



OCEAN BEACH MAINSTREET ASSOCIATION
2021 OCTOBER NEWSLETTER
&
ANNUAL REPORT



SPECIAL EDITION
OBMA ANNUAL REPORT



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Ocean Beach MainStreet Association
1868 Bacon Street, Suite A | San Diego, CA 92107
(619) 224-4906
OceanBeachSanDiego.com

Board of Directors & OBMA Committee Meetings

OCEAN BEACH



MAIN STREET
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

Ron Marcotte

Sign Diego

Ken Moss

Power Logic USA

Beth Wright

OB Barbershop

Joella Peregoy

OB Business Center

Shawnn Silverman

Dirty Birds OB

STAFF:

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

Tricia Sommerville—Coordinator Extraordinaire

FARMERS MARKET MGMT & STAFF

Community Crops

David Klamon, 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

Friday 10/1/21 at 8:30am

Promotion Meeting

Zoom

Tuesday, 10/5/21 at 8:30am

Design Meeting

Zoom

Wednesday, 10/13/21 at Noon

Economic Vitality

Zoom

Wednesday, 10/13/21 at 1:00pm

Finance Task Force

Zoom

Thursday, 10/14/21 at Noon

OBMA Board Meeting

OBMA Office or Zoom

Clean & Safe Meeting

No Meeting in October

*If you would like to attend a meeting, please contact
Kristen Keltner at Kristen@OceanBeachSanDiego.com.*



Online Annual Conference.

Tuesday, October 19th | 9:00am-Noon

Reach out to the OBMA office for more information.

Member Resources are available on the OBMA Website

www.OceanBeachSanDiego.com

Join us for OB Oktoberfest



Ocean Beach
Oktoberfest

Friday & Saturday,
Oct 8-9th

FOOD | BEER | LIVE MUSIC | CONTESTS

WWW.OBOKTOBERFEST.COM



Visit the website for full event schedule and band line up!

[OB Oktoberfest Website](http://WWW.OBOKTOBERFEST.COM)

Around Town

{Welcome New OBMA Members}



The Dandelions Montessori

619-890-5885

www.thedandelionsmontessori.com

Early Childhood Development | School | Educational Services

1947 Krav Maga

917-297-7392

@1947KravMaga

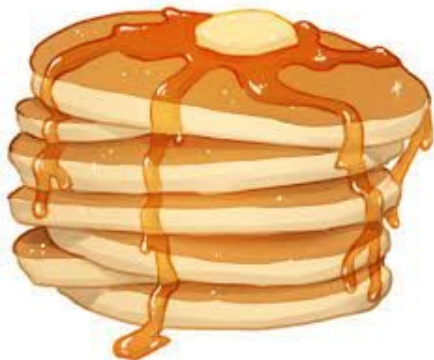
Self Defense | Health | Personal Training



Farmers Market every Wednesday from 4pm—8pm.

October 6 • October 13 • October 20 • October 27

OBTC Pancake Breakfast



The Ocean Beach Town Council will hold the 23rd Annual Pier Pancake Breakfast at Veteran's Plaza Park next to the OB Pier (due to the pier being under repair) from 7AM to Noon on Saturday, October 2nd. This popular tradition kicks off the big fundraising season for the Ocean Beach Food and Toy Drive and other Holiday Initiatives. Enjoy pancakes, eggs, sausages, fruit cups, a RAFFLE, and music!

The cost is \$15 for Adults and \$8 for children.

<https://obtowncouncil.org/>

Community News



Spaces as Places Permit

The OBMA board of Directors put together a list of questions regarding the new language for the City's Spaces and Places permitting process. We received quite a bit of feedback from restaurants and bars but not much from retailers. We really hope the City can answer our questions so the permitting process clearly lays out what the rules will be. We have not heard back from the City about our list of questions. You can view our questions by clicking on the link. Please let us know if you have any additional questions by contacting OBMA at info@oceanbeachsandiego.com.

