

FY 2017 Annual Report

CollegeAreaBID.com
ACTIVITIES AND FINANCIAL
STATUS FOR THE FISCAL
YEAR 2017

COLLEGE AREA BUSINESS DISTRICT BOARD OF DIRECTORS (Term Expiration)

Paul Russo, President (2018)
Russo Properties Ltd. /Campus Plaza

Tyler Blair, Vice President (2018)
The Washboard Laundry

Harold Webber, Vice President (2018)
Webber Properties

Amir Rezai, Vice President (2017)
iQ Graphics

Tony Konja, Treasurer (2017)
Keg N Bottle

Mike Trunzo, Secretary (2018)
Brian Scholar's Foundation

Marc Bennett
Pappy's Barber Shop

Natasha Englehardt (2017)
Platt College

Teri Featheringill (2018)
Featheringill Mortuary

Pat Geary (2017)
Property Owner

Dave Hargreaves (2019)
Cerberus Moto

Alex Mickle (2017)
Commercial Property Owner

Lynn Owens (2017)
Owens Chiropractic

Lillian Palmer (2018)
Commercial Property Owner

Meghan Riva (2018)
Barkn'dales Dog Wash

Bruce Robertson (2018)
College Ave Baptist Church

Martin Samo (2019)
Property Owner



About the College Area Business District

The College Area Economic Development Corporation, commonly known as the College Area Business District, is a non-profit business advocacy organization that represents approximately 500 business owners and 250 commercial property owners within certain boundaries of the College Area. The organization is the manager of the College Area Business Improvement District and the College Heights Maintenance Assessment District through separate contracts with the City of San Diego.

Under the Business Improvement District contract, we are responsible to promote the area as a destination and promote the individual businesses within the District as destinations.

This has been done by welcoming new businesses with grand opening ribbon cutting ceremonies, hosting educational workshops for the business owners, bringing business owners and property owners together by hosting mixers. Additionally the organization hosts special events such as the Boulevard BOO! Parade (San Diego's ONLY Halloween Parade!) and a new event this year, Art Street.

The College Area Business District is managed by a 17 member Board of Directors each of which represent either a business or commercial property within the District boundaries. We also have a staff of 2 people, Executive Director, Jim Schneider and Assistant Director, Emily Paddock.

Business Assessments Project

Over the past 3 years, our staff has noticed that as many new businesses are opening in the area, the Business Improvement District (BID) assessments should be rising along with that. The fact is that the College Area Business District has experienced a decline of the assessment dollars. Over the last 3 years, the assessments have been reduced from a high of \$66,000 annually to only \$58,000 this year (FY17).

This prompted us to create an internship opportunity to determine the cause of the decline in assessments. Working with SDSU's Career Services and SDSU's Fowler School of Business we sought out and found interns to assist with the project.

The interns canvassed the entire Business District to identify each business by address and note any that are not on the City's current list of College Area Business District's businesses. They also

identified any business on the list that are no longer operating.

The interns worked cooperatively with the City's Treasurer's Office to help add businesses not on the list and to remove the closed businesses from the list. Any newly added businesses will be contacted by the City to collect the assessments and these funds will be available to fund our organization's staffing and activities. This project identified 45 closed businesses, 68 businesses not listed and 8 businesses soon-to-open. In total, they identified about \$13,000 in assessments per year that has not been previously identified as collectable. From the efforts of this project, we will create a process to continue to make certain all businesses that should be paying their assessments are educated about the value of our work we do for them, which will in turn make them want to pay their annual assessments.

Infrastructure Projects

This year, the College Area Business District worked closely with Civic San Diego to complete the El Cajon Boulevard Sidewalk Improvement Project. This project was in the works since 2008 and was funded through former redevelopment funding. Our role was to assist Civic San Diego and the general contractor to ensure that any issues raised by the affected businesses were addressed immediately.

The project began in November and was slated to be completed by the end of April 2017. The project was designed to improve the sidewalks along El Cajon Boulevard from 54th Street to 73rd Street. Wheelchair ramps were upgraded and trip hazards were removed.

