Building Our Community

The Gaslamp Quarter Association’s success is directly related to the work accomplished through its committees. All GQA members are welcome to attend, participate, and contribute to the Board at committees at their monthly meetings. The following is a brief overview of the scope of each group. Please confirm meeting dates, times, and locations by calling your GQA Office at (619) 233-5227, or visit gaslamp.org.

**FINANCIAL SUMMARY**

**INCOME $494,956**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Interest Income</td>
<td>$208,991.00</td>
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<tr>
<td>Grants</td>
<td>$19,704.00</td>
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<tr>
<td>Event/Projects</td>
<td>$5,137.00</td>
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<tr>
<td>Web Advertising</td>
<td>$9,210.00</td>
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<td>Kiosk Advertising</td>
<td>$17,760.00</td>
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<td>Associate Member Dues</td>
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<td>BID Assessments</td>
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<td>Government</td>
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<td>Grants</td>
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<td>Membership Dues</td>
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<td>Marketing/Promotion</td>
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<td>Other</td>
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**EXPENSE $26,395**

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<td>Event/Projects</td>
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<td>Interest Income</td>
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<td>Other</td>
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</tr>
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</table>

**TOTAL NUMBER OF FANS AND LIKES FROM FY2013**

- Total number of fans and followers on Facebook, Instagram, and Twitter: 28,349
- Increase in social media reach from FY2013: 45%
- Total increase in web traffic from FY2013: 10%
- Increase in e-newsletter subscribers: 16,125

**ON THE HORIZON**

Look for the launch of the new Gaslamp.org and Gaslamp Quarter branding in Spring 2015.

**ONLINE ENGAGEMENT As of June 30, 2014**

- Unique visitors to Gaslamp.org: 742,905
- Increase in web traffic from FY2013: 10%
- Gaslamp insider e-newsletter subscribers: 16,125
- Total number of fans and followers on Facebook, Instagram, and Twitter: 28,349
- Increase in social media reach from FY2013: 45%

**GASLAMP QUARTER ASSOCIATION® • A 501(c)(6) NON-PROFIT TRADE ORGANIZATION**

**REPORT TO THE MEMBERS • JULY 1, 2013 – JUNE 30, 2014**

**CHAIR’S MESSAGE**

As we embark on 2015, I would like to wish all of our Gaslamp Quarter Association (GQA) members, partners, and friends a prosperous year. 2014 was a continued year of transition for Downtown San Diego. We saw stoppage of construction for our neighboring Horton Park, which began again in October 2014. The sewer and water lines were replaced on 5 Street. Repairs as impactful as these are always a challenge, particularly for a community that welcomes millions of visitors and locals annually. Thank you for your patience during this time.

We continued to strengthen our relationship with key tourism partners to bolster our regional, national, and international reputation. This effort sets the important ground work for the launch of the completely overhauled Gaslamp.org. This creatively re-imagined digital experience will better represent all that we are and re-establish how we articulate the Gaslamp Quarter brand to the world. These efforts by the GQA, whether alone or with our partners, are to bring business to you, our member businesses – to ensure a world-class visitor and local destination, and to promote a unique shopping, dining, and entertainment district that will make all San Diegans proud.

This past year held many internal changes for the GQA as well. The GQA bid a fond farewell and much success to GQA staff, Megan Mayberry, and welcomed Alex Ward as the newest member of the GQA team.

Looking forward, we pledge to continue working with our community partners – which includes you – to enhance our streetscape, and to find innovative ways to promote the Gaslamp Quarter. These efforts involve everything from maintenance and beautification programs, to ending homelessness, to improving our already robust web presence. Our goal for 2015 include working with CVC San Diego to finalize the installation of a comprehensive bike rack program into our neighborhood, assist Decoultk to complete the installation of San Diego’s first Bike Share program, and complete a comprehensive Parking Optimization Plan for the Gaslamp Quarter. We will launch a parking promotion called $2 Tuesdays to highlight discount parking at the 6th & K Parkade on Tuesdays while working to build a local business promotion with our friends at the East Village Association.

Sincerely,

Darren Moore
Chair of the GQA Board of Directors (FY2015)

**HOSPITALITY COMMITTEE**

Discusses promotional opportunities, issues, programs and resources for Gaslamp Quarter businesses. Hosts best practices forums for bars, restaurants and nightlife in partnership with SPO&D/Prep Dept., as well as marketing/yt business enhancement workshops and mixers. Meetings typically held on the third Tuesday of every month at 3:00pm. Locations vary to showcase a different hospitality venue each month.

