



Welcome to the Gaslamp Quarter!

As a member of the Gaslamp Quarter Association, your business receives support and services from one of the city's most prolific Business Improvement Districts.

2020 Annual Report and Review

Social Media

GQA social media platforms offer exposure, engagement and content creation:

- Posts carousel/stories feature
- Full social media feature/takeover
- Photoshoot
- Creation of storytelling merchant content
- Exposure of merchants' content, offers
- Calls-to-action to drive traffic for merchants
- Social media strategy, recommendations
- Feature in posts, stories, holiday round-ups
- Curbside Gaslamp and Parklet promotion
- Heart of San Diego merchant promotion
- Live coverage of events
- Social media contests
- Influencer connections
- Feature in YouTube, Pinterest Google My Business

Gaslamp.org

As a GQA member, you receive a complimentary business listing on GQA's website, gaslamp.org. Click [here](#) to submit your info.

Collaborative Marketing Initiatives

During Halloween, Thanksgiving and other holidays, the GQA uses its outreach capabilities for the benefit of members. In conjunction with this sort of promotional initiative, the GQA will ask you to submit your offers and event info for inclusion on gaslamp.org and the GQA's social, email and more.

Multimedia Advertising

The GQA offers multimedia advertising campaigns via social media, email blasts, Gaslamp.org, street pole banners and more. Who would you like to reach today? For more information, visit gaslamp.org/advertise or contact Gaslamp Quarter office, Info@gaslamp.org, 619.233.5227).

Parking Perks

As a GQA member, you have access to [Parking Perks](#), a promotional program designed to get cars off the street — and customers in your establishment. Participation is simple: let the GQA know what you'd like to offer to customers who show you their parking-lot stub, and then the GQA will showcase your offer via social, email, website and more.

GQA Mission Statement: The Mission of the Gaslamp Quarter Association is to promote and protect the historic Gaslamp Quarter as San Diego's premiere Shopping, Dining and Entertainment District, using advocacy, community relations and promotional programs to present an exciting, sophisticated, world-class destination for the residents of, and visitors to San Diego, for the prosperity of the Association's membership.

Political representation

The Gaslamp Quarter Association is working for you the members at the highest level of government and community relations. The GQA has a seat on influential committees protecting our neighborhood and our membership.

Homeless Outreach Committee
Mayor's office
County Supervisors
DPMG - Downtown Parking Management Group
DCPC – Downtown Community Planning Group
Clean & Safe – Board of Directors
Downtown Partnership
San Diego Tourism Authority
TMD - Tourism Marketing Board
San Diego City Council
District 3 Council office
California Restaurant Association
San Diego Lodging Association
San Diego Convention Center
MTS – Metropolitan Transit Board (Taxi Board of Directors)
Port of San Diego
SANDAG
Alcohol Beverage Control
SDPD, SDFD

Parklet permitting assistance

The GQA spearheaded the parklet permit process and aided every member that needed assistance completing and filing each permit.

Curbside Gaslamp

GQA pulled the Special Events permit to activate 5th Ave from F Street to L street from June 15th – December 31st and will continue this program for Fifth Ave merchants for the entirety of 2021. The GQA invested \$300,000 in Curbside Gaslamp.

Gaslamp Promenade

For the past three years the GQA has led the charge to close Fifth Ave permanently. On December 15th, 2019 we were able to work with the City of San Diego to create a CIP (Capital Improvement Project) and raised \$1.5 M to fund the project.

Bollard project

In May of 2020, the GQA was able to request the \$1.5M be used to purchase and install permanent bollards on 5th Ave. Beginning in 2021 Fifth Avenue will be closed to vehicular traffic twelve hours a day 365 days a year prior to the redevelopment. With the help of our new Mayor Todd Gloria, we will create the first step toward the Gaslamp Promenade.

Scooter modification

GQA has worked with all micro mobility operators to create a slow zone on Fifth Avenue now with Fifth Avenue becoming a no ride zone in 2021. The scooter parking on Fifth Avenue will also be relocated off Fifth and onto the side streets. To further protect pedestrians visiting the Gaslamp Quarter.

Parking Modifications

Paid Sunday parking in the Gaslamp Quarter is a new change that has been requested to help create more parking inventory in the neighborhood for the new year. Currently parking is free on Sunday so moving to paid parking will help with additional parking spaces for visitors and drive more revenue for the neighborhood.

Beautification and new string lighting

The GQA has invested \$250,000 in beautification projects for the neighborhood such as the utility box wrap project, murals on vacant storefronts, holiday decor on the Gaslamp's and the installation of decorative string lighting have helped create better ambiance for visitors.

