



COLLEGE AREA BUSINESS DISTRICT

CollegeAreaBID.com

FY 2015 Annual Report November 2015

The College Area Economic Development Corporation's mission is to provide a united voice for our members and give each business owner the ability to flourish.

Annual Report for Fiscal Year 2015

Changing Leadership & Staff

The Fiscal Year 2015 began with the College Area Business District bidding farewell to their Executive Director, Jennifer Finnegan. After 7 years of serving the College Area, Jennifer took the opportunity to move her family to northern California. With a farewell party at the College Area's Ugly Dog Pub, the members of the District expressed their appreciation for her great work and wished her good luck in her new endeavors.

After an extensive search for a new Executive Director, the Board of Directors hired Jim Schneider, former Executive Director for the Adams Avenue Business District. With Jim's experiences in Business Improvement Districts and Maintenance Assessment Districts, coupled with the successes enjoyed by the Adams Avenue Business District, the hopes are high for this district under new leadership.

Through the first year, Jim learned about the existing conditions of the district and spent time meeting with many of the businesses and property owners. Jim has also met with many residents at the various community groups served by the College Area Business District. Jim was elected to the College Area Planning Board which will ensure that his work has a focus on the impacts the business district has on the College Area residents.

At the time of this writing, we have also recently hired a new Assistant Director,



Emily Paddock, a recent college graduate with excellent experience in marketing with Lincoln Financial Media. With our 2 person staff, both being new to their jobs, the next year promises new things and a new perspective on the future. The expectations are high, but the staff is up to the challenges.

Message from the Executive Director Jim Schneider

The College Area Business District, is among the finest Business Districts within the City of San Diego. This being my first year with the organization, I have had the pleasure of meeting many of the business owners, property owners and many residents of the neighborhoods we serve. Everyone has been very welcoming and has made me feel at home immediately.

While from the outside, it may not seem as though we did much new or different this year, we certainly have put the focus on the future and are on a great track to create a bright future for the Business District and for those whom these businesses serve.

Here in this Annual Report you will see that this year was certainly one of conservative accomplishment. We will go forward into the future with our eyes on the goal of fostering a vibrant business district that can serve the neighborhood residents and better serve the faculty, staff, and students of San Diego State University.

We have some work to do, but we have a great foundation from which to do that work. We also have a great Board of Directors and some amazing business and property owners who have been very helpful in setting up the foundation for our work ahead.

I look forward to serving our community with a whole-hearted effort to make the College Area Business District stand tall with accomplishment over the ensuing years.
Let's get to work!

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College Area Business District

The College Area Economic Development Corporation, more commonly known as "College Area Business District" is a 501(c)3 non-profit corporation. We serve as a small business advocacy organization meeting the needs of the business owners and commercial property owners in our district. The District boundaries are El Cajon Boulevard between 54th Street and 73rd Street, on Montezuma Road north of El Cajon Boulevard and College Avenue north of El Cajon Boulevard up to and including businesses on San Diego State University campus.

Business Improvement District & Maintenance Assessment District

Organized in 1996, the College Area Business District manages contracts with the City of San Diego for the Maintenance Assessment District (MAD) and the Business Improvement District (BID). Under the Maintenance Assessment District, we are responsible for maintaining the aesthetics within the boundaries of the College Heights MAD. 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.

The contract for the Business Improvement District guides us for promoting the district as a shopping and dining destination. Some of the promotional activities offered to our member businesses are: Cooperative



Advertising in local news publications, Street Light Pole Sponsorships, Ribbon Cutting Ceremonies, Press Releases to local news media, and hosting special events such as the Boulevard BOO! Parade, "San Diego's ONLY Halloween Parade" each October, and College Area Food Experience (CAFÉ) each May.