- Co-Chair: Sin Bosier, Gaslamp Event Management
- Co-Chair: Nathan Wing, Blue Point Coastal Cuisine

**SPECIAL EVENTS COMMITTEE**

Reviews all proposed streetside/working closures or impacts taking place in and directly adjacent to the Gaslamp Quarter as outlined by the GQA Special Events Policy. The Committee acts in an advisory capacity to the City of San Diego’s Office of Special Events. The meeting itself is open to the public (GQA members or not), though only GQA member businesses that have requested to be on the Committee can vote on events. Any GQA member business in good standing is eligible to be nominated to the Committee following six (6) consecutive meeting attendances.

Meetings typically held at the John’s Joe’s (379 4th Ave.) on the third Thursday of every month at 3:00pm.

- Chair: Lauret McQuarrie, McQuarrie Promotions
- Vice Chair: Lynn McCoy, John’s Joe’s

**OTHER COMMITTEES AND TASK FORCES**

The GQA hosts a number of other committees and task forces throughout the year that focus on specific issues and projects, including Best Practices Ad Hoc Committee, parking, and GQA events and fundraisers. GQA members are encouraged to get involved to contribute to our Gaslamp community. Do you have an idea for a project that the GQA should undertake for the betterment of our Gaslamp community and would like to spearhead the effort? Get involved with the GQA Board of Directors or contact the GQA Office.

Meeting dates and times vary. If interested, inquire with GQA Member Services Manager, Alex Ward at (619) 233-5227.

**BOARD OF DIRECTORS**

The Association’s operation is overseen by a volunteer Board of Directors elected in the last spring by the entire GQA membership. The Board represents the diverse make-up of each district. Each year, the GQA strives to recruit members from our retail, restaurant, and professional services establishments, as well as property owners, associate members, and business owners who also reside within the district.

Meetings typically held at San Diego Marriott Gaslamp Quarter (660 K St.) on the last Wednesday of most months at 3:30pm.

**GQA BOARD OF DIRECTORS (as of June 2014)**

- Chair: Lo Puerta
- Vice Chair: Henry’s Pub
- President: Sarah Inaba
- Vice President: Jolt’n Joe’s
- Secretary: Café Sevilla
- Treasurer: Trilogy Real Estate Management
- Past President: Howard Greenberg (2014-16)
- Immediate Past President: Jeffrey Burg (2013-15)
- Second Vice Chair: Downtown 5th Bar
- Assiial 1: Elite Show Services, Inc.
- Assiial 2: Henry’s Pub
- Assiial 3: Barleymash
- Assiial 4: Downtown Ace Hardware
- Assiial 5: BID Assessment Group
- Assiial 6: Gaslamp Quarter Restaurants
- Assiial 7: Downtown San Diego Marriott Gaslamp Quarter
- Assiial 8: Gaslamp Quarter Hotels
- Assiial 9: Gaslamp Quarter Retail
- Assiial 10: Gaslamp Quarter Nightlife
- Assiial 11: Gaslamp Quarter Shopping
- Assiial 12: Gaslamp Quarter Hospitality
- Assiial 13: Gaslamp Quarter Entertainment
- Assiial 14: Gaslamp Quarter Tourism
- Assiial 15: Gaslamp Quarter Arts
- Assiial 16: Gaslamp Quarter Design

**GQA STAFF**

- Executive Director: James Stephenson (2013-15)
- Communication Director: Pam Schwartz (2013-15)
- Immediate Past President: Martin Gonzalez (2014-16)
- Secretary: Martin Gonzalez (2014-16)
- Treasuerer: James A. Shaw & Co., CPAs
- Chair: Laurel McQuarrie, McQuarrie Promotions
- Co-Chair: Sin Bosier, Gaslamp Event Management
- Co-Chair: Nathan wing, Blue Point Coastal Cuisine

**IN CONCLUSION**

I, of course, want to tell you that the Gaslamp Quarter is making huge strides and working on primary issues, like parking, that will impact the neighborhood for years to come. If you had the thought to improve your community, we encourage you to make the step right now and join the GQA Board of Directors, participate in a GQA Committee, or come to a meeting and share your ideas or concerns. It’s easy to get involved. Just contact the GQA office at (619) 233-5227 to get more information.

