

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 2015.

2014 was a continued year of transition for Downtown San Diego. We saw stoppage of construction for our neighboring Horton Park, (which began again in October 2014). The sewer & water lines were replaced on F Street. Repairs as impactful as these are always a challenge, particularly for a community that welcomes millions of visitors and locals annually. Thank you for your patience during this time.

We continued to strengthen our relationship with key tourism partners to bolster our regional, national and international reputation. This effort sets the important ground work for the launch of the completely overhauled Gaslamp.org. This creatively re-imagined digital experience will better represent all that we are and re-establish how we articulate the Gaslamp Quarter brand to the world. 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.

This past year held many internal changes for the GQA as well. The GQA bid a fond farewell and much success to GQA Executive Director Jimmy Parker and Member Services Manager Megan Mayberry, and welcomed new Executive Director Michael Trimble and Director of Operations Alex Ward to the team. Following up on the previous year's commitment to put more "feet in the street" and into your businesses, we initiated two new programs; Dash & Dine Gaslamp 5K (July) and Parking Day (September). This Board direction is focused on creating 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 2015 include working with Civic San Diego to finalize the installation of a comprehensive bike rack program into our neighborhood, assist DecoBike to complete the installation of San Diego first Bike Share program and complete a comprehensive Parking Optimization Plan for the Gaslamp Quarter. We will continue the success of our parking promotion called \$2 Tuesdays to highlight discount parking at the 6th & K Parkade on Tuesdays while working to build a local's business promotion with our friends at the East Village Association.

In closing, I want to tell you that the Gaslamp Quarter is making huge strides and working on primary issues, like parking, that will impact the neighborhood for years to come. If you ever had the thought to improve your community, I encourage you to make the step right now and join the GQA Board of Directors, participate in a GQA Committee or come to a meeting and share your ideas or concerns. It's easy to get involved, just contact the GQA offices at (619)233-5227 to get more information.

Sincerely,



Howard Greenberg
Chair, Board of Directors

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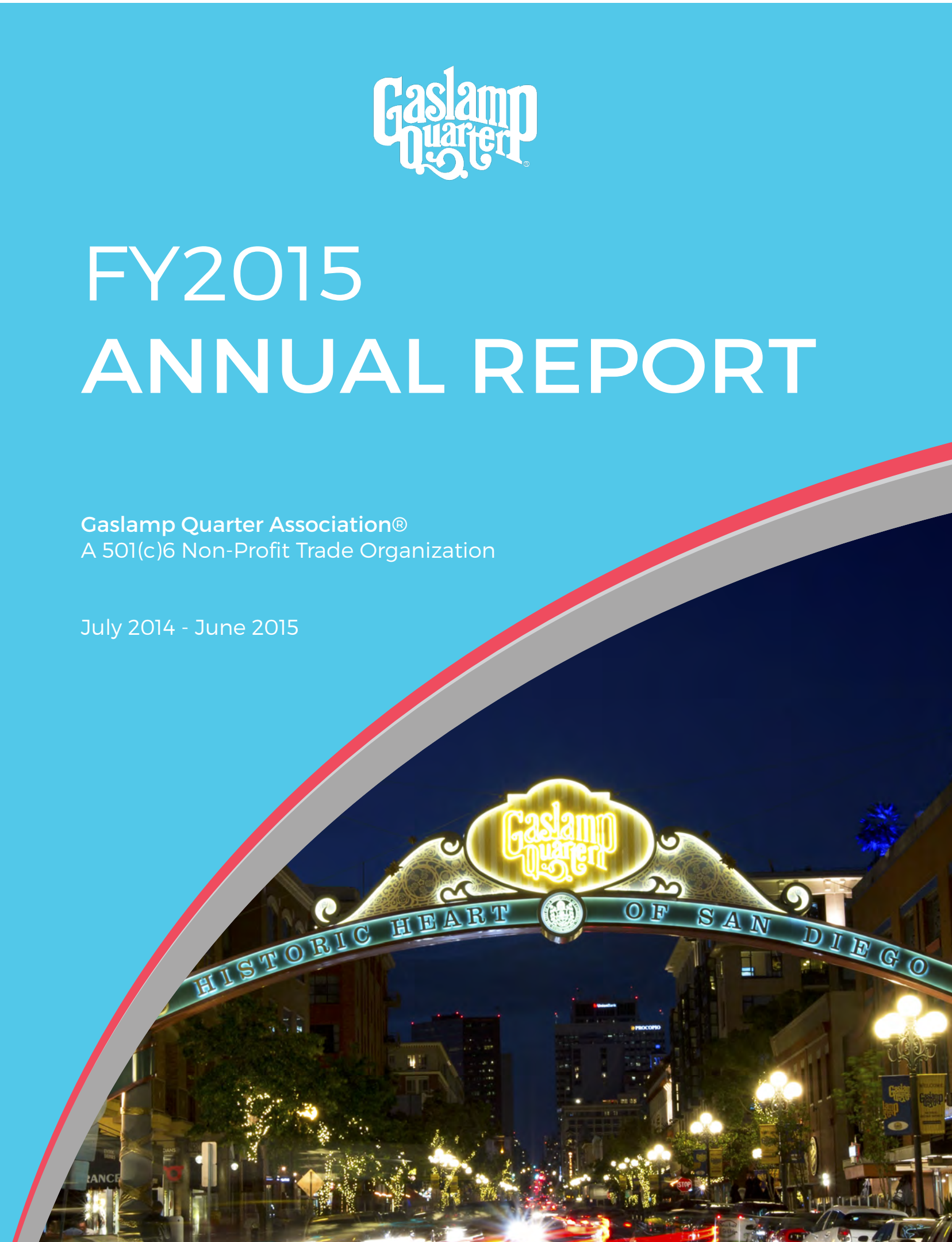
The Gaslamp Quarter Association is partially funded by the City of San Diego's Small Business Enhancement Program



