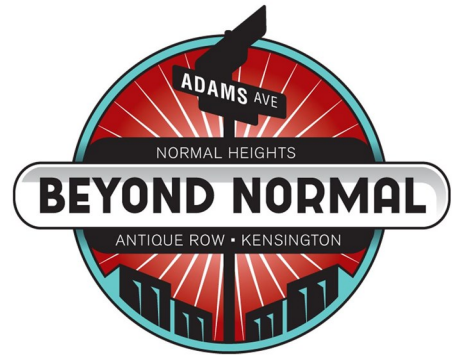


2013 Annual Report



www.adamsavenuebusiness.com

of the Adams Avenue Business Association

2014 Annual Breakfast Meeting

The Adams Avenue Business Association's (AABA) Annual Breakfast Meeting will be held on Tuesday, January 21st from 8-9:30 AM at Fish Public in Kensington (4055 Adams Avenue). Come sample a breakfast cuisine prepared by Executive Chef Jordan Davis while socializing with your Adams Avenue business colleagues. Join our New Year's tradition as we toast to Adams Avenue's ongoing revitalization and elect the 2014 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 and pay by Friday January 17th. You may RSVP by phone (619) 282-7329, walk in or email to Kat@adamsavenuebusiness.com. You may either make payment by mailing a check or bringing a check or cash to the AABA office, located in the Normal Heights Community Center, 4649 Hawley Blvd, San Diego, CA 92116. Hope to see you there.

ANNUAL MEETING

Fish Public

1/21/14 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 and partners with local businesses operators, property owners, and government agencies to improve the economic and physical conditions of the business district. The AABA is overseen by a 15 member Board of Directors selected annually from member business owners located within the Adams Ave 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. 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 \$509,000.

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 Drive on the West side to Vista Drive in Kensington. The AABA is under contract with the City 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.

S*pecial Events*

2014 Special Event Dates

Adams Avenue Unplugged	April 26th & 27th
Taste of Adams	June 29th
Adams Avenue Street Fair	September 27th & 28th
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 7 stages, 300 vendors spread out along 8 blocks, and a full scale carnival, the Street Fair draws over 100,000 weekend visitors to the community. The 32nd annual edition, held September 28th & 29th 2013, 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 totaled \$266,000 from which the AABA netted \$99,000. The Street Fair was originally organized to celebrate the re-lighting 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.

Adams Avenue Unplugged

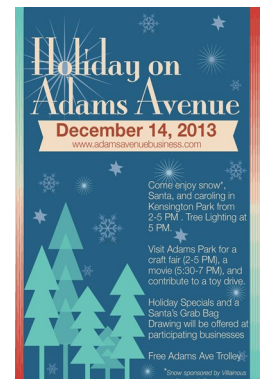
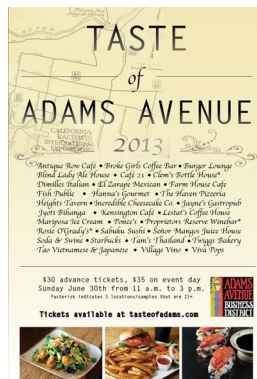
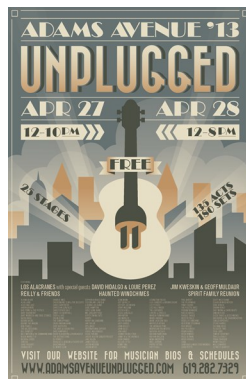
In 2012 the AABA transitioned the long running Adams Avenue Roots Festival, held during the last weekend of April, into Adams Avenue Unplugged. In 2013, Unplugged presented more than 180 musical performances inside 22 restaurants and bars and on four community stages. The innovative festival format has dispersed the musical entertainment and intimate performance settings throughout the business district, creating a 2-mile long musical walkabout. The event generated critical acclaim and packed the business district with festival attendees. 2013 festival headliners, which featured Grammy award winning and Oscar nominated artists included: Los Alacranes with members of Los Lobos, Jim Kewskin & Geoff Muldaur, John C. Reilly and Friends, Haunted Windchimes and Spirit Family Reunion.

Taste of Adams Avenue

Last year's Taste of Adams Avenue was the 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 for those too stuffed to trek the 2-mile Avenue. Taste of Adams Avenue takes place the last Sunday in June every year.

Holiday on Adams Avenue

The Holiday on Adams Avenue took place on December 14th this year with activities in both Adams and Kensington Park. This kid-centric event featured snow play, pictures with Santa, caroling, a craft fair, movie in the park, toy drive, and a tree lighting ceremony. New to this year's event was Santa's Grab Bag drawing, which was designed to drive shopping for a chance to win over 60 prized generously donated by Avenue merchants.



Other Activities

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 just under 1,000 friends at the beginning of last year to more than 6,000 by year’s end. The AABA also utilizes a Twitter and Instagram account to drive its messaging as well as member e-blasts.

