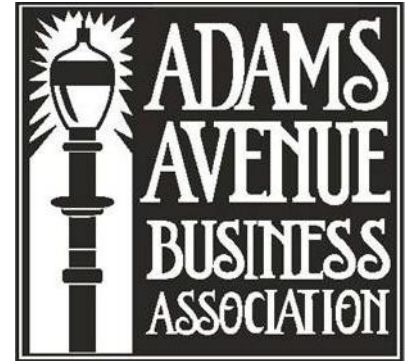


2023 *Annual Report*



AABA Annual Breakfast Meeting

You are invited to AABA's Annual Breakfast Meeting scheduled from 8-9:30 am on Tuesday, February 6, 2024, at The Vibe, 3250 Adams Avenue. Please join us to socialize with your neighboring business and property owners and sample breakfast cuisine prepared by The Vibe. The AABA annual meeting is also when we elect the 2024 Board of Directors, review this past year's accomplishments and celebrate Adams Avenue's ongoing revitalization. **Please RSVP by February 1st [at this link](#).** If you are unable to pay online, contact julia@adamsavenuebusiness.com.

AABA BREAKFAST

The Vibe

February 6, 2024

8am, 3250 Adams Avenue

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 10:1 in 2023, creating an AABA operating budget of \$600,000. 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 41st annual edition was held September 23 - 24, 2023. This year's event footprint expanded to 10 blocks and featured 75 bands performing on seven stages, 300 vendors 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.

2024 Special Event Dates

Adams Avenue Unplugged	April 27
Taste of Adams Avenue	June 30
Adams Avenue Street Fair	Sept. 21 & 22
Adams Avenue Spirit Stroll	Nov. 30
Holiday on Adams Avenue	Dec. 8



The Street Fair is AABA's largest fundraiser, which supports the Association's year-round activities. Event revenue from vendor booths, beer concessions, t-shirt sales, sponsorships and grants grossed \$306,000 and netted the Association \$95,000 in 2023. The planning for the 2024 edition is already underway.

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 and has mirrored the successful growth and development of the business district and the Association.

Adams Avenue Unplugged

Adams Avenue Unplugged is AA-BA'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 2023 featured 60 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 Dave Alvin in 2023. 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 22nd annual Taste of Adams Avenue, which featured 41 participating restaurants, coffee houses, breweries, bakeries and pubs in 2023. 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 8th annual Adams Avenue Spirit Stroll featured holiday themed cocktails hand-crafted 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 25 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.

Holiday on Adams Avenue

This free holiday gathering featured 10 tons of snow and pictures with Santa drawing hundreds of neighborhood children and their families to Kensington Park on Sunday, December 10, 2023. Neighborhood businesses and residents contributed to the festivities. Santa arrived in Jim Croft's reindeer-drawn Model A Ford. Ponce's and Clem's donated hot chocolate and candy-filled canes.



Financial Review

2023 Year End Balance Sheet

Dec 31, 23

ASSETS

Current Assets

Checking/Savings

10035 · U. S. Bank 31,680.28

10060 · Edward Jones - Restricted 256,094.30

Total Checking/Savings 287,774.58

Other Current Assets

10150 · Taste of Adams Receivable 300.00

12320 · SBEP City Fees & Services 8,026.42

12330 · BID Receivable 3,314.45

12340 · MAD Receivable 17,558.81

12360 · City TOT Receivable 3,681.75

Total Other Current Assets 32,881.43

Total Current Assets 320,656.01

TOTAL ASSETS 320,656.01

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000 · 20270 Accounts Payable 1,200.00

