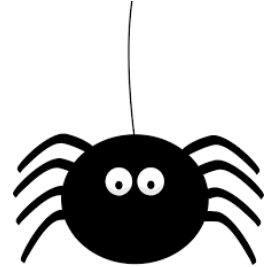


**OCEAN BEACH MAINSTREET ASSOCIATION
OCTOBER 2020 NEWSLETTER
AND ANNUAL REPORT**



**SPOOKTACULAR
HALLOWEEN IN OCEAN BEACH**



Let's make downtown OB look festive and bring some spooky cheer to this final stretch of 2020! Decorate your storefront or Pedestrian Plazas. Dress up on Saturday, October 31st and bring a smile to the community. Let's have some fun.

“I don't need a costume, I live in Ocean Beach!”

—Original uttered by Mike Knox in the 1980s



**Sneak peak of a portion of the 2020 Ocean Beach puzzle,
which will be available for pre-sale in mid-October.**

Board of Directors & OBMA Committee Meetings

OCEAN BEACH



MAINSTREET
ASSOCIATION

OBMA MISSION STATEMENT:

To promote and support local business and economic vitality in the Ocean Beach Community.

BOARD OF DIRECTORS:

Barbara Iacometti, President

Details SalonSpa, Exec. Committee Chair

Mike Akey, 1st Vice President

Pacific View Real Estate, Design Chair

CC Summerfield, 2nd Vice President

CC Summerfield Realtor, Clean & Safe Co-Chair

Mike Stifano, Treasurer

Winstons, Finance Chair

Kyle Jaworski, Secretary

Raglan Public House, Clean & Safe Co-Chair

Gary Gilmore

Gilmore Family Jewelers, EV Chair

Matt Kalla

Matt Kalla Insurance Agency, Clean & Safe Co-Chair

Craig Gerwig

4864 Newport Avenue, LLC.

Carol Ladiges

Lighthouse Ice Cream

Ron Marcotte

Sign Diego

Dave Martin

Clever San Diego, Inc.

Ken Moss

Power Logic USA

Beth Wright

OB Barbershop

Joella Peregoy

OB Business Center

STAFF:

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamann, Farmers Market Manager

Farmers Market Team - Marna, Tony, Richee & Chris

MAD CONTRACTORS:

Naturescape, Inc.

Ecoclean Services

OTHER TEAM MEMBERS:

Brown Marketing Strategies, PR Firm

Josh Utley, Intrepid Network

OCTOBER OBMA MEETING SCHEDULE Zoom Meetings

Fri. October 2 at 8:30am

Promotion Meeting

Tue. October 6 at 8:30 am

Design Meeting

Wed. October 7 at 8:00am

Finance Task Force

Wed. October 7 at 12:00pm

Economic Vitality Meeting

Thu. October 8 at 12:00pm

OBMA Board Meeting

Tue. October 20 at 8:30am

Clean & Safe Meeting

If you would like to attend a meeting, please contact Kristen Keltner at Kristen@OceanBeachSanDiego.com for the Zoom meeting link.

Sundowner Events

Sundowner Events are postponed for the time being. We will keep you posted. We look forward to seeing everyone soon!



A blast from the past. October 2016 Sundowner!

Member Updates



New Members & Member Updates

Tanya Joy Skincare is now Tanya Joy Wellness

619-847-6911
hitanyajoy.com

South Beach Bar & Grill presents

Black Sands Hula Lounge

Featuring tropical craft cocktails and cuisine.

blacksandshulalounge.com

Coming Soon!

JJ's Sports Bar & Grill

5049 Newport Avenue
jjssportsbarandgrill.com

Coming Soon!

Artist Outpost moves to their new location!

Joins Thistle Home and Floral Shop

4822 Santa Monica Ave.

theartistoutpost.com

(619) 228- 9852

Now Open!

The Espresso Lab

4810 Santa Monica Ave

(619) 326-8660

Now Open!

Sapporo

We are sad to see Sapporo close
after being a part of Ocean Beach for so long.

OBMA Clean & Safe Program



The Friends of OB Campaign has launched!

Become a Friend of OB and support our eclectic beach community!

