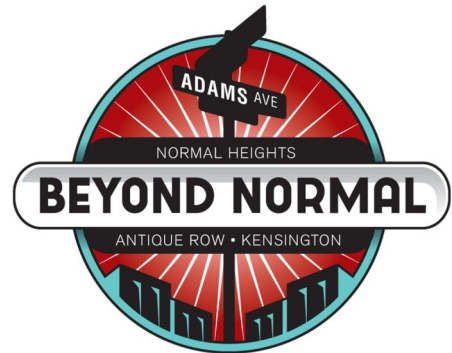


2015 Annual Report



www.adamsavenuebusiness.com

of the Adams Avenue Business Association

2016 Annual Breakfast Meeting

The Adams Avenue Business Association's (AABA) Annual Breakfast Meeting will be held on Tuesday, February 9th from 8-10 AM at The Rabbit Hole, 3377 Adams Avenue. Come socialize with your neighboring business and property owners, and sample breakfast cuisine prepared by The Rabbit Hole chefs. Join our New Year's tradition as we toast to Adams Avenue's ongoing revitalization and elect the 2016 slate of nominees to serve on the AABA's Board of Directors.

All business and property owners are encouraged to attend. The cost of breakfast is \$10.00 and you must RSVP by Friday, February 5th. You may reserve your spot by phone (619) 282-7329, or by emailing the office at kat@adamsavenuebusiness.com. Payment can be made prior to the event or at the door via cash or check. No credit cards or debit accepted. We hope to see you all there!

ANNUAL MEETING

The Rabbit Hole

2/9/16 8:00am

RSVP info above

Adams Avenue Business Association/Business Improvement District

The AABA was organized in the early '80s and incorporated in 1985 as a nonprofit for the purpose of revitalizing and marketing the Adams Avenue business corridor. The AABA oversees a diverse work plan which includes: special events, marketing, avenue maintenance, monthly committee meetings, managing community assets, 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 from member business owners located within the Adams Avenue Business Improvement District boundaries.

The Business Improvement District or BID was initiated by the City of San Diego after a majority of businesses voted to establish the district in the 1980s. The City charges an annual BID fee to each registered business license holder within the Adams Avenue BID to help fund area promotions. These same business operators are automatically members of the AABA. The AABA is under contract with the City to administer the BID program and the approximately \$50,000 in yearly BID assessments contributed by the Association's 600 members. The AABA leverages these BID fees into a \$500,000 annual budget.

Maintenance Assessment District

Adams Avenue property owners are assessed an annual fee to fund physical improvements and maintenance. These Maintenance Assessment District or MAD fees provides approximately \$40,000 worth of annual funding. The MAD boundaries roughly correspond to the areas BID boundaries and extend from Hamilton St. on the west side to Vista Drive in Kensington. The AABA is under contract with the City of San Diego to administer the MAD and is reimbursed by the City for MAD eligible expenses. The MAD funds activities which include day porter services, trash collection, graffiti control, and tree maintenance. The AABA uses a mix of contractors and employees to provide MAD services.

Taste of Adams Avenue

Last year's Taste of Adams Avenue was another hugely successful promotion with over 30 participating restaurants. Foodies were delighted in the range of offerings and flavors which resulted in many positive reviews of eateries on the Avenue. A free trolley was available attendees to ride the 2-mile route. Taste of Adams Avenue takes place the last Sunday in June.

Holiday on Adams Ave

Holiday on Adams Avenue took place on December 13th this year with activities in Kensington Park. This kid-centric event featured snow play, sponsored by Villainous Lair Comics and Gaming, and pictures with Santa. New to the holiday promotion this year was a special performance by Fern Street Circus, sponsored by Councilwoman Marti Emerald's office. The event experienced capacity crowds. Additional snow is planned for next year's event, as this celebration is becoming increasingly popular with neighborhood families.

