



GASLAMP QUARTER ASSOCIATION

A photograph of the Gaslamp Quarter archway at night. The archway is illuminated with green lights and features the Gaslamp Quarter logo at the top. The words "HISTORIC HEART" and "OF SAN DIEGO" are written on the arch. The background shows a city street with cars and buildings.

BOARD OF DIRECTORS ANNUAL SUMMARY

FY17

FY17 Executive Committee

FY16 Executive Committee

- Chair – *Howard Greenberg*
- ~~First Vice-Chair – *Mark Mindigo*~~
- Second Vice-Chair – *Pam Schwartz*
- ~~Secretary – *Martin Gonzalez*~~
- Treasurer – *Jim Shaw*
- Immediate Past Chair – *Jeff Burg*
- At-Large – *Laurel McFarlane*

FY17 Executive Committee

- Chair –
- First Vice-Chair –
- Second Vice-Chair –
- Secretary –
- Treasurer –
- Others –

Special Topic

CVS (5th Avenue & J Street) CUP/PDP Request Review

The Applicant is Requesting

- A ground floor use over 10,000SF
- Deviation from the maximum 150 feet of lineal frontage

The Project would combine three existing retail tenant spaces along Fifth Avenue

Session One

FY16 Review

– Events, Promotions, and Marketing



Session One

FY16 Review - Events

	Date	Staff Hours	Income	Est. Attendance	TV Spots	Radio Partners
Night Plaza	7 Nights	334	(\$4,561)	5,250	2	0
FAAS	Oct 11	190	(\$6,436)	15,000	4	6
Lamplighter	Nov 10	348	\$46,924	750	N/A	N/A
Pet Parade	Dec 13	133	\$6,694	5,000	2	4
Gaslamp March	Dec 21	27	(\$2,342)	1,500	3	0
Clean-Up	Apr 17	47	\$1,878	85	1	0
Golf Tournament	May 9	99	\$28,295	200	N/A	N/A
Taste of Gaslamp	Jun 26	520	\$23,620	831	0	6

Session One

FY16 Review – Print/Web Marketing

- Nov 2015 – FY16 Launch of \$2 Tues
- Jun 2016 – SD Mag Advertorial

	Type	Income	Impressions
\$2 Tuesdays	Print/Web Ads	(\$91,026)	8,742,606
San Diego Magazine Spread	Advertorial	(\$8,000)	50,000+
GQA Web Advertising	Web Ads	\$39,539	100,000+



Session One

FY16 Review – PROW Marketing

- Mar 2016 – 60 New Banners and New Program Installed

	Type	Income
Banner Program	PROW Branding	\$18,382
Kiosk Program	PROW Ads	\$49,825



Session Two

FY16 Financial and Staffing Report

Figure A: Total Staff Hours FY16

Total Hours FY16	
Michael	2,393
Alex	2,325
Erin	823
Brandy	1,153
Sherry	360

Session Two

FY16 Financial and Staffing Report

Figure B: Time By General Category FY16

Time By General Category	Total Hours FY16
100 Time: Administrative	2,913
100 Time: GQA Civic	701
100 Time: GQA Marketing	1,098
100 Time: GQA Meetings	558
100 Time: Income Production	491
100 Time: Member Service	286
100 Time: Projects	130
100 Time: Promotions	500

Session Two

FY16 Financial and Staffing Report

Figure C: Select Time Subcategories FY16

Time Subcategories with High Numbers	Total Hours FY16
100 Time: Administrative: General	437
100 Time: Administrative: Check & Invoice Review	215
100 Time: Administrative: E-mail & Mail	845
100 Time: GQA Civic: Community Relations	221
100 Time: GQA Marketing: Graphics Creation	216
100 Time: GQA Marketing: Internet & Website	192
100 Time: Income Production: Sponsorship	163
100 Time: Promotions: Production Work	479