College Area "Vision of the Future Tour"



On Friday, April 28, 2017 the College Area Business District, Civic San Diego and Wells Fargo bank co-hosted the College Area Business District Vision of the Future Tour. This event was designed to invite investors, real estate professionals and businesses to the College Area Commercial corridor and introduce them to the potential this area has as for being a more viable business district. They toured recently completed development projects, projects under construction, planned developments and potential new developments.

The tour was successful with 45 people that made up a mix of the targeted au-

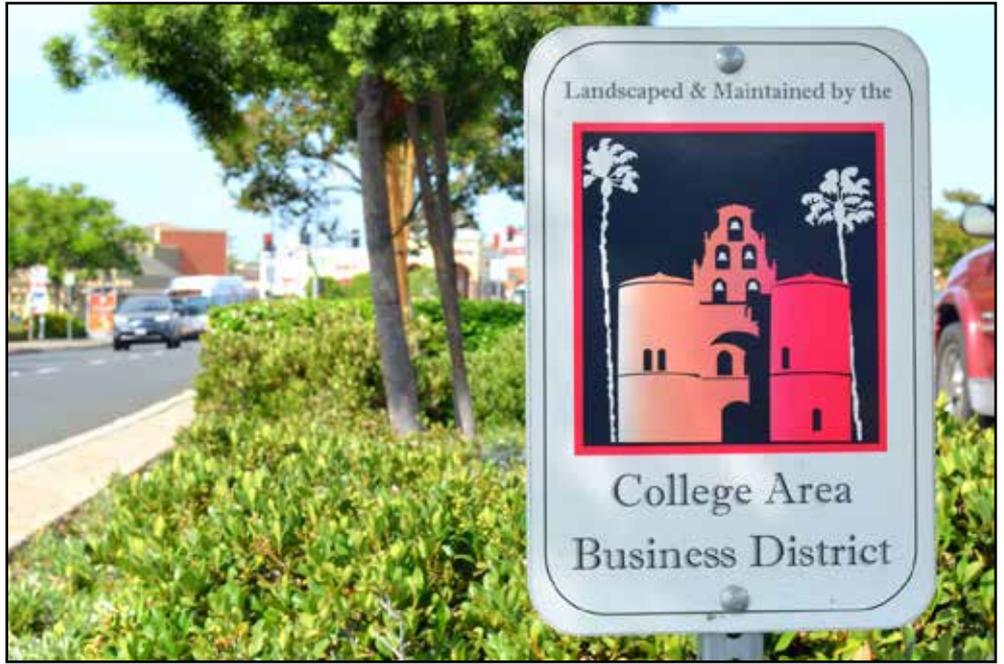
dience in attendance. The tour began at Oggi's Pizza Express at SDSU's Student Union. Welcome messages were offered by from Jim Schneider, Executive Director for the College Area Business District, District 9 City Councilmember Georgette Gomez and SDSU Business and Finance Director, Tom McCarron. Their common messages focused on the potential for attracting Co-Working spaces offering jobs for SDSU's graduating students in the fields of Engineering, Innovation and Entrepreneurship. Their messages also rang true to the vision of attracting a business mix that directly serves the needs of the surrounding neighborhoods.

The Tour received some good press as there was a page 1 article in the San Diego Business Journal the next week.

On June 21, 2017 there was a Follow-Up Roundtable meeting with those who attended the tour. The purpose of this was to introduce some of the property owners with available properties to meet with the developers, real estate professionals and financiers. This was hosted by Mesa Commons (6470 El Cajon Boulevard); a beautiful affordable housing development in the College Area Business District. This event was also successful with television news coverage on San Diego's KGTV channel 10.