Friends of OB is a collaboration of the Ocean Beach MainStreet Association and The Peninsula Alliance. Contributions made to Friends of OB will support the OBMA Clean & Safe Program's efforts with the mission to educate merchants and community members and promote a clean, safe & beautiful environment throughout the Ocean Beach business districts.

Please note "Friends of OB" is our fundraising campaign moving forward.

We urge everyone to donate to help keep Ocean Beach Clean, Safe & Beautiful. Those contributing to the security program will now contribute to "Friends of OB". For more information or to contribute contact Tracy Wagner at Tracy@OceanBeachSanDiego.com

Goals of Friends of OB

- ◆ Security Team seven days a week
- ◆ Additional Sidewalk Power Washing
- ◆ Replace Trash Receptacles on Newport Avenue
- ◆ 2021 Banners in the Newport & Sunset Cliffs Banner Districts

WWW.FRIENDSOFOB.ORG

Thank you!

David Hendon and Marc Gervais

A huge thank you to Dave and Marc for improving Ocean Beach through their pre-dawn hours of cleaning of the pier and beachfront area at the foot of Newport Avenue.

Community News

22nd Annual Pier Pancake Breakfast@Home

October 17, 2020 • 9a-12p

In the comfort of your own home

Keep OB traditions alive and celebrate the 22nd Annual OB Pier Pancake Breakfast by making pancakes at home with the community on Saturday October 17, 2020! We have pancake kits for sale that provide all the fixins to whip up some delicious pancakes OBTC Style. Each kit feeds up to 4 people! Proceeds support OBTC community events, including our Annual Holiday Food and Toy Drive. Kits are on sale now through Sunday, October 4. Pre-order now and pick up your kits at the Women's Club on Friday, October 16th between 4p and 7p or Saturday, October 17th between 7a-10a. Pick up day will have a raffle and other fun surprises.



Annual OB Restaurant Walk Take-Out Edition!

Save the Dates—November 9th thru November 12th

Ocean Beach Town Council and Ocean Beach MainStreet Association invite you to participate in this year's **OB Restaurant Walk Take-Out Edition!** In ever changing times, we too will change to bring the community a taste of OB's restaurants and breweries in a way never experienced before! From November 9th-12th, the Restaurant Walk Take-Out edition will be spread over 4 nights with each evening featuring up to 10 restaurants, which may include up to 2 breweries. Proceeds directly support the OB Food and Toy Drive, which provides support to local families and seniors in need during the holidays. Participants will receive a insulated to-go bag to keep their food fresh!



[Restaurants & Breweries - Click here to sign-up and reserve](#)

Visit OceanBeachSanDiego.com or OBTownCouncil.org/restaurant-walk

Call the OBMA Office at (619) 224-4906 for more information!

Community News

City of San Diego Business/Tax License Update

As many of you know the Mayor of San Diego deferred the due date for your business license tax. However, the due date is coming soon. Double check to make sure your business license is up-to-date so you do not acquire penalties.

SanDiego.gov/treasurer/taxesfees/btax/btaxnow

New Murals in OB



Check out the new mural behind **Shore Thing and The Black** in the alley between Newport Ave. and Niagara Ave.



A bright sunny mural behind **OB Surf and Skate** in the alley between Newport Ave. and Santa Monica Ave.

SunnySamArt by Samantha

Farmers Market

The Ocean Beach Farmers Market was featured by Ocean Beach Living.

A Visit To The Ocean Beach Farmers Market...

[Click here to view!](#)



Parking Enforcement

The City of San Diego is now enforcing parking regulations as of October 1st 2020.

www.sandiego.gov/parking

In this Edition



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Attached—OBMA Annual Report



Ocean Beach MainStreet Association

1868 Bacon Street, Suite A
San Diego, CA 92107

PO Box 7990 | San Diego, CA 92167

www.OceanBeachSanDiego.com

info@OceanBeachSanDiego.com | 619-224-4906

Message from OBMA President Barbara Iacometti

The Ocean Beach MainStreet Association's mission is to promote and support local businesses and economic vitality in the Ocean Beach community, which has never been more important than in these unprecedented times we are facing due to the COVID pandemic. The OBMA is so proud that our members for working so diligently to re-open and keep our eclectic beach community thriving and safe. The work we have done in the last year, especially since March 13th 2020 will ensure the health of our community in the days, months and years to come.



