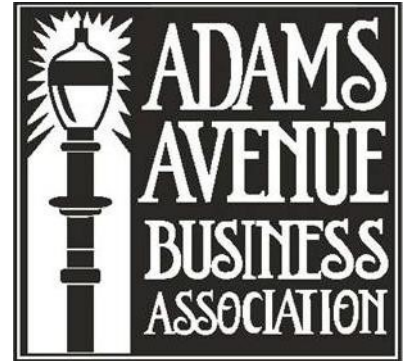


2024 Annual Report



AABA Annual Breakfast Meeting

You are invited to AABA's Annual Breakfast Meeting scheduled from 8-9:30 am on Tuesday, February 4, 2025, at Bosforo, 3201 Adams Avenue. Please join us to socialize with your neighboring business and property owners and sample breakfast cuisine prepared by Bosforo. The AABA annual meeting is also when we elect the 2025 Board of Directors, review this past year's accomplishments and celebrate Adams Avenue's ongoing revitalization. **RSVP by January 31st** julia@adamsavenuebusiness.com.

AABA BREAKFAST

Bosforo

February 4, 2025

8am, 3201 Adams Avenue

Adams Avenue Business Association/Business Improvement District

AABA is a California nonprofit corporation established in 1985 to revitalize and market the Adams Avenue business corridor. For the past forty years, AABA has partnered with local business operators, property owners, and government agencies to improve and support the economic and physical conditions of the commercial corridor.

AABA is under contract with the City of San Diego to administer a Business Improvement District (BID) program. The City collects a BID fee ranging from \$40-70 from business license holders within the Adams Avenue BID boundaries. Payment of the annual fee grants 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 were leveraged by a ratio of 11:1 in 2024, creating a \$600,000 AABA operating budget.

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. The Association is overseen by a 15-member Board chosen from the membership.

Adams Avenue Maintenance Assessment District

AABA property owners are assessed a fee on their property tax bill to fund maintenance and beautification activities within the Adams Avenue business corridor. These enhanced services are beyond what the City provides. Maintenance Assessment District (MAD) fees underwrite \$50,000+ of services and benefits within the District on 30 blocks of Adams Avenue and cross 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 and any needed replacement of 400+ street trees under AABA care. AABA has also operated a program for the past dozen years that mitigate impacts of homeless individuals who pose challenges to the area's security or cleanliness. AABA uses a mix of contractors and employees to provide services and subsidizes the program with its earned income to further enhance the area. AABA is planning to ask property owners this year to vote to raise their MAD fees, which have not increased since the 1990's.

Special Events

Adams Avenue Street Fair

The Adams Avenue Street Fair stands as San Diego's largest free music festival and the signature event for the Adams Avenue Business Association (AABA). The 42nd annual Street Fair, held on September 21-22, 2024, spanned 10 blocks and showcased 75 bands across seven stages. Alongside the music, 300 vendors, Fern Street Circus shows, and carnival rides attracted tens of thousands of visitors. The event generates substantial publicity, marketing, and branding for the business district, with many storefronts experiencing record sales.



The Street Fair also serves as AABA's primary fundraiser, supporting the Association's year-round activities. In 2024, revenue from vendor booths, beer concessions, t-shirt sales, sponsorships, and grants totaled \$384,000, netting the Association \$150,000. Planning for the 2025 Street Fair is already in progress.

Originally, the Street Fair was conceived to celebrate the refurbishment and relighting of the Normal Heights neighborhood sign and the launch of Adams Avenue's commercial revitalization efforts in the 1980s. The event has evolved from a local block party into a regionally recognized celebration, mirroring the successful growth and development of both the business district and the AABA.

2025 Special Event Dates

Adams Avenue Unplugged	April 26
Taste of Adams Avenue	June 29
Adams Avenue Street Fair	Sept. 20 & 21
Adams Avenue Halloween Haunt	Oct. 31
Adams Avenue Spirit Stroll	Nov. 29
Holiday on Adams Avenue	Dec. 7

ADAMS AVENUE Unplugged
SATURDAY, APRIL 27, 2024 • NOON TO MIDNIGHT
20 Stages • 60+ Performances
Headliners: California Guitar Trio, Ron Blair & Chris Torres • Jack Tem

Taste of ADAMS AVENUE
Sunday, June 30th, 2024, from 11:00 a.m. to 3:00 p.m.
Advance Tickets \$50 • Day-Of Tickets \$65
For Tickets + More Info, Visit: WWW.TASTEOFADAMS.COM

