



# Annual Report FY19

# FY18 Recap

GQA





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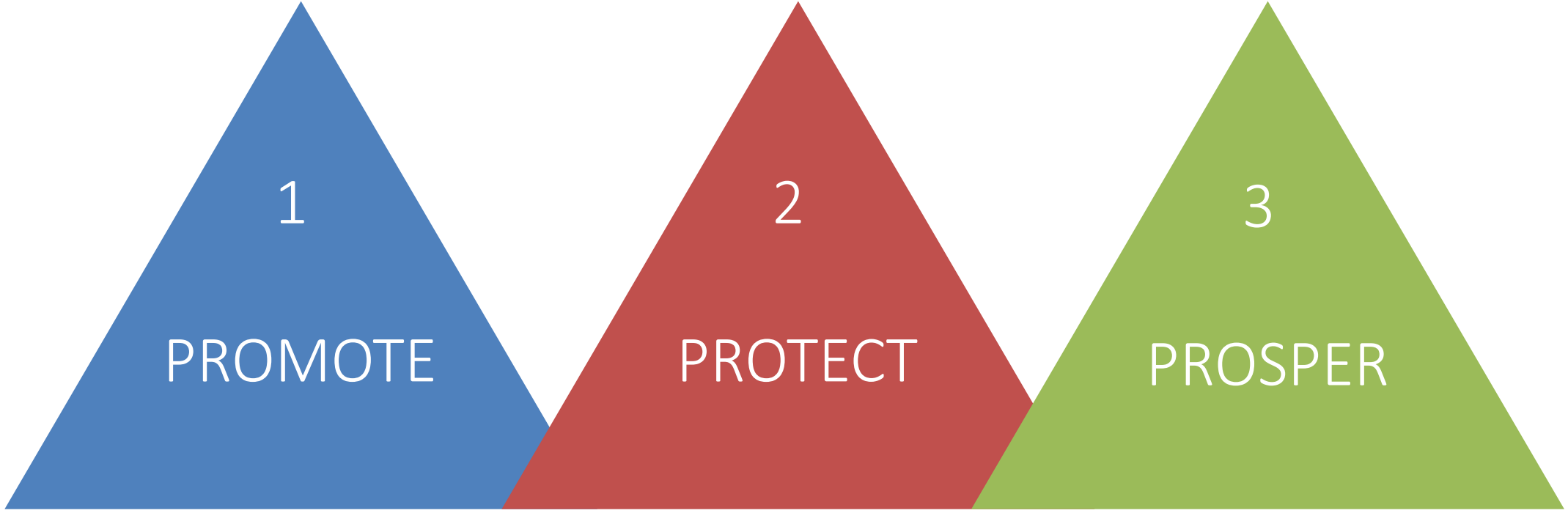
To promote and protect the historic Gaslamp Quarter...for the prosperity of the Association's membership.

”



# 3-Point Plan

- Focus on core mission objectives:





# Promote

*Cultivating a positive image to attract and retain visitors to the district.*

# Continue to use the 150th as main driver of content

- Hundreds of thousands of paid advertising
- Millions of impressions, likes, and social engagement



# Continue to collaborate with members on cross-promotions

- 2017 - Dusty Rabbit Cocktail
  - Over 25 member businesses crafted their own special Dusty Rabbit
  - Social Media engagement, and guests of the Gaslamp got to craft their own cocktail crawl



# Continue to collaborate with members on cross-promotions

- July 2017 – Hop Up Gallery
  - 453 Fifth Avenue donated by Alan Wong – later rented to OhLaLa Crepes
  - Displayed 7 rabbits, 150<sup>th</sup> history exhibit, and held private functions
  - Open during Comic Con; over 2,500 visitor; sold merchandise; collected emails
  - Sold the Warner Bros Rabbit







# Continue to collaborate with members on cross-promotions

- September 2017 – 150th Night at Padres
  - Mikey G. threw out first pitch
  - Alex and Sherry ring Mission Bell
  - Commemorative Jersey
  - Rabbitville exhibition
  - Sold tickets on Gaslamp.org



# Co-Brand Lamplighter with the 150th

- November 2017 - Gaslamp Gala
  - 5 course sit down dinner in the middle of Fifth Ave.
  - Rabbitville, Tom Hom, and Lamplighter Awardees Honored
  - Lots of positive feedback and goodwill





# Assume PR role for two public garages

- **\$215,000** spent to promote parking
  - Leveraged for member promotions, too
- Event Sponsorship
  - \$7,500 for GQA events

**PARK & DISCOVER**  
GASLAMP.ORG/PARKING

**HISTORIC HEART OF SAN DIEGO**

**SAY HELLO, GASLAMP QUARTER!**  
PARKING IS EASY & AFFORDABLE IN THE HISTORIC GASLAMP QUARTER!  
TAKE ADVANTAGE OF SPECIAL PARKING RATES AT THE 6TH & K PARKADE & PARK IT ON MARKET!

