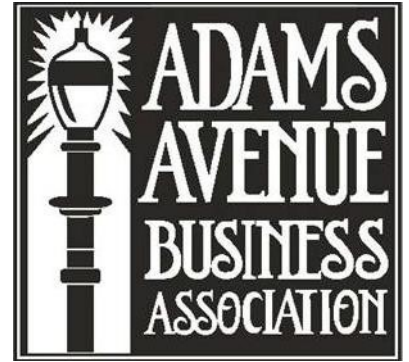


2022 Annual Report



AABA Annual Breakfast Meeting

You are invited to AABA's Annual Breakfast Meeting scheduled from 8-9:30 am on Tuesday, February 7, 2023, at Ponce's Mexican Restaurant, 4050 Adams Avenue. Please join us to socialize with your neighboring business and property owners and sample breakfast cuisine prepared by Ponce's Mexican Restaurant. The AABA annual meeting is also when we elect the 2023 Board of Directors, review this past year's accomplishments and celebrate Adams Avenue's ongoing revitalization. **Please RSVP by January 25th [at this link](#).** If you are unable to pay online, contact julia@adamsavenuebusiness.com.

AABA BREAKFAST

Ponce's Mexican Restaurant

February 7, 2023

8-9:30 am

Adams Avenue Business Association/Business Improvement District

AABA is a California non profit corporation formed in 1985 for the purpose of revitalizing and marketing the Adams Avenue business corridor. The AABA is under contract with the City of San Diego to administer a Business Improvement District (BID) program. The City collects an annual BID fee ranging from \$40-70 from each business license holder within the Adams Avenue BID boundaries. Payment of this annual fee bestows AABA membership rights to registered businesses. The BID runs from Vista St. in Kensington through Normal Heights to Arizona St. in University Heights. BID funds are invested in AABA marketing and promotional activities and leveraged by a ratio of 8:1, creating an average annual AABA operating budget of \$500,000. AABA oversees a diverse work plan that includes special events, marketing and branding, avenue maintenance, weekly committee meetings, management of community assets, community planning and advocacy. Partnering with local business operators, property owners and government agencies—primarily the City of San Diego—AABA seeks to improve the economic and physical conditions of the commercial corridor. The Association is overseen by a 15-member Board chosen from the membership.

Adams Avenue Maintenance Assessment District

AABA property owners are assessed an annual fee on their property tax bill to fund maintenance and beautification activities. These enhanced services are beyond what the City provides. Maintenance Assessment District (MAD) fees underwrite \$50,000+ of services and benefits within the District along 30 blocks of Adams Avenue and side streets. MAD boundaries correspond to the area's BID boundaries. AABA contracts with the City to administer MAD programs, including daily litter abatement, street banner programs, trash collection of 40 containers twice weekly, daily graffiti control and the maintenance or any needed replacement of 400+ street trees. AABA uses a mix of contractors and employees to provide services and subsidizes the program with its earned income to further enhance the area.

Special Events

Adams Avenue Street Fair


The Street Fair is AABA's signature promotion and San Diego's largest free music festival. The 40th annual edition, held September 24 - 25, 2022, was a long-awaited return after being canceled in 2020 and 2021 due to the pandemic. The Street Fair featured 70 bands performing on six stages, 250 vendors set along seven blocks of Adams Avenue and giant carnival rides filling Adams Avenue Park. The event draws 100,000 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 AABA's largest fundraiser, which supports the Association's year-round work. Event revenue from vendor booths, beer concessions, t-shirt sales, sponsorships and grants grossed \$230,000 in 2022. Net profits from the event were reduced to \$60k from a historic average of \$95k due to inflationary pressures and the City of San Diego's change to our permit conditions. The planning for the 2023 edition is already underway and includes a three-block expansion of the Street Fair. This will allow for the accommodation of wider fire lanes mandated by the City without reducing the visibility of storefronts within the event footprint.

The Street Fair was originally organized to celebrate the refurbishment and relight the historic Normal Heights neon sign and the initiation of Adams Avenue commercial revitalization efforts in the 1980s. The event has grown from a neighborhood block party to a regionally recognized celebration. It has mirrored the successful growth and development of the business district as well as the Association's activities and operating budget.