Total Accounts Payable 1,200.00

Other Current Liabilities

20305 · Payroll Liabilities

20335 · FUTA Payable 114.63

Total 20305 · Payroll Liabilities 114.63

22020 · Accrued Expenses 4,271.18

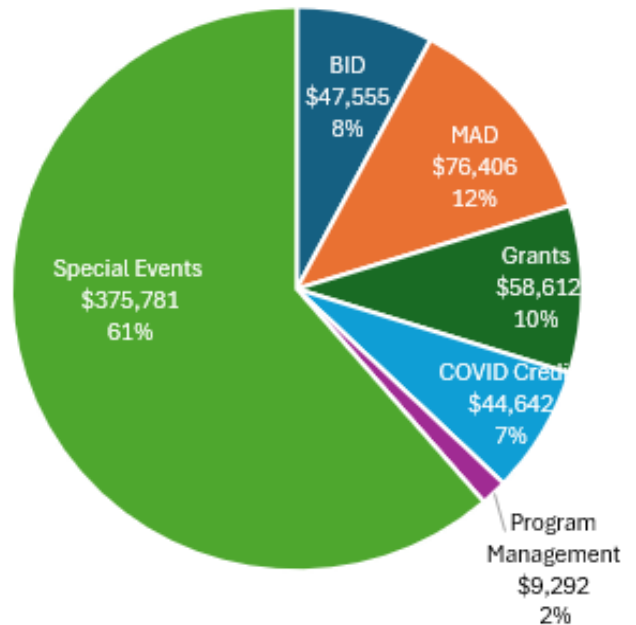
22050 · SBEP Advance 6,079.61

Total Other Current Liabilities 10,465.42

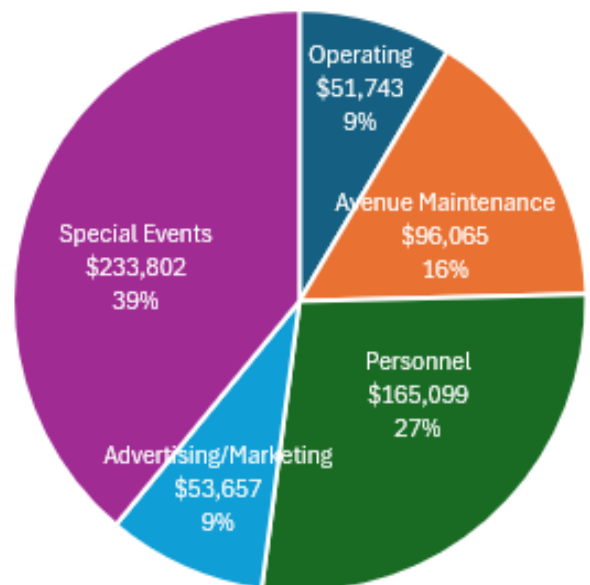
Total Current Liabilities 11,665.42

Total Liabilities 11,665.42

INCOME \$612,288



EXPENSES \$600,366



2023 Year End Profit & Loss

	<u>Jan - Dec 23</u>		
Ordinary Income/Expense		50020 · Personnel	
Income		50027 · Office Staffing	147,458.53
40015 · Assessment Districts		50028 · Maintenance Staffing	17,271.65
40020 · BID	47,554.94	50034 · Federal Payroll Taxes	12,769.06
42000 · MAD	<u>76,405.74</u>	50035 · State Payroll Taxes	445.89
Total 40015 · Assessment Districts	123,960.68	50037 · Health Insurance	4,999.25
40025 · SBEP - Tech. Assistance/Acctng.	4,000.00	50038 · Workers Compensation	<u>627.25</u>
40040 · Special Events.		Total 50020 · Personnel	183,571.63
152 · Booth Rentals	175,654.09	51510 · Marketing	
153 · T.Shirt Sales	4,581.36	51515 · Printing and Reproduction	533.08
155 · Beer Garden	23,050.00	51530 · Website/Social Media	18,718.33
156 · Sponsorship	61,831.70	51535 · Advertising	1,119.00
159 · Carnival	15,000.00	51550 · Promotion	6,318.68
160 · Ticket	69,694.35	51560 · Holiday on Adams	4,899.89
162 · The VIP Lounge	11,808.35	51570 · Spirit Stroll	<u>1,134.00</u>
165 · Stage Host	3,014.80	Total 51510 · Marketing	32,722.98
167 · Reserved Seating Tickets	5,097.95	52010 · Maintenance Services	
170 · Craft Beer taste	<u>6,048.46</u>	52020 · Contract Labor	25,853.96
Total 40040 · Special Events.	375,781.06	52025 · Utilities	3,741.27
40050 · Program Income		52035 · Supplies	1,920.53
40110 · Annual Meeting	541.75	52045 · MAD Consultant	31,300.00
43220 · N.H.C.C. Management	<u>8,750.00</u>	52050 · Landscaping Services	1,150.00
Total 40050 · Program Income	9,291.75	52055 · Waste Removal/Dumpster	7,681.31
