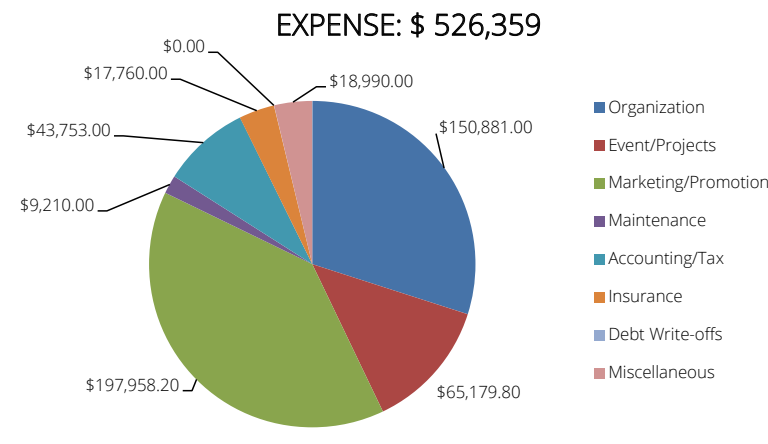
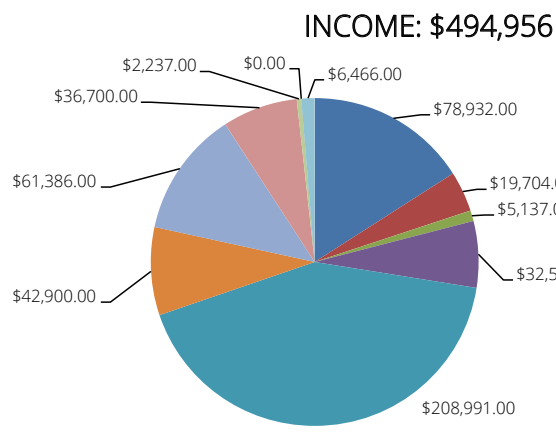


FINANCIAL SUMMARY



2014 ANNUAL REPORT

GASLAMP QUARTER ASSOCIATION® • A 501(C)6 NON-PROFIT TRADE ORGANIZATION
REPORT TO THE MEMBERSHIP • JULY 1, 2013 - JUNE 30, 2014

BUILDING OUR COMMUNITY

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

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: Nathan Wing, Blue Point Coastal Cuisine

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 Jolt'n Joe's (379 4th Ave.) on the third Thursday of every month at 3:00pm.
Chair: Laurel McFarlane, McFarlane Promotions
Vice Chair: Lynn McCoy, Jolt'n Joe's



OTHER COMMITTEES AND TASK FORCES

The GQA hosts a number of other committees and task forces throughout the year that focus on specific issues and projects, including Best Practices Ad Hoc Committee, parking, and GQA events and fundraisers. GQA members are encouraged to get involved to contribute to our Gaslamp community. Do you have an idea for a project that the GQA should undertake for the betterment of our Gaslamp community and would like to spearhead the effort? Get involved with the GQA Board of Directors or contact the GQA Office.
Meeting dates and times vary. If interested, inquire with GQA Member Services Manager, Alex Ward at (619) 233-5227.

BOARD OF DIRECTORS

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.
Meetings typically held at San Diego Marriott Gaslamp Quarter (660 K St.) on the last Wednesday of most months at 3:30pm.

CHAIR'S MESSAGE

As we embark on 2015, I would like to wish all of our Gaslamp Quarter Association (GQA) members, partners, and friends a prosperous year.

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 and 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 staffer, Megan Mayberry, and welcomed Alex Ward as the newest member of the GQA team.

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's first Bike Share program, and complete a comprehensive Parking Optimization Plan for the Gaslamp Quarter. We will launch a 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, we 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 office at (619) 233-5227 to get more information.

IF YOU EVER HAD THE THOUGHT TO IMPROVE YOUR COMMUNITY, WE ENCOURAGE YOU TO MAKE THE STEP RIGHT NOW TO SHARE YOUR IDEAS, VISION, OR CONCERNS.

Sincerely,

Darren Moore
Chair of the GQA Board of Directors (FY2015)



GQA BOARD OF DIRECTORS (as of June 2014)

- Darren Moore (2014-16)
Chair
La Puerta
- Mark Mindigo (2014-16)
Vice Chair
Henry's Pub
- Pam Schwartz (2013-15)
Second Vice Chair
Downtown Ace Hardware
- Jim Shaw (2014-16)
Treasurer
James A. Shaw & Co., CPAs
- Martin Gonzalez (2014-16)
Secretary
Acqua Al 2 | Toast Enoteca + Cucina
- Jeffrey Burg (2013-15)
Immediate Past President
San Diego Marriott Gaslamp Quarter
- George Bates (2014-16)
Designer Millinery
- Cindy Blair (2013-15)
Urban Project Services
- David Cohn (2013-15)
Cohn Restaurant Group
- Howard Greenberg (2014-16)
Trilogy Real Estate Management
- Sara Heetderks (2014-16)
Café Sevilla
- Aron Langellier (2013-15)
barleymash
- Laurie Peters (2014-16)
GQA Member at Large
- Emily Rex (2013-15)
Departure
- Stephen B. Sherman (2014-16)
Elite Show Services, Inc.
- Perri Spiller (2013-15)
Rockin' Baja Lobster
- James Stephenson (2013-15)
Cohn Restaurant Group

GQA STAFF

- Jimmy Parker
Executive Director
- Brandy Shimabukuro
Communication Director
- Alex Ward
Member Services Manager

GASLAMP QUARTER ASSOCIATION®
614 Fifth Avenue, Suite E
San Diego, CA 92101
(619) 233-5227
(619) 233-4693 fax
info@gaslamp.org
Office Hours: Mon - Fri, 8AM - 5PM

ONLINE ENGAGEMENT as of June 30, 2014

742,905 Unique visitors to Gaslamp.org and GaslampLocal.com	10% Increase in web traffic from FY2013	16,125 Gaslamp Insider e-newsletter subscribers	28,349 Total number of fans and followers on Facebook, Instagram, and Twitter	45% Increase in social media reach from FY2013
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ON THE HORIZON: Look for the launch of the new Gaslamp.org and Gaslamp Quarter branding in Spring 2015.