Our Committees

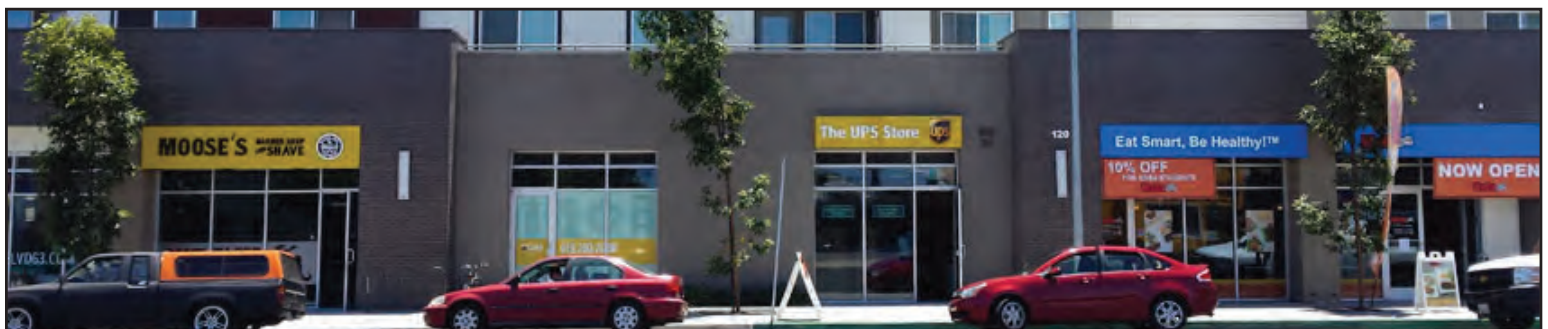
Our organization is governed by a 17 member volunteer Board of Directors elected annually by the 700+ business owners and property owners of the district. The activities of the organization are guided by the various committees made up of the businesses and property owners.

The various committees of the College Area Business District guide the activities of the organization. The Committees' success comes from the active participation of our most valuable asset,

our members. Serving as a committee member can offer our members the reward of a better business district which in turn can make their business more successful. We encourage all of our members to become active through our committees. The commitment of time is minimal but the rewards can be amazing!

All Committee Meetings are held in the College Area Business District's Office (4704 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 Clockwork Coffee Shoppe (4653 College Avenue) at 8:00am. This Committee plans and coordinates all aspects of the annual special event, Boulevard BOO! Parade, "San Diego's ONLY Halloween Parade".



New Businesses in the Mixed-Use Project BLVD6

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Annual Awards Mixer-Peter Alkatib of Diego Hills Charter School.

Marketing Committee: Meets the 1st Friday of every month at 12:00pm. The Marketing Committee plans, coordinates and executes all Member Mixers, Educational Workshops, Cooperative Marketing Efforts and the College Area Food Experience (CAFÉ).

Maintenance Assessment District Committee: Meets the 2nd Wednesday of every month at 12:00pm. The Maintenance Assessment District Committee oversees the operations and activities of the College Heights Maintenance Assessment District (MAD). The MAD is responsible for maintaining the aesthetics within the boundaries of the College Heights MAD. The scope of work includes all landscaping within the medians, sidewalk and gutter sweeping, emptying the public trash receptacles, power washing the sidewalks removing graffiti, hanging seasonal street light pole banners and maintaining the hanging flower baskets.

Business Development Committee: Meets the 1st Wednesday of every month at 2:00pm. Business Development Committee focuses on attracting new, viable businesses and potential development to the district as well as retaining the current viable businesses. This committee promotes the benefits of owning a business or property within the district and the assets (e.g. local neighborhoods, San Diego State University) that make the College Area Business District a great market.

Executive Committee: Meets the 2nd Thursday of every month at 3:00pm. The Executive Committee is made up of the officers of the Board of Directors for the College Area Business District (President, Vice President, Secretary and Treasurer). This committee provides guidance for staff and the Board of Directors in all

areas of operations. Their expertise serves to ensure that the organization operates within the guidelines of compliance for all contracts, grants and the organizational By-Laws. This oversight includes financial review, staff development, internal processes and board development.