ADAMS AVENUE STREET FAIR
21-22 SEPTEMBER 2024
75 MUSICAL ACTS ON SEVEN STAGES
FREE MUSIC FESTIVAL
300 Arts, Crafts and Retail Booths
FREE 2 Day Music Festival • 619-282-7329 • Adams Avenue Street Fair.com

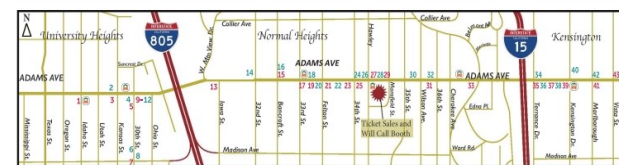
Adams Avenue HALLOWEEN HAUNT
SATURDAY OCT. 26TH 12-5PM
TRICK-OR-TREAT LOCATIONS
COSTUME CONTEST CATEGORIES:
BEST FAMILY OR GROUP COSTUME
BEST CHILDREN'S COSTUME
BEST ADULT COSTUME
BEST FRY COSTUME
5 CASH PRIZES FOR EACH CATEGORY
\$100, \$50 & \$25
619-282-7329 • ADAMS.AVENUE.BUSINESS.COM

Adams Avenue Unplugged

Adams Avenue Unplugged is AABA's acoustic musical walkabout that fills the district with music aficionados and highlights the bars and restaurants that host the festival stages. Held on the last Saturday in April each year, the '24 event featured 60 free musical performances inside 20 participating establishments. The innovative festival format provides intimate performance settings while dispersing musical entertainment throughout the two-mile-long business corridor. Unplugged also includes ticketed headliner concerts at the Normal Heights United Church which this year featured California Guitar Trio. A film documenting the life of Lou Curtiss was also screened at the event at the recently remodeled Adams Avenue Theatre. Curtiss was a Board member of AABA, the owner of Folk Arts Rare Records and founded the San Diego Folk Festival in the 60's and later the Adams Avenue Roots Festival in the 90's which morphed into Adams Avenue Unplugged. Both the Street Fair and Unplugged help define and drive the neighborhood's music brand.

Taste of Adams Avenue

San Diego foodies pack the sidewalks in Normal Heights, Kensington and University Heights each year for the annual Taste of Adams Avenue which celebrated its 23rd edition in 2024. The event featured 40+ participating restaurants, coffee houses, breweries, bakeries, pubs and frozen dessert outlets. The event sells out at 1,200 tickets each year and is now San Diego's largest and most popular "Taste" event. Attendees walk a two-mile event footprint but also have access to free trolley service.



- | | | | |
|---------------------------------|----------------------------------|--------------------------|--------------------------------|
| 1. SUKOTHAI EXTRAORDINAIRE | 12. HAWTHORN COFFEE | 23. THE RABBIT HOLE | 33. MADR |
| 2. HANNA'S GOURMET | 13. INCREDIBLE CHEESECAKE CO. | 24. ROSE O'GRADY'S | 34. PONCE'S MEXICAN RESTAURANT |
| 3. BA DEL CAFE | 14. LIQUID ESEN WATER STORE | 25. COCO & JULES COOKIES | 35. THE HAVEN REZFRM |
| 4. FORTUNATE SON | 15. THE VIBE | 26. BLIND LADY ALE HOUSE | 36. TRATTORIA DA SOFIA |
| 5. BLACKMARKET BAKERY (on 30th) | 16. ABNORMAL HEIGHTS ROOFTOP BAR | 27. BLAH BREWING | 37. MEXSON BREWING |
| 6. WOOD BAR (on 30th) | 17. CABELOS POPS | 28. THAI BOWY | 38. STELLA SEAN ICE CREAM |
| 7. CHEB' ONO GRINDS (on 30th) | 18. DAO FU | 29. SOCIAL SLUSHI | 39. VILLAGE VINO |
| 8. SEÑOR MANGOS (on 30th) | 19. LESTAT'S | 30. HAYES BURGER | 40. CLEM'S TAP HOUSE |
| 9. ET NOBLE FRENCH BISTRO | 20. MAVA MOON COLLECTIVE | 31. LITTLE MBS BREWING | 41. KENSINGTON CAFE |
| 10. TAJIMA RAMEN | 21. SAHARA ON ADAMS | 32. BICA | 42. STEHLY FARMS |
| 11. AN'S DRY CLEANING GELATO | 22. NOZARU RAMEN | 33. WHITE RICE BODEGA | 43. PAPPALICO |

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 Halloween Haunt

AABA initiated a new event in 2024 that drew hundreds of families for trick-or-treating and chances to win cash prizes by participating in a costume contest. More than 50 avenue businesses handed out candy and decorated their storefronts. Halloween Haunt was presented on the Saturday before Halloween in '24 and will be presented again in 2025 on Halloween which falls on a Friday.

