



Gaslamp Quarter Welcome Banner Program



STAND OUT

Gaslamp Quarter Association®
(619) 233-5227
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San Diego, CA 92101
www.gaslamp.org

I. Introduction

Why the Gaslamp Quarter?

The Gaslamp Quarter is San Diego's premier dining and entertainment district. With over 150 restaurants, bars, and nightclubs, the Gaslamp Quarter welcomes nearly 10 million annual visitors. With its authentic Victorian charm, this National Historic District will capture your heart and introduce you to San Diego's unique culinary and craft scene rich with American, Spanish, and Asian influences.

Settled in 1867, the Gaslamp Quarter is a part of San Diego's "New Town" which includes all of present-day Downtown. New Town's founders, William Heath Davis and Alonzo Horton, envisioned a lively commercial center citing easy access to San Diego Bay and thus global trade. Within a few decades the Quarter had gained a reputation as a true sailor's entertainment district complete with plenty of saloons, gambling halls, and brothels.

By the 1970s, the Gaslamp Quarter had entered serious decline and was threatened with the wrecking ball. Through the hard work and dedication of preservationists, businesses, and property owners, the Gaslamp Quarter was declared a historic district and listed on the National Register of Historic Places. This dedication spurred a new era of development which included the San Diego Convention Center, Petco Park, and several hotels. It was during this time the antique globe lights, authentic gas lamps, and brick paving were installed throughout the Quarter.

Today, visitors enjoy admiring the beautiful architecture, sipping local craft beer or cocktails, and dancing the night away. The Gaslamp Quarter is where award winning chefs amaze and delight the palate while world famous artists showcase their finest work. Families can relax at a baseball game or take a tour through one of our museums. There are countless entertainment options to appeal to anybody and fit any budget.

From auto shows to the infamous Comic-Con International, San Diego invites the best and brightest to share ideas and innovations in its top-rated facility. Immediately adjacent to the Convention Center, the Gaslamp Quarter is proud to act as backdrop and playground for convention-goers from around the world.

The Welcome Banner Program

The Gaslamp Quarter Association®, the 501(c)6 nonprofit responsible for managing the Quarter, is proud to partner with private events and conventions in welcoming attendees. The Welcome Banner Program features 360 banners that create a lively streetscape, promote arts and culture, and reinforce a sense of place for visitors. With district-wide distribution, event planners are able to customize their visibility footprint and intelligently target ideal viewers. Further, partnerships with surrounding neighborhoods means you can reach more people with less hassle.

II. Choosing Your Program

Over the years we have learned that visitors and special event attendees like to be engaged both inside and outside their meeting spaces. At the 2014 CEIR Predict Conference, Bob Priest-Heck, President and COO of Freeman, highlighted that an emerging generation of attendees looks at venues in a new light. “Millennials don’t see the convention center as the place where the event is happening,” Priest-Heck said. “They look at the whole city as the venue.” The Gaslamp Quarter Association (GQA) and its member business are committed to a high-quality guest experience, and the overwhelmingly positive feedback from event planners is testament to our unique approach.

Location

There is certainly a reason the Gaslamp Quarter is nicknamed the “Historic Heart of San Diego”. Home to the highest density of residences, hotels, and businesses in Downtown San Diego, foot traffic is heavy in the Gaslamp Quarter. With wider-than-average sidewalks, visitors are invited to stroll through the Quarter discovering something new around every corner. There are two Trolley stations, numerous bus stops, and easy access from major freeways.

Street	Number of Banners
Fourth Avenue	87
Fifth Avenue	106
Sixth Avenue	58
E Street	18
F Street	16
G Street	10
Market Street	20
Island Avenue	14
J Street	14
K Street	11
L Street	6
Total	360

There are a total of 360 banners throughout the district. The highest concentration of banners is found along the north-south avenues while east-west streets appeal particularly to events that draw in local automobile traffic.

II. Choosing Your Program

Program Types

The Welcome Banner Program accommodates all types of special events. Experience, however, has yielded a handful of pre-designed packages meant to be “turnkey” solutions for event planners. These packages include: The “Block Party”, a special installation that adds a finishing touch to private and corporate block parties; the “Conference”, a ten or thirty-day, medium-sized footprint ideal for small conferences and gatherings; the “Festival”, a highly-targeted thirty-day promotional campaign along significant travel routes that builds anticipation for large concerts and community events; the “Convention” a well-distributed program for large tradeshows with corporate sponsors; and the “Takeover”, a complete buyout of all banners letting visitors know the Gaslamp Quarter is headquarters for a major special event.

