



2017 / 2018
Board of
Directors

President:
1st V President:
2nd V President:
Secretary: Treasurer: Kelley Vestal-Neff – Apothecary 321
At Large: Brandy Alvis – Tucked In
At Large: Lisa Ford – Auburn Ale House
At Large: Jordan Minyard – Pour Choice
At Large: James Wermes – Auburn Coffee Company

April 18, 2018

To: Robert Richardson, City Manager
From: Old Town Business Association
Re: Business Improvement District

INTRODUCTION: This annual report by the Old Town Business Association Improvement District (BID) for the coming fiscal year is provided to the City of Auburn for consideration and approval. Included in this report is a recap of accomplishments this past year, P&L report for this past year and our proposal for the coming year.

BID DISTRICT: The Old Town BID begins at and includes the Park Victorian property at the end of Park Street and continues down Park Street to Maple Street and up to Auburn Folsom Road. The boundary continues on Auburn Folsom Road to Race Track, turns right on Race Track to Brewery Lane to its end, where the boundary lien extends across and encompasses the Park Victorian property at the end of Park Street.

PROPOSED PROGRAM OF WORK: This past year our goal was to focus our funds and energy on marketing for our district. To this end we hired a company to create a new website and develop a social media marketing plan. At a cost of \$12000.00, this took a big portion of our budget, but we feel the money was well spent. This coming year our intent is to re-focus our funds and energy to the beautification and maintenance of the District. We are developing a plan to replace our existing wishing well garbage receptacles with new ones. We reduced the work being done by our gardener, which will be revisited. We will continue with a maintenance program for our website and social media campaign. We are looking at ways to supplement our investment in the Old Town Post Office. We are looking at ways which will encourage our membership to participate in the organization and promote volunteerism in the District.

PUBLIC EVENTS: The OTBA continues to sponsor and promote events in Old Town. We have, however, come to the conclusion that events which close our streets on our busiest days do not benefit our merchants or restaurants. With the exception of Country Christmas and our Antique Fair we would prefer not to have events in Old Town on Fridays or Saturdays which close the streets to traffic and parking. We are looking at having only one Antique Fair per year and will entertain any new ideas for events which will highlight the uniqueness of our District and draw visitors.

OTBA Continued:

ACCOMPLISHMENTS 2017: We launched a new website which is easily accessed by mobile devices and developed a social media marketing plan. We participated in the Community Service Day and with the City's help were able to clean-up and replant around the Claude Chana Statue. We also cleaned up around the public restrooms and put down new bark. The Hershel Young Park rehab is well on its way and we look forward to having it completed. A new Mission Statement was adopted: "To guard and preserve our district's historic charm, while promoting our relevance in today's market place." The board took on the responsibility of managing the Antique Fair and Country Christmas. We had an extremely successful Country Christmas which would not have happened without the help of Mora Rowe and Bob Richardson. City maintenance crews also deserve a debt of gratitude for their assistance along with the California Conservation Corp.

PROPOSED BUDGET 2018/2019

INCOME:

Old Town Events: \$24,000.00 (Only one Antique Fair)
Bid Funds: \$23,000.00
Total Income: \$47,000.00

EXPENSES:

Marketing/Billboard: \$4800.00
Website/Social Media: \$4500.00
Streetscape: \$11,000.00
Event Expense: \$15000.00
Post Office: \$5000.00
Insurance: \$2500.00
Accounting: \$600.00
Admin Costs: \$1200.00

Total Expenses: \$44,600.00



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April 18, 2018

City of Auburn
Robert Richardson, City Manager
Auburn City Council

Re: Old Town Auburn Business Association Business Improvement District (BID).

History and Explanation of Benefits:

The Old Town Business Association (OTBA) is a 501c3, non-profit, Mutual Benefit organization governed by Corporation Bylaws. The funds collected through the BID program as well as earnings from various sponsored events make up the budget for the organization. The funds collected are allocated to cover the maintenance of the district as well as marketing efforts, donations, cost of events, and subsidy for the Old Town Post Office.

Funds collected for the fiscal year 2018/2019 will allow the organization to continue with these programs.

It should be noted that the OTBA is going through a period of reorganization. The board elected for the fiscal year 2017/2018 is being replaced by a new board being selected by a special election. Business closings, health issues and relocation of businesses has caused the resignation of many of the key board members which necessitated the special election. The new board will be in place by April 19, 2018. This report is being prepared by a former board member to assist the new board.

Respectfully,

Nellie Curran
Former President, OTBA

11:23 AM
04/16/18
Accrual Basis

Old Town Merchant's Council
Profit & Loss
January through December 2017

| | <u>Jan - Dec 17</u> |
|-------------------------------|---------------------|
| Ordinary Income/Expense | |
| Income | |
| BID Funds | 19,591.59 |
| Event Income | 33,727.49 |
| Misc Income | 750.00 |
| Website Advertising Income | 2,500.00 |
| | <hr/> |
| Total Income | 56,569.08 |
| Cost of Goods Sold | |
| Cost of Events | |
| Alcohol Sales Expense | 1,767.09 |
| Event Advertising | 6,339.14 |
| Event Entertainment | 3,256.04 |
| Event Misc. Expense | 4,700.99 |
| Event Portable Facilities | 1,313.21 |
| Event Shuttle/Transportation | 2,352.00 |
| Event Volunteer Expense | 508.00 |
| Fees & Permits | 542.00 |
| | <hr/> |
| Total Cost of Events | 20,778.47 |
| | <hr/> |
| Total COGS | 20,778.47 |
| | <hr/> |
| Gross Profit | 35,790.61 |
| Expense | |
| Accounting | 270.00 |
| Advertising | |
| Hwy 80 Sign | 2,200.00 |
| | <hr/> |
| Total Advertising | 2,200.00 |
| Insurance | 1,503.95 |
| Landscape Maintenance | |
| Plants | 358.00 |
| Landscape Maintenance - Other | 9,800.00 |
| | <hr/> |
| Total Landscape Maintenance | 10,158.00 |
| Miscellaneous | 288.24 |
| Post Office Box Rental | 88.00 |
| Post Office Expense | |
| Post Office Electricity | 117.68 |
| Post Office Internet | 1,172.49 |
| Post Office Rent | 3,300.00 |
| | <hr/> |
| Total Post Office Expense | 4,590.17 |
| Postage | 35.28 |

11:23 AM
04/16/18
Accrual Basis

Old Town Merchant's Council
Profit & Loss
January through December 2017

| | Jan - Dec 17 |
|-------------------------|--------------|
| Storage | 30.00 |
| Website / IT Management | 10,620.40 |
| Total Expense | 29,784.04 |
| Net Ordinary Income | 6,006.57 |
| Other Income/Expense | |
| Other Income | |
| Interest Income | 4,625.64 |
| Total Other Income | 4,625.64 |
| Net Other Income | 4,625.64 |
| Net Income | 10,632.21 |

