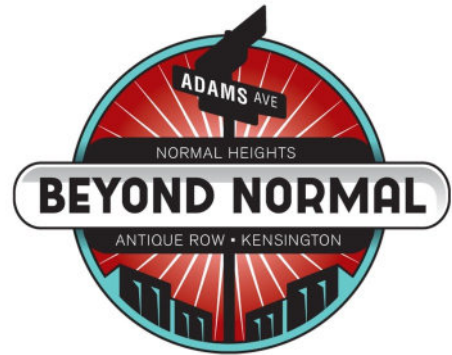


# 2016 Annual Report



[www.adamsavenuebusiness.com](http://www.adamsavenuebusiness.com)

## of the Adams Avenue Business Association

### 2017 Annual Breakfast Meeting

As a member of the Adams Avenue Business Association (AABA), you are invited to our Annual Breakfast Meeting scheduled for Tuesday, Jan. 31 from 8-10 AM at Ponce's Mexican Restaurant, 4050 Adams Avenue. If you have received this annual report in the mail, you are likely a member of the association via payment of either a Business Improvement District (BID) or Maintenance Assessment District (MAD) fee. Please join us to socialize with your neighboring business and property owners, and sample breakfast cuisine prepared by Ponce's. The annual meeting is also the time we elect the 2017 Board of Directors, review the past year's accomplishments, and hear from our elected officials. This year we will recognize Brian and Erin Walsh for their redevelopment efforts at Adams and 30th and celebrate Adams Avenue's ongoing revitalization.

Please RSVP as soon as possible for planning purposes by calling (619)282-7329, or emailing [paige@adamsavenuebusiness.com](mailto:paige@adamsavenuebusiness.com). The \$10 payment is due at the door when you arrive. We hope to see you all there!

### ANNUAL MEETING

*Ponce's Mexican  
Restaurant*

*1/31/17 8-10 am*

### Adams Avenue Business Association/Business Improvement District

The AABA was formed in the early '80s for the purpose of revitalizing and marketing the Adams Avenue business corridor. The Association is a registered California nonprofit corporation. The AABA is also under contract with the City of San Diego to administer a BID program. The City collects an annual BID fee from each registered business license holder within the Adams Avenue BID boundaries, which run from Vista St. in Kensington through Normal Heights to Arizona St. in University Heights. The \$50,000 in annual BID assessments contributed by the Association's 600 members are leveraged by the AABA to provide a \$500,000 operating budget. The AABA oversees a diverse work plan which includes: special events, marketing, avenue maintenance, monthly committee meetings, managing community assets, community planning, and advocacy. Partnering with local business operators, property owners, and government agencies, the AABA seeks to improve the economic and physical conditions of the business district. The Association is overseen by a 15-member Board of Directors selected annually.

### Maintenance Assessment District

Adams Avenue property owners are assessed an annual fee to fund physical improvements, maintenance and beautification activities which are enhanced services beyond what the City provides. These MAD fees underwrite approximately \$45,000 of annual benefits. The MAD boundaries roughly correspond to the area's BID boundaries. The AABA is under contract with the City to administer the MAD. MAD-funded activities include: sidewalk sweeping, trash collection, graffiti control, and tree maintenance. The AABA uses a mix of contractors and employees to provide these MAD services. The AABA often subsidizes the MAD with its own earned income to further enhance Adams Avenue's physical environment.

# Special Events

## 2017 Special Event Dates

Adams Avenue Unplugged	April 29
Taste of Adams	June 25
Adams Avenue Street Fair	Sept. 30-Oct. 1
Adams Avenue Spirit Stroll	Nov. 25
Holiday on Adams	Dec. 10

## Adams Avenue Street Fair

The Adams Avenue Street Fair is the AABA's signature promotion and one of San Diego's largest free civic events. The 35th annual edition, held September 24-25, 2016, featured 90 bands performing on seven stages, with 275 vendors spread out along seven blocks, and a full scale carnival. The Street Fair draws 100,000 weekend visitors to the community and generates record amounts of publicity, marketing and branding for the business district. Many area storefronts produce record sales volumes. The Street Fair is also the AABA's largest fundraising activity, supporting the association's year-round work. Event revenue from vendor booths, beer concessions, program ads, t-shirt sales, sponsorships and grants grossed \$245,000, from which the AABA netted \$80,000 in 2016. The Street Fair was originally organized to celebrate the relighting and refurbishment of the Normal Heights neon sign and the initiation of commercial revitalization efforts. The event has grown from a neighborhood block party to a regionally recognized celebration.