2023 Special Event Dates

Adams Avenue Unplugged	April 29
Taste of Adams Avenue	June 25
Adams Avenue Street Fair	Sept. 23 & 24
Adams Avenue Spirit Stroll	Nov. 25
Holiday on Adams Avenue	Dec. 10

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21ST ANNUAL

TASTE OF *Adams Avenue*

SUNDAY, JUNE 26TH, 2022
11:00AM - 3:00PM

<p>Buy Your Drinking Blackboard Bakery Biked All Day House Carmichael's Mexican Restaurant Culottes Pubs Diner 101 (Lafayette) O'Reilly's Sherry's The Grapes El Estorpeo 12 South French Station Farrington Sea Chinese Frosty Things</p>	<p>The Grapes For Baking Company Blossom's Coffee Incredible Chocolate Creations Knoxington Brewing Company Knoxington Cafe Liquid Labs Lullaby's Coffee Roasting Milk & Honey Natura Kitchens Pala Patisserie Pinner's & Mainland Restaurant The Rabbit Hole</p>	<p>Bone O'Grady's Savory Pies Santitas Santitas Shady River Market Shelburne Sushi: That Extraordinary Tachibana House The Artisan The Juice The House Restaurant Twigg's Bakery & Confectionery Village Vines</p>
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ADVANCE TICKETS \$40
DAY OF TICKETS \$45

FOR TICKETS • MORE INFO, VISIT:
WWW.TASTEOFADAMS.COM

US bank

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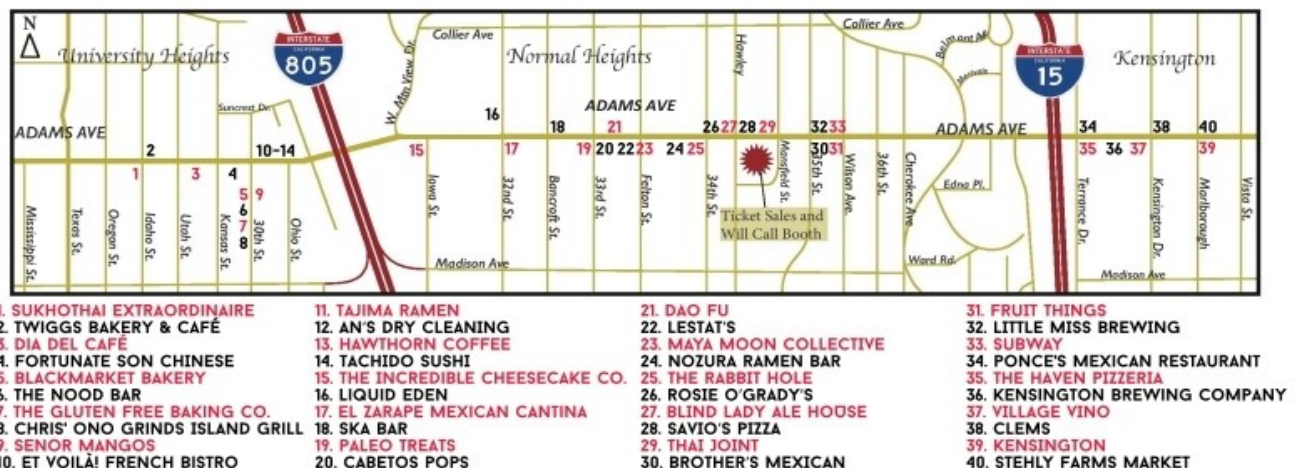
Adams Avenue Unplugged

Adams Avenue Unplugged is AABA's acoustic musical walkabout, highlighting Adams Avenue storefronts and packing the business district with music aficionados. Held on the last Saturday in April each year, the event in 2022 featured 50 free musical performances inside 20 restaurants, bars, coffee houses and retail establishments. Unplugged also includes paid, ticketed concerts at the Normal Heights United Church for headliner performers, which featured a sold-out show for John Doe in 2022. The innovative festival format provides intimate performance settings while dispersing musical entertainment throughout the two-mile-long business corridor. Adams Avenue Unplugged and the Street Fair's focus on music offerings help define the neighborhood's musical brand.