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

HIGHLIGHTS FROM FY2014

JUL 2013

Hosted the Gaslamp Quarter's Guide to SDCC guide on Gaslamp.org, which drew more than 55,000 unique visitors in the days leading up to Comic-Con International. Secured media coverage with KUSI Channel 9 and the San Diego Business Journal for the Gaslamp Quarter in conjunction with the Comic-Con International convention and expo. Assisted with coordination of the SDCCBlog Preview Night event on Wednesday, July 17, 2013.

NOV 2013

Launched the newly re-vamped 19th Annual Lamplighter Awards Revisited at RoofTop600 at Andaz San Diego on Tuesday, November 12 to honor and celebrate the Gaslamp Quarter's finest shops, galleries, restaurants, bars, and nightclubs, while raising \$20,000 towards Gaslamp Quarter destination marketing, advertising, and promotional events. GQA Staff served on a panel on travel and tourism in San Diego and the Gaslamp Quarter for a segment with KUSI Channel 9 on Saturday, November 30.



MAR 2014

Partnered with a white-label registration service to promote GQA special events year-round, which enabled the GQA to improve our guests' user experience, maintain the Gaslamp Quarter's branding, and reduce staff time. GQA Staff began working on the Association's first-ever endurance event, Dash & Dine Gaslamp 5K, scheduled for early July 2014.

AUG 2013

Organized the inaugural Land Use & Planning District Walkabout to review potential projects for nomination of the Annual Gaslamp Quarter Design Award.

DEC 2013

The Board of Directors agreed to initiate the RFQ/P process for website development and branding for the Gaslamp Quarter. Hosted the 6th Annual Gaslamp Holiday Pet Parade & Expo presented by Downtown Ace Hardware on Sunday, December 8. This year's parade, featuring 200+ festively attired pets and pet lovers, was led by Grand Marshal Leo the Driving Pomeranian. The Pet Expo sold out completely in advance and showcased 25+ pet-related products and services. This furry howl-iday was capped off by the Awards Ceremony, MC'ed by Fox 5 San Diego's Brad Wills.

(Dec. 2013 continued)

APR 2014

GQA Board of Directors awards the contract for new Gaslamp Quarter branding and website development to Departure, ushering in a new era by which the GQA will finally update Gaslamp.org with mobile responsive web design and a more cohesive brand statement.

SEPT 2013

Participated in PARK(ing) Day on Friday, September 20, 2013, a global initiative to build awareness of public, urban park spaces, in partnership with barleymash and Henry's Pub. GQA also hosted a Gaslamp Quarter directory of participating "parklets" hosted by GQA member businesses.



DEC 2013

(Continued) Developed the New Year's Eve "Designate Before You Celebrate" marketing campaign for the Gaslamp Quarter in partnership with San Diego Metropolitan Transit System and Recording Artists, Actors, and Athletes Against Drunk Driving (RADD). Re-designed the Gaslamp Quarter maps and directories to improve the user experience for visitors and locals, which were distributed primarily to area hotels and businesses.



MAY 2014

Hosted the DiscoverSD Gaslamp Hogue Golf Tournament presented by barleymash at Riverwalk Golf Club on Monday, May 19, raising over \$20,000 towards ongoing Gaslamp Quarter promotional programs and community events.



OCT 2013

Partnered with the San Diego Film Festival on promoting the Gaslamp Quarter to festival attendees on October 2 to 6, 2013. Hosted the 5th Annual Fifth Avenue Auto Showcase presented by car2go, which attracted 140 featured high-performance, specialty, and classic automobiles, and motorcycles, as well as 15,000 spectators. This year's event featured car2go San Diego's interactive Park2Win Challenge.



FEB 2014

For the first time, the GQA was invited to attend the Visit California 2014 Marketing Outlook Forum in Pasadena. The GQA represented San Diego's destination marketing efforts alongside the San Diego Zoo, SeaWorld, Legoland, and the San Diego Tourism Authority. Launched the "Fall in Love in the Gaslamp Quarter" Valentine's Day campaign to promote retail, fine dining, and luxurious spa/salon services throughout the community.

JUN 2014

Alex Ward joins the GQA team as Member Services Manager. Hosted the 21st Annual Taste of Gaslamp presented by Samuel Adams on Saturday, June 14, highlighting the Gaslamp Quarter's diverse dining options with 35 featured restaurant partners to 800 epicurean enthusiasts. Unfortunately, the 2014 event was downgraded from a two days to one. The GQA received financial support from the County of San Diego's Community Enhancement program for the first time for three Gaslamp Quarter events, including 2014 Fifth Avenue Auto Showcase, 2014 Gaslamp Holiday Pet Parade, and 2015 Taste of Gaslamp.