DAVE ALVIN, STREET FAIR HEADLINER

## Adams Avenue Unplugged

Adams Avenue Unplugged, formerly the Adams Avenue Roots Festival, is the district's acoustic music showcase, continuing to generate critical acclaim. In 2016, the event featured 150 musical performances inside 22 restaurants and bars. The innovative festival format provides intimate performance settings while dispersing musical entertainment throughout the Adams Avenue business corridor, creating a 2-mile long musical walkabout. A free trolley service is also provided. The April event highlights the area's businesses to music aficionados drawn from near and far. Unlike the Street Fair or the former Roots Festival, Unplugged doesn't have street vendors or street closures.

## Taste of Adams Avenue

Foodies loved the Taste of Adams Avenue which expanded to 40 participating restaurants in 2016 and sold out at 1,000 tickets for the fourth year in a row. Attendees walked from venue to venue along a 2.5 mile footprint and also had access to a free trolley service. Samples ranged from savory to sweet, entrees to desserts, and international flavors including French, Italian, Thai, and Mexican, along with vegetarian options. Taste of Adams Avenue takes place the last Sunday in June.



CROWDS SAMPLE AT TASTE EVENT

## Adams Avenue Spirit Stroll

The AABA held its successful second year of the Adams Avenue Spirit Stroll which featured holiday themed cocktails curated by mixologists from Adams Avenue's bars and restaurants, served in retail locations. Almost 500 attendees braved the stormy weather to sip, shop an stroll from Kensington through Normal Heights and into University Heights. The event falls on Small Business Saturday, a nationally coordinated effort to direct holiday shoppers to small businesses.

Participating businesses for the second annual Adams Avenue Spirit Stroll included: Back From Tomboctou, Liquid Eden, Villainous Lair Comics & Gaming, Heights Optometry, Zac's Attic, Maven/Little Dame Shop, Home Start Thrift Boutique, Adams Avenue Bookstore, La Loupe Vintage, Niche Kensington, Rove Adventure Shop, Mona Lizzy's Art Studio, Adams Avenue Integrative Health, Cal Coast Bicycles, Ponce's Mexican Restaurant, Cucina Sorella, Jaynes Gastropub, The Rabbit Hole, Rosie O'Grady's/Proprietor's Reserve, Air Conditioned Lounge, El Zarape, The Ould Sod, Dimille's Italian Restaurant, Ken Club, Polite Provisions, Blind Lady Ale House, and Sycamore Den.



SIPPING AND SHOPPING AT SPIRIT STROLL

This year's Spirit Stroll received rave reviews from participating retail merchants and serving establishments. AABA would like to thank all the businesses and participants involved in this new annual holiday tradition.

## Holiday on Adams Avenue

In December, families came out in droves to see Santa Claus return to Kensington Park arriving in a Model T Ford pulled by reindeer for this free Holiday gathering. Kids played in the snow delivered by Arctic Ice Company, enjoyed hot chocolate and ice cream, and gave Santa their Christmas wish lists. The Freeman Voice Studio singers added to the joyous environment with their caroling and instrumental accompaniment. We would like to extend a big thank you to our event sponsors Villainous Lair Comics and Gaming, U.S. Kids Chamber of Commerce, Moosie's Ice Cream, Ponce's Mexican Restaurant, and a special shout-out to Ed Badrak and Jim Croff.