Costs

Below are the fees for the turnkey programs developed by the Gaslamp Quarter Association. If one of these programs does not suit your needs, don not hesitate to contact Alex Ward at (619) 233-5227 for a quick consultation. You may also use the **Cost Estimate Worksheet** found in Section V. to price out special requests. We are committed to making the Welcome Banner Program work for you!

	Block Party	Conference	Festival	Convention	Takeover
10 Day	\$1,000	\$3,375	\$6,750	\$10,125	\$13,500
30 Day		\$5,625	\$11,250	\$16,875	\$22,500

In addition to the GQA fees for renting the banner poles, event planners should be aware of the costs for producing, permitting, and installing the banners. The Gaslamp Quarter Association partners with The Décor Plan to provide installation services within the district. Contact Stephanie Warner of The Décor Plan at stephanie@thedecorplan.com or by phone (858) 218-6251.

In addition to installation and removal The Décor Plan can assist planners in securing the necessary approvals. The Décor Plan estimates that banners can be produced by several local printers from around \$45 a banner and they will install the banners at \$20 a banner. The City of San Diego requires all banner programs to apply for a permit at a cost of \$200, and The Décor Plan will happily take care of the necessary paperwork and application fee on your behalf for an additional \$100. See the **Cost Estimate Worksheet** found at the end of the packet for a complete breakdown of non-GQA related fees and estimates. Please note that

III. Banner Specifications

Design Requirements

Banners meant for the Gaslamp Quarter must be 24" wide by 52" tall. Most designers/manufacturers use vinyl. The majority of the banners have a three inch top sleeve with a grommet at the top & bottom of the pole side seam. Bottom sleeves vary depending on whether you decide to use a weight or not. The Gaslamp Quarter Association recommends weights for best appearance.

Top sleeves can be 3 inches, bottom sleeves should be 4 inches to provide room for the PVC weight and the grommet that must go into the very bottom corner next to the pole. Grommet location is very important in bottom sleeve. The bottom grommet must be right in the bottom corner to be BELOW the weight. The PVC pipe is actually about 22 inches long which allows room for the bottom grommet to be right next to the edge of the banner at the very bottom. The length must be very close to 52 inches total finished length.

Design Recommendations

Welcome Banners are permitted in the City of San Diego when used to promote a local event or city amenity. There are not permitted for advertising or content that is simply commercial. Banners are not for promoting products. If a company is sponsoring an event for brand recognition, the brand can be used but is regulated by sponsor restrictions. Banners are not for "Call to action" campaigns. Quotes like "visit us at Booth # 723" or "visit our website for more details" are not permitted

Sponsor logos are restricted to only 5% of the total banner area. Gaslamp Banners are 24" wide x 52" tall. 5% or 65 square inches is approximately a 5" x 12" rectangle or an 8" x 8" square. If the sponsor is part of the name (Suzuki Rock & Roll Marathon) the name is not included in the 5% total but any additional content, like a corporate sponsor logo or underwriter name is limited by this rule.

No commercial, religious or political messages are allowed. No tag lines or advertorial are allowed ("Wondertogs" as a company sponsor is OK, BUT: "Wondertogs, The finest baby clothing in the world" is not OK.) No phone numbers are allowed, these are considered commercial content. No traffic wordage such as "Stop" or "Yield" is allowed.

Medium to dark backgrounds make the artwork "pop" the best. White text works best for the main topic of the banner, whether it is the conference name, event title or Welcome message. Lettering should be 2" -3" minimum with high color contrast to the background. Banners are viewed from the sidewalk by pedestrians. Therefore, for clarity, less is more. Keep your message simple for more impact. You may include location and dates, but if you are promoting an annual event, you will have to pay your manufacturer to re-screen each New Year's event dates.

The City of San Diego and the Gaslamp Quarter Association will each review your design before your program is approved and a permit is issued.