Budget FY17

	BUDGET FY17	BUDGET FY16	DOLLAR CHANGE	CHANGE %
INCOME				
Membership: BID Assessments	\$ 85,000.00	\$ 85,000.00	\$ -	0.00%
Shamrock GQHF Final payment 8/29/15	\$ -	\$ -	\$ -	-
Membership: Associate	\$ 33,000.00	\$ 33,000.00	\$ -	0.00%
Grants:SBEP City offset Program	\$ -	\$ -	\$ -	#DIV/0!
Grants: SBEP Management Grant	\$ 20,000.00	\$ 21,000.00	\$ 1,000.00	-5.00%
Grants: Neighborhood Parking Program	\$ 427,438.00	\$ 342,000.00	\$ (85,438.00)	19.99%
Grants: County Community Enhancement	\$ 3,000.00	\$ 3,000.00	\$ -	0.00%
Advertising: Kiosk	\$ 35,000.00	\$ 45,000.00	\$ 10,000.00	-28.57%
Advertising: Website	\$ 90,000.00	\$ 75,000.00	\$ (15,000.00)	16.67%
Banner Program	\$ 45,000.00	\$ 40,000.00	\$ (5,000.00)	11.11%
5th Ave Auto Showcase	\$ 3,500.00	\$ (7,923.14)	\$ (11,423.14)	326.38%
Events: Annual Lampighter Awards	\$ 40,000.00	\$ 30,000.00	\$ (10,000.00)	25.00%
Events: Holiday Pet Parade	\$ 10,000.00	\$ 2,000.00	\$ (8,000.00)	80.00%
Events: Golf Tournament	\$ 25,000.00	\$ 22,000.00	\$ (3,000.00)	12.00%
Events: Gaslamp 150 Birthday	\$ -	\$ -	\$ -	-
Volunteer Event	\$ -	\$ 1,000.00	\$ 1,000.00	#DIV/0!
Events: Taste of Gaslamp	\$ 20,000.00	\$ 20,000.00	\$ -	0.00%
Other Income: Pay Phone, Licensing	\$ 2,000.00	\$ 2,000.00	\$ -	0.00%
SUBTOTAL INCOME:	\$ 838,938.00	\$ 713,076.86	\$ (125,861.14)	15.00%
EXPENSE				
Personnel: Salary	\$ 225,000.00	\$ 211,570.00	\$ (13,430.00)	5.97%
Payroll Simple IRA	\$ 3,000.00	\$ 3,000.00	\$ -	0.00%
Personnel: Payroll Tax & Fees	\$ 25,000.00	\$ 26,000.00	\$ 1,000.00	-4.00%
Personnel: Benefits	\$ 15,000.00	\$ 15,000.00	\$ -	0.00%
Personnel: Parking	\$ 4,500.00	\$ 4,500.00	\$ -	0.00%
Operations: Rent - Office	\$ 27,000.00	\$ 21,600.00	\$ (5,400.00)	20.00%
Operations: Rent - Storage	\$ 1,500.00	\$ 1,500.00	\$ -	0.00%
Operations: Rent - Maintenance	\$ 1,000.00	\$ 1,000.00	\$ -	0.00%
Operations: Tel/DSL	\$ 2,500.00	\$ 2,500.00	\$ -	0.00%
Operations: Street Furniture Maintenance	\$ 800.00	\$ 800.00	\$ -	0.00%
Operations: Gaslamps (5th & Market)	\$ 1,000.00	\$ 1,000.00	\$ -	0.00%
Operations: Equipment - Lease	\$ 4,300.00	\$ 4,300.00	\$ -	0.00%
Operations: Equipment - Repair & Maint.	\$ 1,500.00	\$ 1,500.00	\$ -	0.00%
Operations: Equipment - Purchase	\$ 1,500.00	\$ 1,500.00	\$ -	0.00%
Operations: Office Supplies	\$ 3,000.00	\$ 3,000.00	\$ -	0.00%
Operations: Postage/Shipping	\$ 400.00	\$ 400.00	\$ -	0.00%
Operations: Insurance - Workers Comp.	\$ 2,500.00	\$ 2,500.00	\$ -	0.00%
Operations: Insurance - Liability/D&O	\$ 6,000.00	\$ 6,000.00	\$ -	0.00%
Operations: Dues/Memberships	\$ 1,195.00	\$ 1,195.00	\$ (105.00)	8.08%
Operations: Outside Mtgs & Workshops	\$ 1,300.00	\$ 1,300.00	\$ -	0.00%
Operations: Bookkeeping	\$ 5,000.00	\$ 6,500.00	\$ 1,500.00	-30.00%
Operations: Bank & Other Fees	\$ 3,000.00	\$ 3,500.00	\$ 500.00	-16.67%
Operations: Audit/Tax Preparation	\$ 7,000.00	\$ 8,000.00	\$ 1,000.00	-14.29%
Operations: Taxes	\$ 12,000.00	\$ 20,000.00	\$ 8,000.00	-66.67%
Advertising - Misc. Expenses	\$ 1,000.00	\$ -	\$ (1,000.00)	100.00%
Marketing: Advertising - Contingency	\$ 5,000.00	\$ 5,000.00	\$ -	0.00%
Marketing: Banner Program	\$ 5,000.00	\$ 5,000.00	\$ -	0.00%
Marketing: Printed Pieces - Maps	\$ 1,000.00	\$ 1,000.00	\$ -	0.00%
Marketing: Website Maintenance	\$ 5,000.00	\$ 5,000.00	\$ -	0.00%
Marketing: Branding Campaign	\$ 40,000.00	\$ 40,000.00	\$ -	0.00%
Member: Meetings & Workshops	\$ 2,000.00	\$ 2,000.00	\$ -	0.00%
Member: Newsletter/Annual Report	\$ 1,000.00	\$ 600.00	\$ (400.00)	40.00%
Civic: BID Council	\$ 500.00	\$ 500.00	\$ -	0.00%
Civic: Special Event Committee	\$ 100.00	\$ 100.00	\$ -	0.00%
Promotions: Neighborhood Parking Program	\$ 427,438.00	\$ 313,000.00	\$ (114,438.00)	26.77%
Promotions: Night Plaza	\$ 3,000.00	\$ 8,000.00	\$ 5,000.00	-166.67%
Promotions: Gaslamp 150 Birthday	\$ -	\$ -	\$ -	-
Promotions: Auto Showcase	\$ -	\$ 18,000.00	\$ 18,000.00	#DIV/0!
Promotions: Holiday Flag Program	\$ 6,000.00	\$ 6,000.00	\$ -	0.00%
Promotions: Volunteer Event	\$ 500.00	\$ 2,000.00	\$ 1,500.00	-300.00%
Promotions: Poinsettia Bowl March	\$ 2,500.00	\$ 2,500.00	\$ -	0.00%
Special Projects: Contingency	\$ 1,000.00	\$ 1,000.00	\$ -	0.00%
Special Projects: Placemaking Consultant	\$ -	\$ 50,000.00	\$ 50,000.00	-
Special Projects: Legal Council	\$ 2,500.00	\$ 1,400.00	\$ (1,100.00)	44.00%
SUBTOTAL EXPENSES:	\$ 858,638.00	\$ 809,265.00	\$ (49,373.00)	5.75%
NET CASH FLOW:	\$ (19,700.00)	\$ (96,188.14)	\$ (76,488.14)	-388.26%