# Financial Review

## 2016 Year End Balance Sheet\*

### ASSETS

#### Current Assets

##### Checking/Savings

##### 10010 AABA Operating Accounts

Checking 4572 34,429.23

Savings 4325 55,864.26

Total 10010 AABA Operating Accounts 90,293.49

10020 · Restricted Development Checking 194,593.26

Total Checking/Savings 284,886.75

##### Accounts Receivable

10130 - Accounts Receivable 700.00

Total Accounts Receivable 700.00

##### Other Current Assets

12375 · City of SD Tech Assist/Acctng. 800.00

12345 · City EDTS 30,000.00

10140 · Prepaid Expense 3,159.62

12340 · MAD Receivable 8,188.80

Total Other Current Assets 42,148.42

Total Current Assets 327,735.17

### TOTAL ASSETS

**327,735.17**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

22065 · Deferred Unplugged Income 5,000.00

22050 · SBEP Advance 9,928.88

Total Other Current Liabilities 14,928.88

Total Current Liabilities 14,928.88

#### Total Liabilities

14,928.88

#### Equity

##### 30020 · Net Assets

30025 · AABA Retained Earnings (Unrestr) 130,873.01

Total 30020 · Net Assets 130,873.01

3900 · 30015 Retained Earnings 186,205.16

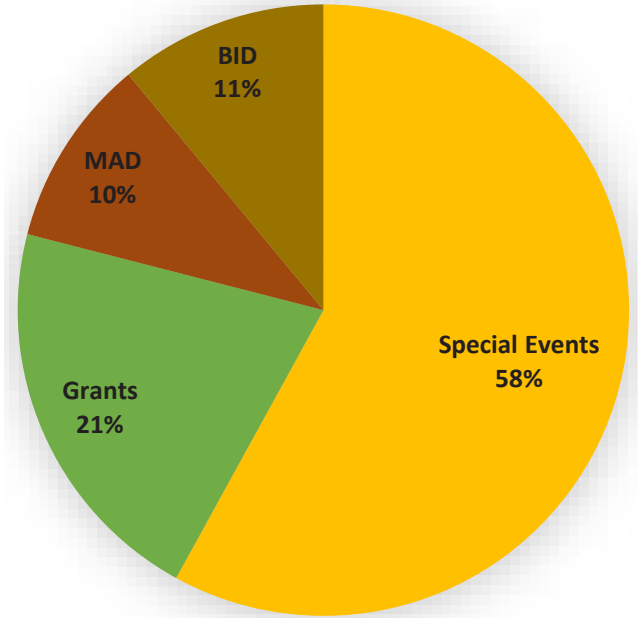
Net Income -4,271.88

Total Equity 312,806.29

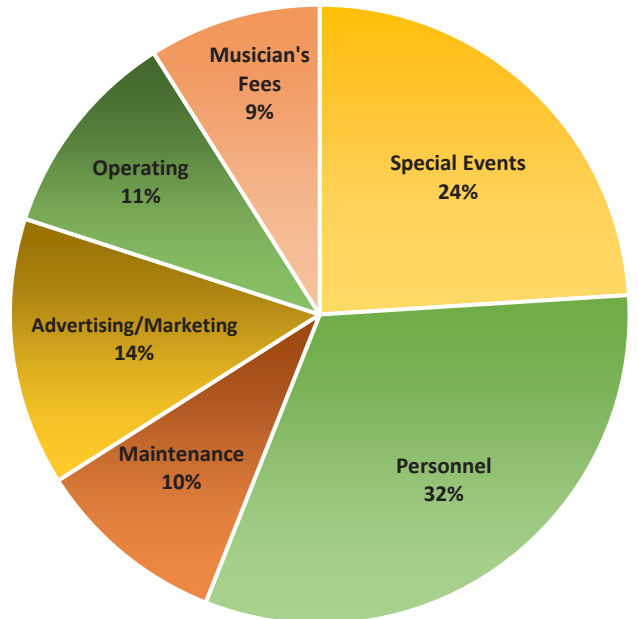
### TOTAL LIABILITIES & EQUITY

**327,735.17**

Income \$460,861



Expense: \$465,133



\*Unaudited financial statements

# 2016 Year End Profit & Loss\*

## Ordinary Income/Expense Income

## 52010 · Maintenance

40025 · Technical Assistance/Acctng.	6,050
40050 · Program Income	
40090 · Associate Membership Dues	50.00
40095 · Program Fees	1,000.00
40110 · Annual Meeting	<u>570.00</u>
Total 40050 · Program Income	1,620.00
43210 · Interest/Dividend Income	16.80
41000 · SBEP Management Grant	18,474.02
42000 · MAD	45,369.41
40020 · BID	50,675.22
40040 · Special Events.	
166 · Holiday on Adams	1,700.00
165 · Stage Host	4,725.00
164 · Beer Garden Taste	7,285.75
162 · The VIP Lounge	4,168.00
150 · SBEP - City Fees & Services	13,492.84
160 · Ticket	46,901.77
159 · Carnival	16,100.00
158 · Program Ads	1,994.50
156 · Sponsorship	4,250.00
155 · Beer Garden	22,651.00
153 · T-Shirt Sales	3,246.00
152 · Booth Rentals	153,388.50
151 · City, County & State Grants	<u>58,753.00</u>
Total 40040 · Special Events.	<u>338,656.36</u>
Total Income	460,861.81
Expense	
53200 · Contingency	1,935.94
50020 · Personnel	