[Spaces as Places Permit Letter](#)

Parking Lot Closures

The OBMA board of Directors was asked to comment on the possibility of closing the beach parking lots at night. Our board opted to ask for enforcement of existing laws and restrictions. Since a number of our businesses are open late at night, closing the pier parking lot could be a problem for employees and patrons of those businesses. You can see the letter we wrote regarding this issue. If you have any additional comments about the three main ocean front parking lots, please let us know at info@oceanbeachsandiego.com and also please contact the OB Town Council and the OB Planning Board.

[Parking Lot Closure Letter](#)

OBMA Clean & Safe Program



www.friendsofob.org

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's Clean & Safe Program with the mission to inform our merchants and community members to promote a safe and clean environment throughout the Ocean Beach business districts.

Donations To Date

\$11,586.50

[DONATE TODAY](#)

*Power Washing
Scheduled*

5000 BLOCK
NEWPORT AVENUE
OCTOBER 7TH 2021



Community Clean Up

Volunteers Needed



OCEAN BEACH
MAINSTREET
ASSOCIATION

COMMUNITY CLEAN UP

SATURDAY, OCTOBER 30TH

8AM - 12PM

Be a part of the change you want to see in Ocean Beach!

Sponsored by



[Sign Up to Volunteer](#)

Newport Avenue Tile Project

Taking Orders for Winter 2021 Installation!

OCEAN BEACH TILE PROJECT

Own a piece of history on Newport Ave!



Purchase a 6-inch square ceramic tile personalized with your own special message.

ORDER ONLINE

www.OceanBeachSanDiego.com

Ocean Beach MainStreet Assoc.

1868 Bacon Street, Suite A

619-224-4906

[Click here to order your tile online!](#)

OBMA Committee Goals & Updates

OBMA Committees meet once a month to promote and support local business and economic vitality in the Ocean Beach Community.

Committee Goals for Fiscal Year 2022 (July 2021—June 2022)



Design Committee

- New trash cans in the MAD
- Purchase new garland and bows for the holidays
- Put up holiday decorations in November, take them down in January
- Design and install new banners in January 2022
- Complete phase 36 and 37 of tile project
- Maintain market lights along Newport Avenue
- Paint five electrical boxes and maintain currently painted boxes

Promotion Committee

- Create Celebrate the OB Vibe year around campaign to encourage people to Shop Local in OB
- American Express's Shop Small
- Contact merchants to carry their best selling products, continue to add products on our website and create merchandise one sheet
- Redesign Online Member Directory
- Dog Beach Puzzle – design and market
- Holiday Ornament – design and market
- OB Holiday Gift Guide with the Beacon
- Design new Farmers Market Logo
- Street Fair Logo 2022

Economic Vitality Committee

- Update the Online Business Directory.
- Find a resolution for closing the public parking lots in Ocean Beach.
- Send out survey in Jan. 2022 to our membership regarding their outlook for the New Year, and what they would like the OBMA to focus on in 2022.

Clean & Safe Committee

- Create an Ocean Beach MainStreet Association Ambassador program.
- Support local graffiti task force efforts throughout Ocean Beach .
- Sponsor a quarterly community clean up in the Business Improvement Districts including Point Loma



OCEAN BEACH



MAINSTREET
ASSOCIATION

ANNUAL REPORT

*A look back at FY21
and looking forward to FY22. . .*

OBMA Annual Report

Message from OBMA President Barbara Iacometti



The mission of the Ocean Beach MainStreet Association's is to promote and support local businesses while providing economic opportunities in the Ocean Beach community. Stabilizing our economy has never been more important than in these unprecedented times we are facing due to the COVID pandemic. The OBMA is so proud of 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 few years 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 515 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. 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 all of our community partners who 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, Sunset Cliffs Surfing Association, OB Woman's Club, Peninsula Lions Club, Surfrider SD, OB Kiwanis, Friends of Dog Beach, Friends of the Ocean Beach Library, Point Loma Association, Rock and Roll San Diego, Community Crops, Point Loma Rotary Club, Water's Edge Faith Church and Newbreak Church.

