

2013 ANNUAL REPORT

GASLAMP QUARTER ASSOCIATION® • A 501(C)6 NON-PROFIT TRADE ORGANIZATION
REPORT TO THE MEMBERSHIP • JULY 1, 2012 - JUNE 30, 2013



GQA BOARD OF DIRECTORS as of June 2013

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Dick's Last Resort

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Jimmy Parker
Executive Director

Brandy Shimabukuro
Communications Director

Megan Mayberry
Member Services Manager

CHAIR'S MESSAGE

Another year has passed and I would like to wish all of our Gaslamp Quarter Association (GQA) members, partners, sponsors and friends a prosperous 2014.

2013 was a year of transition for the Gaslamp Quarter. With the help of Council President Todd Gloria, the Downtown San Diego Partnership's Clean & Safe Program, Project Professionals Corp. and West Coast Signs, we completed the long-awaited restoration of the iconic Gaslamp Quarter Archway. This San Diego jewel will remain a beacon of Downtown's vitality for years to come. We have also worked towards our common goal of promoting San Diego locally and abroad with our partners at the San Diego Tourism Authority by serving on their Board of Directors.

Also in 2013, we were proud to announce that the Gaslamp Quarter now has a presence at the San Diego International Airport via The Hudson Group and The Paradies Shops retailers. In May, we launched the Salute to Service District campaign in partnership with NBC San Diego, Ashford University and participating Gaslamp Quarter businesses.

This past year held many internal changes for the GQA as well. The GQA bid a fond farewell and much success to long-time GQA staffer, Tricia Tellier, and welcomed Megan Mayberry as the newest member of the GQA team. In April, after much passionate debate by the Board of Directors, Gaslamp Quarter merchants and vested partners, the GQA has withdrawn its active role in producing Mardi Gras in the Gaslamp. In the end, it was decided that the GQA could better serve its businesses and residents by focusing on community-building measures rather than expending resources on an event that has often divided our neighborhood.

Therefore, we are pleased to announce that we are in the process of exploring a number of projects to bring more "feet in the street" and into your businesses. These projects include a professional bike race, a series of themed 5K runs, a public arts event, as well as member benefit programs to complement your individual efforts as entrepreneurs and pioneers in the hospitality and retail industry. Our Board direction will be to create events and experiences that will more universally serve our members by driving business during typically off-peak hours.

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 goals for 2014 include working with Civic San Diego to integrate a comprehensive bike rack program into our neighborhood, a complete overhaul of Gaslamp.org to better represent all that we are, in digital form, and re-imagining how we articulate the Gaslamp Quarter brand. 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 locals' destination, and to promote a unique shopping, dining and entertainment district that will make all San Diegans proud.

I encourage you to get involved in your Downtown. Please email us to share any information or suggestions on how to improve our "backyard." Should you need assistance for a problem or have a suggestion outside of the scope of the GQA, we will be happy to direct you to those that can be of direct assistance. We work hard on your behalf to ensure that our community's concerns are heard by City officials.

In closing, I would like to thank and recognize Rodrigo Iglesias formerly of RMD Group, Christine Kinsella of To The Point Gaslamp Acupuncture and Mikki Alvarez of Enlightened Hospitality Group for their tremendous service to the Gaslamp Quarter. Their efforts as members of our Board and their dedication to making the Gaslamp Quarter a better place will be missed. Though Rodrigo, Christine and Mikki are no longer on the Board, their legacies and body of work will always be appreciated. We wish them great success in all their future endeavors.

Building on the many successes of 2013, the Board and I look forward to working closely with you through 2014 and beyond.

Darren Moore
Chair of the GQA Board of Directors (FY2014)
Owner, La Puerta

REHABILITATING A SAN DIEGO ICON



Serving as one of San Diego's favorite photo backdrops for 21 years, the Gaslamp Quarter Archway at 5th Avenue and L Street came to the forefront as its complete rehabilitation was unveiled in February 2013.

Having endured significant dilapidation from weather and constant vibration from road traffic since its original dedication in 1991, the Gaslamp Quarter Archway's rehabilitation was made possible by the efforts of the GQA in conjunction with the Downtown San Diego Partnership's Clean & Safe Program. The project was managed by Project Professionals Corporation and completed by West Coast Signs. The owner of West Coast Signs, Patrick Flahive, is the son of the original builder, Roy Flahive, who also consulted on the rehabilitation. The refurbishment included re-painting, energy efficient electrical upgrades, structural evaluation and replacement of the original incandescent light bulbs to more energy-efficient and durable neon lighting.

