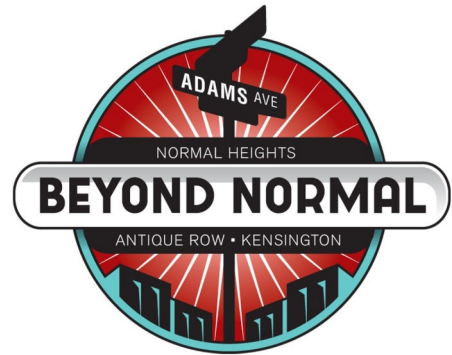


2014 Annual Report



www.adamsavenuebusiness.com

of the Adams Avenue Business Association

2015 Annual Breakfast Meeting

The Adams Avenue Business Association's (AABA) Annual Breakfast Meeting will be held on Tuesday, January 27th from 8-9:30 AM at Polite Provisions at 30th & Adams (4696 30th St). Come socialize with your business neighbors and sample breakfast cuisine prepared by Soda & Swine chefs, coffee by Dark Horse Coffee Roasters, and fresh juice by Senor Mangos. Join our New Year's tradition as we toast to Adams Avenue's ongoing revitalization and elect the 2015 slate of nominees to serve on the AABA's Board of Directors.

All business and property owners are encouraged to attend. The cost of breakfast is only \$10.00 and you must RSVP by Friday January 23rd. You may RSVP by phone (619) 282-7329, or email to kat@adamsavenuebusiness.com. Payment can be made prior to the event or at the door via cash or check. No credit cards or debit accepted. We hope to see you all there!

ANNUAL MEETING

Polite Provisions

1/27/15 8:00am

RSVP info above

Adams Avenue Business Association/Business Improvement District

The AABA was organized in the early '80s, and incorporated in 1985 as a nonprofit, for the purpose of revitalizing and marketing the Adams Avenue business corridor. The AABA oversees a diverse work plan which includes: special events, marketing, avenue maintenance, monthly committee meetings, managing community assets, 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 annually from member business owners located within the Adams Avenue Business Improvement District boundaries.

The Business Improvement District or BID was initiated by the City of San Diego after a majority of businesses voted to establish the district in the 1980s. The City charges an annual BID fee to each registered business license holder within the Adams Avenue BID to help fund area promotions. These same business operators are automatically members of the AABA. The AABA is under contract with the City to administer the BID program and the approximately \$50,000 in yearly BID assessments contributed by the Association's 600 members. The AABA leverages these BID fees into an annual budget that for the past 10 years has averaged \$500,000.

Maintenance Assessment District

Adams Avenue property owners are assessed an annual fee to fund physical improvements and maintenance. These Maintenance Assessment District or MAD fees provides approximately \$40,000 worth of annual funding. The MAD boundaries roughly correspond to the areas BID boundaries and extend from Hamilton St. on the west side to Vista Drive in Kensington. The AABA is under contract with the City of San Diego to administer the MAD and is reimbursed by the City for MAD eligible expenses. The MAD funds activities which include day porter services, trash collection, graffiti control, and tree maintenance. The AABA uses a mix of contractors and employees to provide MAD services.

Special Events

2015 Special Event Dates

Adams Avenue Unplugged	April 25th & 26th
Taste of Adams	June 28th
Adams Avenue Street Fair	September 26th & 27th
Holiday on Adams	December

Adams Avenue Street Fair

The Adams Avenue Street Fair is the AABA's longest running promotion and the centerpiece of the Association's special event programming. Featuring 100 bands performing on 8 stages, 300 vendors spread out along 8 blocks, and a full scale carnival, the Street Fair draws over 100,000 week-end visitors to the community. The 33rd annual edition, held September 27th & 28th 2014, generated record amounts of publicity for the district, increased sales volumes for many area merchants and surpluses for the AABA. Street Fair revenue from vendor booth sales, beer concessions, program ads, t-shirt sales, sponsorships and grants exceeds a \$250,000 annually from which the AABA netted \$91,000 in 2014. 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 event has grown from a neighborhood block party to a regionally recognized celebration.



