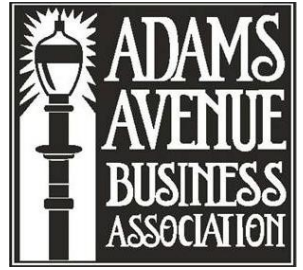


# 2025 *Annual Report*



## **AABA Annual Breakfast Meeting 2/3/26**

You are cordially invited to AABA's Annual Meeting scheduled from 8-9:30 am on Tuesday, February 3, 2026 at The Rabbit Hole, 3377 Adams Avenue. Please join us for breakfast and socialize with your neighboring business and property owners. We also will elect the 2025 Board of Directors, review this past year's accomplishments and celebrate Adams Avenue's ongoing revitalization. **Please RSVP by January 27th via email to: [julia@adamsavenuebusiness.com](mailto:julia@adamsavenuebusiness.com).**

**AABA BREAKFAST**

**The Rabbit Hole**

**February 3, 2026**

**3377 Adams Avenue**

## **AABA: Who We Are**

AABA is a California nonprofit mutual-benefit 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 the economic and physical conditions of the 2.5-mile commercial corridor. AABA oversees a diverse work plan that includes special event organizing, district marketing & branding, avenue maintenance & beautification, Board & committee meetings, management of community assets, grant writing, community partnerships, technical assistance, interfacing with government agencies and public policy advocacy.

AABA is under contract with the City of San Diego to administer both a Business Improvement District (BID) and a Maintenance Assessment District (MAD). Business license holders and property owners within the District are automatically AABA members through the payment of their annual BID or MAD assessments to the City or County of San Diego. The Association is overseen by a 15-member Board of Directors.

## **Maintenance Assessment District Election**

The AABA Board of Directors voted to initiate a process to modify and update the MAD to continue delivering quality improvements and services that benefit area property values and the Adams Avenue Business District. Current MAD services include emptying 40 public trash cans twice weekly, repairing trash cans and tree grates, daily litter abatement and graffiti control along 32 blocks, mitigation of homeless impacts and removal of encampments, trimming and replacement of 435 street trees, sidewalk & planter weed abatement, maintenance of 135 decorative acorn streetlights and their banners.

AABA uses a mix of contractors and employees to provide services to the MAD and subsidizes the program with its earned revenue 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. AABA is asking for both business and property owners' endorsement in this endeavor and believes our record of accomplishments in managing the business corridors' public space deserves your support. AABA takes great pride in our record of achievement over the past four decades that has contributed to the transformation of the Adams Avenue Business District into a desirable and thriving commercial area.

# Special Events

## Adams Avenue Street Fair

The Adams Avenue Street Fair is San Diego's largest free music festival and AABA's signature event which attracts 80,000 audience members while generating \$2.5 million in sales activity. The 43rd annual edition was held on September 20 & 21, 2025 and spanned 10 city blocks, showcasing 75 bands across seven stages, 300 vendors, Fern Street Circus



shows, carnival rides, comedy shows, beer gardens, festival food and our local business storefronts. The event generates substantial marketing and branding for the business district, with many area operators experiencing weekend sales records.

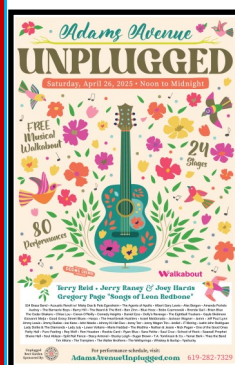
The Street Fair also serves as AABA's primary fundraiser, supporting the Association's year-round activities. In 2025, revenue from vendor booths, beer con-

cessions, t-shirt sales, sponsorships, and grants totaled \$366,000, netting the Association \$130,000. Planning for the 2026 Street Fair is already underway.

The Street Fair was originally conceived to celebrate the refurbishment and relighting of the Normal Heights neighborhood neon 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.