Maintenance Assessment District

The contract for the Maintenance Assessment District (MAD) serves the purpose of controlling and preserving the aesthetics of the commercial corridor. The scope of work includes all landscaping maintenance of the medians, sidewalk sweeping, emptying the public trash receptacles, power washing the sidewalks removing graffiti, hanging seasonal street light pole banners and maintaining the hanging flower baskets. Since its inception in 2008, the College Heights MAD has done well to improve the cleanliness and visual aesthetics of the District which in turn has helped to increase commercial property values. During the fiscal Year 2017, the College Heights MAD focused primarily on the regular operations of the MAD. This be-



ing the first year of a 5 year contract, we again requested a cash advance from the City to ensure proper cash flow of the MAD operations. By doing so, this amount came "off the top" of our budgeted amount for the year. This gave

us less money to spend in the MAD, which merely meant we had no room for additional projects this year. We did have sufficient funds available for all of the regular maintenance and upkeep for the year

Mixers

We continued to host regular mixers to encourage communication and cross promotion amongst our many College Area businesses and property owners. As tradition extended on, we have had the pleasure of entertaining three key mixers this fiscal year. The year started off with a joint mixer with the Diamond Business Improvement District where we celebrated the holiday season. The Ugly Dog Pub played host for the evening, as reindeer games were played and The College Area Business District and The Diamond Business District mixed and mingled as one.

We followed with a mixer that highlighted two business members also serving as a grand re-opening celebration. The mixer was held at Next Door Craft Beer and Wine Bar, promoting the reopening of Ranchwood BBQ. It was a wonderfully attended mixer, giving a well-deserved warm welcome to Ranchwood BBQ.

We ended the year with our Annual Awards Mixer, which was graciously hosted at Balgonte Galeria and catered by 3 area restaurants (Fish Pit, Bistro Sixty and Terra American Bistro). Each year we recognize those businesses that stand out in the community during

the Annual Awards Mixer. These awards help to promote being a good business neighbor in the College Area.

The ballots were prepared through our Marketing Committee and submitted to the public to vote through an online ballot. The awards presented this year were Best Storefront Makeover (Fish Pit), Best Long-term Business (Over 30 Years) (Planned Parenthood) Best New Business (Trader Joe's), Best New Restaurant (Fish Pit), Business of the Year (Pesto Italian Craft Kitchen) and the R.J Benoit Award (outstanding Board Member) (Tyler Blair). Congratulations to all of the nominees and winners.



Ribbon Cuttings

As a means to celebrate and recognize businesses and property owner's investment in the College Area, we offer ribbon cutting ceremonies to member businesses who are celebrating a grand opening, anniversary or another special occasion. These ceremonies highlight and attract publicity to businesses and commemorate their efforts to make the College Area Business District, one of San Diego's best districts.

Included in this year's festivities were the opening and celebration of the following businesses: **Fish Pit** (4632 College Ave.), **Pokedon** (6353 El Cajon Blvd), **San Diego Blenders** (6353 El Cajon Blvd), **Pesto Italian Craft Kitchen's** (6011 El Cajon Blvd) 1-year anniversary, **Beauty & Beast Salon and Barber** (5549 El Cajon Blvd), and **Ranchwood BBQ's** (7229 El Cajon Blvd.) Grand Re-Opening. We thank all who participated this year and look forward to seeing the continued evolution of the area and celebrating the success of our local businesses.

Special Events



2016 BOO! Parade

This year's parade was Spook-tacular! As history has proven, the crowd got bigger and the smiles grew larger making the 12th annual parade, yet again, a great one. New to this year's parade was a major change to the Parade route as we turned it around on El Cajon Boulevard to flow westward. The visitors enjoyed this as it ended near the parking areas and the AfterBOO! Carnival hosted by the College Avenue Baptist Church.

Another new addition to the parade was the Grandstand Seating located at the Campus Plaza Shopping Center (our lead event sponsor). Tickets were \$10 per adult and children were free, the ticket included foods and drinks from local restaurants. The grandstand seating was a big hit as it sold out! This upcoming year we will continue to add value to the parade by expanding on the grandstand seats.

We thank all of our amazing sponsors, volunteers, parade coordinators, entries, and of course our spectators for supporting San Diego's ONLY Halloween Parade. As hosts of the parade, we are extremely happy with the success of this year's parade and look forward to improving, adjusting, and continuing to make this family event the best Halloween event in San Diego.

