To **promote** and **protect** the historic Gaslamp Quarter...for the **prosperity** of the Association’s membership.
3-Point Plan

• Focus on core mission objectives:
Promote

Cultivating a positive image to attract and retain visitors to the district.
Continue to use the 150th as main driver of content

- Hundreds of thousands of paid advertising
- Millions of impressions, likes, and social engagement
Continue to collaborate with members on cross-promotions

• 2017 - Dusty Rabbit Cocktail
  • Over 25 member businesses crafted their own special Dusty Rabbit
  • Social Media engagement, and guests of the Gaslamp got to craft their own cocktail crawl
Continue to collaborate with members on cross-promotions

• July 2017 – Hop Up Gallery
  • 453 Fifth Avenue donated by Alan Wong – later rented to OhLaLa Crepes
  • Displayed 7 rabbits, 150th history exhibit, and held private functions
  • Open during Comic Con; over 2,500 visitor; sold merchandise; collected emails
  • Sold the Warner Bros Rabbit
Continue to collaborate with members on cross-promotions

• September 2017 – 150th Night at Padres
  • Mikey G. threw out first pitch
  • Alex and Sherry ring Mission Bell
  • Commemorative Jersey
  • Rabbitville exhibition
  • Sold tickets on Gaslamp.org
Co-Brand Lamplighter with the 150th

- November 2017 - Gaslamp Gala
  - 5 course sit down dinner in the middle of Fifth Ave.
  - Rabbitville, Tom Hom, and Lamplighter Awardees Honored
  - Lots of positive feedback and goodwill
Assume PR role for two public garages

- $215,000 spent to promote parking
  - Leveraged for member promotions, too
- Event Sponsorship
  - $7,500 for GQA events
Celebrate Pet Parade’s 10th Anniversary with larger, more exciting event

• December 2017 – Pet Parade
  • Improved the viewing experience with more decorated vehicles, dignitaries, and floats
  • New lucrative sponsorships
  • Sold out Pet Expo
  • 3,000+ guests
Enhance Taste to continue success of VIP Program

• June 2018 – Taste of Gaslamp
  • ~$40,000 profit
  • Completely sold out: 1,000+
  • 26 General Admission restaurants
  • 7 VIP with sponsored alcohol
  • Karl Strauss sponsorship provided new beer garden at Davis Park
Remove Golf Tournament and replace with another event

• Bye Bye Golf Tournament
  • Burdensome
  • Not lucrative

• Replaced with Market
  • Market can make $50k/year
  • Helps members
Parking Day 2017

• September 2017 – Parking Day
  • Annual event to encourage better use of public space
  • Featured the rabbits, seating, plants, etc.
  • Live music provided by Clean & Safe “Sounds of Summer”
Develop the “Patio Party” event concept

• October 2017 – CicloSDias
  • CicloSDias very successful, but
  • Tried to run Patio Party pilot; failed to obtain permits
  • Declined to move forward in favor of Sunday Artisan Market concept
Employ Meltwater (PR) and Sprout Social (Social Media) to track online engagement