Also new to the AABA media arsenal is a free mobile App, which debuted during the Street Fair. It can be used to navigate AABA events and check in on the happenings in between. Type “Adams Avenue Business” into your App Store to download.

The AABA’s website was redesigned in 2013 and traffic was increased to the site with special promotions. For instance, during September’s Street Fair the website logged 30,000 unique visitors. The AABA lists each BID business in its online directory which is organized by business category and includes links to member sites. Check out all the AABA sites at: www.adamsavenuebusiness.com, Facebook.com/AdamsAvenueBusiness, Twitter @AdamsAvenueBusiness, and Instagram @AdamsAveSD,



Other Activities

Banners– 165 new street banners were hung on the Avenue during the month of December distinguishing each of the three communities along Adams.

Quarterly Mixers– Quarterly mixers were held alternating between morning and early evening gatherings at Blind Lady Ale House, Heights Tavern, Broke Girls Coffee Bar, and Jayne’s Gastropub.

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.

Power washing– The sidewalks along Adams Avenue received a face lift after they were power washed and gum was removed from 18 block faces.

Tree replacements– New tree locations and replacement of dead or non-thriving trees were scheduled in 2013. 16 trees have already been replaced with another 16 scheduled for completion in January.

Crosswalks– New crosswalks were installed at three busy intersections on the Avenue thanks to AABA advocacy and responsive city government. A special thank you to the city’s traffic engineers and city council offices.

PROW– Adams Avenue merchants are allowed limited use of their sidewalks through the PROW permit program administered by the AABA and other BIDs in the City of San Diego. Contact the AABA office for more info.



New trees were planted on the Avenue this year

Normal Heights Community Center– The AABA handles 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 Management– Ongoing management of this lease hold improvement, developed by the AABA 14 years ago, continued through 2013.

Bike Rack Installations– Working with the City of San Diego, the Association facilitated the installation of bike racks last spring. Another 47 bike racks are currently in the process of being installed.

Avenue Marketing, Branding, & Advertising– AABA purchased \$34,000 worth of print advertising in 2013 and generated another \$90,000 of in-kind media besides investing \$17,000 into printing, promotion, and social media.

Financial Review

2013 Year End Balance Sheet

ASSETS

Current Assets

Checking/Savings

10010 AABA Operating Accounts	45,391.77
10020 - Restricted Annex Checking	212,787.42
Total Checking/Savings	258,179.19

Other Current Assets

12345 - City EDTS	29,000.00
12320 - SBEP City Fees & Services	10,366.50
10140 - Prepaid Expense	4,111.00
12340 - MAD Receivable	10,824.71

Total Other Current Assets 58,524.96

Total Current Assets 316,944.15

Fixed Assets

14210 - School Annex Building	1,275,326.00
14220 - School Annex Less Accum. Depr.	-1,234,190.00

Total Fixed Assets 41,136.00

TOTAL ASSETS **358,080.15**

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

22065 - Deferred Unplugged Income	5,000.00
22020 - Accrued Expenses	595.00
22050 - SBEP Advance	12,517.46

Total Other Current Liabilities 15,856.30

Total Current Liabilities 18,112.46

Long Term Liabilities

21110 - Annex - AABA Holding Account	173,250.58
22220 - Annex - Church Holding Account	39,639.62

