

OBMA ANNUAL REPORT

JULY 2008 – JUNE 2009

Our Mission is to find a unique balance of economic development within a neighborhood setting and, through special events, to contribute to the health, welfare and pride of our coastal community!

This has been a challenging year for many of our members and for the Ocean Beach MainStreet Association. We are pleased to report that our active committees have accomplished a great deal over the year. We have had many changes and improvements over the last fiscal year beginning with our Special Events and projects.

SPECIAL EVENTS & PROJECTS:

(A year in review from July 2008 thru June 2009)

Weekly OB Farmers Market: A terrific weekly event that brought thousands of shoppers to the commercial district every week. We received awesome coverage from San Diego Magazine in April 2009. Kashi provided shoppers with grocery bags and information about eating healthy to promote healthy living by shopping at the Farmers Market. Also, you may have seen many film crews at the OB Farmers Market over the course of the year.

Many thanks to Seth's Chop Shop, Starbucks, and Bob and Saad Hirmez who donated their parking lots for the market.

29th Annual 4th of July Ocean Beach Fireworks off the Pier: (July 4th, 2008) Another spectacular display and a continuation of our commitment to ongoing community events.

4th Annual OB Jazz Festival: (Sept. 2008) A unique partnership between Jazz88 and the OBMA that brought a great music event to the Ocean Beach Pier parking lot. It was our largest crowd ever in the jazz venue which is gratifying to all who worked on the event.

2nd Annual OB Oktoberfest: (October 2008) What a great event! The economy collapsed just days before our event and yet people came out in droves for the fun. The OBMA, OB Community Foundation and the Hoy Hoy Boys, were exceeding grateful for the turnout. We had tons of volunteers manning the entrance and all had fun.

OBMA Awards Celebration: (October 2008) Once again, Union Bank generously hosted and underwrote this lively and well-attended event held at the Masonic Center that honored those who made significant contributions to this organization and the community.

OB Restaurant Walk: (Nov. 2008) OBMA co-hosted this event for the OB Tree Committee (OB Town Council). Over 40 Local restaurants & bars participated in this sold out event!

Holiday Toy & Food Drive: We again formed a partnership with the OB Tree Committee to help with this important effort.

1st OB Global Rock Festival: (April 2009) This was the first

year for this "environmental" fair that took place in April around Earth Day! The event was a terrific success and the weather was perfect.

30th Annual Ocean Beach Street Fair & Chili Cook-Off Festival: (June 27, 2009) This event proved that 145 volunteers can make terrific things happen.

1st Ever WAVES CD release: (June 2009) The OBMA Promo Committee created and celebrated OB's first CD compilation of music by OB musicians -- about OB! Thank you to everyone who made this possible!

2 Successful OBMA Sundowner events: (June and August) Thank you so much to ARCHITECTS hanna gabriel wells and Sunset Cliffs Animal Hospital for hosting these wonderful get-togethers!

Keep OB-eautiful Campaign: The OBMA keeps working with Surfrider San Diego to bring attention to keeping Ocean Beach clean.

Ocean Beach Tile Project: Completed phases 10 and 11. We have worked for years to put away enough funds to fix broken and missing tiles. It paid off because we did a major renovation this year and repaired many damaged tiles and regouted the entire stretch of tiles on both sides of Newport.

Decorated the Street for the Holidays: With the help of Sunset Cliffs Surfing Association, the downtown business district was decorated with new bows. OB Community Foundation helped fund new swags for Newport Ave.

Point Loma High School Foundation and Alumni Association: The OBMA assisted this great organization with recycling cell phones, empty laser and jet print cartridges to benefit their programs.

2009-2010 OB Local Business Directory: This was the new edition of the Directory. We often hear that people refer to the directory as their "bible" for the community. What a nice complement! We made a few changes this year and offered a 4-color cover and inside covers. We sold out all the advertising and are still distributing directories throughout Ocean Beach on a weekly basis. We delivered approximately 13,000 copies door to door and are distributing the remaining directories through high traffic stores in the area as well as the Farmers Market and the OBMA Office.

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soundtrack: WAVES: The Sound of Ocean Beach, a CD compilation of music about OB...by OB musicians! This is a first for any local neighborhood.

And thanks to the Design Committee, Ocean Beach now has an array of historical plaques throughout town. Take a walk around town and see what you might learn. Stay tuned for our very own walking tour... Also new this year, OBMA now participates in the great world of Social Media. Look for us on Twitter, Facebook, MySpace, Blogspot, and YouTube, and more where you'll find even more great things.