Taste of Adams Avenue

San Diego foodies packed the sidewalks in Normal Heights, Kensington and University Heights for the 21st annual Taste of Adams Avenue, which featured 40 participating restaurants, coffee houses, breweries, bakeries and pubs in 2022. The event sells out at 1,100 tickets each year and is now one of San Diego's largest and most popular "Taste" events. Attendees walk a two-mile event footprint but also have access to free trolley service. Samples range from savory to sweet, entrees to desserts, with international flavors and vegetarian options. Other businesses along the route take advantage of the increased foot traffic by offering specials and sales and introducing new customers to their services. We want to thank all the participating Adams Avenue eateries that contribute to making this event a huge success. Taste of Adams Avenue takes place on the last Sunday in June.



Adams Avenue Spirit Stroll

AABA's 7th annual Adams Avenue Spirit Stroll featured holiday themed cocktails handcrafted by mixologists from Adams Avenue's bars and restaurants, served in different retail storefronts. Because cocktail servings are limited, sweets are offered in some of the 20 participating retailers hosting event locations. The 500 paid attendees sip, snack, shop and stroll along Adams Avenue. The event falls on the Saturday after Thanksgiving or on Small Business Saturday: a nationally coordinated effort sponsored by American Express to direct holiday shoppers to patronize small business.

Financial Review

2022 Year End Balance Sheet

Dec 31, 22

ASSETS

Current Assets

Checking/Savings

10035 · U. S. Bank 5,690.42

10060 · Edward Jones - Restricted 232,726.47

Total Checking/Savings 238,416.89

Other Current Assets

10145 · Accrued Revenue 1,100.00

12320 · SBEP City Fees & Services 5,087.56

12340 · MAD Receivable 4,730.76

12355 · Unplugged Receivable 475.00

12360 · City TOT Receivable 32,209.00

12375 · City of SD Tech Assist/Acctng. 1,000.00

Total Other Current Assets 44,602.32

Total Current Assets 283,019.21

TOTAL ASSETS 283,019.21

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

22020 · Accrued Expenses 1,207.85

22045 · BID Assessment -16.30

22050 · SBEP Advance 8,127.00

Total Other Current Liabilities 9,318.55

Total Current Liabilities 9,318.55

Total Liabilities 9,318.55

Equity

30020 · Net Assets

30025 · Unrestricted Earnings 64,344.98

30035 · Board Designated Fund 250,000.00

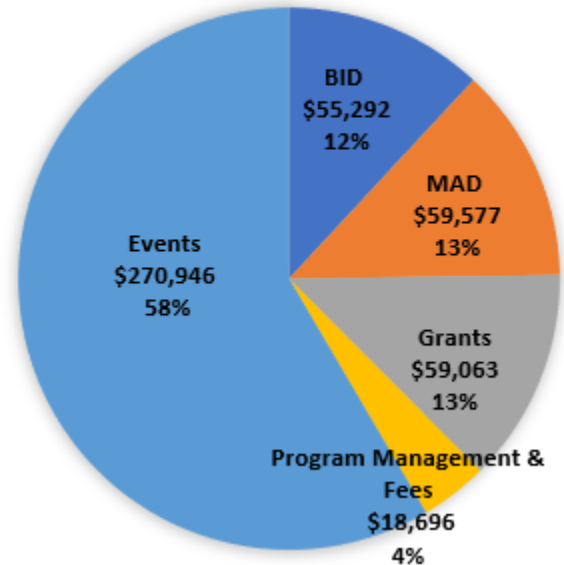
Total 30020 · Net Assets 314,344.98

Net Income -40,644.32

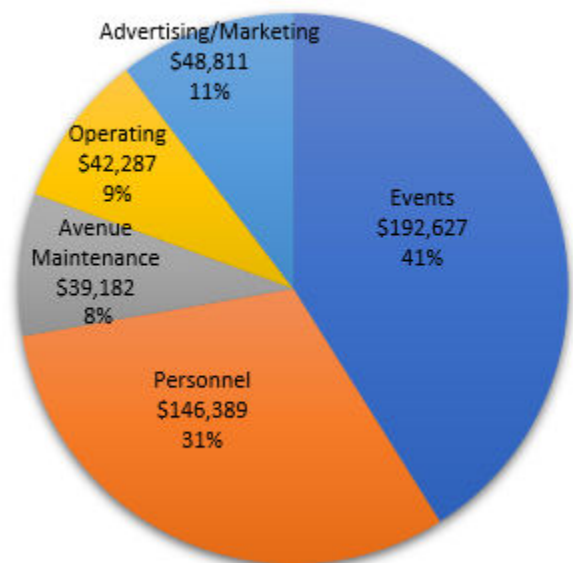
Total Equity 273,700.66

TOTAL LIABILITIES & EQUITY 283,019.21

INCOME \$463,574



Expenses \$469,296



2022 Year End Profit & Loss

Jan - Dec 22

Ordinary Income/Expense

Income

40015 · Assessment Districts

40020 · BID 55,292.36

42000 · MAD 59,577.22

Total 40015 · Assessment Districts 114,869.58

40025 · SBEP - Tech. Assistance/Acctng. 2,614.94

40040 · Special Events.

