

2019 Annual Report



of the Adams Avenue Business Association

You are invited to the AABA Annual Breakfast Meeting scheduled on Tuesday, January 28, from 8-9:30 am at Pachamama's, 3737 Adams Avenue. If you have received this annual report in the mail you are likely a member of the AABA 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 Pachamama. The AABA annual meeting is also the time when we elect the 2020 Board of Directors, review this past year's accomplishments and celebrate Adams Avenue's ongoing revitalization. Please RSVP by January 24th by either calling (619) 282-7329 or emailing craig@adamsavenuebusiness.com. A \$10 payment for the breakfast is due at the door.

ANNUAL MEETING

Pachamama

3737 Adams Avenue

1/28/20 8-9:30am

2019 Projects & Activities



Kensington Holiday Tree Installation

The AABA installed a 100' tall holiday lighting display in the Kensington Library Park after many years of attempting to gain permission from the City to do so. A special thanks to Council President Georgette Gomez and her staff for breaking through the red tape and officiating at the inaugural tree lighting ceremony on November 27th. The light display was installed by Jackson Electric and required the use of a 125' lift and traffic control permit. The Kensington Talmadge Community Association fundraised for the project and was met by an overwhelming response from area residents and businesses generating over \$20,000 for the initial installation and ongoing maintenance costs. The lights will be turned on from Thanksgiving to New Years for years to come.

Antique Light Painting Improvements

This past year the AABA repainted the 142 antique acorn street lights that run 2.5 miles along the Adams Avenue business corridor. The AABA chose a high gloss black finish with gold accents to highlight the historic character of the neighborhood. The project took four months to complete at a cost of \$35k for paint and labor. Funding for the project came from budget surplus generated in 2018 along with a contribution from the Normal Heights Community Development Corporation. The AABA is awaiting permission from CalTrans to paint the additional lights and fencing on the I-805 and I-15 overpasses to match. We are also working with the City of San Diego to change-out the 28 green mis-matched light tops that they installed on the west end as the project began.



Special Events

Adams Avenue Street Fair

The Street Fair is the AABA's signature promotion and San Diego's largest free music festival. The 38th annual edition, held September 21st & 22nd, 2019, featured 100 bands performing on seven stages, 300 vendors spread along seven blocks of Adams Ave, with giant carnival rides and games filling Adams Avenue park. This year a new stage was added at 30th & Adams spreading the festivities over a wider area. The Street Fair draws 100,000 weekend visitors and generates record amounts of publicity, marketing and branding for the business district. Many area storefronts experience 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 \$291,781 in FY '19. 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 Street Fair has grown from a neighborhood block party to a regionally recognized celebration.



2020 Special Events Dates

Adams Avenue Unplugged	April 25
Taste of Adams Avenue	June 28
Adams Avenue Street Fair	Sept. 26 & 27
Adams Avenue Spirit Stroll	Nov. 28
Holiday on Adams Avenue	Dec. 13

CicloSDias

On October 27th, CicloSDias took over Adams Avenue for a one time only, five hour long open streets event where the Avenue was temporarily turned over to bikes, skaters, walkers and strollers. Live music was spread along the business corridor and a huge crowd enjoyed themselves. The AABA produced the event in partnership with the San Diego Bike Coalition, City of San Diego, City Heights Community Development Corporation and the El Cajon BIA.

adams avenue
UNPLUGGED
FREE musical walkabout
SATURDAY
APRIL 27, 2019
Noon-10PM
24 stages
80 performances
David Lindley
Gabby Moreno
ADAMS AVENUE UNPLUGGED.COM
(619) 392-3398

19th annual
TASTE
of
Adams Avenue
Sunday, June 30th, 2019
11-3pm
Advance Tickets \$35
Day of \$40
For More Info
tasteofadams.com
Bike Friendly

SATURDAY
SEPT 21, 2019
10am - 10pm
SUNDAY
SEPT 22, 2019
10am - 6pm
38th Annual
**adams avenue
STREET FAIR**
presented by Monaco Cocktails
7 STAGES / 100 BANDS
BEER GARDENS & CRAFT BEER TASTING
GIANT CARNIVAL RIDES
FESTIVAL FOOD
300 EXHIBITORS
MONACO
FREE (619) 282-7329 adamsavenuestreetfair.com