Also a special thanks to Josh at Intrepid Network, Shannon at Brown Marketing, Randy at Naturescape Inc., and Marc at EcoClean. We also want to thank our many volunteers who make the magic happen!

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. Meets as needed for executive meetings.

FY2021 accomplishments: (July 1, 2020 to June 30, 2021)

- Managed 5 employees in the office and 4 employees for OB Farmers Market.
- Hosted 50 regularly scheduled meetings and 5 additional special event meetings.
- Directed staff to attend 21 meetings with groups including the BID Foundation, City of San Diego staff member, OB Town Council and OB Planning Board.
- 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: 52 weekly Farmers Markets; rescheduled/substituted *Celebrate the OB Vibe* instead of the OB Street Fair & Chili Cook-Off Festival; cancelled 2020 OB Oktoberfest due to COVID.
- Directed staff to maintain accurate records of all members and to inform non-members of potential benefits.
- OBMA maintained office hours as an essential service for the entire year.

FY2022 goals/priorities:

- Celebrate the 43rd Anniversary of the OBMA.
- Fully support the work of the OBMA's committees.
- Maintain OBMA office hours 5 days per week.
- Rebrand the OB Farmers Market.
- Continue to provide business resources to our members.



OCEAN BEACH
MAINSTREET
ASSOCIATION

FINANCE TASK FORCE

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

Chair: Mike Stifano - Winstons

FY2021 accomplishments:

- Reviewed all the financials each month prior to the full OBMA Board meeting.
- Worked with Batten Accountancy on a monthly basis.
- 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.

FY2022 goals/priorities:

- Compare Profit and Loss statements to budget estimates on a quarterly basis.
- Review the annual audit.
- Review annual form 990 and submit
- Maintain solid financial footing for the organization.
- Find resources to support the work of OBMA committees.



CLEAN & SAFE COMMITTEE

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

Chair: Matt Kalla – Matt Kalla Insurance

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

FY2021 accomplishments:

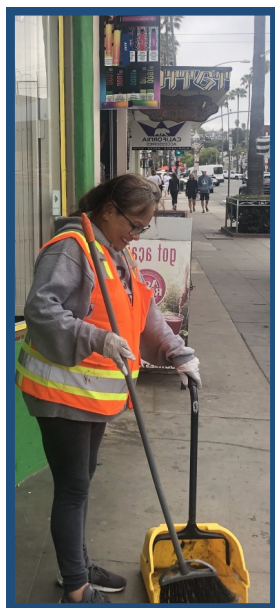
- Established the Friends of OB program, which is a collaboration of the OBMA and The Peninsula Alliance a 501c3. Contributions made to the Friends of OB support the OBMA's Clean & Safe program. This program raised \$10K plus dollars in FY201.
- Worked diligently with the City of San Diego to find a solutions for overflowing City trash cans at the foot of Newport and along the beachfront due to an increase in restaurant to-go boxes during the onset of the pandemic.
- Increased trash pickup throughout the MAD during the onset of the pandemic to help offset the increase in trash due to restaurant to-go boxes.
- Replaced three trash can lids in the MAD
- Continuous outreach to our elected officials including but not limited to Council President Jennifer Campbell's office and Mayor Todd Gloria's on behalf of our members regarding SB946 stating our members concerns and asking for a Sidewalk Vending Ordinance to be put in place for the City of San Diego.
- Continuous requests were made to the City of San Diego Park & Rec department to sanitize the Pier Parking Lot on a regular schedule to address the urine and human waste.
- 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 50 Letter of Agency (LOA) Police Authorization forms to local businesses.
- Covered on average 80+ graffiti incidents in the MAD each month.
- Reported hundreds of incidents throughout the business district to Get-It-Done app and through phone calls.
- Power washed a minimum of one block each month on Newport Avenue.
- Trash receptacles were painted and lids deep cleaned.
- Posted a community cleanup which focused on the BID, Point Loma Avenue and Voltaire Street.
- Notified property managers of graffiti on private property in an attempt to help them avoid fines from the City of San Diego.
- Projects for Assistance in Transition from Homelessness

OBMA Annual Report

CLEAN & SAFE COMMITTEE CONT.