The GQA hosted the presentation of the Gaslamp Quarter Archway's highly anticipated refurbishment and re-dedication ceremony at the base of the Archway on Thursday, February 28, 2013, as well as the Gaslamp Quarter Archway Celebration that evening at Dick's Last Resort. Guests at the celebration enjoyed live music by Private Domain Unplugged and hosted appetizers, as well as a stunning custom-made Gaslamp Quarter Archway cake by Heavenly Cupcake.

SPOTLIGHT ON GASLAMP QUARTER MILESTONES

SALUTING SAN DIEGO'S SERVICE MEN AND WOMEN



Building off of the success of last year's Patriotic Décor program and military appreciation offers, the GQA partnered with NBC 7 San Diego and Ashford University to promote the Gaslamp Quarter as San Diego's "Salute to Service District" through the entire month of May 2013. U.S. flags posted on "gaslamp" streetlights and a street banner program along Fifth Avenue were a prominent statement in our neighborhood

all month long. Participating member businesses that opted-in to offer military specials, offers or events in May gained additional exposure with on-air promotions on NBC 7/39 and on NBCSanDiego.com, as well as via Gaslamp.org and social media.

Gaslamp Quarter @ SAN

The San Diego International Airport (SAN) recently unveiled their extensive renovations to much acclaim from both visitors and locals. We are proud to announce that the Gaslamp Quarter now has a presence at Terminal 2. To ensure the Gaslamp Quarter is top of mind for travelers going to or from San Diego, the GQA entered into brand licensing partnerships with Hudson News Group and The Paradies Shops to showcase the Gaslamp Quarter brand at retail stores in the airport. Be sure to visit the Gaslamp Market Place (near Gate 46) and Gaslamp Quarter News (near Gate 48) the next time you visit Terminal 2.

FORGING SOLID COMMUNITY PARTNERSHIPS

In an effort to better understand our common challenges and opportunities, the GQA office forged closer relationships with our community partners, including the City of San Diego, Downtown San Diego Partnership, Civic San Diego, San Diego Convention Center, San Diego Padres and San Diego Tourism Authority (SDTA). The GQA Executive Director joined the SDTA Board of Directors this past year, helping to create a better awareness of the Gaslamp Quarter to convention and tourism markets.

SHOWCASING OUR COMMUNITY

The GQA uses a number of strategies to market the Gaslamp Quarter, but none are more successful at creating a call-to-action to physically explore our district than our events. Each attendee of a Gaslamp Quarter event is an opportunity to make a positive impression and cultivate a relationship with a potential customer. Events are also an important method of creating and strengthening our Gaslamp community. With such a diverse neighborhood, our member events are a special opportunity to meet and share with fellow Gaslamp merchants and raise important revenues to forward our marketing efforts. Whether it's an internal GQA members-only gala or a special event in the district, our goal is to create a community we can all be proud of.

FIFTH AVENUE AUTO SHOWCASE | Sunday, October 14, 2012

Increasing in size yet again in its 4th year, the Fifth Avenue Auto Showcase featured classic and contemporary high-performance vehicles along Fifth Avenue. 150 highly coveted automobiles, including special displays by the Ferrari Owners Club - San Diego Region, Ferrari & Maserati of San Diego, La Jolla Concours d'Elegance and La Jolla Motor Car Classic at the Concours, Mopar Club of San Diego and car2go San Diego were displayed along Fifth Avenue between E and K Streets. This event earned significant media coverage for the Gaslamp Quarter, including on-air mentions on local/regional TV, radio, print and web. *15,000 in attendance*

LAMPLIGHTER AWARDS, DINNER & AUCTION PRESENTED BY US FOODS | Tuesday, November 13, 2012

The 18th annual event was an extravagant evening at the Westin Gaslamp Quarter. This exclusive affair honored the top retailers, restaurants, entertainment venues and businesses in San Diego by awarding the Lamplighter Awards and Best of the Gaslamp Awards. Sumptuous appetizers were provided by 13 Gaslamp restaurants. In addition to the awards, the gala featured a delicious dinner showcasing US Foods' Stock Yard Beef and an after party presented by FLUXX with a special guest performance by Digital Underground. *430 in attendance*