Holiday on Adams Avenue



This free holiday gathering featured 10 tons of snow play drawing 400 neighborhood children and their family members to Kensington Park on Sunday, Dec. 8, 2024. The snow field opened at noon with some children taking advantage of the wintery conditions until sunset. Neighborhood businesses and residents contributed to the festivities. 250 families snapped family photos with Santa that arrived in Jim Croft's reindeer-drawn Model A Ford. Ponce's Mexican Restaurant and Clem's Bottle House donated hot chocolate and candy-filled canes for the event.

Financial Review

2024 Year End Balance Sheet

Dec 31, 24

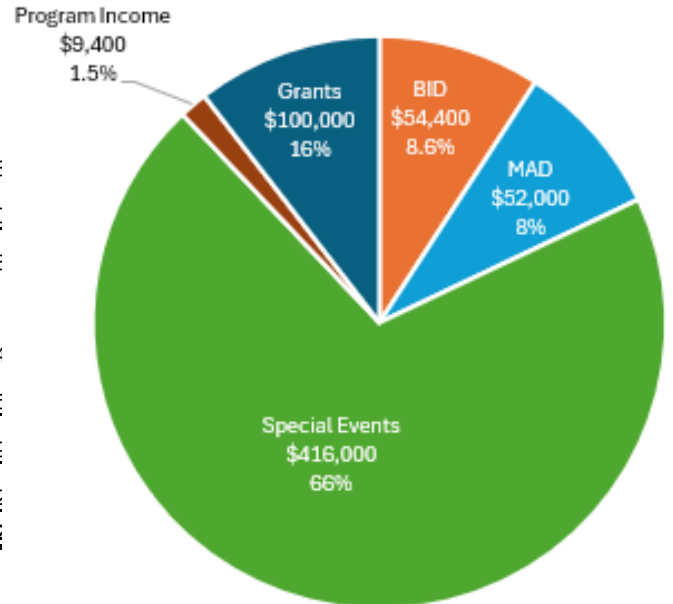
ASSETS

Current Assets	
Checking/Savings	
10035 · U. S. Bank	51,439.53
10060 · Edward Jones - Restricted	<u>272,227.50</u>
Total Checking/Savings	323,667.03
Other Current Assets	
12340 · MAD Receivable	5,913.94
12360 · City TOT Receivable	<u>4,041.75</u>
Total Other Current Assets	9,955.69
Total Current Assets	333,622.72
TOTAL ASSETS	<u>333,622.72</u>

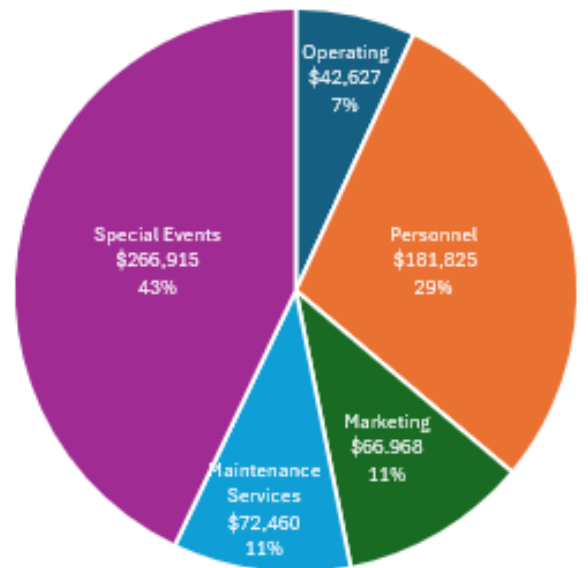
LIABILITIES & EQUITY

Liabilities	
Current Liabilities	
Other Current Liabilities	
22020 · Accrued Expenses	1,307.69
22050 · SBEP Advance	<u>6,004.09</u>
Total Other Current Liabilities	7,311.78
Total Current Liabilities	7,311.78
Total Liabilities	7,311.78
Equity	
30020 · Net Assets	
30025 · Unrestricted Earnings	23,700.66
30035 · Board Designated Fund	<u>250,000.00</u>
Total 30020 · Net Assets	273,700.66
3900 · 30015 Retained Earnings	35,289.93
Net Income	17,320.35
Total Equity	326,310.94
TOTAL LIABILITIES & EQUITY	<u>333,622.72</u>