June 1, 2016 – May 31, 2017 vs June 1, 2017 – May 31, 2018

<table>
<thead>
<tr>
<th>Facebook Activity Overview</th>
<th>FY17</th>
<th>FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Likes</td>
<td>12,004</td>
<td>15,098</td>
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<tr>
<td>Total Posts</td>
<td>433</td>
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<tr>
<td>Impressions</td>
<td>11,454,128</td>
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<td>Post Engagements</td>
<td>7,340</td>
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<td>Link Clicks</td>
<td>3,111</td>
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<table>
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<tr>
<th>Instagram Activity Overview</th>
<th>FY17</th>
<th>FY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Followers</td>
<td>13,457</td>
<td>18,561</td>
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<tr>
<td>Total Posts</td>
<td>-</td>
<td>317</td>
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<tr>
<td>Likes Received</td>
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<td>46,608</td>
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<tr>
<td>Comments Received</td>
<td>-</td>
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<table>
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<tr>
<th>Twitter Activity Overview</th>
<th>FY17</th>
<th>FY18</th>
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</thead>
<tbody>
<tr>
<td>Total Followers</td>
<td>40,697</td>
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<tr>
<td>Total Posts</td>
<td>368</td>
<td>420</td>
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<tr>
<td>Organic Impressions</td>
<td>525,943</td>
<td>650,551</td>
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<tr>
<td>Total Engagements</td>
<td>6,350</td>
<td>10,293</td>
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<tr>
<td>Link Clicks</td>
<td>1,417</td>
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</thead>
<tbody>
<tr>
<td>Users</td>
<td>390,392</td>
<td>429,434</td>
<td>+10.00%</td>
</tr>
<tr>
<td>New Users</td>
<td>388,641</td>
<td>425,309</td>
<td>+9.43%</td>
</tr>
<tr>
<td>Pageviews</td>
<td>1,285,709</td>
<td>1,226,711</td>
<td>-4.59%</td>
</tr>
</tbody>
</table>
Comprehensive multi-year marketing strategy

• Compiling quotes of research and communication companies who use focus groups, merchant discussions, and surveys to
  • Define “who we are” and
  • Develop an understanding of who visits the Gaslamp Quarter (GQ) when they visit, what they visit, how much they spend, why they visit
  • What can be done to bring more people

• Obtaining qualifications and quotes for a new website
Add OpenTable to Gaslamp.org

• June 2018 – Still in progress
Protect

Ensuring the district is a clean, safe, and inviting place to visit.
Install new, difficult to scavenge trash cans in pilot program

• May 2018 – New Cans
  • Clean & Safe installed at Fifth & Market
  • Waiting for reports to see if effective
Rally merchants when support is necessary

- Local Act to extend ABC hours dropped by Assembly in 2017; revived in 2018 but only for 6 cities (not San Diego)
- Active Loading Zone Round Table in September
- Aron took lead on Yes! For a Better San Diego
Hire two additional Security Ambassadors with Clean & Safe

• January 2018 – Security Officers
  • Leadership Hospitality Committee solicits proposals
  • After reviewing costs, rejects to pursue further
  • Gaslamp Square and the North End continue to be target areas for crime and transience
Encourage upkeep and renovation of properties

• Worked with Clean & Safe to build a problem list

• Contacted building owners of vacant properties to have patios removed and/or to restrict access to electricity
Redesign the scramble intersection at Fifth Avenue & Market Street

• June 2018 – Fifth & Market
  • All permitting and coordination of project managed by GQA, paid for by parking district
  • 14 foot diameter logo
  • Time-lapse video produced
Select a test site for classical music as deterrent

• August 2017 – Musical Deterrent
  • Tin Fish installs classical music around their venue to try and deter unwanted users from hanging around the public restroom
  • Has had little effect to deter, but it does sound nice
• GQA pursing Parks & Rec hire 24 security
District Maintenance

• Fall 2017 – Curbs repainted
• April 2018 – Davis Park Clean-Up
  • Planted new flowers and mulch
  • Clean out behind house
  • Installed new seating
• Spring 2018 – Fifth & Island wells filled in; Boxes painted
Use parking funds to install new street signage

• Spring 2018 – New Street Signs
  • 30 poles – 60 blade signs
  • 8 in-laid plaques at Fifth & Market
  • 3 plaques for public spaces
The Fifth Avenue Plan

• October 2017 – CicloSDias
  • Tested a long stretch of closures on a Sunday
  • Positive feedback

• April 2018 – Sunday Artisan Market
  • Launched weekly market to test routine Fifth Avenue closure
  • Positive feedback and revenue
Implement ‘**Avenue for the Arts**’ program

- Fall 2017 – Tabled
  - Many more pressing programs warrant our attention
Prosper

Cultivating partnerships, community involvement, and resources for the mutual benefit of the membership
Sell remaining rabbits and collect sponsorship dollars

• June 2018 – Receptions
  • “Hoppy Hours” at the Hilton
• At $140k/$150k goal
• 4 rabbits left to sell
Gaslamp Quarter merchandise in tourist shops in the district