40150 · SBEP - City Fees & Services	11,038.38	52060 · Graffiti Abatement	770.00
40151 · City, County & State Grants	25,292.00	52065 · Planting	<u>100.00</u>
40200 · Other Income		Total 52010 · Maintenance Services	72,517.07
43230 · Employee Tax Credit	<u>44,641.67</u>	53000 · Maintenance Goods	
Total 40200 · Other Income	44,641.67	53005 · Container Repairs	1,900.00
41000 · SBEP Management Grant	<u>18,282.39</u>	53010 · Grate Repairs	2,330.00
Total Income	612,287.93	53025 · SDG&E Pedestals	<u>845.54</u>
Expense		Total 53000 · Maintenance Goods	5,075.54
50040 Operating		53100 · Special Events	
50045 · Bank & Credit Card Charges	3,019.66	53105 · Equipment Rental	45,303.39
50060 · Dues and Subscriptions	3,444.01	53110 · Licenses and Permits	13,795.04
50065 · Contract Labor	239.94	53115 · Promotional	1,487.52
50070 · Postage and Delivery	206.75	53120 · Food + Beverage	9,301.28
50090 · Telephone	4,348.73	53125 · Contract Labor	103,545.79
50095 · Meetings+Conventions	3,431.33	53140 · Music & Entertainment	37,275.00
50100 · Travel	1,087.90	53145 · Advertising	20,934.00
50110 · Insurance	8,155.62	53150 · Carnival Expense	1,500.00
50120 · Office Supplies	2,475.93	53160 · Graphic Design	7,403.34
50125 · Accounting	<u>25,333.00</u>	53165 · Printing & Production	8,318.62
Total 50040 Operating	51,742.87	53170 · Supplies	<u>5,871.76</u>
		Total 53100 · Special Events	<u>254,735.74</u>
		Total Expense	<u>600,365.83</u>
		Net Ordinary Income	11,922.10
		Other Income/Expense	
		Other Expense	
		50145 · Edward Jones Change in Value	<u>-23,367.83</u>
		Total Other Expense	<u>-23,367.83</u>
		Net Other Income	<u>23,367.83</u>
		Net Income	<u><u>35,289.93</u></u>

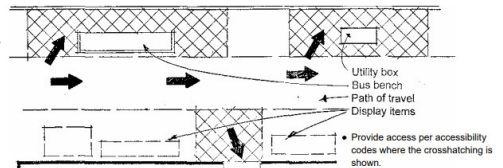
Other Projects & Activities

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.

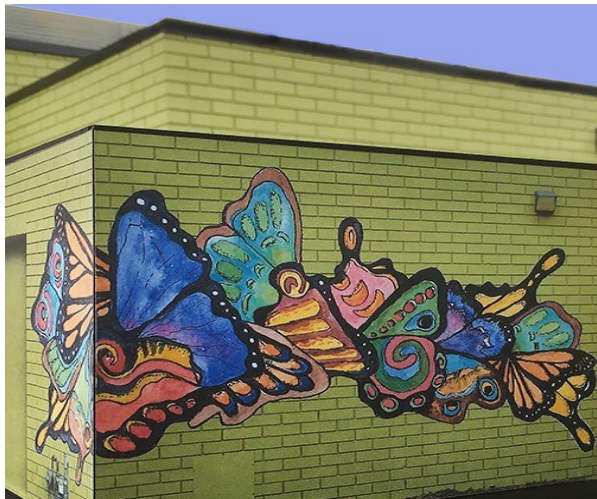
If you are currently not receiving electronic communication from the AABA, please contact the office with your email.