IV. Program Process

Prior to Production

Program applicants should first contact the Gaslamp Quarter Association to inquire about program availability. Next, applicants must submit a completed contract and deposit (20% of GQA fee) to reserve a space. The remainder of fee (80%) is due to the GQA no later than seven days prior to the start of the program. After submitting the deposit and application, applicants may begin designing their banner artwork. In the meantime, the GQA recommends the applicant make contact with the Décor Plan to discuss permitting and installation.

After initial artwork approval from the GQA, you will need to submit your proposed banner designs to the City of San Diego's Development Services Department for a review. Development Services may be found at 1222 First Avenue, MS-301, San Diego, CA 92101; by phone at (619) 446-5000. City staff will approve designs and issue a permit at a cost of \$200. As a reminder, The Décor Plan will gladly handle this process on your behalf for a small fee.

Prior to Installation

Once the banners are properly permitted, applicants will need to submit to the GQA an insurance certificate naming the City of San Diego and the Gaslamp Quarter Association as additionally insured. The certificate must be received prior to installation. In addition, applicants must provide a letter from the event organizers authorizing them to promote on their behalf.

Applicants are welcome to have banners produced by any vendor. The GQA recommends the following local producers:

- **Siegan Design**, 868 Sixteenth Street, San Diego, CA 92101, (619) 232-9664
- **Elite Signs**, 356 Brightwood Avenue, Chula Vista, CA 91910, (619) 600-4359
- **Flag Crafters**, 1095 Bay Boulevard, Chula Vista, CA 91911, (619) 585-1044

V. Cost Estimate Worksheet

Turnkey Programs

The estimated total cost of popular programs may be found in the chart below.

	Length	GQA Fee	Banner Production (\$45/banner)	Installation & Removal (\$20/banner)	City Permit	Estimated Total
Block Party	1 Day	\$1,000	\$972	\$400	\$300	\$2,672
Conference	10 Day	\$3,375	\$4,374	\$1,800	\$300	\$9,849
	30 Day	\$5,625				\$12,099
Festival	10 Day	\$6,750	\$8,748	\$3,600	\$300	\$19,398
	30 Day	\$11,250				\$23,898
Convention	10 Day	\$10,125	\$13,122	\$5,400	\$300	\$28,947
	30 Day	\$16,875				\$35,697
Takeover	10 Day	\$13,500	\$17,496	\$7,200	\$300	\$38,496
	30 Day	\$22,500				\$47,496

In addition to the GQA fees for renting the banner poles, event planners should be aware of the costs for producing, permitting, and installing the banners. The Décor Plan estimates that banners can be produced by several local printers from around \$45 a banner and they will install the banners at \$20 a banner. The City of San Diego requires all banner programs to apply for a permit (\$200), and The Décor Plan will happily take care of the necessary paperwork and application fee on your behalf for an additional \$100.

V. Cost Estimate Worksheet

Program Deposits

Reservations require a completed application and deposit (20% of GQA Fee).

		GQA Fee	Deposit
Block Party	1 Day	\$1,000	\$200
Conference	10 Day	\$3,375	\$675
	30 Day	\$5,625	\$1,125
Festival	10 Day	\$6,750	\$1,350
	30 Day	\$11,250	\$2,250
Convention	10 Day	\$10,125	\$2,025
	30 Day	\$16,875	\$3,375
Takeover	10 Day	\$13,500	\$2,700
	30 Day	\$22,500	\$4,500

V. Cost Estimate Worksheet

Custom Program Estimate

Use the following sample charts to help you estimate the cost of a custom program.

Number of Banners	Duration	Per Banner Fee	GQA Fee (Box 1)
	10 Day	*37.50	
	30 Day	*62.50	

+

Number of Banners	Production Estimate	Subtotal	Sales Tax	Total Production Cost (Box 2)
	*\$45		*1.08	

+

Number of Banners	Installation Estimate	Subtotal	City Permit	Non-GQA Fee Total (Box 3)
	*\$20		+ \$300	

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For an Estimated Total add Boxes 1, 2, & 3	
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VI. Checklist

Prior to Banner Production

- Application
- Deposit (20%)
- GQA Artwork Approval
- Promotion Authorization Letter
- Installation Agreement
- City of San Diego Artwork Approval