So, once again, please join me in celebrating another amazing year. Thank you, and I look forward to the next one.

All my best,

Mike Akey, OBMA President

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Newport Avenue Maintenance Assessment District The OBMA continues to manage the Newport Ave. MAD, financed by property owners fronting on Newport Ave. The Clean OB Committee provided the office with a check list of items that needed work in the district. Because of their recommendations many little repairs are made that otherwise might not be noticed. Volunteers also wear special vests identifying themselves as helping to keep OB clean.

Last year we . . .

Emptied 39 trash cans 5 and sometimes 6 days per week
Painted all 39 trash cans

Emptied 45 silver cigarette ash cans twice a week
Power washed the sidewalks as often as financially possible usually 4 or 5 times per year.

Power washed the sidewalks in the 4900 block every week after every Farmers Market.

Maintained the planter beds around the palms

Repaired fencing around palms, repaired electrical boxes on lamp posts.

Swept the gutters and sidewalks four times per week and often 5 times per week.

The following goals of the Association are reflected in the work done by our outstanding committees:

Improve the physical appearance of the commercial district.

Build coalitions of diverse partners to meet the Association's goals.

Offer promotional and marketing assistance.

Strengthen the commercial district's economic base.

Address quality of life issues.

OUR COMMITTEES WORK FOR THE BENEFIT OF THE ENTIRE COMMUNITY.

Volunteers serve on all of our committees along with our staff.

Promotion Committee:

Developed major marketing and promotional campaigns for summer special events and winter Holiday activities.

Ran monthly ads promoting the Farmers Market and shopping locally. Ran event ads in The Beacon, Union Tribune, Reader, and CityBeat.

Promoted Ocean Beach as a destination and a "great place to shop, dine and stay" through our newly designed rack cards distributed throughout San Diego and up to Orange County. Ran ads and calendar of events in *101 Things to Do in San Diego*, *The Visitors Guide*, and *the San Diegan*.

Organized and promoted the Storefront Decorating Contest as well as distributed OB Holiday Advertising Package to members.

Published and circulated 12 issues (485 of each issue) of the OBMA newsletter.

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Ocean Beach MainStreet Association STATEMENT OF ACTIVITIES

July 2008 - June 2009

REVENUES & OTHER SUPPORT	
Assessment Income - BID	\$ 23,846
Grant Income	57,104
MAD Income	85,194
Contributions	4,129
Special Events Income	342,116
Membership dues	10,365
Promo/Marketing income	15,671
Interest Income	<u>2,244</u>
TOTAL REVENUE	\$540,669
EXPENSE	
Organization	\$ 88,635
Promotion	134,068
MAD Expenses	85,194
Farmers Market	73,522
Fireworks	24,417
Street Fair	114,093
Other Events	<u>7,335</u>
TOTAL EXPENSES	\$527,264
INCREASE IN NET ASSETS	\$ 13,405

Draft pending yearly audit

STATEMENT OF FINANCIAL POSITION

As of June 30, 2009

ASSETS	
CURRENT ASSETS	
Cash	\$ 66,612
Cash - board designated	18,817
Certificates of Deposit	1,104
Certificates of Deposit - board designated	20,300
Accounts Receivable	48,688
Assessment Receivable	3,691
Grant Receivable	10,220
Prepaid Insurance	6,430
Prepaid Expenses	<u>12,000</u>
TOTAL CURRENT ASSETS	\$187,862
PROPERTY AND EQUIPMENT	
Equipment and furniture	\$ 16,045
Computer Equipment	2,287
Leasehold Improvements	2,742
Accumulated depreciation	<u>(11,462)</u>
TOTAL PROPERTY AND EQUIPMENT	9,612
OTHER ASSETS: Security deposit	600
TOTAL ASSETS	\$198,074

LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts payable	\$ 29,062
Insurance payable	800
Credit Card payable	3,015
Accrued salaries/related payroll	4,369
Deferred revenue	<u>1,471</u>
TOTAL CURRENT LIABILITIES	38,717
NET ASSETS:	
Unrestricted net assets	\$158,357
Temporarily restricted net assets	<u>1,000</u>
TOTAL NET ASSETS	\$159,357
TOTAL LIABILITIES AND NET ASSETS	\$198,074

Draft pending yearly audit

Ocean Beach Farmers Market

Every Wednesday

4pm to 8pm

Fresh vegetables, fruit,
flowers, jams and jelly, plus fresh baked goods
not to mention all the other
fun things at the OB Farmers Market!