(PATH) presented their plan for Ocean Beach.

- Learned more about the new community group Take Back OB and discussed ways the OBMA can help support their efforts.
- Worked with our community partners the SDPD, Lifeguards, Ocean Beach Library, Park Rangers, City Attorney, Council Office, OB Planning Board, OBTC, District Attorney, Newbreak Church, Water's Edge, Service Kings, and Rest and Relax Realty.



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.

FY2021 accomplishments:

- Managed the Ocean Beach Tile Project along Newport Ave. adding 180 new tiles and replacing 80 tiles which were damaged.
- Along with the Clean & Safe Committee, maintained the market lighting along the 4800, 4900 and 5000 block of Newport Ave.
- Along with the Promotion Committee, assembled new holiday bows and garlands and installed street light decorations through the downtown business district; removed and disposed of most of the decorations after the holiday season.
- Managed the design elements of the MAD (Newport Avenue Maintenance Assessment District).
- Managed utility box painting program throughout Ocean Beach and touched up 3 electrical boxes.
- Worked with staff to produce new everyday street banners (featuring images of the Ocean Beach puzzle), which were installed along Sunset Cliffs and Newport Ave.
- Displayed holiday banners featuring a dog, parrot and seagull, which were displayed mid-November thru the first week of January.
- Maintained and covered up graffiti on existing community murals.
- Powerwashed trash receptacle containers and painted trash receptacle lids in the MAD
- Replaced cigarette receptacles throughout the MAD.
- Coordinated with the City of San Diego the trimming of the palm trees along Newport Ave.

FY2022 goals/priorities:

- New trash cans in the MAD.
- Purchase new garlands and bows for the holidays.
- Put up holiday decorations in November, take them down in January.
- Design and install new banners in January 2022.
- Complete phase 36 and 37 of tile project.
- Maintain street lights along Newport Ave.
- Paint five electrical boxes and maintain currently painted boxes.

OBMA Annual Report

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 districts, 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.

FY2021 accomplishments:

- Received County of San Diego Stimulus Grant.
- Sent out 3-5 member resources weekly including webinars, grant opportunities, and communication for the City of San Diego through mail chimp and posted on our member resources blog.
- Worked with over 50 small businesses to help them apply for COVID-19 relief grants, loans, and unemployment benefits.
- Managed 28 PROW permits which allow certain businesses to use part of the public right of way directly in front of their business.
- Continued to educate merchants on updated PROW and Temporary Outdoor Business permit process due to pandemic related regulations.
- 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 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 a free live Webinar for our members which answered Payroll Protection Program and SBA Loan questions.
- Hosted a free live Webinar for our members which follow-up on tax questions related to pandemic resources such as the PPP and SBA Loans.

- Sent out best practices for keeping your social media accounts safe.
- Attorney Summer Stephan virtually provided a Public Safety Update about Regional & Local issue's emerging from the Covid-19 pandemic, sharing important prevention & awareness resources & listening to the voices of the community
- Hosted the MAD annual meeting with stake holder property owners in June 2021.

FY2022 goals/priorities:

- Update and streamline the Online OBMA Business Directory.
- Find a resolution for closing the public parking lots in Ocean Beach.
- In Jan. 2022 send out a survey regarding our member's outlook for the New Year, and what they would like the OBMA to focus on in 2022.
- Host the annual MAD meeting.
- Push to have an updated, meaningful vendor ordinance passed by the SD City Council.



Sent out 3 –5 member resources weekly including webinars, grant opportunities, and communication from the City of San Diego through mail chimp and posted on our member resources blog.

A dashboard for the OB Local Online Directory for the month of July. It features a background image of a street scene with palm trees and a building. The dashboard includes a title "OB Local Online Directory", a list of directory categories with their counts and percentage changes, and a "PAGEVIEWS" section with three metrics: total pageviews, a percentage change, and a time-based metric.

