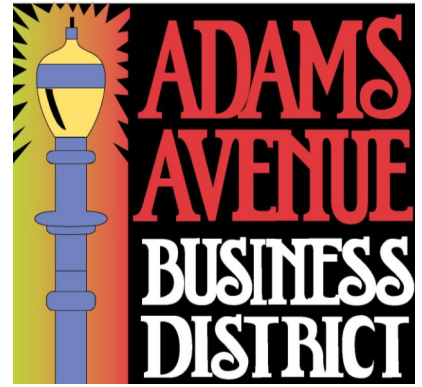


2012 Annual Report



President's Message: Highlights & Achievements: Ed Badrak, Badrak Services.

It has been a pleasure serving as the AABA's Board President during 2012. I want to encourage you all to attend our annual breakfast meeting and wish you a happy new year. Following, in no particular order, are highlights of the AABA's 2012 year.

- ◆ Transitioned the Adams Avenue Roots Festival from a block party format into a two and half mile acoustic music walkabout called Adams Avenue Unplugged. The event drew critical acclaim, record crowds, and increased weekend commercial activity.
- ◆ Reinstated a holiday tradition by bringing back Santa, snow, caroling and crafts to the children of the neighborhood. Held at Kensington Library Park, under the banner of Holiday on the Avenue.
- ◆ Participated in Small Business Saturday by distributing business directories along the Avenue.
- ◆ Record public attendance, publicity, and profits generated from 2012 Street Fair.
- ◆ Accomplished the repositioning of the bus stop and parking meters at Adams and 30th, at request of property owner and new business to facilitate required tenant improvements.
- ◆ Oversee the Avenue's Maintenance Assessment District (MAD) under contract with the City which includes area-wide graffiti control and day porter service on 7 blocks
- ◆ Day- to- day management of Normal Heights Community Center's hall rental reservations.
- ◆ Upgraded website and social media presence.
- ◆ Replaced dead trees, broken street grates, trashcans, and damaged street lights.
- ◆ Facility Management of San Diego Global Vision Academy campus, in partnership with the Normal Heights Methodist Church.
- ◆ Supervised Storefront Improvements for Corner Liquor and Discount Fabrics.
- ◆ Steam cleaned and removed gum on 8 blocks of sidewalk.
- ◆ Brought management of Taste of Adams Avenue in - house, converting consultant fees to expanded publicity campaign.
- ◆ Hosted quarterly member mixers
- ◆ Managed community marquee (Discount Fabrics) messaging and purchased new marquee letters.
- ◆ Helped facilitate lease negotiations that enabled recruitment of new hospitality business, resulting in significant Avenue investment.
- ◆ Helped negotiate forthcoming use of Masonic Lodge's lot for public parking in conjunction with Heights Tavern.
- ◆ Began work on bike-friendly business district and Adams Avenue mural program. Look for exciting additions in 2013.
- ◆ Began plans for a new community parking lot program coming in 2013.
- ◆ Developed BEYOND NORMAL marketing campaign to be fully launched in 2013.

ANNUAL MEETING

Blind Lady Ale House

1/22/13 8:00am

RSVP directions below.

You're Invited: The AABA's annual membership meeting will be held at *Blind Lady Ale House, 3416 Adams Avenue on January 22nd at 8 am*. This is a once - a- year opportunity to meet, greet and share a meal with so many other Adams Avenue District business owners. It is also the occasion when we elect the 2013 slate of nominees, to serve terms on the AABA Board of Directors. All members of the AABA are invited to

Who We Are: The AABA is a nonprofit corporation that formed in the early 1980's for the purpose of revitalizing and marketing the Adams Avenue business corridor. The AABA has worked to improve the neighborhood's economic conditions through its own activities and in partnership with local businesses and property owners, private companies and public or government agencies. The AABA is overseen by a Board of Directors comprised exclusively from member business owners located within the Adams Ave Business Improvement District boundaries. The Business Improvement District or BID, is a neighborhood-based zone initiated by the City of San Diego in conjunction