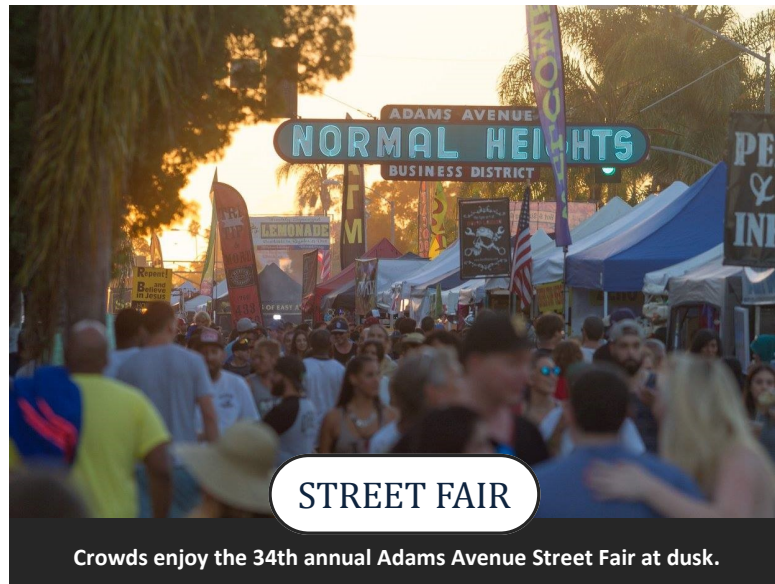
New Event: Adams Avenue Spirit Stroll

The AABA launched a new special event in 2015 which featured retail locations hosting holiday themed cocktails curated by Adams Avenue bars and restaurants. The event was a huge success, completely selling out, with over 500 attendees sipping and shopping. The event took place on Small Business Saturday, a nationally coordinated effort to direct holiday shoppers to small businesses.

Participating businesses for the first annual Adams Avenue Spirit Stroll included: Zac's Attic, Maven, Artisan Collection, Artful Ruins, Liquid Eden, Villainous Lair Comics & Gaming, La Loupe Vintage, Heights Optometry, Pet Me Please, Brooklyn Bicycles, Adams Avenue Book Store, Home Start Thrift Boutique, Back From Tomboctou, Polite Provisions, Blind Lady Ale House, Cantina Mayahuel, The Rabbit Hole, Air Conditioned Lounge, Jayne's Gastropub, Ponce's Mexican Restaurant, El Zarape, Kensington Club, The Old Sod, Sycamore Den, and Rosie O'Grady's.

The AABA would like to thank all the businesses involved in what will become an annual holiday tradition. Feedback from AABA members was overwhelmingly positive, and the Association is already planning to expand the event in coming years.

3



Crowds enjoy the 34th annual Adams Avenue Street Fair at dusk.



A bartender from Polite Provisions pours delicious looking holiday cocktails in Zac's Attic for the first annual Adams Avenue Spirit Stroll.

