

# **OLD TOWN AUBURN**

## **BUSINESS ASSOCIATION**

April 30, 2019  
City of Auburn  
Robert Richardson, City Manager  
Auburn City Council

Re: Old Town Auburn Business Association Business Improvement District

### OTABA Board (2018-2019)

President: Jordan Minyard  
1st Vice President: Kelly Cunningham  
2nd Vice President: Tyghe Richardson  
Treasurer: Toby Briggs  
Secretary: Linda Robinson  
At Large: Lisa Ford  
At Large: Vacant

### History and Explanation of Benefits

The Old Town Auburn Business Association (OTABA) is a 501c6, 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 Auburn 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 OTABA is going through a period of reorganization. Following a special election to replace the 2017-2018 fiscal year board early (due to resignations), the 2018-2019 board is composed of many first time board members. As such, FY 2018-2019 was a transitional year for OTABA, evolving through the guidance of new leadership and fresh ideas.

Respectfully,

Jordan Minyard  
President

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April 30, 2019

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

### **Introduction**

This annual report by the Old Town Auburn Business Association (OTABA) Business 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 Auburn 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 line extends across and encompasses the Park Victorian property at the end of Park Street.

### **Proposed Program of Work**

This coming year, our intent is to continue creating positive user/consumer experiences for the community of Auburn, through OTABA sponsored events and improved online representation of Old Town Auburn.

We will also be working toward increasing sustainable revenue streams and generating enough income to incorporate paid administrative support. The overall objective is to reinvest all revenue into making a more attractive and engaging district, elevating the Old Town Auburn, and overall Auburn, brands.

### **Past Year Accomplishments**

With the help of the City of Auburn, and specifically Mora Rowe, we successfully adopted and took ownership of the Auburn Co-op, which moved from Downtown Auburn to Old Town Auburn in June of 2018. This is a huge accomplishment for the OTABA, as it allowed our district to benefit from the immeasurable efforts put forth by Mora to invent, brand and promote the Auburn Co-op event. Leveraging what we learned from the Auburn Co-op model, we also re-branded our Country Christmas event as Classic Christmas. Between Auburn Co-op and Classic Christmas, OTABA netted over \$20k in profits in six event dates.

Following the efforts of the previous board, we also saw improvement in our online presence following the launch of the new OTABA website. In the last eighteen months, we've seen over 36,000 unique users, with 55% of traffic generated organically, telling us that people are searching for Old Town Auburn and the OTABA website is ranking well in this space.

We continued our digital improvement strategy by moving event registration processes to our website, building our online membership directory and interest lists, and communicating digitally via email marketing and social media. We also developed digital processes for our internal OTABA team, including digital payment gateway integrations through Square and Stripe, online banking integrations with cloud based accounting through Quickbooks Online, digital team communication channels through on-domain email and Slack, and Google Drive file storage and sharing.

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Continued support of previous board initiatives were also maintained, including financing the Old Town Auburn Post Office and monthly landscape maintenance. With profits from the 2018-2019 fiscal year, OTABA is working to continue the beautification efforts by investing in new garbage receptacles and new lighting designs for the district.

### **Public Events**

OTABA continues to sponsor and promote events in Old Town Auburn. We have established a three-tiered system to rank events occurring in Old Town Auburn, to better understand the OTABA involvement and opportunities for sponsorship and promotion.

The goal of events in Old Town Auburn is primarily marketing, designed to increase positive impressions and experiences for local businesses and promote the brand of Old Town Auburn and broader community of Auburn.

Tier 1: Events occurring in Old Town Auburn that are organized and sponsored by the OTABA. These are the banner events for our district, which generate the bulk of our revenue, outside of BID. Antique Fair (one event date in Spring), Auburn Co-op (five event dates May through September), and Classic Christmas (two event dates in December).

Tier 2: Events occurring in Old Town Auburn that are organized by an Old Town business and sponsored by the OTABA. Taste of Chocolate, St. Patrick's Day, Cinco de Mayo, Fourth of July.

Tier 3: Events occurring in Auburn, these are events not directly related to Old Town Auburn, but a relevant event to be promoted by OTABA. Farmers Market, Fast Fridays, Cruise Night, Art Walk, Food + Wine Festival, Gold Country Fair, Rodeo, Pumpkin Nights, Light Parade, Auburn Enduro, Triathlon, Western States, Tevis Cup.

# OLD TOWN AUBURN BUSINESS ASSOCIATION

## Proposed Budget 2019 - 2020 (Fiscal Year)

INCOME		EXPENSE	
Old Town Events	\$100,000	Admin	\$18,350*
BID Funds	\$25,000	Billboard	\$2,500
2018 Carryover	\$13,650	Beautification Initiatives	\$15,000*
		Event Expense	\$70,000
		Insurance	\$2,500
		Landscape Maintenance	\$7,500
		Post Office	\$5,000
		Professional Services	\$15,000*
		Storage	\$2,500
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<b>Total Income</b>	<b>\$138,650</b>	<b>Total Expenses</b>	<b>\$138,650</b>

\* Pending Funding

## Profit and Loss 2018 - 2019 (Fiscal Year)

INCOME		EXPENSE	
Old Town Events	\$73,215	Admin	\$1,974
BID Funds	\$24,539	Billboard	\$2,600
Other Income	\$2,501	Beautification Initiatives	\$225
		Event Expense	\$54,747
		Insurance	\$2,171
		Landscape Maintenance	\$6,500
		Post Office	\$4,871
		Professional Services	\$12,094
		Storage	\$1,421
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<b>Total Income</b>	<b>\$100,255</b>	<b>Total Expenses</b>	<b>\$86,603</b>

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### Profit and Loss 2017 - 2018 (Fiscal Year)

INCOME		EXPENSE	
Old Town Events	\$23,180	Admin	\$588
BID Funds	\$19,592	Billboard	\$2,200
	\$5,376	Beautification Initiatives	\$0
		Event Expense	\$17,307
		Insurance	\$3,334
		Landscape Maintenance	\$7,086
		Post Office	\$4,623
		Professional Services	\$12,885
		Storage	\$90
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<b>Total Income</b>	<b>\$48,148</b>	<b>Total Expenses</b>	<b>\$48,113</b>

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