Sincerely,

Darren Moore
Chair of the GQA Board of Directors (FY2015)

IF YOU EVER HAD THE THOUGHT TO IMPROVE YOUR COMMUNITY, WE ENCOURAGE YOU TO MAKE THE STEP RIGHT NOW TO SHARE YOUR IDEAS, VISIONS, OR CONCERNS.
Hosted the Gaslamp Quarter’s Guide to SDCC blog on Gaslamp.org, which drew more than 55,000 unique visitors in the days leading up Comic-Con International. Secured media coverage with KUSI Channel 9 and the San Diego Business journal for the Gaslamp Quarter in conjunction with the Comic-Con International convention and expo. Assisted with coordination of the SDCC Blog Preview Night event on Wednesday, July 17, 2013.

Launched the newly re-vamped 19th Annual Lamplighter Awards Revisited at Rooftop600 at Andaz San Diego on Tuesday, November 12 to honor and celebrate the Gaslamp Quarter’s finest. Awards Ceremony, MC’ed by Fox 5 San Diego’s Brad Wills. A howl-iday Pet Parade, featuring 200+ festively attired pets and pet lovers, was led by Grand Marshal Leo the Driving Pomeranian. The Pet Expo sold out completely in advance and showcased 25+ pet-related products and services. This furry howl-iday was capped off by the Pet Expo benefiting the San Diego Humane Society to Departure, ushering in a new era by which the GQA will finally update Gaslamp.org with mobile responsive web design and a more cohesive brand statement.

GQA Board of Directors awards the contract for new Gaslamp Quarter branding and website development to Departure, ushering in a new era by which the GQA will finally update Gaslamp.org with mobile responsive web design and a more cohesive brand statement.

The Board of Directors agreed to initiate the RFQ/P process for website development and branding for the Gaslamp Quarter. Hosted the 6th Annual Gaslamp Holiday Pet Parade & Expo presented by Downtown Ace Hardware on Sunday, December 8. This year’s parade, featuring 200+ festively attired pets and pet lovers, was led by Grand Marshal Leo the Driving Pomeranian. The Pet Expo sold out completely in advance and showcased 25+ pet-related products and services. This furry howl-iday was capped off by the Awards Ceremony. MC’ed by Fox 5 San Diego’s Brad Wills.

(Dec. 2013 continued)

Participated in PARK(ing) Day on Friday, September 20, 2013, a global initiative to build awareness of public, urban park spaces, in partnership with barleymash and Henry’s Pub. GQA also hosted a Gaslamp Quarter directory of participating “parklets” hosted by GQA member businesses.

REvamped 19th Annual Lamplighter Awards presented by La Jolla’s Athletes Against Drunk Driving (RADD). Re-designed the directory of Gaslamp Quarter Pub. GQA also hosted a partnership with San Diego Zoo, SeaWorld, Legoland, and the San Diego Tourism Authority. Launched the “Fall in Love in the Gaslamp Quarter” Valentine’s Day campaign to promote retail, fine dining, and luxurious spa/salon services throughout the community.

For the first time, the GQA was invited to attend the Visit California 2014 Marketing Outlook Forum in Pasadena. The GQA represented San Diego’s destination marketing efforts alongside the San Diego Zoo, SeaWorld, Legoland, and the San Diego Tourism Authority. Launched the “Fall in Love in the Gaslamp Quarter” Valentine’s Day campaign to promote retail, fine dining, and luxurious spa/salon services throughout the community.

NIght of Champions at Hotel InterContinental at Andaz San Diego on Wednesday, December 4. This year’s gala honored the Gaslamp Quarter’s luminary leaders in business, development, and advocacy.

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Hosted the Gaslamp Hogue Golf Tournament presented by barleymash at Riverwalk Golf Club on Monday, May 19, raising over $20,000 towards ongoing Gaslamp Quarter promotional programs and community events.

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Hosted the Gaslamp 5K, scheduled for early July 2014. This year’s race was downgraded from a two days to one. The GQA partnered with white-label registration service to promote GQA special events year-round, which will enable the GQA to improve our guests’ user experience, maintain the Gaslamp Quarter’s branding, and reduce staff time. GQA Staff began working on the process for website development and branding for the Gaslamp Quarter.

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