Financial Review

2015 Year End Balance Sheet*

ASSETS

Current Assets

Checking/Savings

10010 AABA Operating Accounts

Checking 4572 19,435.94

Savings 4325 55,847.46

Total 10010 AABA Operating Accounts 75,283.40

10020 · Restricted Development Checking 194,593.26

Total Checking/Savings 269,876.66

Other Current Assets

12375 · City of SD Tech Assist/Acctng. 2,080.50

12345 · City EDTS 29,000.00

12320 · SBEP City Fees & Services 14,000.00

10140 · Prepaid Expense 1,360.65

12340 · MAD Receivable 14,323.93

12330 · BID Receivable 1,927.33

Total Other Current Assets 62,692.41

Total Current Assets 332,569.07

TOTAL ASSETS 332,569.07

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

22065 · Deferred Unplugged Income 5,000.00

22050 · SBEP Advance 10,490.90

Total Other Current Liabilities 15,490.90

Total Current Liabilities 15,490.90

Total Liabilities 15,490.90

Equity

30020 · Net Assets

30025 · AABA Retained Earnings (Unrestr) 130,873.01

Total 30020 · Net Assets 130,873.01

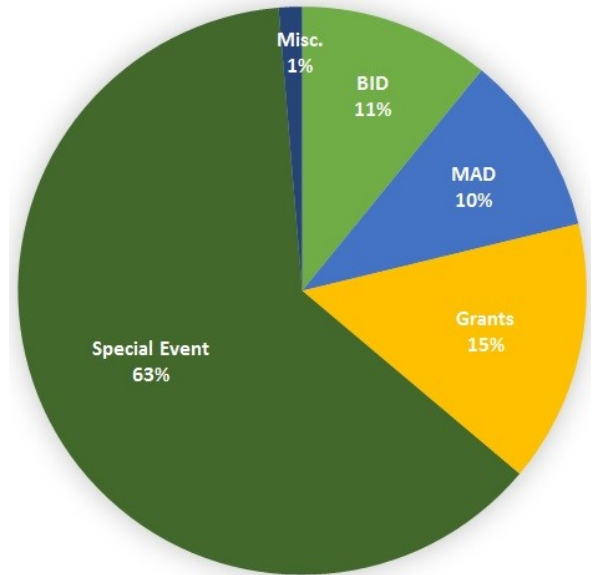
3900 · 30015 Retained Earnings 183,316.58

Net Income 2,888.58

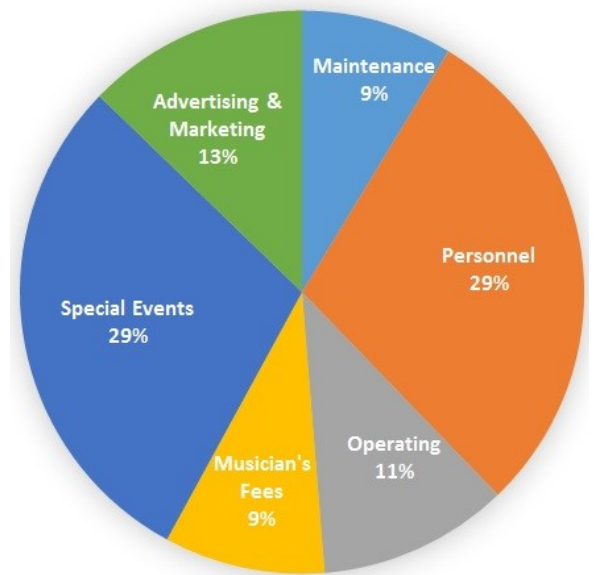
Total Equity 317,078.17

TOTAL LIABILITIES & EQUITY 332,569.07

INCOME: \$517,965



EXPENSE: \$515,077



2015 Year End Profit & Loss*

Ordinary Income/Expense

Income

43300 · Community Parking District	5,603.75
40025 · Technical Assistance/ Acctng.	2,080.50
40050 · Program Income	
40070 · Other Income	588.00
40110 · Annual Meeting	<u>700.00</u>
Total 40050 · Program Income	1,288.00
43210 · Interest/Dividend Income	9.32
41000 · SBEP Management Grant	19,856.94
42000 · MAD	53,555.61
40020 · BID	56,316.48
40040 · Special Events.	
170 · Craft Beer taste	8,764.00
167 · Reserved Seating Tickets	1,030.00
166 · Holiday on Adams	14,088.00
165 · Stage Host	3,550.00
162 · The VIP Lounge	7,009.90
150 · SBEP - City Fees & Services	17,019.78
160 · Ticket	29,132.00
159 · Carnival	16,132.50
158 · Program Ads	3,678.50
155 · Beer Garden	26,163.00
153 · T.Shirt Sales	3,805.00
152 · Booth Rentals	193,482.50
151 · City, County & State Grants	<u>55,400.00</u>
Total 40040 · Special Events.	<u>379,255.18</u>
Total Income	517,965.78