UNPLUGGED

Chris Hillman and Herb Pedersen perform at Adams Ave Unplugged

Adams Avenue Unplugged

In 2014 Unplugged presented more than 180 musical performances inside 22 restaurants and bars and on four community stages. The innovative festival format of the musical entertainment and intimate performance settings is dispersed throughout the business district, creating a 2-mile long musical walkabout. The event has generated critical acclaim and packs the business district with festival attendees. This year the AABA added a Kickstarter campaign, raising \$10,000 to help underwrite music programming, and a paid concert for headliner artists performing inside the historic Normal Heights United Methodist Church. 2014 festival headliners featured Rock & Roll Hall of Famer Chris Hillman with Herb Pedersen, pictured above.

Adams Avenue UNPLUGGED 2014

APRIL 26 12-10pm
APRIL 27 12-7pm

FREE
Admission - 200 Performances

CHRIS HILLMAN & HERB PEDERSEN
SONNY FRIZZ - THE SUMNER BROTHERS
THE BRAGG MANDS

PETER CASE
THE GOOD LUCK THIEF STONE COUNTRY
TOM BROSSEAU

FOR MUSICIAN BIO & SCHEDULES VISIT OUR WEBSITE
WWW.ADAMS AVENUE UNPLUGGED.COM 619.282.7329

14th Annual TASTE OF ADAMS AVENUE

Sunday, June 29th 11-3pm

ADVANCE TICKETS \$35 • DAY OF \$40

BLIND LADY ALE HOUSE
CAFE 31
CAFE CABARET
CHIEF OHIO GRANDS ISLAND GRILL
CIRCA
COUNTRY KARAOE GREEK
DAQU
DARK HOUSE COFFEE ROASTERS
EL ZAMBE
FISH PUBLIC
HANNAH'S COUNTRY
THE HAVEN PIZZERIA
HEIGHTS TAVERN
INCREDIBLE CHEESECAKE CO.

JOTTI BHANGA
KENNEDY CAFE
LITTON'S COFFEE HOUSE
LIQUID EDEN
MARTON ICE CREAM
POMES MEXICAN RESTAURANT
SARAJU SURF
SENDA MANGOS ICE HOUSE
SODA & SWINE
STABLECO'S KENNINGTON
SUBWAY SANDWICHES
TAPES THAILAND FOOD
TWIGGS ON AVALON
VILLAGE VINO
VIVA POP

FOR TICKETS • ADDITIONAL INFO
WWW.TASTE OF ADAMS.COM

33RD ANNUAL Adams Avenue Street Fair

8 STAGES / 110 BANDS
BEER GARDENS & CRAFT BEER TASTING
GIANT CARNIVAL RIDES
FESTIVAL FOOD
ARTS & CRAFTS BOOTHS

THE HEARLESS BASTARDS - RATO BANTON - GARDEN OF THE BURNING OF ROME - BIG JAY MCNEELY - THE ALBUM LEAF - THE NERVOUS WRECKARDS - THE KINSEY REPORT CHARLIE CHAVEZ Y SU AFRO TRUPO - TOM BROSSEAU

FREE
SATURDAY SEPT 27 2014 10am - 10pm
SUNDAY SEPT 28 2014 10am - 7pm

619.282.7329 AdamsAvenueBusiness.com

Holiday on Adams Avenue

December 14, 2014
2-5 PM in Kensington Park

Children and their families are welcome to come play in the snow field sponsored by Villanova Lair Comics and Gaming

Santa will be available to hear wish lists

Musical performance brought to you by the San Diego Community

www.adamsavenuebusiness.com

Taste of Adams Avenue

Last year's Taste of Adams Avenue was the AABA's most successful Taste event to date, selling out at 1,000 tickets with over 30 participating restaurants. Foodies were delighted in the range of offerings and flavors which resulted in many positive reviews of eateries on the Avenue. A free trolley was available attendees to ride the 2-mile route. Taste of Adams Avenue takes place the last Sunday in June.



STREET FAIR

Cash'd Out performs at the 2014 Adams Avenue Street Fair

Holiday on Adams Avenue

The Holiday on Adams Avenue took place on December 14th this year with activities in Kensington Park. This kid-centric event featured snow play, sponsored by Villainous Lair Comics and Gaming, and pictures with Santa. The AABA also produced a "Shop Local" video for the holiday season. The video featured retail businesses on Adams Avenue and was featured on the San Diego Reader Facebook along with the AABA website and various social media sites.