## 2026 Special Event Dates

Adams Avenue Unplugged	April 25
Taste of Adams Avenue	June 27
Adams Avenue Street Fair	Sept. 19 & 20
Adams Avenue Halloween Haunt	Oct. 31
Adams Avenue Spirit Stroll	Nov. 28





## Adams Avenue Unplugged: A Musical Walkabout

Adams Avenue Unplugged is an annual acoustic walkabout organized by the AABA, designed to bring together music enthusiasts and highlight the vibrant local bars and restaurants that serve as hosts for the festival's various stages. This event transforms the entire district into a lively hub of musical activity, drawing both residents and visitors to experience a rich tapestry of performances. Held on the last Saturday in April each year, Adams Avenue Unplugged embraces an innovative festival format that sets it apart from traditional music events. In 2025, the festival featured 80 free musical performances, all staged inside 24 different participating establishments throughout the business corridor. The format encourages audiences to explore the neighborhood, enjoying intimate personal encounters with artists in settings that foster close connections and unique musical experiences. This approach not only disperses entertainment across the area but also supports local businesses by attracting patrons to a variety of venues.



In addition to the free performances, Adams Avenue Unplugged offers ticketed headliner concerts at the Normal Heights United Church. The 2025 event showcased Terry Reid, a renowned vocalist and songwriter celebrated for his contributions to Britain's early rock'n'roll era. Looking ahead to 2026, Alejandro Escovedo is set to headline the event. Escovedo is a highly regarded American musician, singer, and songwriter, recognized for his distinctive fusion of punk, roots-rock, and Americana. As a member of the prominent Escovedo musical family and a key figure in the Austin music scene, his participation is expected to draw significant attention and excitement.

## Taste of Adams Avenue: San Diego's Premier Culinary Event

Each year, San Diego food enthusiasts flock to the vibrant neighborhoods of Normal Heights, Kensington, and University Heights for the highly anticipated Taste of Adams Avenue. In 2025, the event reached its 24th edition, continuing its tradition as a highlight of the city's culinary calendar. The event features over forty establishments, including restaurants, coffee houses, breweries, bakeries, pubs, and frozen dessert stops. These venues showcase a diverse array of samples, ranging from savory dishes to sweet treats, entrees to desserts. Attendees can experience international flavors as well as vegetarian options, ensuring there is something for everyone. The Taste is staged along the entire stretch of Adams Avenue and down 30th, allowing guests to explore the culinary landscape on foot. For added convenience, complimentary trolley service is available throughout the event footprint. Taste of Adams Avenue is extremely popular, selling out its 1,200 available tickets each year and earning its reputation as San Diego's largest and most sought-after "Taste" event. Businesses located along the event route benefit from increased foot traffic, often offering special promotions and sales. Many use the opportunity to introduce new customers to their goods and services, further enriching the local community. Taste of Adams Avenue occurs annually on the last Sunday in June. The success of the event is a testament to the dedication of all participating Adams Avenue eateries, whose contributions help make this celebration a memorable experience for all involved.

# Financial Review

## 2025 Year End Balance Sheet

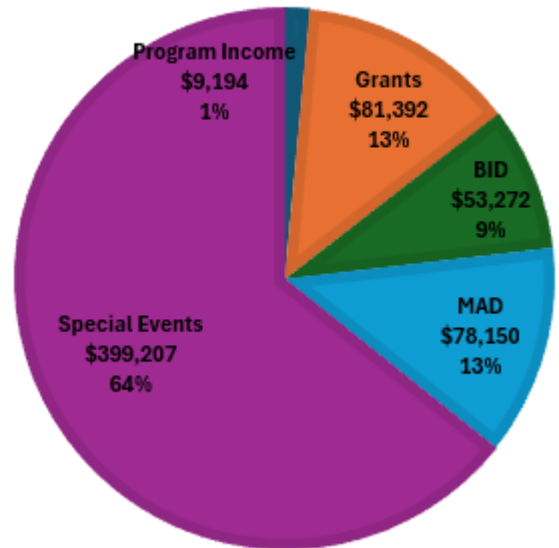
### ASSETS

<b>Current Assets</b>	
Checking/Savings	
10045 · U.S. Bank	23,536.77
10060 · Edward Jones	297,381.26
<b>Total Checking/Savings</b>	<b>320,918.03</b>
Accounts Receivable	
10130 - Accounts Receivable	480.00
<b>Total Accounts Receivable</b>	<b>480.00</b>
<b>Other Current Assets</b>	
10140 · Prepaid Expense	1,000.00
12330 · BID Receivable	434.00
12340 · MAD Receivable	15,565.55
12360 · City TOT Receivable	2,955.75
<b>Total Other Current Assets</b>	<b>19,955.30</b>
<b>Total Current Assets</b>	<b>341,353.33</b>
<b>TOTAL ASSETS</b>	<b>341,353.33</b>