About Ocean Beach MainStreet Association

The Ocean Beach MainStreet Association includes over 520 BID and Associate Members governed by 14 volunteer Board of Directors members (elected from the general membership), including 5 volunteer Executive Committee positions (appointed by the board). The OBMA is a member of the Business Improvement District Alliance and is designated as a National MainStreet program by the National Trust for Historic Preservation and the California Main Street Alliance. OBMA manages the Ocean Beach Business Improvement District and the Newport Avenue Maintenance Assessment District. OBMA oversees and administers the Newport Avenue and Sunset Cliffs Blvd. Banner Districts along with the City of San Diego's Public Right of Way Program (PROW).

Our Community Partners

We want to acknowledge our community partners, all of whom make valuable contributions to Ocean Beach and make living here even more fun. Thank you to OB Town Council, The Peninsula Alliance, OB Community Foundation, OB Planning Board, OB Historical Society, OB Community Development Corporation, OB Scholarship Fund, Sunset Cliffs Surfing Association, OB Woman's Club, Peninsula Lions Club, Surfrider SD, OB Kiwanis, Friends of Dog Beach, PL Masonic Center, Cabrillo National Monument Foundation, Friends of the Ocean Beach Library, Point Loma Association, Point Loma Rotary Club, along with Dave Hendon and Marc Gervais.

OBMA Board of Directors Organization Committee

To promote and support local businesses and economic vitality in the Ocean Beach community. Chair: Barbara Iacometti, Details Salon Spa. Meets the 2nd Thursday of each month at noon at the OBMA office or Zoom for public meeting.



FY2020 (July 1, 2019 to June 30, 2020) accomplishments:

- Managed 4 employees in the office and 4 employees for OB Farmers Market.
- Hosted 56 regularly scheduled meetings and 5 additional special event meetings.
- Directed staff to attend 21 meetings with groups including the BID Alliance and City of San Diego staff members.
- Completed all requirements to remain a member in good standing with California Main Street Alliance and National Trust for Historic Preservation (National Mainstreet Program).
- Managed/Hosted the Annual OBMA Awards Celebration and Annual Meeting.
- Managed the OB Business Improvement District and the Newport Avenue MAD.
- Managed Special Events – 35 Farmers Markets – with a determined effort to hire and use OBMA member services and products for our events. Over-saw the rescheduling of the OB Street Fair & Chili Cook-Off Festival and OB Oktoberfest due to COVID.
- Directed staff to maintain accurate records of all members and to inform non-members of potential benefits.
- During the COVID-19 shut down, OBMA maintained office hours as an essential service from March thru June.

FY2021 goals/priorities:

- Fully support the work of OBMA's committees.
- Celebrate the 42nd Anniversary of the OBMA.
- OBMA office will maintain office hours 5 days per week.



FINANCE COMMITTEE

Meets the Wednesday before the Board meeting at 8:30 am at the OBMA office or Zoom Meeting.

Chair: Mike Stifano - Winstons

FY2020 accomplishments:

- Reviewed all the financials each month prior to the full OBMA Board meeting.
- Assisted staff with unexpected expenditures/ challenges and other financial issues.
- Provided monthly guidance to the full Board for all financial /accounting goals.
- Reviewed the annual audit.
- Directed staff to keep reserves for emergencies.
- Secured the Small Business Association EIDL loan for \$150,000 due to COVID
- Participated in developing and maintaining an adequate, fiscally sound budget.

FY2021 goals/priorities:

- Compare Profit and Loss statements to budget estimates on a quarterly basis.
- Review the annual audit.
- Maintain solid financial footing for the organization.
- Find resources to support the work of OBMA committees.



December 2019 Holiday Banners

CLEAN & SAFE COMMITTEE

To educate merchants and promote a safe and clean environment throughout the Ocean Beach business districts.

Co-chairs: Kyle Jaworski –Raglan, Matt Kalla – Matt Kalla Insurance, CC Summerfield – Real Estate

Meets the 3rd Tuesday of each month at 8:30am at the OBMA Office or Zoom Meeting.

