Nights, Lucha Libre, Taste & Tequila Dia de Los Muertos Holidays in Old Town Las Posadas Harney Street Weekly Market, Media Co-ops.

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. FY 2020 Goals: 1. Pursue every opportunity for grant funding. 2. Create silent auction packages for our non-profit partners promoting Old Town San Diego. 3. More participation with the OT State Historic Park. 4. Cooperation with HOTCF. 5. More emphasis on Safe & Clean initiatives.

The Chamber is entering 2020 with a focus on fundraising and enhancing the Old Town community. Our first priority as Chamber Board members must be to consider every possible way to successfully lift our community. We must strive to assist in this effort working closely with our elected officials and all stakeholders/community partners. Large and small businesses alike deserve as much help as we can possibly provide!

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, LL



Overview & COVID-19 FY20

FY20 was a unique fiscal year, it was initiated with a new event, Founder Day Festival highlighting the regional 250th Commemoration of the birth of California, the City of San Diego and the Old Town settlement. All of the annual events following Founder Day Festival were a success in 2019. Little did we know what the world would be experiencing early into 2020. We were faced with a global pandemic that led to new mandates, regulations, closures and so much uncertainty for people and businesses alike.

In March of 2020, businesses that were not considered essential according to government regulations, were forced to shut down and quarantine. Businesses in Old Town like many others across the state of California and the world suffered financial losses and specific distribution. The Chamber was forced to cancel annual events in 2020 and they offered virtual live alternatives, closed down the visitor center and staff redirected their efforts. The Old Town Chamber shifted energy to assist and update businesses to comply with: federal mandates, safety protocols, apply for financial assistance, requirements for conversions/modifications for outdoor spaces, engaging people virtually on platforms and social media. Social media allowed businesses to promote take-out, delivery and curbside pick-ups. This was an unprecedented FY20, we continue to navigate the continuously changing policies as the pandemic has not officially ended and hope for the best in FY21.

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 virtually on zoom, previously met in person at the Mormon Battalion.

There are no meetings in August and December.

- Provided direction and vision for the Old Town Chamber of Commerce.
- Managed 1 part-time employees



- Managed the OT Business Improvement and OT Parking District.
- Held two major events and co-sponsored the Fiesta Old Town Cinco De Mayo Virtual/ Online fiesta.
 - Partnered with the City of San Diego and other organizations for the 250th Commemoration of the founding of California on July 16th, 2019. Honored guests and officials gathered atop Presidio Park to honor our past and envision our future during a civic ceremony to commemorate our shared history. The event featured a press conference, dedication of Kumeyaay flag, VIP tour of new exhibits, entertainment and refreshments. Along with their year long goals
 - Founder's Day Festival- September 14th -15th, 2019
Hosted this event with the goal to recognize and reflect the great diversity of the people who make up Old Town's history. The weekend-long Founders' Day Festival featured entertainment, vendors and activities for the whole family.
 - Taste of Old Town in October 2019
The 5th annual Taste of Old Town took place on October 3, 2019. More than 500 people attended the event, with 400+ tickets sold.
 - Old Town Dia de los Muertos was a weekend long celebration from November 1st-3rd, 2019. On November 1st an Altar Walk was organized highlighting the decorations throughout Old Town honoring those who have passed. November 2nd was the annual procession bringing thousands of people together. The Aztec dancers led the way to El Campo Santo Cemetery on San Diego Ave. and made their way back to the Immaculate Church where the procession was finalized with a mariachi performance. The festival and street vendors started on the 2nd and continued on to November 3rd.

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 2019-2020. Elected Committee Chairs for the standing committees: Promotions, Design and Economic Restructuring.
- Continue meetings with City Third Council District Councilmember and County Supervisor Nathan Fletcher 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 promotes the Old Town community by bringing additional visitors and local residents to shop in Old Town. This year due to the pandemic, The Harney Street Market was negatively impacted beginning in March 2022 it was not in operation, due to mandates, restrictions and regulations to ensure the vendors and visitors safety. In the past, an average of 1,900 visitors attended the market each weekend.
- Operate and maintain the Old Town San Diego Chamber of Commerce Visitor's Center until March 2020, we were forced to close down the office for budget reasons, our organization's main sources of income were negatively impacted by the pandemic.
- Provides location for Old Town businesses to bring their promotional materials.
- Member of the Business Improvement District (BID) Council that addresses issues and legislation affecting small business.
- Maintains the Old Town Chamber of Commerce website – www.oldtownsandigo.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.

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 2020.



- Full page coop ad in the San Diego Tourism Authority for Fall and Winter. Also advertising in Phoenix Magazine.

- Old Town Summer Nights promotes outdoor spaces and patios to encourage people to visit Old Town in a safe way during the pandemic.
- Old Town decorating the neighborhood with white lights in the trees and other festive decorations.

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.
- 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.
- 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. We have partnered up with



the Mormon Battalion and they have volunteered their time to help us maintain the parking lot clean through our hardship.

Old Town Chamber of Commerce Organizational Information

FY20-19 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

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



FY20 Financial Report*

OLD TOWN SAN DIEGO CHAMBER OF COMMERCE		
Statement of Financial Position for the Year Ended June 30, 2020 & 2019		
ASSETS		
	<u>2020</u>	<u>2019</u>
Current Assets:		
Cash in Banks	\$366,022	\$403,945
Accounts Receivable	\$2,558	\$11,335
Total Fixed Assets	\$2,783	\$2,783
Total Current Assets	\$371,363	\$418,036
Office Furniture	\$409	\$409
Office Equipment	\$3,410	\$3,410
Accumulated Depreciation & Amortization	(\$3,819)	(\$3819)
Security Deposit	\$2,783	\$2,783
Total Other Assets	\$2,783	\$2783
Total Assets	\$371,363	\$481,063
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Accounts Payable	\$5,962	\$8,803
Income Tax Liability	\$9,176	\$9,176
Grant Advances	\$566	\$566
Total Liabilities	\$15,704	\$18,545
Net Assets		
With Donor Restrictions		
Designated	\$317,795	\$327,424
Without Donor Restrictions	\$37,865	\$72,094
Total Net Assets	\$355,660	\$399,518
Total Liabilities and Net Assets	\$371,363	\$418,063



Statement of Activity for the Year Ended June 30, 2020 & 2019

REVENUE

Revenue:

BID Reimbursements	\$33,973	\$34,506
SBEP	\$83,594	\$16,914
Fundraising	\$21,441	\$18,150
Special Events Income	\$162,686	\$214,085
City of San Diego Funding for Special Events	\$350	-
Grants	\$6,000	\$412,216
Other Revenue	\$2,000	\$7,723
Total Revenues	\$310,044	\$703,594

EXPENSES

Expenses:

Program Services	\$295,648	\$355,093
General and Management	\$58,254	\$53,525
Total Expenses	\$353,901	\$408,618

Increase/(Decrease) in Unrestricted Net Assets **\$(43,858)** **\$294,976**

Prior Period Adjustment **\$ -**

Net Assets, Beginning of Year **\$399,518** **\$104,542**

Net Assets, End of Year **\$355,660** **\$399,518**

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.



