



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

2011 Annual Report



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

2011 Annual Report

This past year has been full of activity and many projects have been accomplished by the Promotions, Design and Economic Restructuring Committees. We are all looking forward to a busy, joyful and productive Holiday Season.

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. Art Festival 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.

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.

- Assisted businesses in finding available spaces in Old Town to establish their business and provided them with information on the Old Town signage requirements.
- Held elections and seated the new Board of Directors of the Old Town San Diego Chamber of Commerce. Elected Committee Chairs for the standing committees.
- Continue meetings with City District Two Councilmember Faulconer and County Supervisor Ron Roberts and representatives to locate funding for various projects and address issues such as homeless individuals and improvements.

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- Old Town Saturday Market - the Old Town Saturday 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 1,200 visitors comes to visit the market. A majority of the funding for the Promotions and Design Committees comes from the revenues the Old Town Saturday Market generates.
- Operate the Old Town San Diego Chamber of Commerce Visitor's Center.
 - Over 21,000 visitors have entered the Old Town Chamber of Commerce Visitor's Center requesting information on Old Town, businesses, directions, transportation, where to eat, and history of Old Town, etc.
 - Respond to visitor requests looking for a business where they have shopped or dined before.
 - Provides a location for Old Town businesses to bring their promotional materials for visitors and advertise in the Visitor's Center.
- Made over 610 direct mailings to date this year to visitors requesting information about Old Town via the Old Town Web Site.
- Member of the BID Council that address issues and legislation affecting small business.
- Working with City Parking Advisory Board on City wide parking issues.
- Held three (3) major street events:
 - Co-Sponsor Fiesta Cinco de Mayo in May
This two-day festive event is a San Diego tradition and the largest of its kind in Southern California featuring three stages of live entertainment, children's area & stage, food, beer garden, and more.
 - Fiesta de Kustom Kulture Car Show in September
This one-day event featured hot-rods, street-rods, muscle cars and trucks, live entertainment, charity art auction and street vendors.
 - Art Festival in September.
The 6th Annual Old Town San Diego Art Festival with 55 artists participating this year and over 30,000 visitors attending. This year the Chamber received \$28,800 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.

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.
- We have an Old Town display at the Harbor Drive Visitor's Center that is visible 24 hours a day.
- Prepare Promotions Committee Budget each year.
- Promote the Old Town activities on Face Book
- Promote Old Town through advertising and the web site that reaches over 500,000 readers annually.
- Participated at the 2011 San Diego County Fair Community Days in manning a large booth promoting Old Town to fair visitors. This year 9 businesses participated at the County Fair.
- Supported and participated in the Tequila Trail event in conjunction with the Spirits of Mexico event as this year's Chamber fundraiser. The successful event has raised over \$9,600 in profit and is expected to be an annual event. Ten Old Town restaurants participated in the Spirits of Mexico event. Over 750 visitors attended the event that visited the participating restaurants and many of the businesses in Old Town.
- Held Quarterly Business Mixers sponsored by Old Town businesses.
- Supported SOHO in celebrating the 247th birthday of San Diego.
- Launched a new Social Media sub-committee to support the Old Town Chamber Facebook page, now with over 2,000 'Likes'. We will be exploring to add Twitter in the near future.
- Supported Dia de Los Muertos event– Second Annual Old Town Dia de Los Muertos. The one day Dia de los Muertos event with a procession on Wednesday night from the Whaley House to the El Campo Santo was a tremendous success by all accounts. Businesses reported a significant surge on the one night event. Well over 2,300 visitors attended and participated in the event were much taken with the altars and activities. Bringing a solely cultural event to historic Old Town worked. Many thanks to SOHO who underwrote the majority of this event as an effort to promote our beautiful and historic community.

- Organized our first Old Town Holiday Tree, at the intersection of San Diego Avenue and Twiggs Street.
- The Chamber co-sponsored with several Old Town businesses to support a full page ad in City Beat. The advertising program was for 6 months published every two weeks.
- Organized and supported 14 local Old Town Businesses with a KFMB Channel 8 television ad campaign that runs from October – February 2012. The program featured Old Town and the participating businesses. The funding for this promotion came from the Tequila Trails event.

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. The goal is to build a commercial district that responds to the needs of today's consumers.
- Provide representative to the City Parking Advisory Board and attend monthly meetings regarding City related parking issues.
- 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, 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.

Design Committee

- A new set of banners has been designed with four different designs. They are now on display throughout Old Town,
- The Design Committee sent out Request for Quotes for a Comprehensive Sign Program to companies that specialize in way finding and signage planning. The proposals were reviewed and Graphic Solutions that specializes in sign planning and design for comprehensive street and way finding signage and entry monuments had the most qualifications. The Design Committee selected the proposal and will engage their services as soon as funding is available.
- Sidewalk cleaning on San Diego Avenue and Harney Street.