FY2020 accomplishments:

- Continued the OB Security Program and raised enough funds for the program to be renewed every six-months until the March 2020 shutdown due to COVID-19.
- Installed market lighting along the 4800, 4900 and 5000 block of Newport Avenue.
- Sold Shop & Dine Card for \$35/each, which offers discounts through local merchants – fundraiser for Clean & Safe Program, which was suspended after March 2020 due to COVID-19.
- Sent multiple letters and emails to City Council and Mayor Faaulconer on behalf of our members regarding SB946 stating our members concerns and asking for a Sidewalk Vending Act to be put in place for the City of San Diego.
- Continued to work with local SDPD and City Attorney's office to resolve issues of specific criminal behavior.
- Provided a forum for merchants and interested parties to discuss issues related to crimes and the prevention of crimes in Ocean Beach.
- Distributed over 175 Letter of Agency (LOA) Police Authorization forms to local businesses.
- Reported hundreds of incidents throughout the business district to Get-It-Done app and through phone calls.
- Cleaned up areas in the commercial districts that were particularly nasty.

FY2021 goals/priorities:

- Launch Friends of OB Campaign in collaboration with The Peninsula Alliance to raise funds for Clean & Safe Programs, which include three main pillars: Clean, Safe & Beautification.
- Raise enough funds to re-launch our security team in Ocean Beach Business Districts 7 days/week for 8 hours each day.

Please note: Friends of OB our fundraising platform moving forward. We urge everyone to donate to help keep Ocean Beach Clean, Safe & Beautiful. Contact Tracy Wagner at Tracy@OceanBeachSanDiego.com or visit FriendsOfOB.org.



ECONOMIC VITALITY COMMITTEE

To promote the best use of existing building, natural, and human resources to ensure the economic viability of Ocean Beach. This committee's focus is the economic well-being of the Ocean Beach business district, including business retention, business recruitment, and cost-analysis studies.

Chair: Gary Gilmore, Gilmore Family Jewelers
Meets the 2nd Wednesday of each month at noon at the OBMA Office or Zoom Meeting.

FY2020 accomplishments:

- Worked with over 50 small businesses to help them apply for COVID-19 relief grants, loans, and unemployment benefits.
- Managed 78 PROW permits which allow certain businesses to use part of the public right of way directly in front of their business.
- Educated merchants on updated PROW permit processes due to COVID.
- Provided guidance and assisted merchants with applying for Temporary Outdoor Business License.
- Discussed, reviewed, and notified our elected representatives about issues of great concern to small businesses.
- Made recommendations to OBMA Board about small business survival issues.
- Promoted Storefront Improvement Program from City of San Diego until it was suspended July 1 2020
- Advocated for CDC small loan program and referred a number of local business owners to the program.
- Promoted Get It Done app as a way to get our streets and sidewalks fixed.
- Managed issues related to the Newport Avenue Maintenance Assessment District.
- Hosted the MAD annual meeting with affected property owners in June 2020.

FY2021 goals/priorities:

- Research grant opportunities to replace trash receptacles along Newport Avenue.
- Visit retail and service members to see how we can assist them during COVID restrictions.
- Survey members in January 2021 regarding their Outlook for 2021 and see how OBMA can assist our members with their goals for the year.

DESIGN COMMITTEE

To identify and develop programs needed for public improvements throughout the business community. To assist business and property owners with design education and technical assistance as requested.

Chair: Mike Akey, Pacific View Real Estate
Meets the 1st Tuesday of each month at 8:30 a.m. at the OBMA office or Zoom Meeting.

FY2020 accomplishments:

- Managed the OB Tile project along Newport Ave. adding 57 new tiles and replacing 59 damaged tiles through Phases 32 and 33.
- Along with Clean & Safe Committee, installed market lighting along the 4800, 4900 and 5000 block of Newport Avenue.
- Along with Promotion Committee, assembled new holiday bows and garlands and installed street light decorations throughout the downtown business district; removed and stored all decorations after the holiday season.
- Managed the design elements of the MAD (Newport Avenue Maintenance Assessment District).
- Hired out tree trimming along the side streets as needed.
- Managed utility box painting program throughout Ocean Beach.
- Worked with staff to produce new everyday street banners (featuring photographs by locals), which were installed along Sunset Cliffs Blvd. and Newport Ave.
- Worked with staff to produce new holiday banners featuring a dog, parrot and seagull, which were displayed mid-November thru the first week of January.
- Managed the installation of 2019 community murals and refurbished existing murals.
- Managed Business Improvement District sign at Newport Ave. and Sunset Cliffs Blvd.