152 · Booth Rentals 134,016.63

153 · T.Shirt Sales 5,136.76

155 · Beer Garden 27,275.99

156 · Sponsorship 5,784.70

158 · Program Ads 150.00

159 · Carnival 12,500.00

160 · Ticket 58,016.71

162 · The VIP Lounge 10,615.03

165 · Stage Host 3,995.83

167 · Reserved Seating Tickets 6,717.10

170 · Craft Beer taste 6,736.91

Total 40040 · Special Events. 270,945.66

40050 · Program Income

40070 · Other Income 23.97

40085 · Advertising 320.00

40095 · Program Fees 1,475.00

40110 · Annual Meeting 1,107.85

43000 · Maintenance 2,535.00

43220 · N.H.C.C. Management 11,000.00

Total 40050 · Program Income 16,461.82

40150 · SBEP - City Fees & Services 11,153.81

40151 · City, County & State Grants 32,209.00

40200 · Other Income 2,234.41

41000 · SBEP Management Grant 13,084.86

Total Income 463,574.08

Expense

50040 Operating

50045 · Bank & Credit Card Charges 212.90

50060 · Dues and Subscriptions 4,117.01

50065 · Contract Labor 900.00

50070 · Postage and Delivery 116.00

50075 · Legal/Professional 2,259.41

50090 · Telephone 3,323.66

50095 · Meetings+Conventions 4,297.33

50100 · Travel 1,049.10

50110 · Insurance 7,773.51

50120 · Office Supplies 998.49

50125 · Accounting 17,240.00

Total 50040 Operating 42,287.41

50020 · Personnel

50027 · Office Staffing 128,151.63

50028 · Maintenance Staffing 13,924.28

50034 · Federal Payroll Taxes 11,118.98

50035 · State Payroll Taxes 472.55

50037 · Health Insurance 5,009.52

50038 · Workers Compensation 1,635.75

Total 50020 · Personnel 160,312.71

51510 · Marketing

51515 · Printing and Reproduction 1,084.35

51525 · Meeting Expenses 747.68

51530 · Website/Social Media 18,846.24

51535 · Advertising 1,460.00

51550 · Promotion 1,150.00

51555 · Graphic Design 1,120.00

51560 · Holiday on Adams 890.60

Total 51510 · Marketing 25,298.87

52010 · Maintenance

52020 · Contract Labor 19,328.05

52025 · Utilities(Water/Electricity) 5,080.44

52035 · Supplies 849.07

Total 52010 · Maintenance 25,257.56

53100 · Special Events

53105 · Equipment Rental 31,128.53

53110 · Licenses and Permits 4,072.39

53115 · Promotional 5,102.00

53120 · Food + Beverage 7,235.40

53125 · Contract Labor 94,780.51

53140 · Music & Entertainment 31,500.00

53145 · Advertising 23,511.60

53160 · Graphic Design 5,120.00

53165 · Printing & Production 6,003.89

53170 · Supplies 7,685.08

Total 53100 · Special Events 216,139.40

Total Expense

Net Ordinary Income 469,295.95

Other Income/Expense

Other Expense

50145 · Edward Jones Change in Value 34,922.45

Total Other Expense 34,922.45

Net Other Income -34,922.45

Net Income -40,644.32

Other Projects & Activities

Website, Member Communications and Social Media

AABA website has details on our events, Board of Directors and committee meeting agendas and minutes, blog articles, business directory listings and more. Over 100,000 individuals visit the site each year, with 40,000 page hits occurring in September, coinciding with the Street Fair's promotional campaign. AABA increased its social media presence through daily promoted posts on Facebook and Instagram and now has 30,000 followers on the two platforms.

If you are currently not receiving electronic communication from the AABA, please contact the office with your email.