50028 · Maintenance Staffing	7,017.50
50038 · Workers Compensation	1,161.00
50037 · Health Insurance	15,947.36
50035 · State Payroll Taxes	1,036.00
50034 · Federal Payroll Taxes	10,599.89
50027 · Office Staffing	<u>122,758.75</u>
Total 50020 · Personnel	158,520.50

52035 · Supplies	743.47
52025 · Utilities(Water/Electricity)	4,876.06
52020 · Contract Labor	<u>20,037.60</u>
Total 52010 · Maintenance	25,657.13
53100 · Special Events	
53170 · Supplies	3,256.55
53165 · Printing & Production	9,615.55
53160 · Graphic Design	3,990.00
53145 · Advertising	37,610.00
53125 · Contract Labor	63,482.42
53105 · Equipment Rental	35,441.01
53110 · Licenses and Permits	4,133.00
53120 · Food + Beverage	6,012.86
53135 · Cleaning Fee	2,300.00
53140 · Music & Entertainment	<u>43,760.00</u>
Total 53100 · Special Events	209,601.39
50040 Operating	
50065 · Contract Labor	66.00
50050 · Equipment/Furniture	1,976.37
50110 · Insurance	7,723.80
50045 · Bank & Credit Card Charges	7,623.51
50060 · Dues and Subscriptions	703.43
50120 · Office Supplies	2,043.52
50075 · Legal/Professional	1,545.75
50125 · Accounting	16,333.62
50080 · Rent	2,000.00
50090 · Telephone	2,391.41
50070 · Postage and Delivery	3,559.38
50095 · Meetings+ Conventions	<u>4,312.79</u>
Total 50040 Operating	50,279.58
51510 · Marketing	
51575 · CicloSDios	3,846.72
51535 · Advertising	3,415.00
51530 · Website/Social Media	8,545.43
51550 · Promotion	<u>3,332.00</u>
Total 51510 · Marketing	<u>19,139.15</u>
Total Expense	<u>465,133.69</u>
Net Ordinary Income	<u>-4,271.88</u>
Net Income	<u><b>-4,271.88</b></u>

# Other Projects

## Social Media and Website

In 2016 the AABA continued updating its Wordpress website with details on events, board and committee meetings, blog articles, and more. With the help of our intern Levi Cowan updating the business directory, searching for any type of business will be much easier. The AABA increased its social media presence through daily postings on Facebook using boosted posts. AABA's Facebook traffic grew from 9,000 to over 12,000 followers since early 2015, and our Instagram is growing with approximately 1350 followers. The AABA also utilizes Twitter and a free mobile app to drive its messaging. Type "Adams Avenue Business" into your App Store to download. Other forms of member communication include a monthly e-newsletter and periodic e-blasts.