GASLAMP HOLIDAY PET PARADE PRESENTED BY DOWNTOWN ACE HARDWARE | Sunday, December 9, 2012

Celebrating its fifth year in 2012, the Gaslamp Holiday Pet Parade featured festively attired pet owners and their dogs, cats, horses and a mule, along with 2011 Best in Show winner, Chewbacca, serving as Grand Marshal. This family-friendly event also showcased local pet-centric businesses at the Pet Expo held at Hilton Gaslamp Park, including Downtown Ace Hardware and their holiday photo booth, San Diego Humane Society & SPCA, Humane Vet Hospital of San Diego, Spawtlight Dog Salon, SIT MEANS SIT Dog Training, The Honest Kitchen, Morena Pet Hospital and Unleashed by Petco. *250 participants/5,000+ spectators*

MARDI GRAS IN THE GASLAMP | Tuesday, February 12, 2013

The GQA partnered with McFarlane Promotions, Belly Up Productions, the Gator by the Bay production team and Brazilian Productions for the 19th annual event. It was scaled back to a smaller footprint for a more intimate music experience with four stages, light and art projections, interactive jazz processions and a diverse mix of live entertainment by Ozomatli, Z-Trip, Karl Denson's Live Universe, The Gaslamp Killer, Little Hurricane, Theo and

the Zydeco Patrol and more. The event earned expansive media coverage, including seven local TV stations, 12 radio stations, as well as paid and trade advertisements and editorial in numerous print and web outlets. *12,000 in attendance*

VERANT GROUP GASLAMP HOGUE GOLF TOURNAMENT PRESENTED BY WELLS FARGO | Monday, May 20, 2013

Our annual golf tournament - honoring the late great Gaslamp Quarter pioneer, Michael Jon Hogue - helps to raise funds for promotional programs throughout the year to market the Gaslamp Quarter as the premier shopping, dining and entertainment destination of San Diego. This past year's event was a great day out on the greens at Riverwalk Golf Club with our Gaslamp Quarter family. Gaslamp businesses, distributors, purveyors and vendors were invited. This fun "friend-raiser" featured food and beverages out on the links, as well as exciting contests and prizes. *SOLD OUT - 144 in attendance*

GASLAMP MUSIC & ART FESTIVAL | Saturday, May 25, 2013

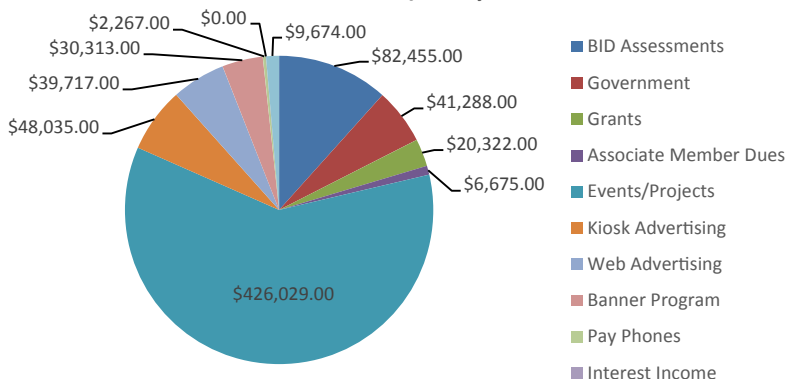
Various Gaslamp Quarter businesses, along with the GQA and *San Diego CityBeat*, partnered together to celebrate live music at this 2nd annual event. The electrifying program featured live entertainment, dining and interactive art demonstrations hosted at several venues throughout the Gaslamp Quarter. Participating locations offered an opportunity to enjoy an eclectic collection of local and regional bands - offering everything from Latin Jazz to Irish Rock, rockabilly to flamenco, reggae to acoustic music - and art displays, with free admission throughout the event. Guests were invited to start the day's festivities at barleydash to pick up their event programs, including the event map and live entertainment line-up (also available in every copy of *San Diego CityBeat's* Wednesday, May 22nd issue), then enjoyed the free live bands and art exhibits at various Gaslamp Quarter venues throughout the day.

