



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.

2021 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. The GQA has redeveloped Gaslamp.org to reflect our new image.

Gaslamp Quarter Association Bylaws a Diversity, Inclusion policy and Code of Conduct - Update

Approving additional accountability provisions in the Third Amendment requiring an annual review of the BID association bylaws, an anti-harassment and inclusivity workplace policy signed by the GQA board directors and employees, and annual anti-harassment and inclusivity workplace training for all association board directors and employees.

The New Normal is Now

The Gaslamp Quarter has always been an inclusive space where you can relax, dine, party, make unforgettable memories, and meet new friends all in just one day-to-night adventure! Recently, the Gaslamp Quarter has had to pivot focus to continue to host San Diegans and visitors by creating spacious outdoor retail and dining experiences. After a year and several waves of quarantine, the Gaslamp Quarter is more than ready to welcome everyone back as we enter this next chapter of life by launching **The New Normal is Now Campaign**.

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.

The New Normal is Now

Celebrates the changes in the Gaslamp Quarter with expanded open-air dining, easy parking, additional activations and the Gaslamp Promenade. Upcoming activations and events include:

- **Father’s Day in the Gaslamp.** For Father’s Day the Gaslamp Quarter will spoil all dads, grandpas, fur-baby dads, and all fatherly figures with **FREE hot sauce or BBQ sauce!** Proof of parking at Park-It-On-Market or the 6th and K Parkade is required.
- **4th of July Laser Show + Giant Silent Disco.** Celebrate this 4th of July on the 3rd of July in the Gaslamp Quarter as it prepares to give you the most unforgettable night of your life with a dynamic custom laser show and a multi-block Silent Disco party
- **Weekly Taco Tuesday.** Tuesdays are for tacos...and tequila, and tamales, and more! Whether you like it spicy, medium, or mild, visit the Gaslamp Quarter every Tuesdays for special offerings on all of your favorite flavors from top restaurants and bars.
- **Weekly Wagyu Wednesday.** Guests can dine on trendy wagyu offerings of local restaurants at a discounted price every Wednesday in the Gaslamp!
- **Weekly Throwback Thursdays.** Beginning July 10th, Thursdays toss you back to the 70s, 80s, 90s and early 00’s with dedicated decade parties from 6PM to 9PM complete with a genre DJ and emcee providing a soundtrack for the roller-skating sessions along 5th Avenue between J & K.
- **Weekly Yoga and Fitness Classes.** Starting late Spring, local gyms, studios, and trainers will host classes Saturday and Sunday morning from 8AM
- **Weekly Gaslamp Silent Disco.** From July through September on Friday and Saturday (7PM to 11PM).
- **Monthly Movie Night.** One Sunday night per month this Summer, the Gaslamp On Sunday, July 25th and Sunday, August

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

Planning for Gaslamp future

- Keep Curbside alive in 2021
- Reallocation of FY21 parking revenue to fund Curbside 2021
- Permanent closure of Fifth Ave. 2021 (Mayoral action)
- Keeping Parklets permanent
- Utilize \$1.5M from CIP budget for bollards
- Utilize \$1.5M from DIF budget for bollards
- Installation of permanent bollards on Fifth Ave.
- Rerouting of MTS bus line
- Develop Gaslamp operational protocols for Fifth Ave. closure
- Clean and Safe integration to Fifth Ave. closure plan
- 1Gaslamp Promenade strategy once Fifth Ave. is closed

Protecting Gaslamp

- Eliminate curfew for restaurant operations
- Ban illegal food vending in Gaslamp Quarter
- Geofence Fifth Ave. to restrict scooters
- Implement Paid Parking on Sunday
- Acquire missing LOAs for the neighborhood
- Convert Fourth Ave. to diagonal parking
- Pay and Display for all Gaslamp
- Gaslamp Beautification projects
- SDG&E problematic vaults

Gaslamp Promenade Phase 1

F Street – K Street

Street Treatments

- Replicating brick patterns and gradients.
- The entire 20-foot fire lane. E Street to Broadway will be enhanced but no bollards in phase 1.

Enhanced Crosswalks

- Install scrambles at F, G Streets
- Island Ave newly painted.
- Thermal plastic overlays

New Lighting Concepts

- String lighting spanning 5th
- Inlaid lighting down the center of 5th recreating the appearance of trolley tracks using LED.

Planters or Sculptures

- On corners and blub outs.