Prior to Installation

- City Permit
- Remaining GQA Fee (80%)
- Proof of Insurance

VII. Contact Information

Gaslamp Quarter Association

Alex Ward

alex@gaslamp.org

(619) 233-5227

614 Fifth Avenue, Suite E

San Diego, CA 92101

The Décor Plan

Stephanie Warner

stephanie@thedecorplan.com

(858) 218-6251

17015 St. Andrews Drive

Poway, CA 92064

The City of San Diego

Development Services Department

(619) 446-5000

1222 First Avenue, MS-301

San Diego, CA 92101

Banner Producers near Downtown San Diego

- **Siegan Design**, 868 Sixteenth Street, San Diego, CA 92101, (619) 232-9664
- **Elite Signs**, 356 Brightwood Avenue, Chula Vista, CA 91910, (619) 600-4359
- **Flag Crafters**, 1095 Bay Boulevard, Chula Vista, CA 91911, (619) 585-1044

GASLAMP QUARTER WELCOME BANNER PROGRAM APPLICATION & AGREEMENT

The Gaslamp Quarter Welcome Banner Program administered by the Gaslamp Quarter Association (GQA), offers qualified groups the opportunity to showcase banners on key thoroughfares to promote cultural or civic events, activities of wide public interest, and welcome conference delegates to San Diego. The purpose of this Agreement is to state the terms and conditions under which the Applicant will be permitted to display approved decorative banners on available bracketed poles.

Applicant Information

Name of Organization			
Street Address			
City, State, ZIP			
Contact Name		Contact Title	
Contact Phone		Contact Email	

Event Information

Name of Event			
Short Description			
Event Location			
Event Date(s)		Event Website	

Office Use Only	<input type="checkbox"/> A	<input type="checkbox"/> DP	<input type="checkbox"/> IC	<input type="checkbox"/> AL	<input type="checkbox"/> FP
	___ / ___	___ / ___	___ / ___	___ / ___	___ / ___



**GASLAMP QUARTER
WELCOME BANNER PROGRAM
APPLICATION & AGREEMENT**

Program Selection

Choose One of the Following (*Subject to Availability*)

Turnkey Programs	Banners
<input type="checkbox"/> Block Party	20
<input type="checkbox"/> Conference	90
<input type="checkbox"/> Festival	180
<input type="checkbox"/> Convention	270
<input type="checkbox"/> Takeover	360

and

Length of Program		
<input type="checkbox"/> 1 Day	<input type="checkbox"/> 10 Days	<input type="checkbox"/> 30 Days

Or Create Your Own (*Subject to Approval*)

Number of Banners							
Length of Program	<input type="checkbox"/> 1 Day		<input type="checkbox"/> 10 Days		<input type="checkbox"/> 30 Days		
Desired Location(s)							
Estimated Fee <i>(From Worksheet)</i>				Estimated Deposit <i>(From Worksheet)</i>			
Office Use Only	<input type="checkbox"/> Y	<input type="checkbox"/> N				<input type="checkbox"/> Y	<input type="checkbox"/> N
	Adjusted \$:						Adjusted \$:

An application is considered incomplete if deposit is not included with the application at the time of submission. If a contract is submitted more than a year in advance, the applicant will be required to adhere to an increase in fees charged by the Gaslamp Quarter Association.

It is understood by the Applicant that fees will also be paid to the City of San Diego and the Authorized Installation contractor. It is required all materials, services, fees and permits must be paid for before banners are authorized to be mounted.



GASLAMP QUARTER WELCOME BANNER PROGRAM APPLICATION & AGREEMENT

SPECIAL DAMAGE DEPOSIT

In theft prone programs, such as high-profile sporting events, a damage deposit of \$2,000 may be required to protect against loss or damage of the custom GQA banner brackets. Damages will be assessed after banner display is complete.

OBLIGATIONS OF APPLICANT

Applicant should complete and deliver application with deposit (20% of GQA Fee) to the GQA as early as possible, but no less than ninety (90) days prior to the date requested for installation of banners. Remainder of GQA Fee (80% of total) must be submitted to the GQA no later than seven (7) days prior to the start of program. Applicant acknowledges and agrees that by accepting said application, the GQA provides no guarantee that its request will be approved. Deposits are refundable up to fourteen (14) days prior to the start of the program.