• Spring 2018 – San Diego Trading Company
  • 10% of gross sales to GQA
  • 4 Locations in the Gaslamp Quarter
  • Launching before Comic-Con 2018
  • Navy commissary
Partnership with RADD

• Fall 2017- Designated Driver Program
  • Partnership with RADD and Lyft
  • Many participating restaurants
  • Page on Gaslamp.org
Partnership with RADD

• July 2018 - “RADDNight Out”
  • Makes its Debut in San Diego's Gaslamp Quarter at Tin Roof
  • Picked up by 104 news outlets located in four countries and had two associated social media interactions in the first 7 days after the original URL was published –
  • Media reach 8.6 million – 1 of 3 summer event planned to highlight safe driving.
ARez booking engine on Gaslamp.org

• August 2017 – Portal Launch
  • YTD GQA is at break even
    • $1,700 up front development costs
  • 10% of commissions to Gaslamp Quarter
  • 57 reservations confirmed
• Attractions include: San Diego Zoo, Universal Studios, Midway, Flagship, Ghost Tours, & Old Town Trolley
Set up e-commerce page on Gaslamp.org for merchandise

• June 2018 – Still in development
  • Needs merchandise and distribution plan after successful in-store launch
Licensing agreement with San Diego Tourism Authority for merchandise

• June 2018 – Still in development
Set up widget to purchase Padres tickets on Gaslamp.org

• June 2018 – Still in development
## FY19 Budget

### Gaslamp Quarter

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>FY18</th>
<th>FY19</th>
<th>Delta</th>
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<tbody>
<tr>
<td><strong>Revenues</strong></td>
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<tr>
<td><strong>Expenses</strong></td>
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<tr>
<td><strong>Operating</strong></td>
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<tr>
<td><strong>Marketing</strong></td>
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<tr>
<td><strong>Member Service</strong></td>
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<tr>
<td><strong>Conflict</strong></td>
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<tr>
<td><strong>Other</strong></td>
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<tr>
<td><strong>Total</strong></td>
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### Gaslamp Quarter Revenues

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<th>Delta</th>
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### Gaslamp Quarter Expenses

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### Gaslamp Quarter Operating

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### Gaslamp Quarter Marketing

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### Gaslamp Quarter Member Service

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### Gaslamp Quarter Conflict

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<th>Category</th>
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<th>FY19</th>
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### Gaslamp Quarter Other

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<th>Category</th>
<th>Description</th>
<th>FY18</th>
<th>FY19</th>
<th>Delta</th>
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</thead>
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*Note: All figures are in thousands.*
FY19 Strategic Plan

Board of Directors
Mission-Based Approach

To **promote** and **protect** the historic Gaslamp Quarter and **plan** for future growth.
Promote

*Cultivating a positive image through marketing and events to attract and retain visitors to the district.*
Protect

Ensuring the district is a clean, safe, and inviting place for our guests and merchants.
Plan

Reimagining the physical landscape to remain competitive, attract new merchants, and continue to be a premiere destination.
FY19 Strategic Plan

In Fiscal Year 2019, the Gaslamp Quarter Association will increase the number of annual visitors to the district by refining our brand and building awareness; improving the guest experience; and investing in the future.
Refining our Brand & Building Awareness

- Market surveys and professional assistance to inform decisions
- New website with emphasis on user experience
- Engaging campaigns to strategic audiences
- Maximize partnerships to retain and attract visitors
- Events/Seasonal decor to draw visitors during slower times
Improving the Guest Experience

- Coordinated restraining orders for repeat offenders
- Improve maintenance reporting and decrease the backlog of repair work
- Improve vacant storefronts with window clings, locked outlets, and removal of patios
- Maximize on-street parking through conversions
- Security posted at all times at public restrooms
Investing in Infrastructure

- Fifth Avenue Master Plan to provide a new vision
- North End Gateway Sign to bookend district/draw visitors northward
- Enhance lighting and repair sidewalks for aesthetics and safety
- Island Avenue Plaza to provide public space/profitable venue