Session Four

Associate Membership

STAFF RECOMMENDATION: The GQA Board of Directors review and discuss the current Associate Member Policy and fee schedule.

Session Four

Associate Membership

Figure A: Associate Membership Fee Schedule FY16

BUSINESS TYPE	EMPLOYEES	ANNUAL FEES
For Profit	1-9	\$ 275.00
For Profit	10-50	\$ 550.00
For Profit	51-75	\$ 900.00
For Profit	76+	\$ 1,200.00
Nonprofit	N/A	\$ 50.00
Gaslamp Resident	N/A	\$ 150.00
Property Owner	N/A	\$ 500.00

Session Four

Associate Membership

Benefits

Upon approval of the applicant by the Board of Directors the Associate Member is eligible for the following;

- Opportunity to participate in the **GQA promotions** and other **cooperative marketing & advertising**
- Opportunity for **listing on the GQA website**
- Opportunity to **advertise on the GQA website**
- Subscription to the **e-newsletter and e-blasts**, plus other information on local activities.
- Owners, Managers and Representatives may serve on GQA **Committees and the GQA Board of Directors**

Session Four

Associate Membership

Financial Contribution

- If all current associate members listed in Figure B below renew their membership in FY17 the GQA will collect \$27,250 at current rates.
- Associate members directly contributed over \$75,000 to the GQA through advertising programs such as kiosks, welcome banners, and web advertising, and event sponsorship for the annual golf tournament, Lamplighter Awards, etc.