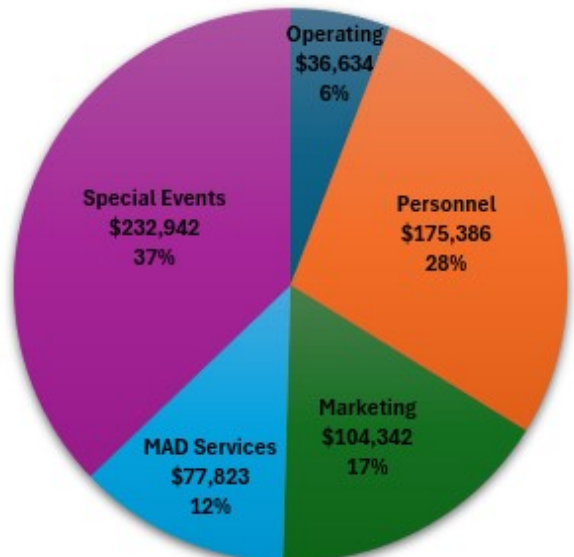
### LIABILITIES & EQUITY

<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
22020 · Accrued Expenses	270.00
22025 · Street Fair Payables	1,526.01
<b>Total Other Current Liabilities</b>	<b>1,796.01</b>
<b>Total Current Liabilities</b>	<b>1,796.01</b>
<b>Total Liabilities</b>	<b>1,796.01</b>
<b>Equity</b>	
30020 · Net Assets	
30025 · Unrestricted Earnings	76,310.94
30035 · Edward Jones Restricted Beg/Bal	250,000.00
<b>Total 30020 · Net Assets</b>	<b>326,310.94</b>
<b>Net Income</b>	<b>13,246.38</b>
<b>Total Equity</b>	<b>339,557.32</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>341,353.33</b>