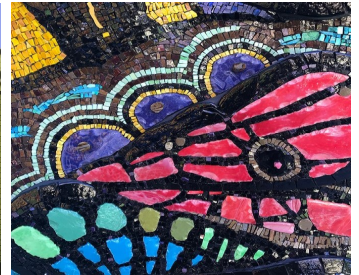
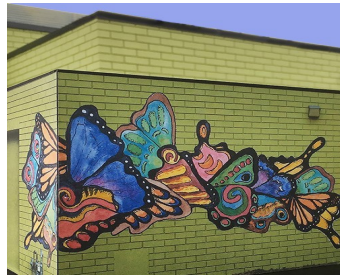
Holiday on Adams Avenue

This free Holiday gathering featured 10 tons of snow this year, which drew hundreds of neighborhood children and their families to Kensington Park. Everyone enjoyed hot chocolate and peppermint ice cream provided by Ponce's and Moosie's Ice Cream.

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

Kaleidoscope of Butterflies Mosaic Mural in Adams Park

AABA has led a fundraising campaign for the installation of a mosaic mural in Adams Park by artist Kim Emerson. \$35,000 has been raised so far, with a goal of \$50,000. When complete, the mosaic mural will become part of the City's permanent art collection through a contract with the Commission for Arts and Culture.



Replica Community Signs For Sale



A portion of the Kaleidoscope fundraising efforts is based on selling miniature replica community signs of Normal Heights and Kensington for \$125 each. These signs are provided by Category 6 LED and are available for sale at Ponce's Mexican Restaurant (Kensington sign), the Ould Sod (Normal Heights sign) and [online at this link](#). The LED signs have a remote control with dimmer and flashing modes.

Normal Heights Community Center



AABA manages the Normal Heights Community Center and its hall reservations. Located at 4649 Hawley Blvd., the space is occupied during the week with community group meetings and Global Visions Academy students. However, it is available for weekend rentals to the general public for social gatherings, birthday parties, quinceaneras, baby showers, etc. The hall includes a full kitchen, a stage, and front and rear patios. Low rates between \$25-50 per hour make it affordable to the community. Approximately 1,000 people a month use the facility.

Board Members, Staff, Committees



2022 AABA Board Members

Ryan Altman, President, Community Wellness
Dave McPheeters, 1st Vice President, Zac's Attic *
Nicky McGreevy, 2nd Vice President, Align Pilates
Doug Generoli, Treasurer, Adams Ave Car Wash *
David Harding, Secretary, Edward Jones
Lisa Johnson, Top Dog Wash & Groom
Tony Carrillo, Carrillo's Auto Body & Collision *
Mick Ward, The Ould Sod
Russ Vuich, Apartment Owner *
LT Lanham, Dink's Barber Shop
Meredith Walton, Heights Optometry
Derith Mason, Artistic Florals
Devon Jina, Heights Market
Rachel Strueber, Salon Bordeaux
* business & commercial property owner

2023 Board Member Election

Two Year Term '23-'25

- ☐ Ryan Altman
- ☐ Lisa Johnson
- ☐ Tony Carillo
- ☐ Mick Ward
- ☐ LT Lanham

Staff Contacts

Scott Kessler, Executive Director: scott@adamsavenuebusiness.com
Julia Sanchez, Assistant Director: julia@adamsavenuebusiness.com
Office location/mailling address: Normal Heights Community Center, 4649 Hawley Blvd., 92116
Phone: (619) 282-7329
www.adamsavenuebusiness.com

Committees

Board of Directors—1st Tuesday of the month, 8 am, 4649 Hawley Blvd.

Promotions—2nd Tuesday of the month, 8 am, via zoom. Tasks include special events, member mixers, and district marketing.

Business Planning & Development—Currently meeting with Promotions (otherwise 3rd Tuesday each month at 8 am). Tasks include support of public improvements, new development, economic expansion and diversification, banner projects, maintenance, storefront improvement projects, and public right-of-way issues.

Finance—3rd Friday of the month, 9:30 am, 3120 Laurel St. Tasks include fiscal oversight of AABA and compliance of financial reporting requirements with regular and periodic review of financial documents.

Executive—Wednesday before the Board Meeting, 8 am, via zoom. Tasks include preparing for the Board Meeting and direct monetary resources and staff to events and tasks.