2017 Bike to Work Day

For the second year, the College Area Business District participated in the City wide effort to promote the use of bicycles as an alternative means

of transportation in the form of a bike stop for Bike to Work Day. This year we hosted a Pit Stop at Duet Coffee (6526 El Cajon Boulevard). We also partnered with member businesses Pedal Pushing Bicycles, SOAS Racing, San Diego Blenders, and Next Door Craft Beer and Wine Bar. All businesses offered their specialties to those who stopped by.

ART Street

Art Street is the newest art event to hit San Diego. Its inaugural year was a remarkable success, boasting a variety of art mediums. Booths filled with 2-dimensional art (paintings, sketches etc.) and 3-dimensional arts (Sculpting, pottery, etc.) were lined down ART Street where attendees could admire and purchase the variety of principles. Also included was an interactive art opportunity thanks to San Diego State University's Arts Alive program. Guests enjoyed eats and drinks from

There was a large amount of participation in this County led incentive, furthering our desire to pursue a means to enhance our District's roadways, making for safer and easier use of this alternative means of transportation. It is our goal to participate again in Bike to Work Day, and hopefully be included in other measures to further this worthy matter.

San Diego County Fair Photo shoot

This year we brought the Wild West to the Boulevard, participating in the 2017 San Diego County Fair Banner photo shoot. "Where the West is Fun" was this year's theme, making for a fantastic cowgirl/cowboy roundup. The banners were displayed throughout the College Area Business District representing our fantastic neighborhood and community pride through the months of May and June. The banners were given to those who participated as memorabilia in July. We look forward to next year's San Diego County Fair theme and facilitating community representation along our district corridors.

Social Tap while relishing in live performances of music, comedy, and spoken word. The event was hosted by the College Area Business District with the aid of amazingly generous sponsors; iQ Graphics, College Neighborhoods Foundation, and Social Tap. With the inaugural year having passed, and lots of learning having taken place, there is a lot of potential for next year's event. We look forward to making ART Street bigger and better sticking to the authenticity and pure nature of an art event.



College Area Economic Development Corporation Comparative Statements of Activities and Changes in Net Assets For the Years Ended June 30, 2016 and June 30, 2017

Financial Statements

The financial position for the College Area Business District was stable throughout the year. We have experienced some reductions in revenue and expenses, but overall, the organization seems to be doing well to accomplish much with the available money.

As of July 19, 2017, the Annual Audit has been completed and approved by the Board of Directors. Staff worked well with the Auditor, Andres Garcia over the previous 2 months to ensure a timely Audit this year. Once again, the Audit showed the organization is in good standing financially and that our operations reflect that we manage risk well.

To the left are our reports which demonstrate our financial changes through FY2016 and the financial position as of June 30, 2017.

	FY2017	FY2016
Revenue & Support		
City of San Diego - Maintenance Assessment District	\$ 352,494.00	\$ 352,347.00
City of San Diego - Business Improvement District	\$ 58,761.00	\$ 65,212.00
City of San Diego - Small Business Enhancement Program	\$ 28,532.00	\$ 26,524.00
City & County Grants for BOO! Parade	\$ 10,000.00	\$ 18,000.00
City and County Grants - General	0	2662
Total Government Funding	\$ 449,787.00	\$ 464,745.00
BOO! Parade - Excluding Grants	\$ 26,240.00	\$ 32,725.00
In Kind Contribution of Facilities	\$ 25,500.00	\$ 25,500.00
College Area Taste (College Area Food Experience)	\$ -	\$ 2,714.00
Bank Assessments	\$ 3,300.00	\$ 3,300.00
Mixer Admissions & Associate Membership Dues	\$ 8,430.00	\$ 1,350.00
Other Income	\$ 1,443.00	\$ 2,000.00
Insurance Dividend	\$ 260.00	\$ 112.00
TOTAL REVENUE & SUPPORT	\$ 514,960.00	\$ 532,446.00
Expenses		
Program Expenses	\$ 507,613.00	\$ 500,949.00
General Administrative Expenses	\$ 18,922.00	\$ 22,916.00
TOTAL EXPENSES	\$ 526,535.00	\$ 523,865.00
Change in Net Assets	\$ (11,575.00)	\$ 8,581.00
Net Assets, Beginning of Year	\$ 50,841.00	\$ 42,260.00
Net Assets End of Year	\$ 39,266.00	\$ 50,841.00