Gaslamp Quarter Association – Staff

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Title	Gaslamp Quarter Association FY22 budget	Gaslamp Quarter Association FY21 budget
	FY21 Original	FY 21 Revised 102820
BID Assessments	\$86,000.00	\$86,000.00
Associate Members	\$10,000.00	\$2,000.00
Technical Assistance	\$5,000.00	\$0.00
SBEP: Management Grant	\$22,000.00	\$22,000.00
Kiosk Advertising	\$250,000.00	\$294,000.00
Kiosk Directory	\$6,000.00	\$0.00
Web Advertising/GQA Marketing programs	\$135,000.00	\$100,000.00
Banner Program	\$45,000.00	\$45,000.00
Pay Phone	\$1,982.00	\$1,982.00
Parking Grant	\$698,873.00	\$698,873.00
Licensing Fees	\$5,000.00	\$1,000.00
Rabbitville	\$5,000.00	\$0.00
New Gateway Sign/Master Plan		\$0.00
150th/Lampighter	\$0.00	\$0.00
Artisan Sunday Market	\$75,000.00	\$35,000.00
Pet Parade	\$10,000.00	\$0.00
Taste of Gaslamp (Laurel)	\$30,000.00	\$10,000.00
Special Events Partnerships	\$2,500.00	\$0.00
Merchandise	\$5,000.00	\$0.00
Web Partnerships and programs	\$5,000.00	\$1,000.00
Other Income ticket sales	\$2,500.00	\$500.00
	\$1,399,855.00	\$1,297,355.00
Staff Salary	\$332,250.00	\$332,250.00
Staff Salary - Commissions		
Payroll: Employer Tax	\$27,500.00	\$27,500.00
Payroll: Employee Tax	\$0.00	\$0.00
Payroll: Fee	\$2,000.00	\$2,000.00
Health Insurance	\$20,000.00	\$20,000.00
Simple IRA: Employer	\$10,000.00	\$10,000.00
Parking & Transportation	\$6,000.00	\$6,000.00
	\$397,750.00	\$397,750.00
Rent - Office	\$33,000.00	\$33,000.00
Rent - Storage	\$2,700.00	\$2,700.00
Rent - Maintenance	\$1,300.00	\$1,300.00
TEL/DSL	\$3,400.00	\$3,400.00
Gaslamps	\$2,200.00	\$2,200.00
Equipment: Office (Lease)	\$6,500.00	\$6,500.00
Equipment: Repair & Maint.	\$1,000.00	\$1,000.00
Equipment: Purchase	\$8,000.00	\$8,000.00
Office Supplies	\$3,200.00	\$3,200.00
Postage/Shipping	\$3,500.00	\$3,500.00
Insurance: Workers Comp	\$2,000.00	\$2,000.00
Insurance: Liability/D&O Ins.	\$7,000.00	\$7,000.00
Dues/Memberships	\$3,000.00	\$3,000.00
Outside Meeting & Workshops	\$1,000.00	\$1,000.00
Bookkeeping	\$10,000.00	\$10,000.00
Bank & Other Fees	\$2,200.00	\$2,200.00
Audit/Tax Preparation	\$6,000.00	\$6,000.00
Legal	\$8,000.00	\$8,000.00
Taxes	\$55,000.00	\$55,000.00
Commissions/ Misc.	\$50,000.00	\$0.00
Advertising Branding	\$60,000.00	\$20,000.00
Flag Program	\$2,000.00	\$2,000.00
Maps and Tear sheets	\$1,000.00	\$500.00
Web - Hosting/Maint.	\$20,000.00	\$20,000.00
Web - Site Development	\$60,000.00	\$10,000.00
Social Networking	\$15,000.00	\$15,000.00
Media & PR	\$10,000.00	\$10,000.00
Content/copywriting		
Special Print Pieces/Give-aways	\$1,000.00	\$1,000.00
5th Ave Loading/Curbside	\$0.00	\$0.00
5th Ave Master	\$0.00	\$0.00
Parking Programs		
Wayfinding	\$0.00	\$0.00
Lighting	\$0.00	\$0.00
Special projects Gaslamp Hoops		
	\$169,000.00	\$78,500.00
Meetings/Workshops	\$4,000.00	\$500.00
Board Meetings & Prep	\$1,000.00	\$1,000.00
Newsletter	\$1,500.00	\$1,500.00
Annual Report	\$2,000.00	\$2,000.00
Communications/Social Media	\$10,000.00	\$10,000.00
Alliance Legal	\$10,000.00	\$10,000.00
	\$28,500.00	\$25,000.00
BID Council/SOTA	\$1,000.00	\$1,000.00
Parking Program Management	\$594,043.00	\$607,716.00
Contractors		
	\$595,043.00	\$608,716.00
Bad Debts		
	\$1,399,293.00	\$1,268,966.00
Net Profit/Loss	\$62.00	\$28,389.00



2021 Gaslamp Quarter Association - Budget

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2021 Gaslamp Quarter Association Board of Directors