## OPERATING INCOME \$615,215



## Expense \$627,127



# 2025 Year End Profit & Loss

Ordinary Income/Expense	Jan-Dec '25		
<b>Income</b>			
40015 · Assessment Districts			
40010 · BID CarryForward	434.00		
40020 · BID	53,272.17		
42000 · MAD	78,150.77		
Total 40015 · Assessment Districts	131,856.94		
40025 · SBEP - Tech. Assistance/Acctn	3,870.25		
40040 · Special Events.			
152 · Booth Rentals	212,779.82		
153 · T.Shirt Sales	6,291.35		
154 · Misc Income	210.00		
155 · Beer Garden	26,080.43		
156 · Sponsorship	39,685.00		
159 · Carnival	15,000.00		
160 · Ticket	69,579.51		
162 · The VIP Lounge	17,844.85		
165 · Stage Host	2,900.00		
175 · Tips	2,835.06		
Total 40040 · Special Events.	393,206.02		
40050 · Program Income			
40070 · Other Income	193.10		
40110 · Annual Meeting	893.00		
43000 · Maintenance	338.82		
43220 · N.H.C.C. Management	7,600.00		
43225 · Merchandise Store	170.00		
Total 40050 · Program Income	9,194.92		
40130 · Grants	35,142.50		
40150 · SBEP - City Fees & Services	9,013.41		
40151 · City, County & State Grants	25,067.82		
40200 · Other Income	0.00		
41000 · SBEP Management Grant	7,862.99		
Total Income	615,214.85		
<b>Expense</b>			
50040 Operating			
50045 · Bank & Credit Card Charges	130.88		
50060 · Dues and Subscriptions	4,734.39		
50065 · Contract Labor	1,487.00		
50070 · Postage and Delivery	988.56		
50090 · Telephone	3,488.99		
50095 · Meetings+Conventions	4,552.16		
50100 · Travel	666.11		
50110 · Insurance	6,279.60		
50120 · Office Supplies	1,056.67		
50125 · Accounting	19,834.35		
Total 50040 Operating	43,218.71		
50020 · Personnel			
50027 · Office Staffing	156,000.10		
50028 · Maintenance Staffing	14,786.80		
50033 · Admin. Payroll Taxes	5,311.15		
50034 · Federal Payroll Taxes	8,173.78		
50035 · State Payroll Taxes	0.00		
50037 · Health Insurance	5,908.17		
Total 50020 · Personnel	190,180.00		
51510 · Marketing			
51515 · Printing and Reproduction	1,329.48		
51530 · Website/Social Media	27,079.12		
51535 · Advertising	2,495.00		
51540 · Prizes + Awards	700.00		
51550 · Promotion	12,279.70		
51555 · Graphic Design	1,080.00		
51560 · Holiday on Adams	2,859.24		
51570 · Spirit Stroll	3,409.17		
51580 · Sponsorship Consultant	8,425.00		
51615 · Alleys in Action	306.07		
Total 51510 · Marketing	59,962.78		
52010 · Maintenance Services			
52020 · Contract Labor	210.00		
52035 · Supplies	2,160.72		
52050 · Landscaping Services	157.50		
52055 · Waste Removal/Dumpster Service	20,160.05		
52060 · Graffiti Abatement	6,528.78		
52065 · Tree Maintenance/Planting	10,924.45		
52070 · Promotion Maintenance	12,453.21		
Total 52010 · Maintenance Services	52,594.71		
53000 · Maintenance Goods			
53005 · Trash Containers/Dumpsters	600.00		
53010 · Repairs/Upkeep	1,540.00		
53025 · SDG&E Electric Street Pedestals	1,703.60		
Total 53000 · Maintenance Goods	3,843.60		
53100 · Special Events			
53105 · Equipment Rental	41,588.08		
53110 · Licenses and Permits	28,229.88		
53115 · Promotional	2,830.00		
53120 · Food + Beverage	8,356.25		
53125 · Contract Labor	113,783.10		
53140 · Music & Entertainment	37,450.00		
53145 · Advertising	24,554.75		
53160 · Graphic Design	9,210.00		
53165 · Printing & Production	7,786.68		
53170 · Supplies	3,533.69		
Total 53100 · Special Events	277,322.43		
Total Expense	627,122.23		
Net Ordinary Income	-11,907.38		
Other Income/Expense			
Other Income			
45145 · Edward Jones Change in Value.	25,153.76		
Total Other Income	25,153.76		
Net Other Income	25,153.76		
Net Income	13,246.38		



## ***Special Events continued...***

### **Adams Avenue Halloween Haunt**

AABA's second edition of Halloween Haunt drew hundreds of families for trick-or-treating and chances to win cash prizes by participating in a costume contest. More than 40 avenue businesses handed out candy and decorated their storefronts. Halloween Haunt will be presented again in 2026 on Halloween which falls on a Friday.

### **Adams Avenue Spirit Stroll**

The Adams Avenue Spirit Stroll celebrated its ninth year in 2025, offering a festive experience centered on holiday-themed cocktails. These beverages are expertly crafted by skilled mixologists from the bars and restaurants situated along Adams Avenue. Each cocktail is served at various retail storefronts, creating a unique blend of shopping and socializing along the avenue. Due to the limited availability of cocktail servings, some of the twenty-five participating retailers complement the experience by providing sweets to guests. The event welcomes 500 paid participants who are invited to sip on seasonal cocktails, enjoy snacks, shop for unique items, and stroll through the vibrant Adams Avenue corridor. This interactive and festive atmosphere encourages guests to explore and support local businesses. The Adams Avenue Spirit Stroll is held annually on the Saturday after Thanksgiving, which coincides with Small Business Saturday. This day is a nationally coordinated initiative sponsored by American Express, aimed at encouraging holiday shoppers to support small, local businesses. The Spirit Stroll aligns with this mission by creating an engaging event that draws customers to the neighborhood's diverse array of retailers and dining establishments.