Continued from page 3 . . .

Spent 6 months producing and distributing the 2009-2010 OB Local Business Directory . . . the most successful directory to date, with many improvements and the most ads ever sold.

Continued our Keep OB-eautiful! Campaign.

Developed monthly Email Blasts designed to promote upcoming events and to make announcements. Two member businesses were featured in each email blast.

Provided cross marketing for members through Business Announcements in the newsletter and on the website.

Published all the names of local businesses who received "Best of" votes in newspapers, magazines and online . . . We had many local businesses mentioned.

Monitored and recommended changes to the OBMA Website. Developed a totally new look for our OBStreetFair.com website which launched in May. Continued to reinvent our regular website OceanBeachSanDiego.com to keep up with technology. The committee also worked to provide advertising for local businesses. Many of our local businesses took ads out on the site and have been very happy with the number of hits and the ability of customers to click on their websites.

Aggressive Social Media Campaign

We now utilize Facebook, Twitter, LinkedIn, MySpace, YouTube, TweetPhoto, Vimeo, Social Media Bookmarking sites, i.e., StumbleUpon, Digg, MyDelicious, Wikis, AllTop, Blogs, among others to achieve marketing and branding goals.

Economic Restructuring Committee:

Made available statistical data about Ocean Beach to each member of the association who requests it. (Available electronically or in printed form.)

Reviewed 3rd Annual Jazz Festival surveys. Made recommendations regarding the 4th Annual OB Jazz Festival.

Organized the OBMA Awards Celebration

Performed all the pre-event work for the OB Restaurant Walk for the OB Tree Committee

Developed an annual workplan - included revisiting the Tile Project, reviewing the OB Local Consumer Survey and notifying members of issues that could affect them.

Reviewed parking issues with the OB Planning Board

Sent letters telling restaurants and bars about SDG&E's offer of rebates for low usage food service equipment.

Reviewed and promoted the PROW (Public Right

of Way also known as the Café Seating ordinance)

Reviewed the Clean OB Sub-committee's recommendations for the MAD

Design Committee:

Reviewed and made recommendations for plant and irrigation replacement/maintenance and streetscape changes. Paid special attention to planter box issues.

Encouraged recycling and conservation of efforts in the business district. Looked for ways to go solar and to encourage more recycling. Implemented recycling plan for all special events.

Maintained Veteran's Plaza.

Provided the Design Guideline Brochure. Brochures are available online or in printed form from the OBMA Office.

Replaced worn pole banners and hired a new company to store and install banners and holiday decorations.

Continued to work on solutions for the street sign clutter and general disrepair of signage in the commercial district.

Reported needed repairs to the City of San Diego Traffic Division.

Worked on the "Keep OB-eautiful!" campaign.

Completed two more phases of the Tile Project and worked to find solutions to problems encountered.

Started the Historic Plaque project identifying 7 local sites.

Worked with OB Historical Society and OB Community Foundation on this project.

Crime Prevention Sub-Committee:

Networked with all agencies including police, lifeguards, and Parks and Rec.

Worked closely with law enforcement to use police resources available to Ocean Beach. The number of police officers declined and we fought for every hour that we had coverage in Ocean Beach.

Oversaw Police Trailer and allocated funds for maintenance of the restroom inside and trailer rental. Volunteers cleaned the trailer on a regular basis. This partnership with SDPD showed that we are part of the solution to solving crime in OB.

Worked with SDPD for traffic & crowd control on 4th of July, Labor Day and Memorial Day.

Reviewed, discussed transient related crimes.

Provided incident report forms for OBMA members to report criminal activity. Assisted SDPD with numerous criminal activity complaints from local residents and businesses.

Worked with Graffiti Task Force by providing photos and incident reports

Established the Email Warning List which allows merchants to sign up to be notified of criminal activity in the community.

Addressed problems with oversized vehicles

Worked as liaison with residents on crime issues. Liaison with District Attorney's Office, City Attorney's Office, District 2 City Councilman's Office as well as community resources and other business districts.

MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website or drop by the office.

Business announcements are free to our members. It's an easy way to let others know about your particular business.

What kind of information will we publish?

Have you or your employees received a special award?

Are you having a big sale or anniversary?

Are you changing your hours or adding a new product line?