FY2021 goals/priorities:

- Coordinate trimming palm trees on Newport Avenue
- Install new lids for trash receptacles in the Maintenance Assessment District
- Put up holiday decorations in November and take them down in January
- Complete phase 34 and 35 of the tile project
- Maintain market lights along Newport Avenue
- Design and install 30 new banners for January 2021 installation

PROMOTION COMMITTEE

To improve consumer, merchant and resident confidence in Ocean Beach through a unified image created by an exciting variety of activities. This committee is dedicated to creating advertising campaigns, implementing special events, and promoting the business districts and local businesses throughout Ocean Beach.

Chair: Tevia Oskin, Active Visitation
Meets the 1st Friday of each month at 8:30 am at the OBMA office or Zoom Meeting.

FY2020 accomplishments:

- Promoted Ocean Beach shopping, dining, and lodging in OB.
- Assembled and distributed over 180 visitor packets with local information, maps, and brochures.
- Co-hosted 8 OBMA Sundowners with local businesses and restaurants/caterers for the benefit of those businesses and the opportunity for our OBMA members to network with one another.
- Upgraded and continued to financially support the OB beach webcam, located atop the OB Hotel.
- Produced and hosted 3 successful Business Development Series workshops, including the Annual OBMA Marketing Breakfast, Small Business Loan meetings, and various Social Media workshops.
- Communicated consistently to our 4500 e-news subscribers, which includes both members and the community.
- Designed and produced marketing items to sell year-round to raise additional funds for beautification projects and maintenance repairs in the commercial areas of Ocean Beach.
- Worked with Design Committee to repair and replace holiday decorations and installed them.
- Hosted holiday Storefront Decorating project to encourage festive décor at participating businesses.
- Worked with Josh Utley, Intrepid Network, to manage and continue to upgrade our website.
- Wrote and published approximately 100 special interest stories about local merchants during the year.
- Posted to multiple forms of social media to promote local businesses and activities in the community, including our special events.
- Produced and distributed OBMA newsletters monthly, which is posted on our website by the 1st of each month.

Promotion Committee Continued....

- Placed dozens of ads in a variety of publications both online and in print including the UT, CityBeat, Peninsula Beacon, San Diego Visitor's Guide, PassPort San Diego, and others. Negotiated for discounted or free advertising space for participating merchants.
- Continued to work with Brown Marketing Strategies to organize OBMA's marketing efforts and assist in promoting programs, special events, and unique occurrences through all types of media.
- Produced Small Business Saturday event to promote OB businesses
- Produced online Outdoor Dining Guide in response to indoor dining being closed for a period due to COVID.

FY2021 goals/priorities:-Complete

- Design, create and bring to market a new OB puzzle
- Design, create and bring to market a 2020 holiday ornament
- Add products to our online shop, including merchandise from our local businesses
- Pedestrian Plaza/Outdoor Dining & Retail Holiday Decorating Contest
- Support Friends of OB Campaign