ADAMS AVENUE
Spirit Stroll
COCKTAILS AND SWEETS
SMALL BUSINESS SATURDAY
\$20 PER TICKET
NOVEMBER 28TH, 2019
Sip, Shop & Stroll!
Come enjoy holiday themed cocktails and sweets served in 15 Adams Avenue retail locations!
AdamsAvenueBusiness.com

Adams Avenue Unplugged

Adams Avenue Unplugged is the AABA's acoustic musical showcase and highlights Adams Avenue businesses to music aficionados. On the last Saturday in April. In 2019, the event featured 80 musical performances inside 24 restaurants, bars, coffee houses and retail establishments. The innovative festival format provides intimate performance settings while dispersing musical entertainment throughout the Adams Avenue business corridor: creating a two and a 2.5 mile- long musical walkabout. A free trolley service whisked patrons up and down the Avenue. Unlike the Street Fair or the former Roots Festival, Unplugged does not utilize street closures or vendors.

Taste of Adams Avenue

Foodies from throughout San Diego packed the sidewalks in Normal Heights, Kensington and University Heights for the 19th annual Taste of Adams Avenue, which expanded to 48 participating restaurants, coffee houses, breweries and pubs in 2019. The event sold out for the 7th year in a row and is now one of San Diego's largest and most popular "Taste" events. Attendees mostly walked a 2.5 mile event footprint but also had access to free trolley service. Samples ranged from savory to sweet, entrees to desserts, with international flavors and vegetarian options. Taste of Adams Avenue takes place the last Sunday in June.



Adams Avenue Spirit Stroll

The AABA held the 5th annual Adams Avenue Spirit Stroll that featured holiday themed cocktails handcrafted by mixologists from Adams Avenue's bars and restaurants, served in retail storefront locations. The 500 paid attendees, sipped, shopped and strolled 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 business. This year's Spirit Stroll featured 20 retail locations some of which offered sweet treats to participants in addition to the spirits served. The AABA would like to thank all the businesses and participants involved in the 5th annual Spirit Stroll, including this year's spirit sponsor, San Diego's Cutwater Spirits!



Holiday on Adams Avenue

Families came out in droves in December to see Santa Claus return to Kensington Park arriving in a Model T Ford pulled by reindeer. Pictures with Santa were taken as children shared their Christmas wish lists. This free Holiday gathering featured a snowfield which drew hundreds of neighborhood children. Ten tons of snow were provided this year. Everyone enjoyed hot chocolate and peppermint ice cream provided by Moosie's Ice Cream and Ponce's Mexican Restaurant. A special shout-out to Mick Ward and Jim Croff for their help!