JULY

OB Local Online Directory

Directory categories: Dining: 1,840 (+91%), Shopping: 1,185 (+108%), Visit: 746 (+34%), Services: 229 (+1%), Community Resources 229 (-25%).
Online Directory front page received 601 (+31%).

PAGEVIEWS	
	6,231
	25%
	0:43

PROMOTION COMMITTEE

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: CC Summerfield, Homes by CC Realtor
Meets the 1st Friday of each month at 8:30 am at the OBMA office or Zoom Meeting.

FY2021 accomplishments:

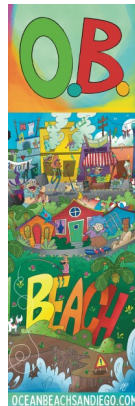
- Promoted Ocean Beach shopping, dining, and lodging in OB.
- Upgraded and continued to financially support the OB beach webcam, located atop the OB Hotel.
- Produced a virtual Annual Awards Celebration and a virtual Annual Marketing Breakfast.
- Communicated consistently to our 4500 e-news subscribers, 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.
- Worked with Josh Utley, Intrepid Network, to manage and continue to upgrade our website.
- 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.



- Commissioned the design of the Ocean Beach puzzle and subsequent marketing items.
- Commissioned the design of the OB Holiday ornament.
- Commission OB inspired candles through Aster Rose.
- Promoted Shop Local OB and Celebrate the OB Vibe to kick-off summer.
- Promoted OB Vibe Collaborative Pale Ale.
- Produced online Outdoor Dining Guide in response to indoor dining being closed for a period due to COVID
- Placed numerous ads in a variety of publications both online and in print including the UT, Peninsula Beacon, Point Loma-OB Monthly, San Diego Visitor's Guide, PassPort San Diego, and others.
- Created the Ocean Beach Holiday Gift Guide in the Beacon.
- 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 Merchant Moment video chats live on Facebook and Instagram.
- Produced Shop Small Ocean Beach.

FY2022 goals/priorities:

- Create Celebrate the OB Vibe year around campaign to encourage people to Shop Local in OB
- American Express's Shop Small
- Merchandise - Contact merchants to carry their best selling products, continue to add products to online store and create merchandise one sheet
- Work with E.V. Committee to redesign Online Member Directory
- Commission the new Dog Beach puzzle & holiday ornament
- OB Holiday Gift Guide with the Beacon
- Design new Farmers Market logo & promotional campaign for 30th Birthday



OBMA Annual Report

MAD Assessments - estimated for FY2022

Fund balance carry forward	\$ 3,883
FY2022 MAD assessments	\$74,929*
General Benefits - non assessment	<u>5,107</u>
TOTAL	\$83,919

Total estimated LFF = 3,580*

4800 - 5000 Blocks
of Newport Avenue



*FY2022 Proposed

Assessments with CPI of 1.70%. 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 \$20.93 x 25' (linear feet) = \$523.25 per year. There will be no change in boundaries of the Newport Avenue Maintenance District for FY22.

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 and 2021).

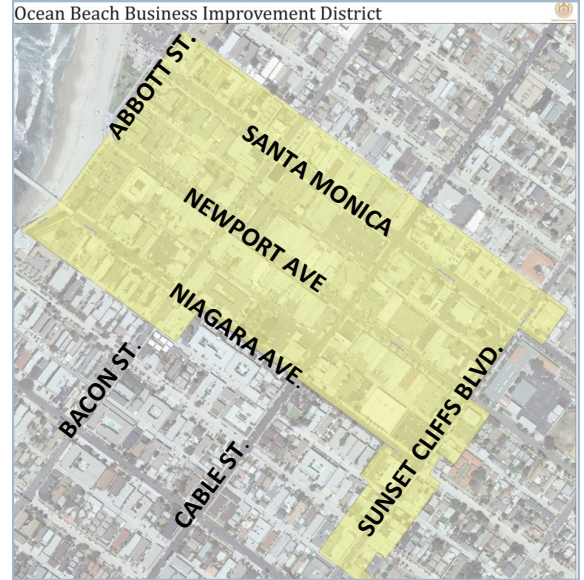
FY2021 accomplishments:

- Reported broken street lights, 6 instances of broken sidewalks, 45 instances of broken lamp bases, 3 instances of damaged street signs, and 4 instances of broken curbs.
- Removed over 400 stickers, cleaned or covered over 300 instances of graffiti
- Emptied trash cans daily 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
- Repaired multiple leaks in aging irrigation system

FY2022 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. Will be supplemented by FriendsOfOB.org fundraising efforts.

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



FY2022 BID Assessments for the Ocean Beach Business Improvement District

FY2022 BID Assessments are estimated to be \$26,500. 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 annual BID assessments for FY22 are estimated to be \$26,500. The estimated total of OBMA expenditures for FY22 are estimated at \$777,417. BID assessments cover approximately 3.5% 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 \$500 rolling over to FY2022 from FY2021.
- We currently have approximately 389 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 368.

OBMA Annual Report

Ocean Beach MainStreet Association STATEMENT OF FINANCIAL POSITION As of June 30, 2021	
CURRENT ASSETS	
Cash	335,603
Accounts Receivable	40,390
Assessments Receivable	12,459
Grants Receivable	5,650
Inventory Asset	15,712
Prepaid Insurance	<u>3,702</u>
TOTAL CURRENT ASSETS	413,516
PROPERTY & EQUIPMENT	
Equipment & Furniture	25,584
Computer equipment	6,460
Website	7,250
Leasehold Improvements	10,950
Accumulated Depreciation	<u>(40,188)</u>
TOTAL PROPERTY EQUIPMENT	10,056
OTHER ASSETS	
Security Deposits	<u>800</u>
TOTAL ASSETS	<u>424,372</u>
LIABILITY AND NET ASSETS	
Accounts Payable	4,712
Credit Card Payable	2,400
Deferred Revenue	12,398
Sales Tax Payable	683
Accrued Compensation	<u>14,852</u>
TOTAL CURRENT LIABILITIES	35,045
Long Term Liabilities	
SBA EIDL loan & PPP	<u>195,530</u>
TOTAL LIABILITIES	<u>230,575</u>
EQUITY	
Net Assets with donor restrictions	2,775
Net Assets without donor restriction	<u>191,022</u>
TOTAL NET ASSETS	193,797
TOTAL LIABILITIES & NET ASSETS	<u>424,372</u>

Audited Financials

Ocean Beach MainStreet Association STATEMENT OF ACTIVITIES July 1, 2020 - June 30, 2021		Projected FY2022 BUDGET
INCOME		
BID Assessments	26,253	26,500
Grant Income	71,538	44,931
MAD Assessments	70,663	74,713
Contributions	15,847	42,100
Special Events Income	353,258	518,900
Memberships, PROW	8,135	11,700
Promo/Marketing	49,089	63,200
Interest Income	<u>106</u>	<u>110</u>
TOTAL REVENUE	<u>594,889</u>	782,154
EXPENSES		
Organization	113,072	132,171
Capital Imp/Repair/Proj	41,169	70,249
Clean & Safe	24,044	34,310
Promotion/Marketing	113,676	145,572
MAD Expenses	70,663	74,713
Farmers Market	117,642	141,735
Street Fair	39,982	150,078
Other events	<u>168</u>	<u>28,588</u>
TOTAL EXPENSES	<u>520,416</u>	777,416
Change in net assets	(74,473)	4,737
NET ASSETS - BEGINNING	<u>119,324</u>	
NET ASSETS - ENDING	<u>193,797</u>	

Audited Financials

Audited financials performed by Andres Garcia from Bonk, Cushman, Eagle & Garcia.



Photo by Josh Utlej - Newport Avenue