Our Board of Directors

President and BOO! Parade Committee Chair

Paul Russo: Campus Plaza

First Vice President

Tyler Blair: The Washboard Laundry

Second Vice President

Harold Webber: Webber Properties

Treasurer

Tony Konja: Keg and Bottle

Secretary and MAD Committee Chair

Mike Trunzo: Brian's Scholar Foundation

Business Development Committee Chair

Teri Featheringill: Featheringill Mortuary

Marketing Committee Chair

Lynn Owens: Owens Chiropractic

Andrew Kootman: Order UP San Diego

Bob Moosebrugger: SDSU Athletics

Lillian Palmer: Commercial Property Owner

Christian Cardona: The Hair Social

Bruce Robertson: College Ave Baptist Church

Alex Mickle: AVM Properties

Madir Cuddy: ABC Acupuncture

Pat Mueller: Union Bank

Jenny Piro: Fit with Jenny

Len Regan: Best Western Lamplighter

Amir Rezai: I. Q. Graphics



CAFÉ event on San Diego 6 News.

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Special Events

Boulevard BOO! Parade

As much anticipated, this year's Boulevard BOO! Parade was a smashing success! With 70 parade entries, a mile of smiling faces, and the most generous of sponsors. As the hosts of the parade, we couldn't be happier.

The event was bigger, better, and spookier than ever, taking place on October 25th, 2014. We were excited to announce some of the new additions to the parade, The Marine Corps Band as well as the majestic Wells Fargo Stage Coach. This year we announced the Grand Marshal as the iconic Aztec Warrior, and wow, was he sensational!

Much thanks to our mini float sponsors: San Diego State University, California Coast Credit Union, Reliable Pipe Supply, and Bistro Sixty.

A huge thank you goes to our local sponsors: BLVD 63, Featheringill Mortuary, College Avenue Baptist Church, Union Bank, Smart & Final, Best Western, and Cal Copy.

A gracious tip of the hat to our media sponsors, who spread the word like wildfire; Lincoln Financial Media, better known as FM 949/, Easy 98.1 and KSON.

Lastly, our gratitude goes to our lead sponsor, Campus Plaza, without your loving support behind us, the BOO!



Featheringill Mortuary Herse Hood Ornament in BOO! Parade



Adam and Mary McElroy and Amir Rezai enjoying the Summer Mixer at SDSU

Parade couldn't happen. This year was definitely one for the books, and we can't wait to see what 2015 has to bring. As history has proven, each year gets better and better. We look forward to seeing you all there and thank you for the success of the 2014 Boulevard BOO! Parade!

College Area Food Experience (CAFÉ)

We decided this year to re-brand the College Area Taste event to give it new life. We began with our Marketing Committee creating a new name, College Area Food Experience or CAFÉ. With the new name, we asked Platt College to help us create a new event logo. With great submissions from their graphic design students, we received some exceptional artwork. From these, the Marketing Committee chose their favorite, submitted by Chelsea Laven. Chelsea won the \$300 award for the winning logo and she also worked with us to create the collateral materials (poster, postcard, ads, etc.).

The event was a success with all of this put together, we proceeded to garner the support of 26 of the area restaurants offering a small taste of their house specialties. The "Tasters" who visited the event truly enjoyed the diversity of foods and were surprised at the great hospitality of the area.

As many new restaurants have been moving into the District recently, we can only believe that the annual CAFÉ event will continue to attract new clients to those new and existing restaurants.

Other Activities

New Website & Social Media

We updated the website this year with a complete make-over. The new website allows staff to make changes to the posted information easily and allows for much more flexibility. The site is also "responsive" or able to be viewed on mobile devices (tablets and phones). While much of the framework is completed, there are still some areas that we hope to complete in FY2016. The most pressing of these is the redesigning of the Business Directory to be more accurate and able to be updated by staff. Our goal is to have all information on the website complete and up to date at all times by the end of the coming year.

Throughout FY2016 we also concentrated on enhancing our social media presence. Posts are done more frequently on all sites (Facebook, Twitter and Instagram) and we make a concerted effort to share our member businesses information and be more responsive to all who reply or message us directly. This year we have experienced a significant increase in our social media "following" and we hope this trend continues with our new approach.

Another method of communication we have instituted through the past year is the use of email marketing. Through Constant Contact, we have created the Monday Minute, a weekly e-blast that reaches over 400 (and growing) interested people, primarily business owners, property owners and residents of the College Area. This new tool gets our message out to the public and has proven to be an invaluable return communication media as well.