Financial Review

2019 Balance Sheet*

ASSETS

Current Assets

Checking/Savings

10010 AABA Operating Accounts

Checking 4572 147,056.83

Total 10010 AABA Operating Accounts 147,056.83

10020 · CB&T Restricted Development 49,997.00

10040 · Wells Fargo Restricted Develop. 100,000.70

Total Checking/Savings 297,054.53

Other Current Assets

10140 · Prepaid Expense 3,554.89

10145 · Accrued Revenue 9,109.00

12325 · Commission for Arts & Culture 35,071.00

12330 · BID Receivable 5,601.92

12340 · MAD Receivable 5,604.36

12375 · City of SD Tech Assist/Acctng. 1,500.00

12390 · Taste Accounts Receivable 175.00

Total Other Current Assets 60,616.17

Total Current Assets 357,670.70

TOTAL ASSETS 357,670.70

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

22050 · SBEP Advance 9,134.31

Total Other Current Liabilities 9,134.31

Total Current Liabilities 9,134.31

Total Liabilities 9,134.31

Equity

30020 · Net Assets

30025 · AABA Retained Earnings(Unrestr) 130,873.01

Total 30020 · Net Assets 130,873.01

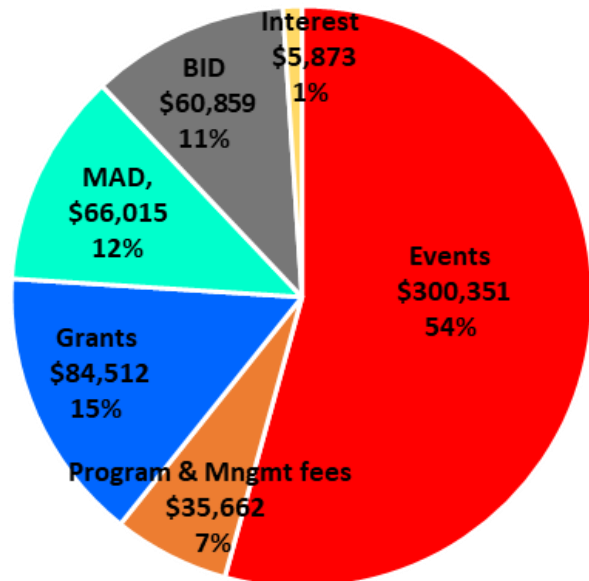
3900 · 30015 Retained Earnings 217,562.61