INCOME \$631,985



EXPENSES \$630,797



2024 Year End Profit & Loss

	<u>Jan - Dec 24</u>		
Ordinary Income/Expense		50020 · Personnel	
Income		50027 · Office Staffing	151,000.17
40015 · Assessment Districts		50028 · Maintenance Staffing	11,633.91
40020 · BID	54,431.04	50033 · Admin. Payroll Taxes	4,857.75
42000 · MAD	<u>52,140.56</u>	50034 · Federal Payroll Taxes	8,254.57
Total 40015 · Assessment Districts	106,571.60	50037 · Health Insurance	<u>6,079.40</u>
40025 · SBEP - Tech. Assistance/Acctng.	4,200.00	Total 50020 · Personnel	181,825.80
40040 · Special Events.		51510 · Marketing	
152 · Booth Rentals	209,841.22	51515 · Printing and Reproduc-	
153 · T.Shirt Sales	6,398.47	tion	227.61
154 · Misc Income	1,568.56	51530 · Website/Social Media	19,319.63
155 · Beer Garden	14,746.17	51535 · Advertising	739.00
156 · Sponsorship	90,000.00	51540 · Prizes + Awards	700.00
159 · Carnival	15,000.00	51550 · Promotion	1,487.04
160 · Ticket	56,435.42	51555 · Graphic Design	1,260.00
162 · The VIP Lounge	13,642.68	51560 · Holiday on Adams	3,399.89
165 · Stage Host	3,100.00	51570 · Spirit Stroll	1,134.00
167 · Reserved Seating Tickets	1,686.84	51580 · Sponsorship Consultant	14,000.00
173 · Documentary	882.66	51595 · Merchandise Store.	3,448.01
174 · Alleys in Action	<u>2,677.20</u>	51615 · Alleys in Action	<u>21,253.76</u>
Total 40040 · Special Events.	415,979.22	Total 51510 · Marketing	66,968.94
40050 · Program Income		52010 · Maintenance Services	
40070 · Other Income	500.00	52020 · Contract Labor	410.00
40110 · Annual Meeting	688.27	52025 · Utilities(Water/Electricity)	265.14
43000 · Maintenance	2,629.52	52030 · Equipment	599.65
43220 · N.H.C.C. Management	5,500.00	52035 · Supplies	2,574.66
43225 · Merchandise Store	<u>88.43</u>	52050 · Landscaping Services	1,140.00
Total 40050 · Program Income	9,406.22	52055 · Waste Removal/	
40150 · SBEP - City Fees & Services	8,881.76	Dumpster Service	21,036.55
40151 · City, County & State Grants	62,189.50	52060 · Graffiti Abatement	1,240.00
40200 · Other Income		52065 · Tree Maintenance/	
43210 · Interest/Dividend Income	<u>53.75</u>	Planting	<u>36,039.52</u>
Total 40200 · Other Income	53.75	Total 52010 · Maintenance Services	63,305.52
41000 · SBEP Management Grant	<u>24,703.07</u>	53000 · Maintenance Goods	
Total Income	631,985.12	53010 · Repairs/Upkeep	7,495.00
Expense		53025 · SDG&E Electric Street	
50040 Operating		Pedestals	<u>1,659.69</u>
50045 · Bank & Credit Card Charges	191.75	Total 53000 · Maintenance Goods	9,154.69
50060 · Dues and Subscriptions	4,051.11	53100 · Special Events	
50070 · Postage and Delivery	218.98	53105 · Equipment Rental	60,142.73
50090 · Telephone	3,635.98	53110 · Licenses and Permits	14,767.95
50095 · Meetings+Conventions	5,808.06	53115 · Promotional	17,206.99
50100 · Travel	1,014.10	53120 · Food + Beverage	4,879.79
50110 · Insurance	7,109.75	53125 · Contract Labor	111,482.35
50120 · Office Supplies	1,038.94	53140 · Music & Entertainment	37,210.00
50125 · Accounting	<u>19,559.01</u>	53145 · Advertising	10,059.00
Total 50040 Operating	42,627.68	53160 · Graphic Design	2,350.00
		53165 · Printing & Production	4,514.52
		53170 · Supplies	<u>4,302.01</u>
		Total 53100 · Special Events	266,915.34
		Total Expense	<u>630,797.97</u>
		Net Ordinary Income	1,187.15
		Other Income/Expense	
		Other Income	
		45145 · Edward Jones Change in Value.	<u>16,133.20</u>
		Total Other Income	<u>16,133.20</u>
		Net Other Income	<u>16,133.20</u>
		Net Income	<u><u>17,320.35</u></u>