AABA *Recognitions*

Bravo San Diego Award

The Adams Avenue Business Association was recognized this past year by Bravo San Diego for the Adams Avenue Street Fair in the category of "Best Entertainment Value". San Diego County Supervisor Dave Roberts, along with Bravo San Diego personnel, presented the award to AABA Board President Ed Badrak and Vice President Dave McPheeters. The Street Fair was one of 18 award winners at the ceremony on November 24th, which feted the best annual contributions from San Diego's acclaimed theatre community.

CityBeat 2014 Best of San Diego

For the fifth year in a row the Adams Avenue Street Fair was voted "Best Annual San Diego Music Event" by San Diego CityBeat readers. In addition, over 60 Adams Avenue businesses were recognized in the same readers poll! First places winners were: LeStat's, Cantina Mayahuel, Sycamore Den, Avalon Tattoo, Enigma Piercing, Pet Me Please, Adams Avenue Book Store, Senor Mangos, Ponces, Kensington Veterinary Hospital, and Smittys Service.



BRAVO AWARDS

Supervisor Dave Roberts presented AABA Board President Ed Badrak and Vice President Dave McPheeters a Bravo SD award on behalf of the Adams Avenue Street Fair.

Financial Review

2014 Year End Balance Sheet

ASSETS

Current Assets

Checking/Savings

10010 AABA Operating Accounts

Checking 4572 54,838.66

Savings 4325 5,837.99

Total 10010 AABA Operating Accounts 60,676.65

10020 · Restricted Development
Checking 191,989.51

Total Checking/Savings 252,666.16

Other Current Assets

12355 · Unplugged Receivable 204.40

10145 · Accrued Revenue 250.00

12345 · City EDTS 29,000.00

12320 · SBEP City Fees & Services 11,079.62

10140 · Prepaid Expense 6,725.26

12340 · MAD Receivable 16,881.03

12330 · BID Receivable 2,005.82

Total Other Current Assets 66,146.13

Total Current Assets 318,812.29

Fixed Assets

14210 · School Annex Building 1,275,326.00

14220 · School Annex Less Accum. Depr. -1,275,326.00

Total Fixed Assets 0.00

TOTAL ASSETS 318,812.29

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

22035 · Unplugged Accounts Payable 253.00

22050 · SBEP Advance 14,742.55

Total Other Current Liabilities 14,995.55

Total Current Liabilities 14,995.55

Total Liabilities 14,995.55

Equity

30020 · Net Assets

30025 · AABA Retained Earnings
(Unrestr) 130,873.01

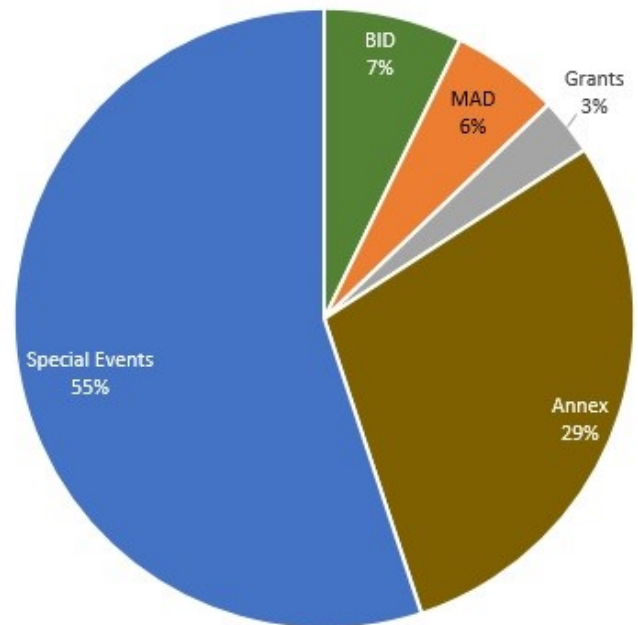
Total 30020 · Net Assets 130,873.01

Net Income 172,943.73

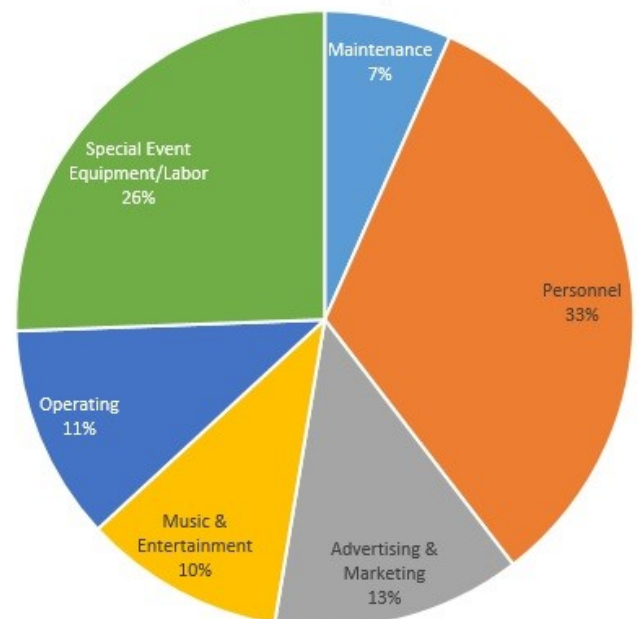
Total Equity 303,816.74