Get Connected: The AABA lists each BID businesses on the AABA online directory and loves to brag about you on Facebook and Twitter. Each month the online directory is updated from the city's official list of local business license holders. *Please take some time to check out your listing and give us feedback on any changes that need to be made.* If you are a home-based business, please reach out and get connected.

attend but we do ask that you RSVP for the purpose of food preparation. RSVP by email to: Bethany@AdamsAvenueBusiness.com, or by phone: 619-282-7329. Breakfast is \$10 per person and payment can be made by cash or check (written to Adams Avenue Business Association) prior to or on the day of the meeting. Please RSVP by January 20th, 2013.

with local business boosters. As part of its economic development and neighborhood revitalization strategy, the city established BIDs in San Diego's historic commercial areas. Each registered business license holder within the 2 ½ mile long Adams Avenue BID, is assessed an annual fee that helps underwrite activities designed to promote the area. The AABA is under contract with the city to administer the BID program (and other contracts) and the approximate \$40,000 in yearly BID assessments contributed by the Association's 600 members. The AABA leverages these base BID fees into additional dollars and service through a varied and integrated work plan.

On our site you'll also find a *survey for business owners* about communication and cross promotion on the Avenue. Please take a moment to fill it out for us.

Join us on Facebook or Twitter to get connected.

Facebook.com/AdamsAvenueBusiness

Twitter @AdamsAvenueBusines

Official Site - www.AdamsAvenueBusiness.com



Special Events

Focus on Special Events: There are many reasons why the AABA dedicates significant organizational energy to the planning and production of its special events: **Adams Avenue Street Fair, Adams Avenue Unplugged, Taste of Adams Avenue and Holiday on the Avenue.**

- ◆ The marketing and branding impact generated by these events are integral to the AABA's promotional mission. Such an expansive year-round publicity campaign would be otherwise unaffordable.
- ◆ The proceeds earned from the Street Fair underwrite a majority of the Association's staffing levels as well as fund various other activities. The AABA has been able to keep assessment fees to a minimum by earning revenue through its entrepreneurial efforts.
- ◆ Some AABA members experience substantial sales volume increases during the events.
- ◆ The business district is packed with customers who will more likely return at other times. Promotional material such as event programs and business directories are distributed.

In 2012, The AABA earned \$327,733 (including grants) in gross revenues from special events. The Street Fair netted the AABA \$89,000. \$43,700 of direct mar-



HOLIDAYS

Over 300 kids came out for snow and Santa.



UNPLUGGED

It was standing room only for John C. Reilly & friends

keting and advertisement buys were event driven this year. Another \$25,000 of print and social media was deployed by our sponsors from shared revenue partnerships. Radio sponsors contributed over \$60,000 in promotional spots, according to their valuations. Most impactful may be the editorial coverage generated from featured stories and news reports in print and TV: tens of thousands of dollars of earned coverage is attributable to the AABA's production of these events. Social media buzz and traffic generated from the events was noteworthy as well. The AABA's website logged 8,500 visits the week of Street Fair and 6500 during Unplugged. One of our media sponsors tracked over 600,000 individual customer impressions of Adams material in the month leading up to the Street Fair. Obviously, many more folks hear about Adams events than have the opportunity to attend. The publicity the events engender help market the business district to a region-wide audience of non-attendees as well.

In summary, the AABA's special event program generates unique and affordable promotional value for the area, while underwriting the operations of the AABA. The distinct series of these community offerings that have been produced by the Adams Avenue Business Association for the past 30 years, have helped define the business district as much as the organization that was created to help market it.