During COVID-19: To support neighborhood business' with free marketing exposure, while making customers feel safe and secure during COVID-19, the GQA launched its **Heart of San Diego** campaign. The high-visibility initiative, which features San Diego Mayor Kevin Faulconer in commercials that streamed online and ran on broadcast TV, helps GQA members reach potential customers (for free) via street pole banners, social media, email marketing and more.



Gaslamp Quarter Association – Staff

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Class	Title	FY20
30000 Income	Carry over	\$9,575.00
30001	BID Assessments	\$86,000.00
30010	Associate Members	\$20,000.00
30020	Technical Assistance	\$5,000.00
30022	SBEP: Management Grant	\$22,000.00
30030	Kiosk Advertising	\$65,000.00
30031	Kiosk Directory	\$6,000.00
30040	Web Advertising	\$150,000.00
30050	Banner Program	\$35,000.00
30060	Pay Phone	\$1,982.00
30024	Parking Grant	\$548,000.00
30070	Licensing Fees	\$5,000.00
Fundraising	Rabbitville	\$4,000.00
Fundraising	New Gateway Sign/Mater Plan	
Event	Gala/Lampighter	\$40,000.00
Event	Artisan Sunday Market	\$80,000.00
Event	Pet Parade	\$10,000.00
Event	Taste of Gaslamp	\$30,000.00
30150	Special Events Partnerships	\$2,500.00
	Merchandise	\$5,000.00
	Web Partnerships and programs	\$5,000.00
30200	Other Income ticket sales	\$2,500.00
Total Income		\$1,132,557.00
40000 - PERSONNEL		
40001	Staff Salary (5)	\$325,000.00
40010	Payroll: Employer Tax	\$30,000.00
40011	Payroll: Employee Tax	\$15,000.00
40012	Payroll: Fee	\$2,000.00
40014	Health Insurance	\$25,000.00
40016	Simple IRA: Employer	\$10,000.00
40018	Parking & Transportation	\$6,000.00
Total - PERSONNEL		\$413,000.00
41000 - OPERATING		
41020	Rent - Office	\$32,000.00
41025	Rent - Storage	\$2,500.00
41027	Rent - Maintenance	\$1,100.00
41030	TEL/DSL	\$3,400.00
41035	Gaslamps	\$2,200.00
41040	Equipment: Office (Lease)	\$6,000.00
41042	Equipment: Repair & Maint.	\$1,000.00
41044	Equipment: Purchase	\$4,000.00
41050	Office Supplies	\$2,800.00
41060	Postage/Shipping	\$2,500.00
41070	Insurance: Workers Comp	\$2,000.00
41075	Insurance: Liability/D&O Ins.	\$7,000.00
41080	Dues/Memberships	\$2,000.00
41085	Outside Meeting & Workshops	\$500.00
41090	Bookkeeping	\$10,000.00
41092	Bank & Other Fees	\$2,200.00
41094	Audit/Tax Preparation	\$6,000.00
	Legal	\$4,000.00
41096	Taxes	\$45,000.00
41100	Commissions/ Misc.	\$1,700.00
Total - OPERATING		\$137,900.00
42000 - MARKETING		
42210	Advertising Branding	\$50,000.00
42225	Flag Program	\$2,000.00
42230	Brochure/Rack Card	\$300.00
42240	Web - Hosting/Maint.	\$10,000.00
42245	Web - Site Development	\$20,000.00
42250	Social Networking	\$500.00
42260	Media & PR	\$500.00
42280	Special Print Pieces/Give-aways	\$1,000.00
	Artisan Sunday Market	\$5,000.00
	Gaslamp Décor	\$5,000.00
42290	Rabbitville Special projects	\$10,000.00
Total - MARKETING		\$104,300.00
43000 - MEMBER SERVICE		
43310	Meetings/Workshops	\$3,500.00
43311	Board Meetings & Prep	\$500.00
43320	Newsletter	\$500.00
43330	Annual Report	\$1,000.00
43340	Communications	\$300.00
	Alliance Legal	\$5,000.00
Total - MEMBER SERVICE		\$10,800.00
44000 - CIVIC		
44420	BID Council/SDTA	\$1,000.00
44470	Parking Program	\$465,800.00
Total - CIVIC		\$466,800.00
Total Income		\$1,132,557.00
Total Expense		(\$1,132,800.00)
Net Profit/Loss		(\$243.00)



2020 Gaslamp Quarter Association - Budget

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2020 Gaslamp Quarter Association Board of Directors