Beach Community Acupuncture Expands Hours, Welcomes New Acupuncturist. Beach Community Acupuncture (BCA) is growing. To help make acupuncture more accessible to the community, we have opened three more shifts. New hours are: Mon 9-1, 4-7; Tue 12-3; Wed 9-1; 4-7; Thu 3-7; Sat 9-12. We welcome new acupuncturist Beth Markham, L.Ac. Read more about Beth on our Web site. To introduce more community members to affordable acupuncture, we are currently offering free acupuncture on Mondays from 9-1. Please book online at www.beachcommunityacupuncture.com Under special instructions, note "free monday OBMA." The address is 4993 Niagara Avenue, Suite 206, on the corner of Bacon.

A message from 9210B . . . "9210B is back, so if you missed us at the OB Street Fair, you can visit our booth on the grassy area at the OB Oktoberfest on Saturday October 10th from 10am to 8pm. Don't be a "Brat", come do some early Christmas shopping and support the locals. Sea ya there!" www.9210B.net

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Finance Committee:

Reviewed all financial issues and monthly financial statements before each Board Meeting.

Discussed, reviewed unusual expenses and/or special needs. Sought advice and made changes to accounting that would accommodate the Association's growth.

Provided a comprehensive budget for the organization
Created mechanism to save money for regular maintenance, replacement costs, and emergency needs.

Assisted with a full audit by accredited accounting firm.

Organization Committee:

Employee reviews, Steering the association, Plans for the long term future of the organization, Reports to the National Trust on our Mainstreet program. Grant writing.

We are grateful to have new and established businesses investing in OB and working to upgrade and add value to their community. We are especially thankful to our 14 volunteer Board of Directors, all our committee members, event volunteers and merchants who donated goods and services to make Ocean Beach a greater place to live, work and play. I can't believe this organization will celebrate its 31st anniversary during this fiscal year. We look forward to a prosperous and enjoyable year in our favorite community. Thanks for all your hard work and involvement in Ocean Beach.

Warmly, Denny Knox, Executive Director

Welcome New OBMA Members Silent Gardening

PO Box 7315, San Diego, CA 92167
619-300-7285

Gardening & Landscape Maintenance
San Diego Trust Bank
Raymond Simas at 619-230-6666
Banking

San Diego 10News.com A-List Winners

Congratulations to the following Ocean Beach businesses for placing in their categories:

2nd Place Antiques

- Newport Avenue Antique Center, 4864 Newport Ave., 619-222-8686

4th Place Antiques

- Cottage Antiques, 4873 Newport Ave., 619-222-1967

2nd Place Best Burgers

- Hodad's, 5010 Newport Ave., 619-224-4623

Ocean Beach Antique District
presents...

Our Legendary HUGE Storewide Sales Event!

October 10th & 11th, 2009
10 am - 6 pm

& Parking Lot Sale
on Saturday

4800-4900 Blocks of Newport Ave.

Enter to Win a
Shopping Spree
in the
Antique District!



100's of Antique Dealers!
Free Parking!
Two blocks from the ocean!
This is the time to come Shop & Save in
San Diego's largest Antique Destination!
For more info or to reserve a vendor space
call 619.222.8686 or visit antiquesandiego.com



Ocean Beach MainStreet Association
 PO Box 7990, San Diego, CA 92167
Office: 1868 Bacon Street, Suite A
 San Diego, CA 92107
 619-224-4906, Fax 619-224-4976
 www.OceanBeachSanDiego.com
 Email: info@OceanBeachSanDiego.com

Partially funded by the City of San Diego Small Business Enhancement Program



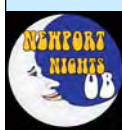
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OB Local Directory
 If you need some,
 call us!
619-224-4906



NEWPORT NIGHTS
 Oct. 31, 2009
 7 - 10 pm

For Info: 619-222-0836
 www.NewportNights.org



Recycle your used cell phones,
 empty laser & inkjet print cartridges
 to benefit Point Loma High School
 Foundation & Alumni Association . . .
 Drop off: OBMA Office, 1868 Bacon St.



Ocean Beach Oktoberfest 2009

Saturday, Oct. 10, 10 am to 8:30 pm
 Where Newport Avenue meets the beach

The World Famous SAUSAGE TOSS™
 Over \$10,000 in Cash & Prizes!

Stein Holding
 Bratwurst Eating competitions
 Impress your friends & influence people

5k race, on the beach, in costume
O.B. Brat Trot™
 9 am
 Registration see details online

Two Stages

A full day of San Diego's finest musicians including:
 The Bavarian Beer Garden Band
 Geezer - Weezer Tribute band
 See our website for more music
 * Emcee Jose Sinatra presides *

Your \$3 Beer Garden donation & other proceeds benefit both the




www.OBoktoberfest.com