### SOCIAL MEDIA SITES

Facebook: [www.facebook.com/adamsavenuebusiness](http://www.facebook.com/adamsavenuebusiness)

Instagram: @AdamsAveSD

Twitter: @AdamsAveSD

Website: [www.adamsavenuebusiness.com](http://www.adamsavenuebusiness.com)

## Other Activities

**CicloSDias**— On Oct. 30, the AABA joined San Diego County Bicycle Coalition and other Mid-City business associations and community organizations in organizing a bike and pedestrian-friendly open streets event. Approximately 10,000 active participants enjoyed a 3.5 mile route running from Adams Ave. south on 30th through North Park and into City Heights. The AABA provided a festive hub with live music at Adams Ave. and 30th.



CICLOSDIAS AT ADAMS AND 30TH

**Holiday Decorations**— The AABA continued its holiday decorations in 2016 with red garland wrapped lamp posts to compliment the holiday banners purchased two years prior.

**Sidewalk Repair**— Thanks to Supervisor Ron Roberts for a \$15,000 Neighborhood Reinvestment Grant in late 2016 to repair tripping hazards along Adams Avenue, the AABA has signed a contract with Precision Concrete Cutting to begin about two months of work

in January 2017 on approximately 200 spots.

**Community Planning**— Board members and staff took part in meetings that resulted in the final approval of the North Park Community Plan Update this year. The portion of the Adams Avenue BID between the 805 and Arizona Street fall within the North Park Community Plan boundaries. The Normal Heights and Kensington Planning Groups will begin their plan updates in the next few years, which cover the eastern portion of the Adams Avenue BID.

**New Murals**— The AABA underwrote a portion of the cost of three new murals in 2016, including the Veteran's mural on the Adams Avenue Car Wash, Un Dia de Mercado on the west side of Dos Palmas Café and Back From Tomboctou, and Andre Rushing's mural at Wilson and Adams. The AABA will underwrite 30% of the cost of future murals, not to exceed \$500 per mural, in order to encourage more business and property owners to partner on the creation of new art on Adams Avenue.

**Discount Fabrics Marquee Management**— For over 20 years the AABA has managed the messaging of the Discount Fabrics marquee to keep the community informed and updated on Adams Avenue happenings.

**Merchants Mixers**— Business mixers were held this year at the AC Lounge and in the Ould Sod's new back patio, providing mingling and meals in a casual environment.

**Board & Committee Meetings**— The AABA holds monthly Board of Director meetings as well as four monthly committee meetings open to the general public. See back page or website for details.

**Power washing**— Select blocks received power washing and gum removal treatments.

# Election Ballot

If you have received this AABA Annual Report in the mail you are a member of the association and may vote in our Board of Directors elections. You may either return the ballot in person at the Annual Breakfast meeting or remove this ballot area by cutting along the dotted lines, marking the ballot, and mailing it to 4649 Hawley Blvd, San Diego, CA 92116. Please do not remove the preprinted address label on the reverse side of the ballot since this allows us to authenticate receiving the ballot from an official AABA member.

If mailing, the AABA must receive the ballot prior to Jan. 31, 2016. You may also RSVP for the Annual breakfast meeting, by checking the appropriate box below . RSVPs must be received asap by phone, 619-282-7329, or email [paige@adamsavenuebusiness.com](mailto:paige@adamsavenuebusiness.com)

Below is the slate of nominees forwarded by the AABA's Board of Directors. You may cast up to 8 votes, but only one per candidate. Nominations may also be taken from the floor at the Annual Meeting provided the nominees meet the requirements.