Expense

50020 · Personnel	
50028 · Maintenance Staffing	7,057.50
50038 · Workers Compensation	470.50
50037 · Health Insur- ance	18,965.07
50035 · State Payroll Taxes	1,015.59
50034 · Federal Pay- roll Taxes	10,130.85
50027 · Office Staffing	<u>119,311.32</u>
Total 50020 · Personnel	156,950.83
52010 · Maintenance	
52035 · Supplies	597.75
52025 · Utilities (Water/Electricity)	5,170.84
52020 · Contract Labor	<u>31,892.48</u>
Total 52010 · Maintenance	37,661.07

53100 · Special Events

53170 · Supplies	3,862.76
53165 · Printing & Production	7,912.83
53160 · Graphic Design	2,585.00
53155 · Market Development Fee	500.00
53145 · Advertising	24,852.33
53125 · Contract Labor	81,594.16
53105 · Equipment Rental	39,529.63
53110 · Licenses and Permits	4,328.60
53120 · Food + Beverage	7,205.44
53135 · Cleaning Fee	3,400.00
53140 · Music & Entertainment	<u>47,514.76</u>
Total 53100 · Special Events	223,285.51

50040 Operating

50065 · Contract Labor	1,926.75
50050 · Equipment/Furniture	50.00
50110 · Insurance	6,801.50
50045 · Bank & Credit Card Charges	8,437.67
50060 · Dues and Subscriptions	380.94
50120 · Office Supplies	3,327.33
50075 · Legal Fees	4,095.00
50125 · Accounting	17,422.85
50080 · Rent	2,400.00
50090 · Telephone	3,249.48
50070 · Postage and Delivery	3,166.56
50095 · Meetings+Conventions	<u>5,076.70</u>
Total 50040 Operating	56,334.78

51510 · Non-Special Event Marketing

51565 · "30th Street Bottle Share"	-100.00
51560 · Holiday on Adams	16,947.37
51535 · Advertising	4,199.66
51530 · Website/Social Media	8,653.98
51550 · Promotion	<u>11,144.00</u>
Total 51510 · Non-Special Event Marketing	<u>40,845.01</u>

Total Expense

515,077.20

Net Ordinary Income

2,888.58

Net
Income

2,888.58

Other Projects

Social Media and Website

In 2015 the AABA upgraded its website to a new, modern Wordpress design. It features a new business directory which makes searching for any type of business much easier, and also includes a map which shows each business location. The website has received over 120,000 views since its launch in late August.

The AABA increased its social media presence through daily postings on Facebook using promoted posts. AABA's Facebook traffic grew from 9,000 friends at the beginning of last year to over 11,000 by year's end. The AABA also utilizes a Twitter, Instagram, 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

Twitter: [@AdamsAveSD](https://twitter.com/AdamsAveSD)

Instagram: [@AdamsAveSD](https://www.instagram.com/AdamsAveSD)

Website: www.adamsavenuebusiness.com

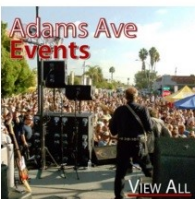
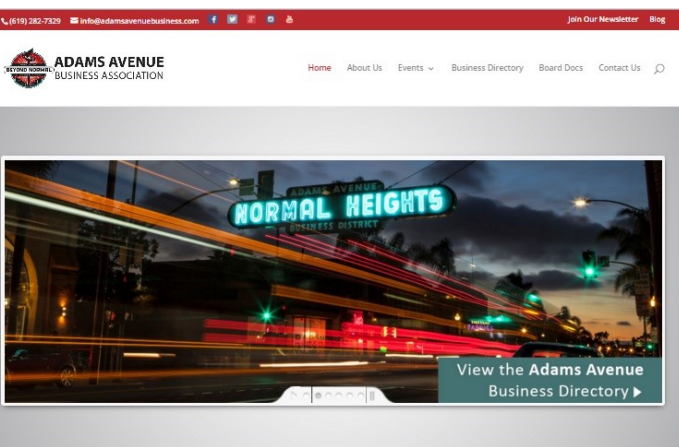
Other Activities

Holiday Decorations— The AABA continued to expand its holiday decorations in 2015 with the addition of red garland wrapped lamp posts to complement the holiday banners purchased the year prior.