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 a mosaic mural in Adams Park by artist Kim Emerson titled Kaleidoscope of Butterflies. \$40,000+ has been raised to date with a goal of \$50,000. The mural is due to be installed by spring of 2024 and will become part of the City's permanent art collection administered by the City of San Diego's Commission for Arts and Culture.



Normal Heights Community Center



AABA manages the Normal Heights Community Center at 4649 Hawley Blvd and its hall reservations. The space is occupied during the week with community group meetings and Global Visions Academy students. It is also available for weekend rentals to the general public and used for social gatherings, birthday parties, quinceneras, baby showers, etc. The hall includes a full kitchen, a stage, and front and rear patios. Low rates between \$30-60 per hour make it affordable to the communities residents. Approximately 1,000 people a month use the Normal Heights facility. AABA's office is also located in the Normal Heights Community Center.

Other Projects & Activities



Kensington Holiday Tree

AABA and Kensington-Talmadge Community Association presented the fourth annual Holiday Tree Lighting ceremony on Friday, November 24th. The two groups installed and now maintain a 70'-tall holiday light installation with 2,000 RGB LED lights in Kensington Park. Hundreds of residents attended to see the lights switched on by Congresswoman Sara Jacobs and City Council President Sean Elo-Rivera the evening after Thanksgiving. Kensington Coffee and Ponce's Mexican Restaurant provided light refreshments.

Kensington Pear Tree Replacement

The replacement of 60+ diseased pear trees lining four blocks of Adams Avenue in Kensington, will now begin this Winter/Spring. AABA and Kensington's Garden Angels have selected a variety of tree species that will provide a more diverse and sustainable urban forest. The project will be done in two phases. Originally planned for 2023, the tree planters from Terrace Drive to Marlborough Drive will be replanted in 2024. Marlborough to Vista Drive planters will be replanted next year. Funding to underwrite the tree replacements comes from the MAD and subsidized by AABA.



AABA Constituent Services



AABA provides a wide variety of constituent services to business and property owners in the District. Whether you want your business featured on our social media platforms, need a referral, interested in participating in AABA events, issues obtaining a permit from a government agency, want to know how to install time-limited parking, notice something in the public right-of-way needing attention, or how to obtain a subsidy to upgrade your storefront, AABA is here to help. Feel free to either contact office staff via email, phone, or drop by the office for a chat.

AABA Board Of Directors

AABA has a 15-member Board of Directors comprised of business and property owners located in the District. AABA Board of Directors will have two vacancies to fill after the '24 annual elections. We encourage those interested in joining the Board to contact the office. The Board of Directors may fill vacancies at its monthly meetings. Besides operating a business or owning a property in the District, non-profit Board membership requirements include, attending two Board meetings, being current on BID and/or MAD fees and agreeing to abide by the organizations operating procedures and policies. Time commitment is approximately 2.5 hours per month attending a Board and Committee meeting.



Board Members, Staff, Committees



2023 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
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
Lauren Castro, Castro Group Real Estate
* business & commercial property owner

2024 Board Member Nominees

Two Year Term '24-'26

- | | |
|--------------------------|-----------------|
| <input type="checkbox"/> | Doug Generoli |
| <input type="checkbox"/> | David Harding |
| <input type="checkbox"/> | Derith Mason |
| <input type="checkbox"/> | Nicole McGreevy |
| <input type="checkbox"/> | Dave McPheeters |
| <input type="checkbox"/> | Russ Vuich |
| <input type="checkbox"/> | Meredith Walton |

AABA Staff Contacts

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

AABA Meetings

Board of Directors—1st Tuesday of the month, 8 am. Oversight of AABA operations.

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

Business Planning & Development—Currently meeting with Promotions. Tasks include public improvements, new development, economic expansion and diversification, banner projects, maintenance, storefront improvement, and public right-of-way.

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

Executive—Wednesday before the Board Meeting, 8 am. Tasks include Board agenda and directing monetary resources and staff to events and tasks.