

# **OLD TOWN AUBURN** **BUSINESS ASSOCIATION**

April 24, 2020  
City of Auburn  
Robert Richardson, City Manager  
Auburn City Council

Re: Old Town Auburn Business Association Business Improvement District

## **OTABA Board (2019-2020)**

President: Jordan Minyard  
1st Vice President: Vacant (Tyghe Richardson resigned 01/09/20)  
2nd Vice President: Brad Baldwin  
Treasurer: Toby Briggs  
Secretary: Kelly Cunningham  
At Large: Lisa Ford  
At Large: Kelly Keiser  
At Large: Nina Salarno Besselman  
At Large: Christine Ubbink

## **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 2019-2020 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 2019-2020 board is composed of many new and first time board members. As such, FY 2019-2020 was, again, a transitional year for OTABA, evolving through the guidance of new leadership and fresh ideas.

Respectfully,

Jordan Minyard  
President

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## **BUSINESS ASSOCIATION**

April 24, 2020

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 continue to build sustainable revenue streams and generating enough income to incorporate paid administrative and event management 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**

Building on the momentum from the previous year and efforts put forth by Mora Rowe and the City of Auburn, we continued to organize and sponsor events in Old Town Auburn, with heavy focus on the Auburn Co-op and Classic Christmas events. We experimented with new vendors, attractions, and ideas, incorporating new supporters and processes. Between Auburn Co-op and Classic Christmas, OTABA netted over \$16k in profits in six event dates.

Our online presence continues to grow, following the implementation of several online processes, such as vendor event registration. In the last year, we saw over 41,000 unique users, with 66% of traffic generated organically. This tells us that not only are people searching for Old Town Auburn, but searches have increased since the previous year.

We continued our digital improvement strategy by optimizing online processes and educating/onboarding more members. Operational integrations such as payment processing, cloud based accounting, digital team communications, and file storage remained in place and saw greater usage. Membership processes also flourished, including membership directory registrations, email campaigns, contact submissions, event registrations.

OTABA also worked to ensure the Association was properly federally designated. In past years, our Association has not been required to submit full tax returns due revenues under \$50k. Thanks to our increasing event income, we worked with local accounting professionals to ensure the proper tax returns were filed in 2019, as well as confirm recognition of exemption under section 501(c)6.

# **OLD TOWN AUBURN**

## **BUSINESS ASSOCIATION**

Continued support of previous board initiatives were also maintained, including financing the Old Town Auburn Post Office and monthly landscape maintenance. OTABA is still working toward achieving beautification goals of new garbage receptacles and lighting designs for the district, and plans to apply carryover profits from 2018-2019 and 2019-2020 to these goals.

### **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 2020 - 2021 (Fiscal Year)

INCOME		EXPENSE	
Old Town Events	\$40,000*	Admin	\$2,177
BID Funds	\$15,000*	Advertising	\$0
2019 Carryover	\$13,777	Beautification Initiatives	\$15,000*
		Event Expense	\$23,000*
		Insurance	\$2,500
		Landscape Maintenance	\$6,000*
		Post Office	\$5,000
		Professional Services	\$13,000*
		Storage	\$2,100
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<b>Total Income</b>	<b>\$68,777</b>	<b>Total Expenses</b>	<b>\$68,777</b>

\*Numbers reduced due to COVID-19

\*Pending Funding

### Profit and Loss 2019 - 2020 (Fiscal Year)

INCOME		EXPENSE	
Old Town Events	\$67,972	Admin	\$2,100
BID Funds	\$20,436	Advertising	\$3,325
Other Income	\$1,250	Beautification Initiatives	\$0
2018 Carryover	\$13,650	Event Expense	\$52,133
		Insurance	\$2,353
		Landscape Maintenance	\$6,000
		Post Office	\$4,901
		Professional Services	\$16,619
		Storage	\$2,100
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<b>Total Income</b>	<b>\$103,308</b>	<b>Total Expenses</b>	<b>\$89,531</b>

# OLD TOWN AUBURN

## BUSINESS ASSOCIATION

### 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>

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

INCOME		EXPENSE	
Old Town Events	\$23,180	Admin	\$588
BID Funds	\$19,592	Billboard	\$2,200
Other Income	\$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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