

Get Involved in 2017

Join a committee, make your voice heard

Committees allow our members to participate in the successful management of the Gaslamp Quarter and its brand. Committees meet once a month. For agendas, minutes, and meeting locations please visit www.gaslamp.org/gqa.

The **Board of Directors** sets the course for Gaslamp Quarter programming, events, and initiatives throughout the year. Meets on the last Wednesday of the month at 3:30pm.

The **Special Events Committee** reviews all proposed street closures, sidewalk, and/or parking impacts taking place in and adjacent to the Gaslamp Quarter. Meets on the third Thursday of each month at 3pm.

Our **Marketing Committee** oversees the Gaslamp Quarter's marketing and promotional campaigns across print, digital, and other media. Meets on the

second Tuesday of the month at 2pm.

We have two **Event Development Task Forces** that plan and execute the two major GQA fundraisers, the Golf Tournament and the Lamplighter Awards. Event task forces meet as needed in advance of each event. Call the office to get specific times.

The **Organization for Nightlife Entertainment** is comprised of all ABC license holders working together to mitigate nightlife issues. Meets on the second Thursday of the month at 12pm.

The **Placemaking Committee** met in 2016 to finalize a list of capital improvement and neighborhood beautification projects to be undertaken by the newly formed Gaslamp Quarter Alliance 501(c)3. The committee will only meet as needed in 2017. Call for details.



Welcome to the Neighborhood!

New Businesses in 2016

Intrepid Theatre Company · Biga · Pushkin Russian Restaurant · Ramen Yamadaya · Bravo Carne Asada · Carne Prima · Gaslamp Cafe & Lounge · Du-par's Bakery · All American Burgers · Cold Beers & Cheeseburgers · Phulkari Indian · Tony's Pizza · Hot Dog Bar · Shiek · Th's Nails & Spa · San Diego Trading Company on Market Street



www.gaslamp.org
[@gaslampquarter](https://twitter.com/gaslampquarter)



Gaslamp Quarter Association - A 501(c)6 Nonprofit Trade Organization

2016 ANNUAL REPORT

A Greater Gaslamp A message from the Board Chairman

Dear Fellow Members:

2016 was all about looking forward. Internally, the GQA worked on streamlining and maximizing efficiency in office operations. These efforts resulted in more staff time dedicated to member outreach and marketing/promotional services. The GQA has a renewed commitment to serving the membership effectively, and as such, significant resources have been allocated to communication and problem solving.

Externally, the GQA helped launch and incubate a new 501(c)3 nonprofit corporation, the Gaslamp Quarter Alliance. The Alliance will be responsible for improving and developing public spaces within the district. We firmly believe that improving the Gaslamp visitor experience is the surest way to economic prosperity. Together we will raise the necessary funds to build beautiful parks, plazas, and landmark signage.

The Gaslamp Quarter brand could not have been stronger than it was in 2016. From the construction of a new luxury hotel to serving as the backdrop for a network television series, the Gaslamp Quarter continues to gain international recognition as a great neighborhood and visitor destination. These achievements are due in no small part to the hard work of our members.



Howard Greenberg
2016 Board Chairman

I strongly encourage all GQA member businesses to get more involved in 2017. There are so many ways to be active: you can attend a committee meeting, join the Board of Directors, or participate in one of the fabulous events

produced by the GQA. As a member of a mutual benefit corporation, your input and involvement is critical to our shared success. Don't hesitate to reach out to us to learn more!

-Howard Greenberg



Gaslamp Quarter Association
614 Fifth Avenue, Suite E
San Diego, CA 92101

Howard Greenberg (12-16)
Trilogy Real Estate Management

Aron Langellier (13-17)
barleymash

Pam Schwartz (13-17)
Downtown Ace Hardware

Michael Georgopoulos (15-17)
RMD Group

Jim Shaw (96-18)
James A. Shaw & Co., CPAs

Jeffrey Burg (01-17)
San Diego Marriott Gaslamp Quarter

Laurel McFarlane (14-17)
McFarlane Promotions

George Bates (96-18)
Designer Millinery

Cindy Blair (07-17)
Urban Project Services

David Cohn (13-17)
Cohn Restaurant Group

Pauly De Bartolo (15-17)
De Bartolo + Rimanic Design Studio

Steve Gi (15-18)
Rei do Gado Brazilian Steak House

Ryan O'Leary (16-17)
Double Deuce

Laurie Peters (01-18)
Member at Large

Emily Rex (10-17)
Departure

Stephen B. Sherman (14-18)
Elite Show Services, Inc.

Nathan Wing (15-17)
Blue Point Coastal Cuisine

Bruce Getz (15-17)
Member at Large

Board of Directors

Be Our Guest

Special events help to further our mission

Special events produced by the Gaslamp Quarter Association help further our mission to help promote our members and present the district as a safe and fun destination. "GQA events give visitors a chance to experience the Gaslamp Quarter in new and exciting ways," says Erin Liddell, GQA Marketing & Communications Manager. "We try to produce special events that will highlight many of the nearly 400 Gaslamp businesses and inspire attendees. Thus creating a lasting, positive experience."