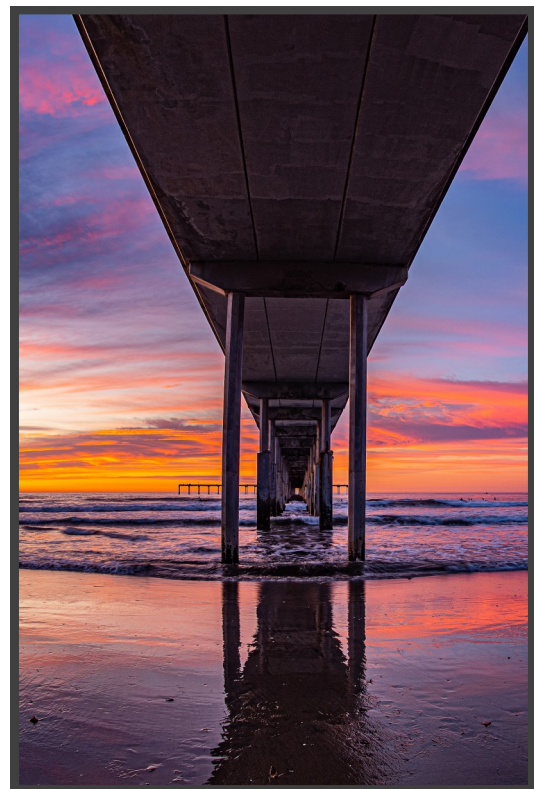


Photo taken by Chris Mannarino

OBMA Annual Report

MAD Assessments - estimated for FY2021

Fund balance carry forward	\$20,000
FY2020 MAD assessments	\$73,679*
General Benefits - non assessment	<u>5,104</u>
TOTAL	\$98,783

Total estimated LFF = 3,580*

4800 - 5000 Blocks
of Newport Avenue



*FY2021 Proposed

Assessments with CPI of 1.93%. Each property owner from 4800 Newport Ave thru 5000 Newport Ave contributes to the fund per year. For example, a 25' property storefront will pay $\$20.58 \times 25'$ (linear feet) = \$514.50 per year. There will be no change in boundaries of the Newport Avenue Maintenance District for FY21.

MAD – Newport Avenue Maintenance Assessment District

Property owners agreed back in 1990 to be assessed annually to specifically ensure that the Newport Avenue corridor is maintained. Our MAD is managed by the OBMA Board of Directors and the office staff and is represented by the Economic Vitality Committee, which meets annually with stakeholders at the OBMA office in May of each year (by ZOOM in 2020).

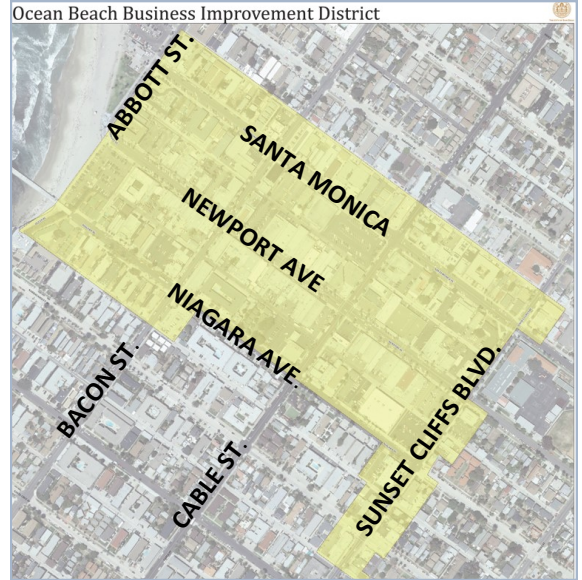
FY2020 accomplishments:

- Reported broken street lights, 4 instances of broken sidewalks, 45 instances of broken lamp bases, 5 instances of damaged street signs, and 3 instances of broken curbs.
- Removed over 416 stickers, cleaned or covered over 500 instances of graffiti
- Collected and disposed of over 4000 trash bags from 29 trash bins.
- Cleaned, disinfected and treated for pests all 29 trash bins quarterly
- Swept over 3600 linear feet of sidewalks and gutters twice weekly
- Maintained four Dog Poop Bag Dispensers within NAMAD - business sponsored program. OBMA provided 21,000 poop bags for the dispensers.
- Planter foliage trimmed bi-annually
- Replaced 8 plants in planters
- Replaced 1 broken crib around palm trees
- Repaired multiple leaks in aging irrigation system

FY2021 goals & priorities:

- Fabricate and install secure cover plates for acorn light base electrical access panels
- Follow up with City on repairs to damaged acorn light bases
- Replace all old trash bins with new units that limit scavenging and the mess that results
- Continue to improve upon the cigarette butt issues.
- Maintain sidewalk power cleaning at one block per month on a rotating basis. May be supplemented by FriendsOfOB.org fundraising efforts.

Many thanks to our contractors who make sure that Newport Avenue looks good even with our very limited budget.