### **Holiday on Adams Avenue**

On Sunday, December 14, 2025, the annual holiday celebration on Adams Avenue brought together families and children from the neighborhood for a day of winter fun at Kensington Park. The highlight of the event was a snow play area, featuring ten tons of snow, which drew approximately 400 children and their family members. The snow field opened at noon, and many children enjoyed the wintry conditions throughout the day, staying until sunset.

The holiday gathering was made possible through the generous support of local businesses and residents. In addition to providing a festive atmosphere, 250 families took the opportunity to capture family photos with Santa, who arrived in Jim Croft's reindeer-drawn Model A Ford. Ponce's and Clem's donated hot chocolate and candy canes.

## ***Other Projects & Activities***

### **Website, Member Communications and Social Media**

AABA successfully launched its redesigned and upgraded website in 2025. This enhanced online platform features comprehensive details about our events, Board of Director and committee meetings, blog articles, business directory listings, and more. During 2025, the website attracted over 250,000 page views, demonstrating significant engagement from members and visitors. Additionally, the Association generated over \$300,000 in sales through the website, with event-related ticket purchases and vendor sales contributing to this achievement.

In 2025, AABA strengthened its social media presence by continuing to post daily promoted

## ***Other Projects & Activities continued...***

content on Facebook and Instagram. As a result, the Association now has a combined following of 45,000 users across these two platforms. This increased engagement helps ensure that information about events and activities reaches a broad audience and fosters a sense of community among constituents. Promotional emails are regularly sent to 15,000 individuals who have purchased tickets for past events or subscribed to newsletters. Businesses within the district receive timely member updates, keeping them informed about the latest developments and opportunities offered by the Association.

Effective website management, timely member communications, and a strategic social media presence are essential for fostering engagement and keeping customers and members informed. Regular updates to website content, interactive features, and clear messaging ensure that all online platforms remain accessible, relevant, and valuable.

## **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.

## **Normal Heights Community Center**



The management of the Normal Heights Community Center is a shared responsibility between AABA and the Normal Heights Community Development Corporation. The building itself is owned by the City and is located at 4649 Hawley Blvd. During the weekdays, the Community Center serves as a venue for community meetings and as a classroom space for Global Visions Academy. On weekends, the Center is available for rental and hosts a variety of events, including social gatherings, birthday parties, quinceañeras, baby showers, and meetings. The building is equipped with a full kitchen, a stage, and both front and rear patio

areas. These features make it a versatile space suitable for many types of events. The Center's rental rates are affordable for community residents, ranging from \$20 to \$60 per hour. This pricing structure helps ensure that the facility remains accessible to a broad range of users. On average, approximately 1,000 people utilize the Normal Heights facility each month, reflecting its importance as a community hub. The AABA office is located within the Community Center, and AABA meetings are also held there.

# ***Board Members, Staff, Committees***



## **2025 AABA Board Members**

David Harding, President, Edward Jones  
Mick Ward, 1<sup>st</sup> Vice President, The Ould Sod  
Nicky McGreevy, 2<sup>nd</sup> Vice President, Align Pilates  
Doug Generoli, Treasurer, Adams Ave Car Wash \*  
Ryan Altman, Secretary, Community Wellness  
Tony Carrillo, Carrillo's Auto Body & Collision \*  
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  
Kim James, St. Didacus Parish School  
Victor Morales, Parabola Coffee

\* business & commercial property owner

## **AABA Staff Contacts**

Scott Kessler, Executive Director: [scott@adamsavenuebusiness.com](mailto:scott@adamsavenuebusiness.com)  
Julia Sanchez, Assistant Director: [julia@adamsavenuebusiness.com](mailto:julia@adamsavenuebusiness.com)  
Office location: Normal Heights Community Center, 4649 Hawley Blvd., 92116  
Phone: (619) 282-7329  
[www.adamsavenuebusiness.com](http://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, 8:30 am. Tasks include Board agenda and directing monetary resources and staff to events and tasks.

## **2026 Board Member Election**

Two Year Term '26-'28

- ☐ David Harding
- ☐ Nicole McGreevy
- ☐ Doug Generoli
- ☐ Russ Vuich
- ☐ Derith Mason
- ☐ Meredith Walton