See Attachment A

Session Four

Associate Membership

Competing Businesses

- There are 27 competing businesses in the associate member program located adjacent to the Gaslamp Quarter's official boundaries.
- Of these, there are nine hotels, eight restaurants, five bar/nightclubs, four retail/services, and one nonprofit.

See Attachment B

Session Four

Associate Membership

Other BIDs

- Of the examples listed, only La Jolla assesses fees on associate members based on the number of employees similar to the Gaslamp Quarter.
- The benefits offered follow closely to what the GQA offers including information exchange, listing on directories, and voting privileges.

See Attachment C

Session Five

Special Events Policy

STAFF RECOMMENDATION: That the GQA Board of Directors reviews the Special Events policy and approve the removal of the Grandfather Clause, approve the changes to the endorsement procedure, and approve the changes to committee membership requirements.

Session Five

Special Events Policy

MOVE TO STRIKE

- Grandfather Clause
 - *Unnecessary*
- GQA Fee for Service
 - *Unenforceable*

Session Five

Special Events Policy

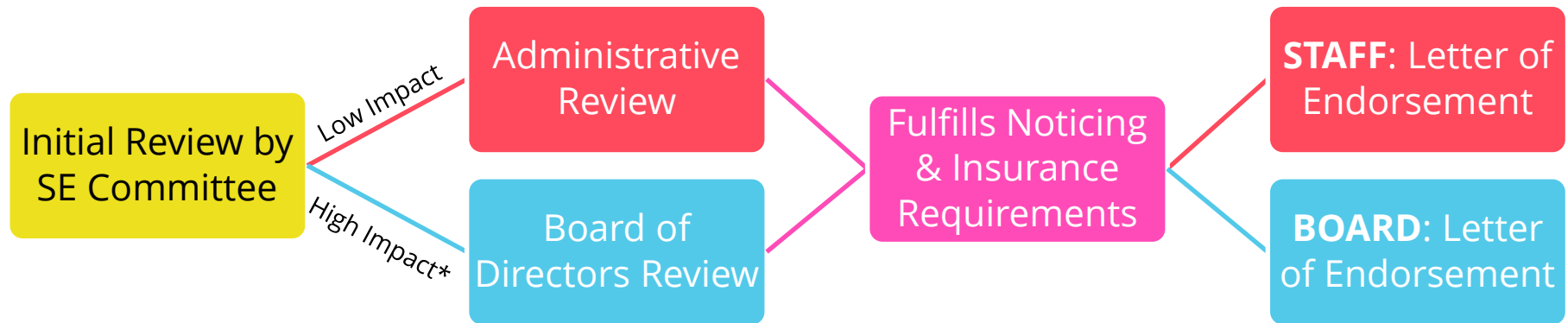
Procedure

Major special events and activations looking for a letter of endorsement will require the approval of the GQA Board of Directors if;

- The event/activation requires the **closure of two or more streets/blocks**, *and/or*
- The event/activation requires **traffic and/or intersection control**, *and/or*
- The event/activation requires **crowd control or security personnel**, *and/or*
- The event/activation is a **parade, carnival or festival on public property**, *and/or*
- The event/activation occurs on a **Friday, Saturday, or Sunday**.

Session Five

Special Events Policy Procedure



*Two+ street closures, traffic control, crowd control, parade/festival/carnival, and/or on weekend.

Session Five

Special Events Policy

Committee Policy

The Special Events Committee is comprised of **7 to 12** Gaslamp Quarter Association members. To be eligible for Committee membership (and voting privileges), you must be a GQA member in good standing and have attended a minimum of ~~six consecutive~~ **two** Special Events Committee meetings. To apply for Committee membership, interested parties must contact the Committee Chair after they have **two** meeting attendances. **Committee members shall be appointed by a vote of the Committee at a regularly scheduled meeting.**