TOTAL LIABILITIES & EQUITY 318,812.29

Income: \$691,758



Expense: \$477,678



*Unaudited financial statements

2014 Year End Profit & Loss

Income

40025 · Technical Assistance	1,632.00
40050 · Program Income	
40120 · Annex Support Revenue	2,858.00
40115 · Administration Fee	3,000.00
40090 · Associate Membership Dues	100.00
40070 · Other Income	260.55
40110 · Annual Meeting	510.00
Total 40050 · Program Income	6,728.55
43210 · Interest/Dividend Income	1.60
41000 · SBEP Management Grant	18,848.91
42000 · MAD	38,888.87
40020 · BID	49,642.76
40040 · Special Events.	
169 · 30th Street Bottle Share	3,916.84
168 · Kickstarter	9,592.96
167 · Reserved Seating Tickets	2,492.22
165 · Stage Host	3,500.00
164 · Beer Garden Taste	9,336.00
162 · The VIP Lounge	4,573.60
150 · SBEP - City Fees & Services	13,086.09
160 · Ticket	33,805.82
159 · Carnival	15,210.50
158 · Program Ads	1,755.00
156 · Sponsorship	9,000.00
155 · Beer Garden	29,163.50
153 · T-Shirt Sales	3,847.00
152 · Booth Rentals	186,588.46
151 · City, County & State Grants	52,968.00
Total 40040 · Special Events.	378,835.99

Total Income 494,578.68

Expense

50020 · Personnel	
50028 · Maintenance Staffing	7,207.50
50038 · Workers Compensation	1,361.70
50037 · Health Insurance	13,426.30
50035 · State Payroll Taxes	1,124.00
50034 · Federal Payroll Taxes	9,700.54
50027 · Office Staffing	114,623.10
Total 50020 · Personnel	147,443.14
52010 · Maintenance	
52035 · Supplies	3,382.45
52025 · Utilities(Water/Electricity)	4,372.15
52020 · Contract Labor	21,922.22
Total 52010 · Maintenance	29,676.82

53100 · Special Events

53170 · Supplies	904.26
53165 · Printing & Production	9,391.86
53160 · Graphic Design	450.00
53145 · Advertising	29,179.02
53125 · Contract Labor	69,220.67
53105 · Equipment Rental	45,309.31
53110 · Licenses and Permits	3,007.70
53115 · Promotional	287.74
53120 · Food + Beverage	7,579.56
53135 · Cleaning Fee	3,300.00
53140 · Music & Entertainment	47,142.44

Total 53100 · Special Events 215,772.56

51010 Economic Restructuring

51020 · Consultants	5,087.50
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Total 51010 Economic Restructuring 5,087.50

50040 Operating

50050 · Equipment/Furniture	40.00
50110 · Insurance	7,685.43
50045 · Bank & Credit Card Charges	9,040.86
50060 · Dues and Subscriptions	1,540.00
50120 · Office Supplies	4,455.11
50125 · Accounting	16,559.20
50080 · Rent	2,400.00
50090 · Telephone	2,829.63
50070 · Postage and Delivery	50.82
50095 · Meetings+Conventions	5,906.18