BANNER PROGRAM REQUIREMENTS

GQA Approval

Application must be submitted and all fees and deposits must be paid to GQA;

Banner design & content must be submitted to GQA;

Proof of comprehensive liability insurance to cover all aspects of mounting a banner program, in the amount of \$2,000,000 naming the Gaslamp Quarter Association, its officers, employees and agents is required no less than 10 day prior to display date;

Applicant must provide the GQA with a copy of the City permit no less than 10 days prior to display date to obtain authorization for banner installation.

City of San Diego Approval

The Banner Program is regulated by the City of San Diego Municipal Sign Code. All banner programs must submit to the City to request a permit:

Sign Permit application;

Banner design for approval - *Advertising restrictions apply*

Installation Services

Applicant must use the GQA-authorized installation contractors (Installer) to install and remove the banners. At this time the required Installer within the Gaslamp Quarter is The Décor Plan of 17015 St. Andrews Drive, Poway, CA 92064, (858) 218-6251, <http://thedecorplan.com>. Applicant must provide completed, approved banners to Installer no less than seven (7) days before scheduled display date. Applicant forfeits all fees and deposits if banners are provided later than the approved installation date.



GASLAMP QUARTER WELCOME BANNER PROGRAM APPLICATION & AGREEMENT

Payments

Applicant agrees to make complete and timely payment for all banner program products and services including: application fees and deposit, banner production costs, installation and removal, and City permit fees before installation is authorized.

Responsibility of Applicant: Applicant is responsible for all banner design, products and services costs.

Unique Construction Specifications

Banners must meet all specifications described in the GQA Welcome Banner Program Policies and Procedures and the City of San Diego Sign Code Ordinance. Gaslamp banners are a unique size (24" x 52") due to our historic 5-globe poles. Banners which are not of correct size and construction specifications will not be allowed to be mounted.

Delivery, Disposal and Storage

Applicant shall be responsible for delivering banners to the Installer and disposal or pick-up after display has ended. Any agreements regarding banner storage or shipping by Installer shall be by separate agreement, between Applicant and the Installer.

IMPORTANT NOTES

The GQA and Authorized Installer are not responsible for any unforeseen delays in banner production, installation or removal services, defects in products or services, dissatisfaction with products and services, nor damages or loss by weather, theft or any other unforeseen and uncontrollable event. Applicant shall be responsible for monitoring the condition of banners and for replacement and repair as needed. We also recommend creating 2 additional banners for 30 day programs in case of loss or damage.

Indemnification – Applicant agrees to indemnify and hold GQA harmless from any and all claims, liabilities and obligations arising from this Agreement. Amendments and Modifications -- This Agreement may not be amended or modified at any time except by a written agreement signed by both parties. Governing Law -- This Agreement shall be governed by the laws of the State of California. Attorney Fees -- In the event of any controversy, claim or dispute between the Applicant and the GQA arising out of this Agreement, the prevailing party shall be entitled to recover from the other party, reasonable attorneys' fees and costs, including costs of arbitration. Prohibition on Assignment -- This Agreement may not be assigned by either party without the express written consent of the other party, and any attempted assignment without consent shall be void. Integration -- This Agreement constitutes the entire Agreement of the parties with respect to its subject matter, and supersedes and extinguishes any prior agreements. Waiver -- No failure by the parties to take action on account of any default shall constitute a waiver of such default or of the performance required.



**GASLAMP QUARTER
WELCOME BANNER PROGRAM
APPLICATION & AGREEMENT**

Right to Preempt Scheduled Banner Program

In highly unusual situations, an application that has been approved and put on the Banner Program calendar may be preempted by the City of San Diego for an event that is of great civic importance. In such event, the GQA reserves the right to: (1) Cancel all of the Applicant's program, in which case all display fees and deposits will be refunded; or (2) Modify the Applicant's program to a shared program (i.e., 50%) with the other Applicant, in which case half of the Applicant's display fees will be refunded. Applicant agrees that the Banner Program's liability is limited to fees and deposits in the case of a preempted/canceled application. The Banner Program is not responsible for expenses, loss of revenues or sponsorships as a result of this type of action.

The Applicant agrees to comply with all the requirements and regulations set forth through this application, the City of San Diego Municipal Sign Code Ordinance and the Gaslamp Quarter Welcome Banner Program Policies and Procedures.

Applicant

Signature

Date

Print

Gaslamp Quarter Association

Signature

Date

Print