TASTE OF GASLAMP PRESENTED BY SAMUEL ADAMS | Saturday, June 8 & Sunday, June 9, 2013

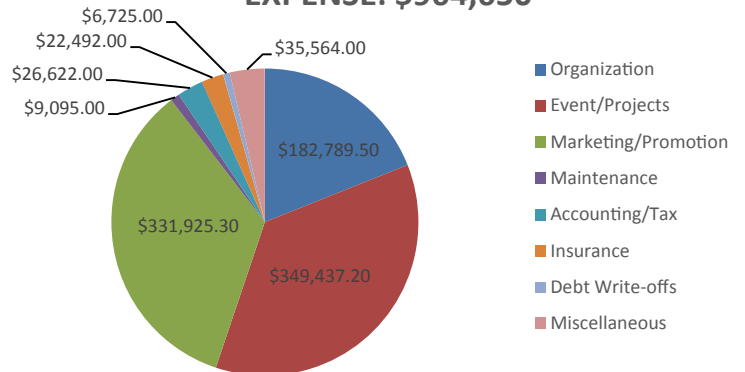
The successful 20th annual event featured 25+ Gaslamp Quarter restaurants on each day, as well as the picturesque Beer Garden presented by Samuel Adams - for guests 21 and older - at Altitude Sky Lounge atop the San Diego Marriott Gaslamp Quarter. Guests were invited to explore a diverse collection of Gaslamp Quarter restaurants, including veteran favorites and newly-opened establishments. Exclusive Collections Gallery also hosted a meet and greet with the Taste of Gaslamp featured artist, Christopher M. *1,700 in attendance*

FINANCIAL SUMMARY

INCOME: \$706,775



EXPENSE: \$964,650



FY2013 - A YEAR OF TRANSITION AND GROWTH

JULY 2012

GQA hosts TV segments with KUSI Channel 9 and San Diego CW 6 to promote the Gaslamp Quarter as a premier destination with or without a badge leading up to Comic-Con International. Launch of customized guides, directories and customized Google Maps promoting GQA member businesses hosting off-site special events and offers for Comic-Con International on Gaslamp.org. GQA awarded funding from the County of San Diego Community Enhancement program in support of Mardi Gras in the Gaslamp 2013.

NOVEMBER 2012

18th Annual Lamplighter Awards, Dinner and Auction presented by US Foods takes place at the Westin San Diego Gaslamp Quarter on Tuesday, November 13, 2012 to honor and celebrate the Gaslamp Quarter's finest shops, galleries, restaurants, bars and nightclubs, while raising \$50,000 towards Gaslamp Quarter destination marketing, advertising and promotional events. GQA partners with Bridgepoint Education Holiday Bowl/San Diego County Credit Union Poinsettia Bowl to promote Gaslamp Quarter businesses on their newly launched mobile website/application leading up to and day of the Bowl Games.



Photo Credit: Josh Kopelman, DiningOut Magazine

MARCH 2013

Gaslamp Quarter Archway rehabilitation nominated for an Orchid Award in the San Diego Architectural Foundation's 2013 Orchids & Onions.

AUGUST 2012

GQA hosts media tour of the Gaslamp Quarter with Japan Airlines and Yahoo! Japan in partnership with the San Diego Convention & Visitors Bureau (now the San Diego Tourism Authority) to commemorate the upcoming launch of Japan Airlines new non-stop flight from San Diego to Narita, Japan.

DECEMBER 2012

Launch of "Go Red for the Holidays" retail marketing campaign, including radio mentions on Clear Channel radio stations, to promote holiday shopping and festive activities in the Gaslamp Quarter. Hosted the 5th Annual Gaslamp Holiday Pet Parade presented by Downtown Ace Hardware on Sunday, December 9, 2012, which brought 250 festively attired pets and pet lovers and thousands of specators to the Gaslamp Quarter. Refurbishment of the iconic Gaslamp Quarter Archway is completed by West Coast Signs. Hosted the Five Star Tours Poinsettia Bowl Gaslamp March on Tuesday, December 18, 2012 in partnership with the San Diego County Credit Union Poinsettia Bowl. This free event showcased a musical showdown between the Brigham Young University Cougars and the San Diego State University Aztecs on the streets of the Gaslamp Quarter. Hosted scouting tour and film shoot in partnership with the SDTA for film crew of popular Japanese TV travel show "Enjoy Travel As You Like" to promote the Gaslamp Quarter with newly launched Japan Airlines direct flights from San Diego to Narita, Japan.

APRIL 2013

GQA works with North County Transit District on promoting extended late night COASTER service to and from Downtown San Diego as a first-time pilot program during the summer months. Megan Mayberry joins the Gaslamp Quarter Association team as Member Services Manager.