FY2021 BID Assessments for the Ocean Beach Business Improvement District

FY2021 BID Assessments are estimated to be \$26,555. There have been no changes to the District boundaries or the District rates. Please see the BID address ranges and annual charges chart below:

BID ADDRESS RANGES & CHARGES:

STREET NAME	ADDRESS RANGE	BID ZONE
Newport Avenue	4800 – 5099	Zone 1
Narragansett Ave	4783 – 4819 (odd)	Zone 2
Niagara Avenue	4781 – 4825 (odd)	Zone 2
Niagara Avenue	4975 – 5099 (odd)	Zone 2
Niagara Avenue	4796 – 5098 (even)	Zone 2
Santa Monica Ave	4800 – 5099	Zone 2
Sunset Cliffs Blvd	1769 – 1976	Zone 2
Cable Street	1850 – 1976	Zone 2
Bacon Street	1821 – 1976	Zone 2
Abbott Street	1901 – 1969 (odd)	Zone 2

Category A:

Zone 1=\$90
Zone 2=\$65
Category A is for retail businesses

Category B:

Zone 1=\$70
Zone 2=\$55
Category B is non-retail businesses.

- BID Assessments will help pay for clean & safe projects, organization, beautification efforts, and promotion/marketing expenses for the Association. The BID assessments for FY21 are estimated to be \$26,555. The estimated total of expenditures for these classes equal \$329,706. BID assessments cover approximately 12.5% of annual costs.
- OBMA receives BID Assessments in monthly deposits from the City. OBMA pays for the expenses and submits a report and proof of expenses to the City for each month. We anticipate a surplus in assessment funds of \$1,000 rolling over to FY2021 from FY2020.
- We currently have approximately 392 BID members (located within the BID boundaries) shown on the City Office of the Treasurer's BID list. We estimate that the actual audited list will be significantly less at approximately 315.

OBMA Annual Report

Ocean Beach MainStreet Association STATEMENT OF FINANCIAL POSITION As of June 30, 2020	
CURRENT ASSETS	
Cash	247,439
Accounts Receivable	903
Assessments Receivable	13,550
Grants Receivable	9,000
Inventory Asset	11,789
Prepays Expenses	609
Prepaid Insurance	<u>6,566</u>
TOTAL CURRENT ASSETS	289,856
PROPERTY & EQUIPMENT	
Equipment & Furniture	25,584
Computer equipment	6,460
Website	5,300
Leasehold Improvements	10,950
Accumulated Depreciation	<u>(36,351)</u>
TOTAL PROPERTY EQUIPMENT	11,943
OTHER ASSETS	
Security Deposits	<u>800</u>
TOTAL ASSETS	<u>302,599</u>
LIABILITY AND NET ASSETS	
Accounts Payable	150
Insurance Payable	3,661
Credit Card Payable	1,148
Deferred Revenue	17,889
Sales Tax Payable	133
Accrued Compensation	<u>10,294</u>
TOTAL CURRENT LIABILITIES	33,275
Long Term Liabilities	
SBA EIDL loan	<u>150,000</u>
TOTAL LIABILITIES	<u>183,275</u>
EQUITY	
Net Assets without donor restriction	<u>119,324</u>
TOTAL LIABILITIES & NET ASSETS	<u>302,599</u>

Audited Financials

Ocean Beach MainStreet Association STATEMENT OF ACTIVITIES July 1, 2019 - June 30, 2020		Projected FY2021 BUDGET
INCOME		
BID Assessments	24,058	27,555
Grant Income	106,560	46,304
MAD Assessments	69,601	75,809
Contributions	25,551	24,100
Special Events Income	295,509	417,000
Memberships, PROW	12,410	12,430
Promo/Marketing	35,033	45,400
Interest Income	<u>19</u>	<u>-</u>
TOTAL REVENUE	<u>568,741</u>	648,598
EXPENSES		
Organization	126,285	114,424
Capital Imp/Repair/Proj	39,310	40,503
Clean & Safe	62,809	42,605
Promotion/Marketing	168,267	132,174
MAD Expenses	69,601	75,809
Farmers Market	92,189	122,846
Fireworks	31,804	0
Street Fair	41,021	138,151
Other events	<u>20,729</u>	<u>0</u>
TOTAL EXPENSES	<u>652,015</u>	666,512
Change in net assets	(83,274)	(17,914)*
NET ASSETS - BEGINNING	<u>202,598</u>	
NET ASSETS - ENDING	<u>119,324</u>	

Audited Financials

*Funds from EIDL loan will cover FY21 shortfall.