Total Long Term Liabilities 212,890.20

Total Liabilities 231,314.42

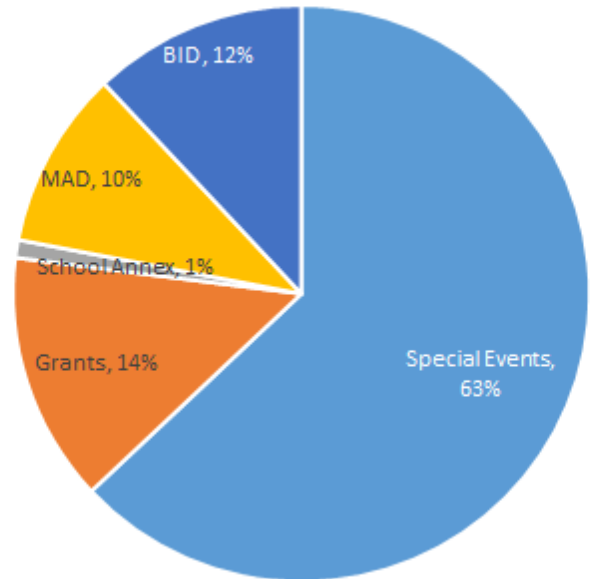
Equity

30020 - Net Assets	187,831.96
Net Income	-61,066.23

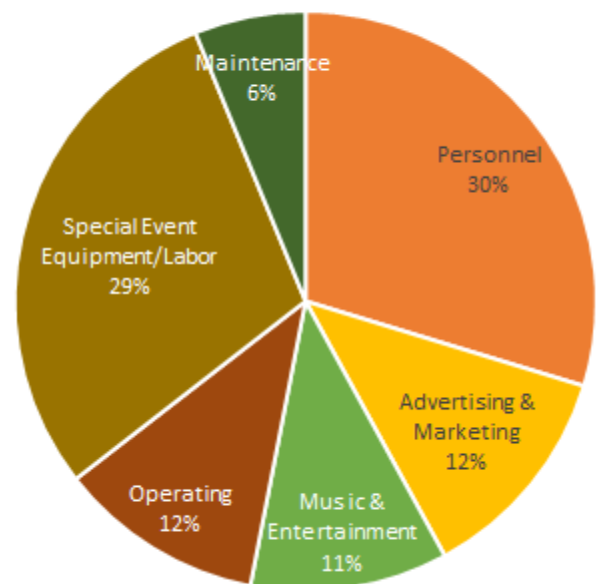
Total Equity 126,765.73

TOTAL LIABILITIES & EQUITY **358,080.15**

Ordinary Income: \$453,555



Ordinary Expense: \$432,339



2013 Year End Profit & Loss

Ordinary Income/Expense

Income

40050 · Program Income

40120 · Annex Support Revenue	10,516.00
40115 · Administration Fee	5,500.00
40090 · Associate Membership Dues	90.00
40070 · Other Income	340.00
40110 · Annual Meeting	<u>480.00</u>

Total 40050 · Program Income 6,410.00

43210 · Interest/Dividend Income 1.90

41000 · SBEP Management Grant 21,331.00

42000 · MAD 42,631.03

40020 · BID 54,722.99

40130 · Grants 13,470.00

40040 · Special Events.

166 · Holiday on Adams	700.00
165 · Stage Host	3,312.50
164 · Beer Garden Taste	4,330.42
162 · The VIP Lounge	6,414.00
150 · SBEP - City Fees & Services	15,315.91
160 · Ticket	29,361.50
159 · Carnival	15,040.00
158 · Program Ads	1,115.00
156 · Sponsorship	11,000.00
155 · Beer Garden	26,672.00
153 · T-Shirt Sales	4,991.00
152 · Booth Rentals	165,036.19
151 · City, County & State Grants	29,000.00
157 · Cleaning Fee	<u>2,700.00</u>

Total 40040 · Special Events. 314,988.52

Total Income 453,555.44

Expense

53100 · Special Events

53170 · Supplies	1,138.50
53165 · Printing & Production	7,242.28
53160 · Graphic Design	2,360.00
53145 · Advertising	25,968.68
53125 · Contract Labor	48,270.51
53105 · Equipment Rental	53,495.23
53110 · Licenses and Permits	4,292.00
53115 · Promotional	1,120.12
53120 · Food + Beverage	6,815.75
53135 · Cleaning Fee	3,900.00
53140 · Music & Entertainment	<u>48,050.00</u>

Total 53100 · Special Events 202,653.07

50020 · Personnel

50028 · Maintenance Staffing	9,592.50
50038 · Workers Compensation	1,684.60
50037 · Health Insurance	7,365.00
50035 · State Payroll Taxes	1,886.66
50034 · Federal Payroll Taxes	8,613.56
50027 · Office Staffing	<u>100,616.11</u>

Total 50020 · Personnel 129,758.43

52010 · Maintenance

52035 · Supplies	2,364.94
52030 · Equipment	642.63
52025 · Utilities(Water/Electricity)	4,016.09
52020 · Contract Labor	<u>19,944.77</u>

Total 52010 · Maintenance 26,968.43

50040 Operating

50110 · Insurance	10,075.83
50045 · Bank & Credit Card Charges	7,650.12
50060 · Dues and Subscriptions	1,019.20
50120 · Office Supplies	3,612.97
50125 · Accounting	17,568.30
50080 · Rent	2,400.00
50090 · Telephone	2,648.00
50070 · Postage and Delivery	153.01
50095 · Meetings+Conventions	4,486.46
50085 · Repairs(Computer/Building)	<u>440.00</u>

Total 50040 Operating 50,053.89

51510 · Non-Special Event Marketing

51560 · Holiday on Adams	4,098.27
51555 · Graphic Design	50.00
51535 · Advertising	8,008.05
51530 · Website/Social Media	6,276.83
51515 · Printing and Reproduction	236.70
51550 · Promotion	<u>4,236.00</u>

Total 51510 · Non-Special Event Marketing 22,905.85

Total Expense 432,339.67

Net Ordinary Income 21,215.77

Other Income/Expense

Other Income

80010 · Annex - AABA	8,176.52
80020 · Annex - Church	<u>28,549.24</u>

Total Other Income 36,725.76

Other Expense

81005 · Annex Depreciation	82,282.00
81110 · Annex AABA	8,176.52
82220 · Annex Church	<u>28,549.24</u>

Total Other Expense 119,007.76

Net Other Income -82,282.00

Net Income **-61,066.23**

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

2013 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
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- Office Manager, and Mysti Schubert- Maintenance Worker

Normal Heights Community Center, 4649 Hawley Blvd

P- (619) 282-7329

F- (619) 282-8751

www.adamsavenuebusiness.com