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- Received funding from County Supervisor Ron Roberts in the amount of \$31,176 for the Old Town Comprehensive Sign Program. Graphic Solutions specializes in sign planning and design for a comprehensive street and way finding signage and entry monuments for Old Town. The final designs were shown at the Old Town Chamber Annual Meeting on November 30, 2011. The funding includes the replacement of the one of the existing kiosks. The new map will be used to update the other kiosks as well as replace the Plexiglas with tempered glass.
- Additional trash barrels have been installed replacing unserviceable trash barrels in Old Town. More barrels will be installed as funds become available.
- Prepare Design Committee Budget each year.

OLD TOWN SAN DIEGO CHAMBER OF COMMERCE
Statements of Financial Position
June 30, 2011 & 2010

ASSETS

	<u>2011</u>	<u>2010</u>
Current Assets		
Cash in Banks	\$ 9,422	\$ 3,464
Accounts Receivable	<u>59,792</u>	<u>47,495</u>
Total Current Assets	69,214	50,959
Office Furniture	409	409
Office Equipment	3,410	3,410
Accumulated Depreciation & Amortization	<u>(3,819)</u>	<u>(3,495)</u>
Total Fixed Assets, net of Accum. Depreciation & Amortization	-	324
Security Deposit	<u>1,303</u>	<u>1,303</u>
Total Other Assets	1,303	1,303
Total Assets	\$ <u><u>70,517</u></u>	\$ <u><u>52,586</u></u>

LIABILITIES & NET ASSETS

Liabilities:		
Accounts Payable	\$ -	\$ 23,931
Due to Other Organizations	15,637	27,272
Grant Advance - SBEP	<u>-</u>	<u>18,921</u>
Total Liabilities	15,637	70,124
Net Assets		
Temporarily Restricted Net Assets	28,800	-
Unrestricted Net Assets	<u>26,080</u>	<u>(17,538)</u>
Total Net Assets	54,880	(17,538)
Total Liabilities & Net Assets	\$ <u><u>70,517</u></u>	\$ <u><u>52,586</u></u>

The accompanying notes are an integral part of these financial statements.

OLD TOWN SAN DIEGO CHAMBER OF COMMERCE
Statements of Activity
For the Year Ended June 30, 2011 & 2010

	Unrestricted	Temporarily Restricted	Total	2010
Revenue:				
B.I.D. Reimbursement	\$ 26,575		26,575	28,498
SBEP	36,890		36,890	17,600
Banner Sponsorship	-		0	0
Special Events Income	72,566		72,566	93,937
City of San Diego EDTS Funding		28,800	28,800	
Other Revenue	53,771		53,771	10,513
Total Revenues	189,802	28,800	218,602	150,548
Expenses:				
Program Services	122,190	-	122,190	150,347
General & Management	27,197	-	27,197	23,912
Total Expenses	149,387	-	149,387	174,259
Increase/(Decrease) in Unrestricted Net Assets	-18,921 40,415	28,800	69,215	(23,711) +18,921
Old Town Chamber adjustment to Unrestricted Net Assets	103		103	
Art Festival Net Assets	3,100		3,100	2,001
Art Festival Loan Balance Adjustment				(27,566)
Net Assets, Beginning of Year	(17,538)	-	(17,538)	31,738
Net Assets, End of Year	26,080	28,800	54,880	(17,538)
				18,921

The accompanying notes are an integral part of these financial statements.

OLD TOWN SAN DIEGO CHAMBER OF COMMERCE
 Schedule of Functional Expenses
 For the Year Ended June 30, 2011 & 2010

	Program Services	General & Management	2011 Total	2010 Total
Expenses:				
Accounting	2,940	1,260	4,200	6,700
Advertising	4,695	-	4,695	12,680
Bank Fees	305	131	436	778
Brochures	-	-	-	3,902
Depreciation & Amortization	227	97	324	508
Designs	2,187	-	2,187	3,131
Dues & Subscriptions	484	208	692	530
Election Expenses	1,153	494	1,647	799
Insurance	1,918	822	2,740	2,390
Lease	617	264	881	1,539
Meetings	695	298	993	292
Postage	754	323	1,077	990
Printing & Publications	116	50	166	630
Promotions	266	-	266	16,084
Rent	9,345	4,005	13,350	13,760
Salaries & Payroll Taxes	27,884	17,090	44,974	44,630
Supplies	2,568	1,101	3,669	2,509
Special Events	63,575	-	63,575	58,756
Telephone	1,953	837	2,790	2,998
Repairs	508	218	725	653
Total Expenses	<u>122,190</u>	<u>27,197</u>	<u>149,387</u>	<u>174,259</u>

149,387 / 122,190 = 1.22%