SEPTEMBER 2012

GQA hosts member mixer at Donovan's Prime Seafood, in partnership with the Donovan's family of restaurants and J Public Relations.

JANUARY 2013

Hosted media and photography tour of the Gaslamp Quarter for *Crea Traveller*, a luxury lifestyle and travel print publication in Japan. Partnered with the Hard Rock Hotel San Diego, Hilton San Diego Gaslamp Quarter and Hotel Indigo San Diego Gaslamp Quarter to promote extended hotel stays in the Gaslamp Quarter around Mardi Gras in the Gaslamp in an effort to generate more "heads in beds" on and around the event.

MAY 2013

Hosted the Verant Group Gaslamp Hogue Golf Tournament presented by Wells Fargo at Riverwalk Golf Club on Monday, May 21, 2013. Launched the inaugural Salute to Service District campaign in partnership with NBC 7 San Diego and Ashford University, which promoted participating GQA business military appreciation offers on NBCSanDiego.com, social media, on-air TV promotions and a district-wide street banner program. Hosted the Gaslamp Music & Art Festival on Saturday, May 25, 2013 in partnership with participating Gaslamp Quarter businesses and *San Diego CityBeat*, which included the full-color, glossy program in 50,000 copies of *CityBeat*.



OCTOBER 2012

4th Annual Fifth Avenue Auto Showcase is the GQA's largest and most successful car show to date, attracting over 150 high-performance and specialty cars and motorcycles, as well as over 15,000 attendees to the Gaslamp Quarter.



FEBRUARY 2013

Launched new Mardi Gras in the Gaslamp concept, with a more intimate layout and an emphasis on local live bands and performers. Hosted media tour and film shoot of the Gaslamp Quarter for Japanese TV travel program "Wonder Airport." Pitched Gaslamp Quarter filming points of interest for film shoot with LA-based UTB Elephant Tour Japanese travel program and "Hotel No Mado Kara," a BS-NTV Japanese travel program. Worked with Port of San Diego on photo requests of the Gaslamp Quarter for inclusion on the new cruise brochures with the goal of increasing San Diego's cruise calls. GQA hosts re-dedication ceremony and reception for the Gaslamp Quarter Archway at Dick's Last Resort, in partnership with Downtown San Diego Partnership's Kris Mitchell, City Council President Todd Gloria, Evolution Hospitality's Matt Greene, Project Professionals Corporation and West Coast Signs. GQA Board of Directors proclaims February 27, 2013 as Tricia Tellier Day to commemorate Tricia's 14 years of dedication to the Gaslamp.

JUNE 2013

Hosted the 20th Annual Taste of Gaslamp presented by Samuel Adams on Saturday, June 8 and Sunday, June 9, 2013, highlighting the Gaslamp Quarter's diverse dining options with 45 featured restaurant partners to 1,700 culinary enthusiasts.

ONLINE ENGAGEMENT as of June 30, 2013

15,680

Gaslamp Insider
e-newsletter subscribers

8,486

Facebook fans
facebook.com/MyGaslamp

10,982

Twitter followers
@GaslampQuarter
#Gaslamp

35%

Increase in social media
reach from FY2012

453,081

Visitors to
Gaslamp.org and
GaslampLocal.com

BRIGHT THINGS ON THE HORIZON: Refresh Gaslamp.org with responsive web design, enhanced directory features and social media integration. Explore new ways to build awareness of the Gaslamp Quarter via emerging social media channels like WhatsApp, SnapChat and Vine, and increase engagement on Instagram, Pinterest and Tumblr.

TAKING ACTION WITH GQA COMMITTEES

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 committees at their monthly meetings. The following is a brief overview of the scope of each committee. Please confirm meeting dates, times and locations by calling your GQA Office at (619) 233-5227, or visit gaslamp.org/meetings-committees.

LAND USE & PLANNING (LUP) COMMITTEE

Strives to protect the integrity of the Gaslamp Quarter as a National Historic District. Acts in an advisory capacity to Civic San Diego in its review of façade, signage, awning, sidewalk cafe designs and storefront modifications as outlined by the Gaslamp Quarter Planned District Ordinance and Design Guidelines. The meeting itself is open to the public (GQA members or not), though only GQA member businesses that have been elected to the Committee may vote on projects. Any GQA member business in good standing is eligible to be nominated to the Committee following three (3) consecutive meeting attendances.