Total 50040 Operating 50,507.23

51510 · Non-Special Event Marketing

51565 · "30th Street Bottle Share"	4,894.00
51560 · Holiday on Adams	7,399.34
51555 · Graphic Design	600.00
51535 · Advertising	7,170.00
51530 · Website/Social Media	3,982.77
51515 · Printing and Reproduction	524.75
51550 · Promotion	4,620.63

Total 51510 · Non-Special Event Marketing 29,191.49

Total Expense

477,678.74

Net Ordinary Income

16,899.94

Other Income/Expense

Other Income

43115 · Development Surplus	197,179.79
80010 · Annex - AABA	7,832.29
80020 · Annex - Church	74,513.56
Total Other Income	279,525.64

Other Expense

81005 · Annex Depreciation	41,136.00
81110 · Annex AABA	7,832.29
82220 · Annex Church	74,513.56
Total Other Expense	123,481.85

Net Other Income

-41,136.00

Net Income

172,943.73

Other Projects

Social Media and Website

The AABA increased its social media presence through daily postings on Facebook and target notifications and “like” campaigns. AABA’s Facebook traffic grew dramatically from 6,000 friends at the beginning of last year to nearly 10,000 by year’s end. The AABA also utilizes a Twitter, Instagram, and a free mobile app to drive its 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.

In 2014 the AABA website saw a total of 108,000 website hits, over 40,000 more hits than 2013. Adams Avenue Unplugged saw 25,000 website visits the month of the event, and Adams Avenue Street Fair garnered 46,000 in the month of September.

SOCIAL MEDIA SITES

Facebook: www.facebook.com/adamsavenuebusiness

Twitter: @AdamsAveSD

Instagram: @AdamsAveSD

Website: www.adamsavenuebusiness.com

Other Activities

Holiday Banners– 165 new holiday banners were hung on the Avenue in December.

Murals– The AABA has commissioned the creation of three new murals on the Avenue by local artist Andrea Rushing. The first mural is complete and is located at Wilson and Adams. The other two murals will be completed early 2015.

805 Belvedere Project– Local architect Steve Florman, under contract with the AABA, completed the initial concept for the 805 Belvedere project. These proposed improvements to the 805 Adams overpass were designed to beautify and enliven that section of the Adams Avenue corridor. The

project features landscaping, public art, pedestrian seating, and intersection and crosswalk improvements. The AABA will be working in 2015 to acquire the necessary funding and permission from the State to proceed.

Reduction of Street Sweeping hours– At the behest of the AABA, councilperson Gloria’s office facilitated a reduction in the posted “No Parking” hours which allows for Adams Avenue street sweeping. The new “No Parking” restrictions fall outside of regular business hours and reduced no park times on Adams from 6 hours to 2 hours each week.

Sidewalk Grinding– The AABA commissioned a survey of sidewalk trip hazards along the Avenue in 2014 in preparation for the September Street Fair. The Association invested \$5,000 to remove 47 of the worst spots, and is currently acquiring funding to remedy the remaining trip and falls.

Discount Fabrics Marquee Management– For the last 20 years the AABA has managed the messaging of the Discount Fabrics marquee to keep the community informed and updated on Adams Avenue happenings.



HOLIDAY BANNERS

One of the new holiday banners on Adams

Quarterly Mixers– Quarterly mixers were held alternating between morning and early evening gatherings at Fish Public, Cantina Mayahuel, Salon Bordeaux, and Clem’s Bottle House.

Board & Committee Meetings– The AABA holds monthly Board of Director meetings as well as four committee meetings. The meetings are open to the general public. See back page or website for details.

Election Ballot

If you have received this AABA Annual Report in the mail you are a member of the association and may vote in our Board of Directors elections. You may either return the ballot in person at the Annual Breakfast meeting or remove this ballot area by cutting along the dotted lines, marking the ballot, and mailing it to 4649 Hawley Blvd, San Diego, CA 92116. Please do not remove the preprinted address label on the reverse side of the ballot since this allows us to authenticate receiving the ballot from an official AABA member.