Lois Bach, *Classic Bows Violins*

Shayna Roberts, *House of Imago*

Guy Hanford, *Vida Juice & Ken Video*

Alison Flynn, *Villainous Lair Comics and Gaming*

Ed Badrak, *Badrak Services*

Peggy Rose Levin, *Joe Carta Realty*

Ryan Altman *Adams Ave. Integrative Health*

Tony Carrillo, *Carrillo Auto*

<input type="checkbox"/> Yes, I/we will attend	<input type="checkbox"/> Number of persons RSVPing for breakfast
<input type="checkbox"/> No, I/we will not attend	<input type="checkbox"/> Amount enclosed

## Other Projects continued...



TREES ON ADAMS AVE

**Tree maintenance**– Underwritten by the MAD contract and property owner assessments, the AABA maintains 393 street trees that were first planted during the revitalization campaigns of the 80's and 90's. Maintenance includes periodic trimming and replacement of dead or non-thriving trees. The AABA reported to the City of San Diego that seven of our mature trees were trimmed and topped without permits by a contractor working for Clear Channel, the billboard company. The City collected a \$10,000 fine and is reimbursing the AABA for damages.

**PROW**– Adams Avenue merchants are allowed limited use of their sidewalks through the Pedestrian Right of Way (PROW) permit program administered by the AABA and other BIDs in the City of San Diego. Contact the Adams Avenue Business office for more info.

**Normal Heights Community Center**- The AABA manages the Normal Heights Community Center's hall reservations, which are available to the general public and utilized by approximately 1,000 people a month.

**Support to Community Events**– Adams Ave. and the surrounding community has become a sought after venue for special events and other activities. The AABA has been proud to support many of those this year including: Rock 'n' Roll Marathon, Art Around Adams, Movies in the Park, Alex's Lemonade Stand, and Mid-City Little League. The community has been approached by a company called Off the Grid which proposes to hold a weekly food truck gathering in the Masonic Lodge on Tuesday nights. Negotiations regarding this proposal are in process.

# Adams Avenue Business Association

4649 Hawley Boulevard

San Diego, California 92116

PSRT STD  
U.S. POSTAGE  
PAID  
SAN DIEGO, CA  
PERMIT NO. 2152

## **2016 Board Members:**

Mikey Knab, Ponce's Mexican, *President*  
Dave McPheeters, Zac's Attic, *Vice President*  
Alison Flynn, Villainous Lair Comics & Gaming, *2nd Vice President*  
Doug Generoli, Adams Ave Car Wash, *Treasurer*  
Lois Bach, Classic Bows, *Secretary*  
Ryan Altman, Adams Ave Integrative Health  
Tony Carrillo, Carrillo Auto Body & Collision  
Phil Linssen, Kensington Veterinary  
Michael Rammelsberg, Rosie O'Grady's  
Pam Sisneros, Kensington Video & Vida Juice  
Russ Vuich, Local Property Owner  
Ed Badrak, Badrak Services  
Shayna Roberts, House of Imago  
Peggy Rose Levin, Joe Carta Realty

## **Committees:**

*Board Meeting* - 1st Tuesday of each month at 8 am  
*Promotions* - 2nd Thursday after the Board Meeting each month at 8 am. Tasks include special events, member mixers, and general marketing.  
*Business Planning & Development* - 3rd Tuesday each month at 8 am. Tasks include support of public improvements, promote new development, expand and diversify economic base, banner projects, maintenance, storefront improvement projects, and public right-of-way issues.  
*Finance* - 3rd Friday of each month at 8 am. Tasks include fiscal oversight of the AABA, ensure compliance of financial reporting requirements with regular and periodic review of financial documents.  
*Executive* - Wednesday before Board Meeting at 8 am. Tasks include preparing for the Board Meeting, direct monetary and human resources (staff) to events and tasks.  
Committee meetings are held at the AABA office, 4649 Hawley Blvd, and are open to the public.



## **Staff Contacts**

Scott Kessler- Executive Director  
Paige Newman - Associate Director  
Mysti Schubert - Maintenance Worker  
Normal Heights Community Center, 4649 Hawley Blvd  
P- (619) 282-7329  
[www.adamsavenuebusiness.com](http://www.adamsavenuebusiness.com)