Meetings typically held at the Hilton San Diego Gaslamp Quarter on the second Tuesday of every month at 3:30pm, unless otherwise noted.

Chair: Marsha Sewell, Marsha Sewell & Associates

Vice Chair: Debbie Neuman, Neuman & Neuman Real Estate | Berkshire Hathaway HomeServices (as of June 2013)

HOSPITALITY COMMITTEE

Discusses promotional opportunities, issues, programs and resources for Gaslamp Quarter businesses. Hosts best practices forums for bars, restaurants and nightclubs in partnership with SDPD/Fire Dept., as well as marketing/small 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: Kevin Sheehan, Just My Ticket

SPECIAL EVENTS COMMITTEE

Reviews all proposed street/sidewalk/parking 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 been elected to the Committee may 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 Gaslamp Speakeasy on the third Thursday of every month at 3:00pm, unless otherwise noted.

Chair: Laurel McFarlane, McFarlane Promotions

Vice Chair: Jeff Teed, Anheuser-Busch, Inc.

BOARD OF DIRECTORS NEWS

The past year brought many changes to the Gaslamp Quarter Association Board of Directors, including the departure of Rodrigo Iglesias formerly of the RMD Group, Christine Kinsella from To The Point Gaslamp Acupuncture and Mikki Alvarez from Enlightened Hospitality Group. The GQA was excited to add David Cohn from the Cohn Restaurant Group, Howard Greenberg from Trilogy Real Estate Management and Aron Langellier from barley mash to the team. The GQA would like to thank all of the Board of Directors for their continued dedication to the Gaslamp Quarter.

The GQA Board of Directors will continue to meet on the last Wednesday of most months at the San Diego Marriott Gaslamp Quarter. Please call your GQA Office at (619) 233-5227 or visit gaslamp.org/meetings-committees for specific meeting dates, times, location changes (if applicable) and agendas.

THE HISTORIC HEART OF SAN DIEGO



As San Diego's premier shopping, dining and nightlife destination, the Gaslamp Quarter is home to the region's most diverse collection of restaurants, retailers and entertainment venues. Representing over 400 businesses spread out across 16.5 blocks located in Downtown San Diego, the Gaslamp Quarter Association® (GQA) is the non-profit 501(c)6 merchants association of the Gaslamp Quarter. The GQA is the second oldest business improvement district in the City of San Diego. Though the GQA was officially chartered in 1982 by the City of San Diego under State Law, the Gaslamp Quarter's Merchant Association goes back several decades and the historic commercial district that would become the Gaslamp Quarter began as William Heath Davis' New Town in 1850. Today, the GQA Board of Directors and staff are proud to represent this district as the beating, thriving heart of America's Finest City.

The GQA accomplishes this by relying on the vision of the GQA Board of Directors, the dedication of our Hospitality, Land Use & Planning and Special Events Committees, and the strength of each GQA member business. The GQA Staff work tirelessly to chart the dynamic course of direction from these groups through community and media relations, event production, management and expansion of the Gaslamp Quarter's digital footprint, and coordinating various promotional programs, workshops and forums for the benefit of our vibrant community.

The mission of the GQA is:

To promote and protect the historic Gaslamp Quarter as San Diego's premier 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.

The Association's operation is overseen by a volunteer Board of Directors elected in the late spring by the entire GQA membership. The Board represents the diverse make-up of the 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.

To qualify as a nominee for the Board of Directors, a member in good standing should actively serve on a GQA Committee/event task force for at least six months. Each Board member is elected in June to serve a two-year term and is expected to: attend ten monthly Board meetings and the annual retreat; purchase ten tickets and provide an auction item for the annual Lamplighter Awards; and chair a Committee, task force or special event project.

Your GQA staff consists of three full-time employees; Executive Director, Member Services Manager and Communications Director. Besides keeping regular office hours, the staff also works on many projects in support of the membership that involve evenings and weekends.

In this ever-changing economic environment, many challenges lie ahead, but together we strive to maintain an organization and a community we can all be proud of. The support of our valued sponsors and partners, and active participation of our membership are vital to the success of the GQA. With your help, the GQA has achieved so much over the past fiscal year, and will work to continue to do so in the years to come.

GASLAMP QUARTER ASSOCIATION®

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