FY2015 ANNUAL REPORT

Gaslamp Quarter Association®
A 501(c)6 Non-Profit Trade Organization

July 2014 - June 2015





MARKETING, EVENTS & PROMOTIONS

In FY14, the GQA embarked on the long overdue process of overhauling the Gaslamp Quarter's official website, Gaslamp.org. The new Gaslamp.org was soft-launched in May 2015, featuring a comprehensive online experience that truly conveys how diverse the Gaslamp Quarter is, while still offering the traditional website navigation tools like a GQA member business directory and events page. Gaslamp.org invites



visitors to experience the website like they would the neighborhood by asking, "What's Your Gaslamp?" - showcasing six psychographic characteristics for why a guest may visit the Gaslamp Quarter, including Culture, Family, Business, Nightlife, Romance, and Shopping, with options for each category shown below in the form of native advertising. Gaslamp.org's design is sleek and easy to navigate, but it also offers a host of features that make it easier to navigate to and from the Gaslamp Quarter in real life, such as our enhanced business listings, showing the nearest parking, valet, public transit, and bike-share locations for each business. New features are being added regularly, so visit Gaslamp.org and send your feedback to GQA staff.



DASH & DINE 5K

Delved into the world of endurance events and San Diego's active lifestyle with the launch of the inaugural Dash & Dine Gaslamp 5K on Thursday, July 3. The inaugural event attracted over nearly 300 runners to the Gaslamp Quarter for a lively twilight run, with the finish line at the iconic Gaslamp Quarter Archway.

PARK(ING) DAY 2014

Launched the largest urban pop-up park in Downtown San Diego for PARK(ing) Day on Friday, September 19, in partnership with participating Gaslamp Quarter businesses. Highlights include a yoga session hosted by Scripps Health and the Downtown San Diego Partnership, giant Scrabble courtesy of Circulate San Diego, and the First Responders' Appreciation Pancake Breakfast at La Puerta.

FIFTH AVENUE AUTO SHOWCASE

The 6th Annual Fifth Avenue Auto Showcase on Sunday, October 12 attracted 150 high-performance, specialty, and classic automobiles and motorcycles, as well as the highest number of guests to date of 16,000.

NIGHT PLAZA

In Summer 2015, the GQA launched a innovative new event series aimed at addressing the lack of quality public spaces within the district. Night Plaza was hosted on Island Avenue between 4th and 5th Avenues for seven nights and attracted thousands of locals and tourists.

FINANCIAL REPORT

Statement of Activities
For the Year Ended June 30, 2015

Revenue	
<i>Government Funding</i>	
B.I.D.	\$ 73,065
S.B.E.P. Management Grant	19,721
County Grant	3,000
Parking District Grant	76,626
<i>Special Events</i>	
Ticket Revenue	20,160
Product Sales/Auction	8,028
Vendor/Sponsor	116,852
Miscellaneous	1,868
<i>Other Revenue</i>	
Holiday Lighting/Banner	26,250
Kiosk Advertising	49,295
Web Advertising	60,501
Public Pay Phone	2,121
Associate Membership	28,357
Other Income	6,112
Total Revenue	491,956
Expenses	
<i>Special Events & Programs</i>	
Special Events	129,637
<i>General & Administrative</i>	
Salaries & Wages	192,256
Employee Benefits	17,644
Payroll Taxes & Fees	17,567
Rent & Utilities	22,382
Dues/Memberships	1,195
Commissions	18,591
Accounting	12,750
Insurance	8,793
Postage	250
Equipment Rent/Repairs	6,636
Telephone	2,367
Meetings & Workshops	1,323
Office Supplies/Expense	2,510
Marketing	121,917
Bank Fees	8,675
Miscellaneous	695
Bad Debt	8,395
Income Tax	15,681
Total Expenses	589,264
Decrease in Net Assets	(97,308)
Net Assests, Beginning of Year	517,583
Net Assets, End of Year	\$ 420,275



NEIGHBORHOOD PARKING

The Gaslamp Quarter Parking Optimization Plan was developed in FY15 by GQA staff to address both short- and long-term metered parking supply. GQA staff collected feedback from Gaslamp Quarter businesses and the public, creating a plan that would increase turnover and utilization of metered stalls while better addressing supply on side streets and public safety. The Parking Optimization Plan will begin implementation in FY16 in partnership with the Downtown Community Parking District and City of San Diego.

TWO DOLLAR TUESDAYS

In an effort to better promote Downtown San Diego's accessibility, the GQA launched an advertising campaign to market the Gaslamp Quarter's parking options in partnership with the Downtown Community Parking District called Two Dollar Tuesdays. The program resulted in an 18% increase of parking utilization at the 6th & K Parkade while driving midweek visitor traffic to the Gaslamp Quarter.

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