Other Projects & Activities

Website, Member Communications and Social Media

AABA recently awarded a contract to Uptown11 to redesign our website. The new site will launch the first week of February 2025, coordinated by MRB Media, our site host. The website features details on our events, Board of Director and committee meetings, blog articles, business directory listings, and more. In 2024, the site had over 100,000 individual users and 230,000 page views. AABA generates over \$300,000 in sales through the site for event-related tickets and vendor sales.

AABA also increased its social media presence in 2024 through daily promoted posts on Facebook and Instagram and now has 40,000 followers on the two platforms.

AABA sends promotional emails to 13,000 customers who have purchased tickets for past events or signed up for our newsletters. AABA also emails messages to members periodically.

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. A frame signs, sidewalk seating and limited displays are allowed by the PROW program. Contact the Adams Avenue Business office for more information.

Kaleidoscope of Butterflies Mosaic Mural in Adams Park

AABA is proud to have led a \$50,000 fundraising campaign to support the creation of the "Kaleidoscope of Butterflies" mosaic mural by local artist Kim Emerson. Installed at Adams Avenue Park in March 2024, the mural has quickly become a beloved landmark and the neighborhood's most prominent piece of public art. It is also an important addition to the City of San Diego's permanent public art collection, administered by the Commission for Arts and Culture. The mural represents a decade-long collaboration by AABA, community residents and the City's Park and Recreation Dept to revitalize the mini park and enhance our community.



Normal Heights Community Center

AABA shares management responsibilities for the Normal Heights Community Center with the Normal Heights Community Development Corporation. The City owns the building, which is located at 4649 Hawley Blvd. The Center is used on weekdays for community meetings and Global Visions Academy classes. It is also available for weekend rentals and used for various events, including social gatherings, birthday parties, quinceañeras, baby showers, and meetings. The building features a full kitchen, stage, and front and rear patio areas. Its low rental rates, ranging from \$20-60 per hour, make the Center affordable to community residents. Approximately 1,000 people use the Normal Heights facility each month. The AABA office is located at the Community Center and AABA meetings are held there.



Other Projects & Activities

New Street Banners



AABA is thrilled to unveil our brand-new street banners, showcasing the vibrant beauty of our local ecosystem, featuring 135 different and stunning depictions of native birds, butterflies, moths, and plants. This public décor will offer a colorful celebration of the wildlife that call our community home. As our customers stroll through the neighborhood, they can appreciate these beautiful creatures and plants and learn more about the natural wonders that thrive right here in our own backyard. Let's celebrate and protect the incredible biodiversity that makes our area so unique!" The banners designs were completed December '24 and will be installed the last week of January '25.

Kensington Tree Replacements

AABA removed 30 diseased Pear trees on Adams Avenue in Kensington on the blocks between the I15 and Marlborough Dr. Three tree species were chosen to be planted in the area in coordination with Kensington Garden Angels: Gold Medallions, Samuel Sommer Magnolias and Little Gem Magnolias. The varieties of trees will provide a more diverse and sustainable urban forest for the community with different color flowers alternating per block. The tree replacement costs of \$30,000 and the required weekly watering was underwritten by AABA discretionary funds. The pear trees between Marlborough Drive and Vista will be replaced in the near future.

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



2024 AABA Board Members

David Harding, President, Edward Jones
Dave McPheeters, 1st Vice President, Zac's Attic *
Nicky McGreevy, 2nd Vice President, Align Pilates
Doug Generoli, Treasurer, Adams Ave Car Wash *
Ryan Altman, Secretary, Community Wellness
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

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 (Meetings are held at the Normal heights Community Center, unless otherwise noted)

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.

2025 Board Member Election

Two Year Term '25-'27

- Ryan Altman
- Tony Carillo
- Mick Ward
- LT Lanham
- Devon Jina
- Lauren Castro