2013 Dates

Adams Avenue Unplugged	April 27th & 28th
Taste of Adams	June 30th
Adams Avenue Street Fair	September 28th & 29th
Holiday on Adams	December

Financial Review

Statement of Financial Position

ASSETS

Current Assets

Checking/Savings

10010 AABA Operating Accounts	52,843.32
10020 - Restricted Annex Checking	<u>139,631.05</u>
Total Checking/Savings	192,474.37

Other Current Assets

12335 - Street Fair Receivable	9,795.00
10140 - Prepaid Expense	1,226.00
12340 - MAD Receivable	<u>18,189.15</u>
Total Other Current Assets	<u>29,210.15</u>

Total Current Assets 221,684.52

Fixed Assets

14210 - School Annex Building	1,275,326.00
14220 - School Annex Less Accum. Depr.	<u>-1,151,908.00</u>
Total Fixed Assets	<u>123,418.00</u>

TOTAL ASSETS **345,102.52**

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

22045 - BID Assessment	5.20
22050 - SBEP Advance	11,990.46
20305 - Payroll Liabilities	<u>3,860.64</u>
Total Other Current Liabilities	<u>15,856.30</u>

Total Current Liabilities 15,856.30

Long Term Liabilities

21110 - Annex - AABA Holding Account	113,499.13
22220 - Annex - Church Holding Account	<u>26,131.92</u>
Total Long Term Liabilities	<u>139,631.05</u>

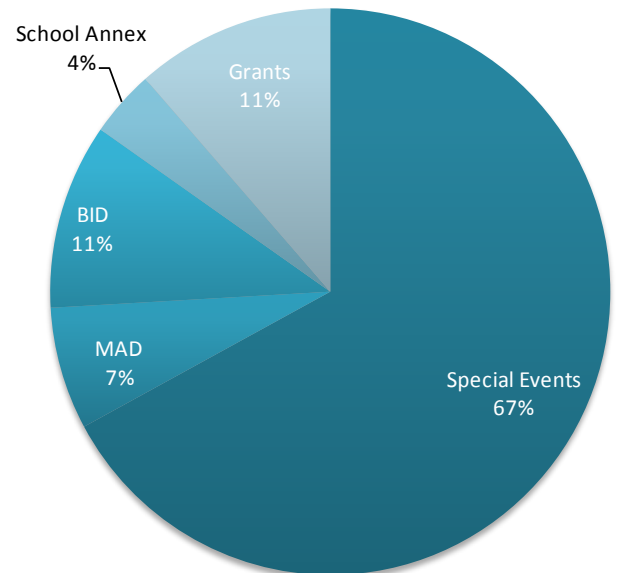
Total Liabilities 155,487.35

Equity

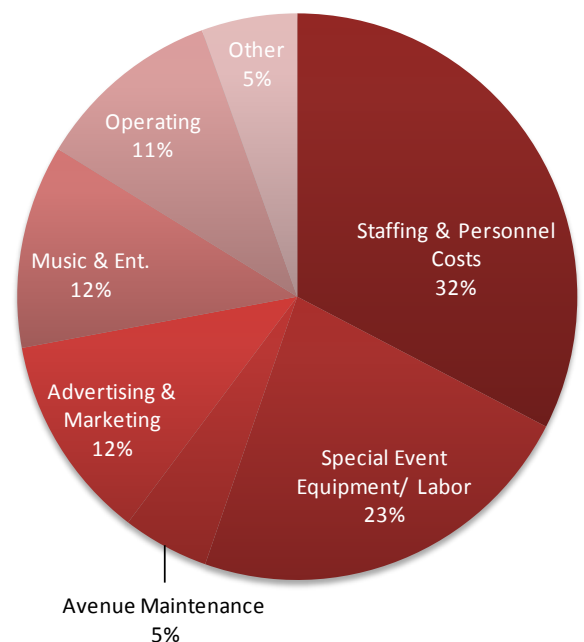
30020 - Net Assets	244,174.47
Net Income	<u>-54,559.30</u>
Total Equity	<u>189,615.17</u>

TOTAL LIABILITIES & EQUITY **345,102.52**

Ordinary Income: \$446,002



Ordinary Expense \$418,279



Statement of Financial Activity

Ordinary Income/Expense

Income

40050 · Program Income

40120 · Annex Support Revenue	10,516.00
40115 · Administration Fee	6,500.00
40090 · Associate Membership Dues	100.00
40070 · Other Income	1,162.00
40110 · Annual Meeting	<u>430.00</u>

Total 40050 · Program Income 18,708.00

43210 · Interest/Dividend Income 2.92

41000 · SBEP Management Grant 16,150.20

42000 · MAD 31,186.30

40020 · BID 47,221.92

40130 · Grants 5,000.00

40040 · Special Events.