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Mixers

This year, we continued to host social events for the membership and the neighborhoods we serve. These allow for increased communication between the College Area Business District, the member businesses and the residents of the College Area. We have been successful in hosting several mixers in local businesses such as Citi Bank, Social Life Pizza and the latest one on SDSU's campus at Oggi's Pizza with a round of bowling at the Aztec Lanes. This was definitely a good year for our mixers and for continuing to keep the lines of communication open for all concerned in the College Area.

Annual Awards Mixer

We continued the tradition of hosting an Annual Awards Mixer which is historically the best attended social event we sponsor. This year, Social Life Pizza was our host as we presented awards to several businesses that stood out above the others. We certainly will continue this tradition and hope to have many more successful businesses to recognize for their efforts in making the College Area Business District one of San Diego's best.

Looking Ahead to FY2016

For the next year, the College Area Business District is planning to hold a Board Retreat to create a 5 year strategic Plan of action to continue to reach our goals. The Strategic Plan will include strategies for achieving our overall goals



which include: increasing member participation, increasing our revenue, creating a positive "buzz" for the District, Increasing the number of viable businesses, Improving the business mix to better serve the surrounding neighborhoods, and improving the working relationship with SDSU and other neighborhood community groups.

By focusing on these goals, we will create a viable business district that will create a positive future for the businesses, SDSU, and the residents of the neighborhoods. We expect to have the 5 year strategic plan in place before the end of the 2015 calendar year.

College Area Economic Development Corporation Comparative Statements of Activities and Changes in Net Assets For the Years Ended June 30, 2015 and June 30, 2014

	FY2015	FY2014
Revenue & Support		
City of San Diego - Maintenance Assessment District	\$ 283,247.00	\$ 341,096.00
City of San Diego - Business Improvement District	\$ 57,291.00	\$ 64,087.00
City of San Diego - Small Business Enhancement Program	\$ 27,118.00	\$ 20,635.00
City & County Grants fro BOO! Parade	\$ 19,668.00	\$ 20,635.00
BOO! Parade - Excluding Grants	\$ 31,550.00	\$ 39,205.00
In Kind Contribution of Facilities	\$ 25,500.00	\$ 25,500.00
College Area Taste (College Area Food Experience)	\$ 579.00	\$ 3,870.00
Bank Assessments	\$ 3,300.00	\$ 3,300.00
Mixer Admissions & Associate Membership Dues	\$ 705.00	\$ 1,540.00
Other Income	\$ 2,727.00	\$ 6,302.00
Insurance Dividend	\$ 287.00	\$ 767.00
TOTAL REVENUE & SUPPORT	\$ 451,972.00	\$ 531,015.00
Expenses		
Program Expenses	\$ 418,903.00	\$ 476,610.00
General Administrative Expenses	\$ 23,792.00	\$ 24,828.00
TOTAL EXPENSES	\$ 442,695.00	\$ 501,438.00
Change in Net Assets	\$ 9,277.00	\$ 29,577.00
Net Assets, Beginning of Year	\$ 32,983.00	\$ 3,406.00
Net Assets End of Year	\$ 42,260.00	\$ 32,983.00

College Area Economic Development Corporation Comparative Statement of Financial Position, June 30, 2015 and June 30, 2014

	FY2015	FY2014
Assets		
Cash & Cash Equivalents	\$ 79,851.00	\$ 67,499.00
	\$ 36,780.00	\$ 32,921.00
	\$ 3,000.00	\$ 3,279.00
Total Assets	\$ 119,631.00	\$ 103,699.00
Liabilities		
Accounts Payable	\$ -	\$ 292.00
Accrued Vacation	\$ 4,577.00	\$ -
Deferred Revenue	\$ 4,577.00	\$ -
Maintenance Assessment District Advance	\$ 68,546.00	\$ 70,424.00
Total Liabilities	\$ 77,711.00	\$ 70,716.00
Net Assets		
Unrestricted	\$ 42,260.00	\$ 32,983.00
Total Net Assets	\$ 42,260.00	\$ 32,983.00
Total Liabilities and Net Assets	\$ 119,631.00	\$ 103,699.00