Net Income 100.77

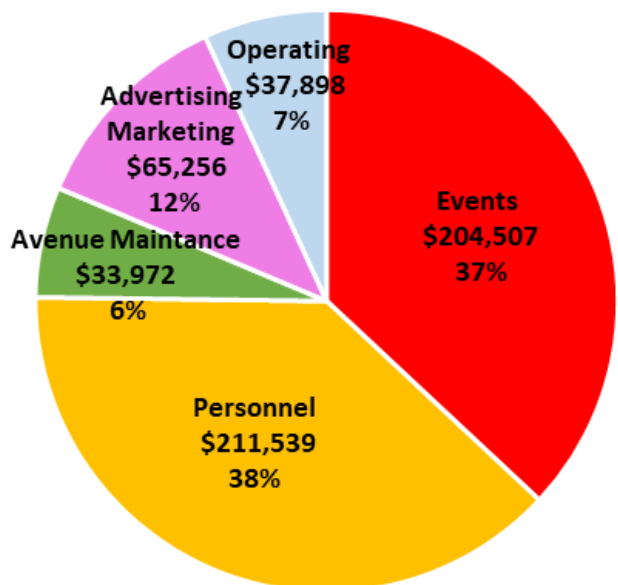
Total Equity 348,536.39

TOTAL LIABILITIES & EQUITY 357,670.70

Total Income \$553,272



Total Expenses \$553,172



*Unaudited financial statement

2019 Profit & Loss*

		Jan - Dec 19	Expense	
Ordinary Income/Expense				
Income			50040 Operating	
40015 · Assessment Districts			50045 · Bank & Credit Card Charges	127.76
40020 · BID	60,855.81		50050 · Equipment/Furniture	137.34
42000 · MAD	66,015.44		50060 · Dues and Subscriptions	1,035.39
Total 40015 · Assessment Districts	126,871.25		50065 · Contract Labor	697.50
40040 · Special Events.			50070 · Postage and Delivery	3,872.37
152 · Booth Rentals	164,712.55		50090 · Telephone	3,217.58
153 · T.Shirt Sales	4,898.97		50095 · Meetings+Conventions	5,363.91
155 · Beer Garden	34,734.48		50110 · Insurance	4,442.00
156 · Sponsorship	10,000.00		50120 · Office Supplies	1,813.97
158 · Program Ads	1,075.00		50125 · Accounting	17,189.98
159 · Carnival	12,500.00		Total 50040 Operating	37,897.80
160 · Ticket	44,812.36		50020 · Personnel	
162 · The VIP Lounge	7,949.02		50027 · Office Staffing	134,138.46
165 · Stage Host	5,125.00		50028 · Maintenance Staffing	40,050.68
166 · Holiday on Adams	1,750.00		50034 · Federal Payroll Taxes	13,556.57
167 · Reserved Seating Tickets	4,597.80		50035 · State Payroll Taxes	1,235.87
170 · Craft Beer taste	8,158.13		50037 · Health Insurance	20,284.14
171 · Adams Ave. Spirit Stroll	38.54		50038 · Workers Compensation	2,273.50
Total 40040 · Special Events.	300,351.85		Total 50020 · Personnel	211,539.22
40050 · Program Income			51510 · Marketing	
40110 · Annual Meeting	620.00		51530 · Website/Social Media	14,266.72
40115 · Administration Fee	1,605.00		51535 · Advertising	2,810.00
40140 · HUD Loan Program Marketing Fees	10,000.00		51550 · Promotion	783.00
43000 · Maintenance	14,301.19		51560 · Holiday on Adams	3,379.01
43220 · N.H.C.C. Management	7,595.00		51575 · CicloSDios	2,500.00
43225 · Merchandise Store	1,541.79		51580 · Sponsorship Consultant	0.00
Total 40050 · Program Income	35,662.98		51590 · HUD Loan Program	1,725.26
40060 · Grants.			51595 · Merchandise Store.	7,701.65
40025 · SBEP - Tech. Assistance/Acctng.	3,647.51		51600 · Holiday Tree	8,000.92
40150 · SBEP - City Fees & Services	15,090.04		Total 51510 · Marketing	41,166.56
40151 · City, County & State Grants	46,919.00		52010 · Maintenance	
41000 · SBEP Management Grant	18,856.12		52020 · Contract Labor	27,003.52
Total 40060 · Grants.	84,512.67		52025 · Utilities(Water/Electricity)	4,795.00
40200 · Other Income			52035 · Supplies	2,173.34
43210 · Interest/Dividend Income	5,873.60		Total 52010 · Maintenance	33,971.86
Total 40200 · Other Income	5,873.60		53100 · Special Events	
Total Income	553,272.35		53105 · Equipment Rental	40,502.16
			53110 · Licenses and Permits	4,025.59
			53115 · Promotional	-390.00
			53120 · Food + Beverage	12,435.63
			53125 · Contract Labor	72,638.60
			53140 · Music & Entertainment	42,175.00
			53145 · Advertising	41,844.00
			53160 · Graphic Design	4,610.00
			53165 · Printing & Production	8,358.73
			53170 · Supplies	2,396.43
			Total 53100 · Special Events	228,596.14
			Total Expense	553,171.58
			Net Ordinary Income	100.77
			Net Income	100.77



Projects & Activities cont.

Website, Member Communications and Social Media

The website has details on our events, Board and committee meetings, blog articles, business directory listings and more. 110,000 individuals visited the site in 2019 with 40,000 of those visits occurring in the month of September during the Street Fair's promotional campaign. AABA increased its social media presence through daily promoted posts on Facebook and Instagram. The AABA also utilizes a free mobile app to drive its special events 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. ***If you are currently not receiving electronic communication from the AABA, please contact the office with your email!!***

SOCIAL MEDIA SITES

Facebook: www.facebook.com/adamsavenuebusiness

Instagram: @AdamsAveSD

Website: www.adamsavenuebusiness.com

Valet Parking at 30th & Adams

The AABA's valet program continues to be a great success. The valet stand is located near the intersection of 30th and Adams in front of Air Conditioned Lounge and Jayne's Gastropub and is open on Friday and Saturday nights from 5-11pm. The Valet service charges \$7.00 per car and is parking 150 cars monthly. Operated by Preferred Valet and underwritten by funds from the Mid City Community Parking District, Et Voila and Jayne's Gastropub.

PROW

Adams Avenue merchants are allowed limited use of their sidewalks through the Public 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.

New Adams Avenue Merchandise

The Business Association launched a new merchandise store in 2019 featuring hoodies, t-shirts, tote bags, wine tumblers, stickers, baseball caps and beanie's. Merch sales have been occurring at Adams Avenue special events and are available online through the AABA's website. The products come in a variety of colors, styles and sizes. Approximately half of the starting inventory has been sold.



Support to Community Events and Local Non-Profits

The AABA supported a variety of other local non-profits and their community activities in 2019 including: Rock 'n' Roll Marathon, Art Around Adams, Normal Heights Movies in the Park, Normal Heights Holiday Decorating Tour, KSOC & Kensington Memorial Day Parade, Mid-City Little League, and John Adams Elementary.