164 · Beer Garden Taste	4,371.23
163 · City Beat Taste Sponsorship	2,971.44
162 · The VIP Lounge	4,231.50
150 · SBEP - City Fees & Services	7,450.80
160 · Ticket	15,705.00
159 · Carnival	15,835.00
158 · Program Ads	1,911.20
156 · Sponsorship	8,000.00
155 · Beer Garden	29,332.02
154 · Misc Income	400.00
153 · T.Shirt Sales	6,632.75
152 · Booth Rentals	194,262.14
151 · City, County & State Grants	29,730.00
157 · Cleaning Fee	<u>6,900.00</u>

Total 40040 · Special Events. 327,733.08

Total Income 446,002.42

Expense

53100 · Special Events

53170 · Supplies	1,855.54
53165 · Printing & Production	9,782.69
53160 · Graphic Design	3,504.46
53145 · Advertising	30,500.55
53125 · Contract Labor	40,180.55
53105 · Equipment Rental	54,657.89
53110 · Licenses and Permits	4,997.10
53115 · Promotional	1,325.04
53120 · Food + Beverage	7,775.64
53135 · Cleaning Fee	7,255.00
53140 · Music & Entertainment	<u>48,725.05</u>

Total 53100 · Special Events 210,559.51

50020 · Personnel

50028 · Maintenance Staffing 739.50

50038 · Workers Compensation 973.07

50037 · Health Insurance 3,875.00

50035 · State Payroll Taxes 1,288.02

50034 · Federal Payroll Taxes 9,387.93

50027 · Office Staffing 120,120.34

Total 50020 · Personnel 136,383.86

52010 · Maintenance

52035 · Supplies 7,951.12

52030 · Equipment 20.22

52025 · Utilities(Water/Electricity) 3,944.99

52020 · Contract Labor 8,911.00

Total 52010 · Maintenance 20,827.33

50040 Operating

50050 · Equipment/Furniture 25.00

50110 · Insurance 9,890.89

50045 · Bank & Credit Card Charges 4,431.49

50060 · Dues and Subscriptions 369.95

50120 · Office Supplies 2,414.72

50075 · Legal Fees 2,278.00

50125 · Accounting 17,618.00

50080 · Rent 2,400.00

50090 · Telephone 2,482.05

50070 · Postage and Delivery 497.95

50095 · Meetings+Conventions 2,546.33

Total 50040 Operating 44,954.38

51510 · Non-Special Event Marketing

51555 · Graphic Design 729.57

51535 · Advertising 2,560.00

51530 · Website 790.64

51515 · Printing and Reproduction 492.43

51550 · Promotion 982.00

Total 51510 · Non-Special Event Marketing 5,554.64

Total Expense 418,279.72

Net Ordinary Income 27,722.70

Other Income/Expense

Other Income

80010 · Annex - AABA 15,426.75

80020 · Annex - Church 46,360.75

Total Other Income 61,787.50

Other Expense

81005 · Annex Depreciation 82,282.00

81110 · Annex AABA 15,426.75

82220 · Annex Church 46,360.75

Total Other Expense 144,069.50

Net Other Income -82,282.00

Net Income -54,559.30

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

2012 Board Members:

Ed Badrak, Badrak Services , *President*
Dave McPheeters, Zac's Attic, *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
Mikey Knab, Ponce's Mexican
Phil Linssen, Kensington Veterinary
Michael Rammelsberg, Rosie O'Grady's
Pam Sisneros, Kensington Video
Russ Vuich, Local Property Owner



T-SHIRTS

Staff and volunteers model St Fair tees

Committees:

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

Promotions - 2nd Thursday each month at 8:30am. Tasks include event goals and priorities, marketing, and member relations.

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.