College Area Economic Development Corporation
Comparative Statement of Financial Position, June 30, 2016 and June 30, 2017

	FY2017	FY2016
Assets		
Cash & Cash Equivalents	\$ 108,483.00	\$ 4,131.00
Accounts Receivable	\$ 28,095.00	\$ 48,595.00
Prepaid Expenses	\$ 8,734.00	\$ 3,270.00
Total Assets	\$ 145,312.00	\$ 55,996.00
Liabilities		
Accounts Payable	\$ -	\$ 165.00
Accrued Vacation	\$ 3,546.00	\$ 3,546.00
Deferred Revenue	\$ 2,500.00	\$ 1,444.00
Maintenance Assessment District Advance	\$ 100,000.00	\$ -
Total Liabilities	\$ 106,046.00	\$ 5,155.00
Net Assets		
Unrestricted	\$ 39,266.00	\$ 50,841.00
Total Net Assets	\$ 39,266.00	\$ 50,841.00
Total Liabilities and Net Assets	\$ 145,312.00	\$ 55,996.00

Our Supporters

We thank the City of San Diego for their support of our operations through the Small Business Enhancement Program and the San Diego County, specifically Supervisor Diane Jacob's Office, for generous support of the Boulevard BOO! Parade.

We also want to thank all of those businesses and organizations, too numerous to mention here for their financial and in-kind sponsorship throughout the year. The fellowship, sense of community and camaraderie has certainly grown throughout the neighborhoods we serve. We look forward to your continued support and friendship as we embark on the new fiscal year.



4704 College Avenue
San Diego CA 92115



Looking Ahead to 2018

Throughout the next year, we will be focused on attracting new revenues, solidifying our current revenues and managing expenses. We will be seeking new sponsorships from local and regional corporations for the special events and also seeking new grant resources to help grow the activities we have planned.

Another area of attention will be the attraction of new investment in the area as we entice new businesses and new developments to the College Area. The District has much potential to realize and we hope to do our part to attract new investment into the commercial corridor.

With these areas of focus, we hope to strengthen the organization and the build on the recent successes of commercial corridor. These efforts can only make the College Area more attractive for anyone seeking a great neighborhood to live, work, learn and play.

College Area Business District Future Dates to Remember

- **Boulevard BOO! Parade** - Saturday October 28, 2017, starting at 10:00am.
- **Art Street** - Date yet to be determined
- **Quarterly Mixers** : Social events (Multiple evenings throughout the year)
- **Ribbon Cuttings** : Welcome events for new businesses as they open.

. For updates and details on social events, follow College Area Business District website and social media including Facebook, Instagram & Twitter!

Monthly Committee Meetings

All Committee Meetings are held in the College Area Business District's Office (47014 College Avenue) unless otherwise specified. All Board and Committee meetings are open to the public.

- **Boulevard BOO! Parade Committee**: Meets the 1st Friday of every month at Duet Coffee (6526 El Cajon Boulevard) at 8:00am
- **Marketing Committee**: Meets the 1st Wednesday of every month at 11:00am
- **Business Development Committee**: Meets the 1st Thursday of every month at 9:00am.
- **Maintenance Assessment District Committee**: Meets the 2nd Wednesday of every month at 12:00pm
- **Executive Committee**: Meets the 2nd Thursday of every month at 3:00pm
- **Board of Directors Meeting**: Meets the 3rd Wednesday of each month at 12:00pm Lunch is served at 12:00pm and the meeting begins at 12:30pm
- **Annual Elections Meeting**: Wednesday, April 18, 2018. (Time and location to be determined)