If mailing, the AABA must receive the ballot prior to January 27th, 2015. You may also RSVP for the Annual breakfast meeting, by checking the appropriate box below and including the required \$10.00 per person payment for the cost of food and drinks provided. RSVPs must be

received by Friday, January 23rd, 2015. You may also RSVP by phone, 619-282-7329, or email kat@adamsavenuebusiness.com

There are 8 vacancies on the Board. You may cast up to 8 votes, but only one per candidate.

Ed Badrak, *Badrak Services*

Ryan Altman, *Adams Ave. Alternative Healing*

Lois Bach, *Classic Bows Violin Shop*

Tony Carrillo, *Carrillo Auto Body*

Shayna Roberts, *House of Imago*

Peggy Rose Levin, *Century 21 Horizon*

Alison Flynn, *Villainous Lair Comics*

Rita Pirkel, *Village Vino*

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<input type="checkbox"/> Yes, I/we will attend	<input type="checkbox"/> Number of persons RSVPing for breakfast
<input type="checkbox"/> No, I/we will not attend	<input type="checkbox"/> Amount enclosed

Other Projects continued...

Power washing— 18 block faces received a face lift after they were power washed.

Tree replacements— New tree locations and replacement of dead or non-thriving trees were completed in 2014.

PROW— Adams Avenue merchants are allowed limited use of their sidewalks through the Pedestrian 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.

Normal Heights Community Center— The AABA manages the Normal Heights Community Center's hall reservations, which are available to the general public and utilized by approximately 1,000 people a month.

Charter School Facility Transfer— The AABA financed and constructed an elementary school annex on Hawley Blvd. in 1999 which currently houses San Diego Global Visions Academy. After 15 years of AABA management of the facility, project management was transferred to the Normal Heights United Methodist Church, which was an original partner in the project.

Deco Bikes— Working with the City of San Diego and Deco Bikes, the Association advocated for the installation of Deco Bike stations on Adams. The stations will be installed early 2015.

30th Street Bottle Share— The Association joined forces with other Mid-City organizations to initiate the first annual 30th Street Bottle Share event as part of San Diego Beer Week 2014. The event took place the first weekend in November and was attended by 500 people.

AABA In-House Video Production— The AABA has produced 8 promotional videos, both for featured businesses and the Adams business community as a whole. Those videos can be found on the AABA Youtube channel- www.youtube.com/channel/UChWJ5KIS6fdxuSiKyvEnz0g/feed.

Support to Community Events— Adams Ave and the surrounding community has become a sought after venue for special events and other activities. The AABA has been proud to support many of those this year including: Rock 'n' Roll Marathon, Art Around Adams, Movies in the Park, Alex's Lemonade Stand, the Trailer Rally, and SDPD community walks.

Adams Avenue Business Association
4649 Hawley Boulevard
San Diego, California 92116

2014 Board Members:

Ed Badrak, Badrak Services , *President*
Dave McPheeters, Zac's Attic, *Vice President*
Mikey Knab, Ponce's Mexican, *Vice President*
Doug Generoli, Pi Financial, *Treasurer*
Lois Bach, Classic Bows, *Secretary*
Ryan Altman, Adams Ave Integrative Health
Jocelyn Brierton, Gledhill's Vintage Furniture
Tony Carrillo, Carrillo Auto Body & Collision
Phil Linssen, Kensington Veterinary
Michael Rammelsberg, Rosie O'Grady's
Pam Sisneros, Kensington Video
Russ Vuich, Local Property Owner
Alison Flynn, Villainous Lair Comics & Gaming
Lisa Greshko, eloS Shoes
Shayna Roberts, House of Imago



Committees:

Board Meeting - 1st Tuesday of each month at 8:00am

Promotions - 2nd Thursday after the Board Meeting each month at 8:00am. Tasks include special events, member mixers, and general marketing.

Business Planning & Development - 3rd Tuesday each month at 8:00am. 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 8:00am. 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 8:00 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 Contact

Scott Kessler- Executive Director, Kat Carney- Associate Director and Craig Kinsley- Maintenance Worker

Normal Heights Community Center, 4649 Hawley Blvd

P- (619) 282-7329

F- (619) 282-8751

www.adamsavenuebusiness.com