Utility Box Art— Also completed in 2015 was a fresh coat of paint on 24 utility boxes, all painted by local artists. The project was commissioned by the AABA and coordinated by former Adams Avenue- current North Park- business owner, Jason Gould of Visual Shop SD.

Lamp Post Painting— Bids have been solicited for the repainting of the antique acorn style street lamps. The AABA is planning to commission this work in 2016.

Bike Corral & Racks— The organization facilitated the installation of new bikes racks and a bike corral on the Avenue.



NEW WEBSITE

Community Planning— Board members and staff took part in community forums this year, to discuss: the expansion of Adams Elementary School, North Park Community Plan Update, new bike lanes, parking solutions, and pedestrian safety.

New Mural Subsidy Policy- The AABA will subsidize up to four murals per year, at a cost of 30% not to exceed \$500 per mural in order to encourage business and property owners to partner on underwriting the remaining cost of the murals.

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

Quarterly Mixers— Quarterly mixers were held alternating between morning and early evening gatherings at Polite Provisions, Dimille's Italian Restaurant, Get Fit on Adams, and Home Start Thrift Boutique.

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.

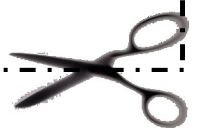
If mailing, the AABA must receive the ballot prior to February 9, 2016. You may also RSVP for the Annual breakfast meeting, by checking the appropriate box below and including the required \$10.00 per person payment for the cost of food and drinks provided. RSVPs

must be received by Friday, February 5th, 2016. You may also RSVP by phone, 619-282-7329, or email kat@adamsavenuebusiness.com

There are 8 vacancies on the Board. You may cast up to 8 votes, but only one per candidate.

- Mikey Knab, *Ponce's Mexican*
- Michael Rammelsberg, *Rosie O'Grady's*
- Pam Sisneros, *Vida Juice & Ken Video*
- Russ Vuich, *Property Owner*
- Phil Linssen, *Kensington Veterinary Hospital*
- Doug Generoli, *Adams Avenue Car Wash*
- Dave McPheeters, *Zac's Attic*
- Keiliki Rodriguez, *Home Start Thrift Boutique*

<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...

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

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

Tree trimming— The Association paid to have the Avenue's palm trees, and Kensington's pear trees trimmed and shaped this year. Underwritten by the MAD contract and property owner assessments, the AABA maintains hundreds of street trees that were first planted during the revitalization campaigns of the 80's and 90's.

Tree replacements— Replacement of 12 dead or non-thriving trees were completed in 2015.

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, Kimi's Day on Adams, and Mid-City Little League.



HOLIDAY DECOR

The holiday banner and new garland wrap.

Adams Avenue Business Association
4649 Hawley Boulevard
San Diego, California 92116

2015 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, Pi Financial, *Treasurer*
Lois Bach, Classic Bows, *Secretary*
Ryan Altman, Adams Ave Integrative Health
Tony Carrillo, Carrillo Auto Body & Collision
Phil Linsen, Kensington Veterinary
Michael Rammelsberg, Rosie O'Grady's
Pam Sisneros, Kensington Video
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 8:00am
Promotions - 2nd Thursday after the Board Meeting each month at 8:00am. Tasks include special events, member mixers, and general marketing.
Business Planning & Development - 3rd Tuesday each month at 8:00am. 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 8:00am. 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 8:00 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 Contact

Scott Kessler- Executive Director, Kat Carney- Associate Director and Mysti Schuebert Maintenance Worker
Normal Heights Community Center, 4649 Hawley Blvd
P- (619) 282-7329 F- (619) 282-8751
www.adamsavenuebusiness.com

