Parking Perks

Gaslamp Parking Perks rules and regulations

Gaslamp Parking Perks (a collaboration by the Gaslamp Quarter Association, the City of San Diego and ACE Parking) gets cars off the street – and happy customers into neighborhood restaurants and shops.

If you parked at one of these downtown San Diego parking lots today – **Park It On Market, 6th & K Parkade, Gaslamp City Square or Horton Plaza Garage** – then you may show your parking stub (pictured at left) at participating Gaslamp merchants to receive their promotional offers. See redemption details and other program information below.

How it works.

1. Drive into one of the parking lots listed above, pull a parking stub (pictured above) from the ticketing machine at the entrance, and then proceed to your parking spot.

2. Take your parking stub with you when leaving the parking lot. You'll need it to present to participating merchants to receive their promotional offers -- and then you'll need again it when you return to the parking lot to insert the stub into the payment machine before exiting the lot in your vehicle.

3. Show your parking stub at participating merchants to receive their offers. If the offer is for a FREE menu item, then there is no purchase necessary – except for whatever you may spend on parking.

4. After visiting the Gaslamp merchants of your choice (and doing whatever else you may do while parked), return to the parking lot, and then insert your parking stub into the parking lot's payment machine or hand it to the parking lot representative at the exit turnstile.

How many free items do you get?

Visit as many participating merchants as you'd like (see current offers at gaslamp.org/parkingperks). Each parking stub is valid at each participating merchant once – and only on the date time-stamped on the parking stub. When you visit a participating merchant and present your parking stub to receive the offer, your server or shopkeeper will mark your stub, indicating that it has been used at that location and will not be valid for additional offers from that location. Each subsequent visit to a Parking Perks parking lot provides another opportunity to present a ticket stub to receive the offers on that same day.

When are the parking stubs valid for the merchants' offers?

Participating merchants' offers, and the time of day when their offers are available, are listed at gaslamp.org/parkingperks. If you park at a time of day, or day of the week, when the offers are not available, then you will not be able to present that day's parking stub to merchants on the following day. Each stub is valid for merchant offers only on the date time-stamped on the stub.

Additional information for Gaslamp Quarter merchants

How it works (from the merchant's point of view).

1. A consumer enters a Parking Perks parking lot and pulls a parking stub from the turnstile.

2. The consumer then presents that day's parking stub at participating merchants to receive the promotional offers described on gaslamp.org/parkingperks.

3. Your servers/shopkeepers give the consumer the FREE item or discount you're offering -- and then initial or mark the parking stub to indicate that it has been used and cannot be used again.

4. Each parking stub is valid only on the day that is time-stamped on the stub. Once it has been used, it cannot be used again that day or on any future day.

5. Please track redemptions, and then share your findings with GQA. This information will empower GQA to help you maximize your results and customer-flow; it will also help us optimize our advertising campaigns, which showcase your business.

Sample unused parking stub

Sample parking stub redeemed at Café Sevilla (**CS**), Latitude Lounge (**LL**), Rustic Root (**stamp**) and Broken Yolk Café (**BYC**).

Your company's initials or stamp can be whatever works for you. Please keep your mark small – 1/3-inch or so – roughly the size of the ACE logo above.

Please do not write/stamp on the magnetic strip.