Normal Heights Community Center

The AABA manages the Normal Heights Community Center' and it's hall reservations. The community hall is available to the general public and utilized by approximately 1,000 people a month. The hall includes a full kitchen, stage, front and rear patios and is located at 4649 Hawley Blvd. Low rates between \$25-50 per hour make it affordable to the community.

Election Ballot

If you have received this AABA Annual Report in the mail you are likely a member of the Association and may vote in our Board of Director elections. You may either vote at the Annual Breakfast Meeting or mail this ballot by cutting along the dotted lines, marking the ballot, and posting to 4649 Hawley Blvd, SD CA 92116. Please do not remove the preprinted address label on the reverse side of the ballot as this allows us to authenticate receiving the ballot from an official AABA member. If mailing, the AABA must receive the ballot prior to Jan. 24, 2020.

You may also RSVP for the Annual breakfast meeting by checking the appropriate box below and return by mail. Or, RSVP by phone or email at 619-282-7329/
Craig@adamsavenuebusiness.com .

Below is the slate of nominees forwarded by the AABA's Board of Directors. You may cast up to 7 votes but only one vote per candidate. Nominations may also be taken from the floor at the Annual Meeting provided the nominees meet the membership and attendance requirements.

Mike Knab, Ponce's Mexican Restaurant
Dave McPheeters, Zac's Attic
Doug Generoli, Adams Avenue Car Wash
Phil Linssen, Kensington Veterinary
Russ Vuich, Property Owner
David Harding, Edward Jones
Nicky McGreevy, Align Pilates
Vacant

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___ Yes, I/we will attend

___ Number of persons RSVPing for breakfast

___ No, I/we will not attend

Adams Avenue Business Association

The AABA was formed in 1985 for the purpose of revitalizing and marketing the Adams Avenue business corridor. The Association is a registered California nonprofit corporation led by a volunteer Board of Directors elected from the property and business owner-members.

Adams Avenue Business Improvement District

The AABA is 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. The BID runs from Vista St. in Kensington through Normal Heights to Arizona St. in University Heights. These BID funds are invested in marketing and promotional activities by the AABA. The \$60,855 in annual BID assessments contributed by the Association's 600 business members in FY '19, were leveraged by the AABA to provide \$553,272 in AABA revenue. The AABA oversees a diverse work plan that includes special events, marketing & branding, avenue maintenance, weekly committee meetings, management of 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 from the membership.

Adams Avenue Maintenance Assessment District

AABA property owner-members are assessed an annual fee to fund physical improvements, maintenance and beautification activities. These are enhanced services beyond what the City normally provides. These MAD fees underwrite approximately \$66,015 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 services. MAD-funded activities include: sidewalk sweeping and power washing, banner programs, trash collection, graffiti control, and tree maintenance. The AABA uses a mix of contractors and employees to provide these MAD services. The AABA subsidizes the MAD with its own earned income and grant funds to further enhance Adams Avenue's physical environment.



Adams Avenue Business Association

4649 Hawley Boulevard

San Diego, California 92116



2019 Board Members:

Mikey Knab, President, *Ponce's Mexican*
Dave McPheeters, Vice President, *Zac's Attic* *
Ryan Altman, 2nd VP, *Adams Ave Integrative Health*
Doug Generoli, Treasurer, *Adams Car Wash* *
Shayna Roberts, Secretary, *House of Imago* *
Tony Carrillo, *Carrillo Auto Body & Collision* *
Phil Linssen, *Kensington Veterinary* *
Michael Rammelsberg, *Rosie O' Grady's*
LT Lanham, *Dink's Barber Shop*
Stephen Throop, *The Rabbit Hole*
Mick Ward, *The Ould Sod*
Russ Vuich *

* signifies property owner

Committees:

Board Meeting - 1st Tuesday of each month at 8 am.

Promotions - 2nd Thursday after the Board Meeting each month at 8:30am. 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-Exec. Director: scott@adamsavenuebusiness.com

Craig Burns-Assoc. Director: craig@adamsavenuebusiness.com

Mysti Schubert -Maintenance Worker

Normal Heights Community Center, 4649 Hawley Blvd, 92116

P- (619) 282-7329

www.adamsavenuebusiness.com