A costumed-canine at the Gaslamp Holiday Pet Parade

events: 2nd Annual Neighborhood Clean-Up (April), Hogue Memorial Golf Tournament (May), 22nd Annual Taste of Gaslamp (June), 22nd Annual Lamplighter Awards (November), Toast of Gaslamp (December), and the 9th Annual Gaslamp Holiday Pet Parade (December). The value of special events to the district is enormous. Every event we produce attracts significant media attention, draws large crowds, and helps raise the necessary funds to further our other marketing initiatives.

Producing these events would not be possible without the support of our

In 2016 the Gaslamp Quarter was proud to produce the following



Guests enjoy the 22nd Annual Lamplighter Awards at Parq Restaurant & Nightclub

member businesses and the technical assistance provided by McFarlane Promotions. Contact erin@gaslamp.org to participate in 2017!

Red Carpet Treatment

Gaslamp was the center of attention in 2016

After more than a year of planning, the very best in baseball descended upon the Gaslamp Quarter in July for the 87th Annual Major League Baseball All-Star Game and festivities. This was the first All-Star Game played at Petco Park and San Diego's third time hosting the event.

Over 100,000 people visited during the five-day celebration which included multiple games inside Petco Park, a block party on J Street, and several high-profile concerts at Embarcadero Marina Park North. The most exciting event was the All-Star Red Carpet Parade! Cheering crowds of adoring fans gathered to watch the All-Stars parade through the heart of the Gaslamp Quarter on signature red, white, and blue Chevrolet trucks.

The Gaslamp Quarter was featured prominently during the live broadcast. "The exposure was unparalleled!" says Michael Trimble,

GQA Executive Director. "The whole world had the chance to see for themselves just how amazing the Gaslamp Quarter really is."



Mr. Met, mascot of the New York Mets, greets fans during the 2016 MLB All-Star Red Carpet Parade,



Better Content, More Followers

With a dedicated staff member managing our social media channels, 2016 was our best year online, yet! The GQA now proudly writes multiple blog posts per week, posts pictures daily on Instagram, and emails a revamped and exciting weekly newsletter. Our engagement has skyrocketed and the number of followers/subscribers on our channels has increased:

- Followers / Subscribers (As of 12/31/16)
- Facebook - 11,131
- Twitter - 39,388
- Instagram - 9,310
- Newsletter - 15,393

FY16 Financial Report

Statement of Financial Activity 7/1/15 - 6/30/16

Revenue

Government Funding	
BID Assessments	\$ 79,834
SBEP Management Grant	\$ 16,595
County Grant	\$ 3,000
Parking District Grant	\$ 141,697
SBEP City Fees Offset Program	\$ 19,318
Total Government Funding	\$ 260,444

Special Events

Ticket Revenue	\$ 56,717
Product Sales/Auction	\$ 18,420
Vendor/Sponsor	\$ 107,003
Total Special Events	\$ 182,140

Other Revenue

Holiday Lighting/Banner (net)	\$ 45,525
Kiosk Advertising	\$ 42,725
Web Advertising	\$ 84,398
Public Pay Phone	\$ 2,032
Associate Membership	\$ 22,975
Print Advertising	\$ 8,794
Partnership/Shamrock	\$ 14,490
Other Income	\$ 10,042
Total Other Revenue	\$ 230,981

Total Revenue \$ 673,565

Expenses

Special Events & Programs	
Special Events	\$ 185,443
Total Special Event Expenses	\$ 185,443

General & Administrative

Salaries & Wages	\$ 201,306
Employee Benefits	\$ 7,306
Payroll Taxes & Fees	\$ 18,032
Rent & Utilities	\$ 26,810
Dues/Memberships	\$ 1,833
Commissions	\$ 11,611
Accounting	\$ 14,750
Insurance - includes Workers Compensation	\$ 8,221
Postage	\$ 1,305
Equipment Rent/Repairs/Minor Equipment	\$ 6,406
Telephone	\$ 2,926
Meetings & Workshops	\$ 2,582
Office Supplies/Expense	\$ 790
Marketing	\$ 166,798
Bank Fees	\$ 2,662
Income Tax	\$ 6,257
Total General & Administrative Expenses	\$ 479,595

Total Expenses \$ 665,038



Twice as Nice

Special magazine sections highlight GQ

The GQA was proud to secure two special multi-page advertorial sections in San Diego Magazine. By purchasing the sections, the GQA allowed our members the opportunity to buy advertisements in the magazine at a discounted rate. "We're here to help members leverage their often limited marketing budgets," says Erin Liddell.

The first hit newsstands in June

2016 in the magazine's coveted "Best Restaurants" issue. The section covered the wealth of fabulous dining options in our district just in time for the annual Taste of Gaslamp!

The second section was inside the December issue, a San Diego holiday favorite. The section promoted the Toast of Gaslamp, Gaslamp Holiday Pet Parade, and the festivities of New Year's Eve.

Meet the GQA Staff

Here to help you succeed everyday

Michael Trimble, Executive Director, is the face of the GQA and it's connection to the City of San Diego. Prior to his role as Executive Director, Michael served on the Board for 20 years. michael@gaslamp.org

Erin Liddell, Marketing & Communications Manager, is responsible for crafting and executing the Gaslamp Quarter's marketing and public relations strategies. erin@gaslamp.org

Alex Ward, Director of Operations, manages public right-of-way sponsorship programs, parking and pedestrian issues, and the weekly merchant newsletter. alex@gaslamp.org

Sherry An, Events & Promotions Coordinator, creates content shared via our social media networks including Instagram photos, the official blog, and online contests. sherry@gaslamp.org