**THE HISTORIC HEART OF SAN DIEGO.**  
#GASLAMPQUARTER

**6th & K PARKADE** | **Gaslamp Quarter** | **Park It On Market**

f /gaslamp.quarter | @gaslampquarter | #gaslampquarter

Featured Businesses: The Field Irish Pub - 544 Fifth Ave. | The Blarney Stone Pub - 502 Fifth Ave.  
Dublin Square Irish Pub & Grill - 554 Fourth Ave.

# Celebrate Pet Parade's 10<sup>th</sup> Anniversary with larger, more exciting event

- December 2017 – Pet Parade
  - Improved the viewing experience with more decorated vehicles, dignitaries, and floats
  - New lucrative sponsorships
  - Sold out Pet Expo
  - 3,000+ guests



# Enhance Taste to continue success of VIP Program

- June 2018 – Taste of Gaslamp
  - ~\$40,000 profit
  - Completely sold out: 1,000+
  - 26 General Admission restaurants
  - 7 VIP with sponsored alcohol
  - Karl Strauss sponsorship provided new beer garden at Davis Park



# Remove Golf Tournament and replace with another event

- Bye Bye Golf Tournament
  - Burdensome
  - Not lucrative
- Replaced with Market
  - Market can make \$50k/year
  - Helps members





# Parking Day 2017

- September 2017 – Parking Day
  - Annual event to encourage better use of public space
  - Featured the rabbits, seating, plants, etc.
  - Live music provided by Clean & Safe “Sounds of Summer”



# Develop the “Patio Party” event concept

- October 2017 – CicloSDias
  - CicloSDias very successful, but
  - Tried to run Patio Party pilot; failed to obtain permits
  - Declined to move forward in favor of Sunday Artisan Market concept





# Employ Meltwater (PR) and Sprout Social (Social Media) to track online engagement

June 1, 2016 – May 31, 2017 vs June 1, 2017 – May 31, 2018

Facebook Activity Overview		
	FY17	FY18
Total Likes	12,004	15,098
Total Posts	433	397
Impressions	11,454,128	20,810,329
Post Engagements	7,340	12,840
Link Clicks	3,111	4,303

Instagram Activity Overview		
	FY17	FY18
Total Followers	13,457	18,561
Total Posts	-	317
Likes Received	-	46,608
Comments Received	-	1,085

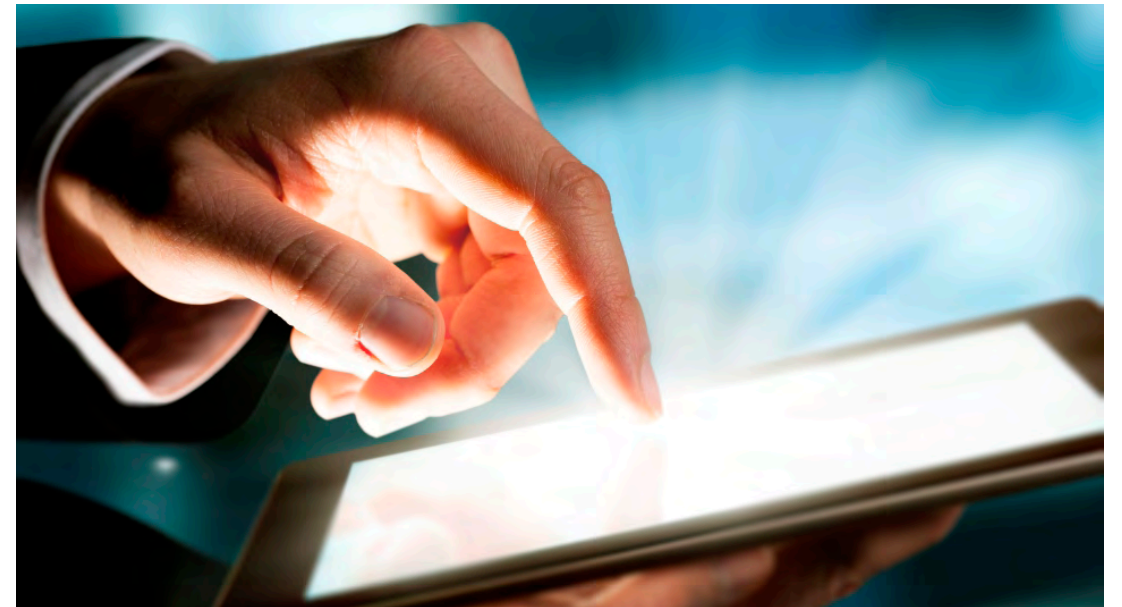
Twitter Activity Overview		
	FY17	FY18
Total Followers	40,697	42,256
Total Posts	368	420
Organic Impressions	525,943	650,551
Total Engagements	6,350	10,293
Link Clicks	1,417	1,573

Gaslamp.org Audience Overview			
	FY17 (2016-2017)	FY18 (2017-2018)	Percentage
Users	390,392	429,434	+10.00%
New Users	388,641	425,309	+9.43%
Pageviews	1,285,709	1,226,711	-4.59%



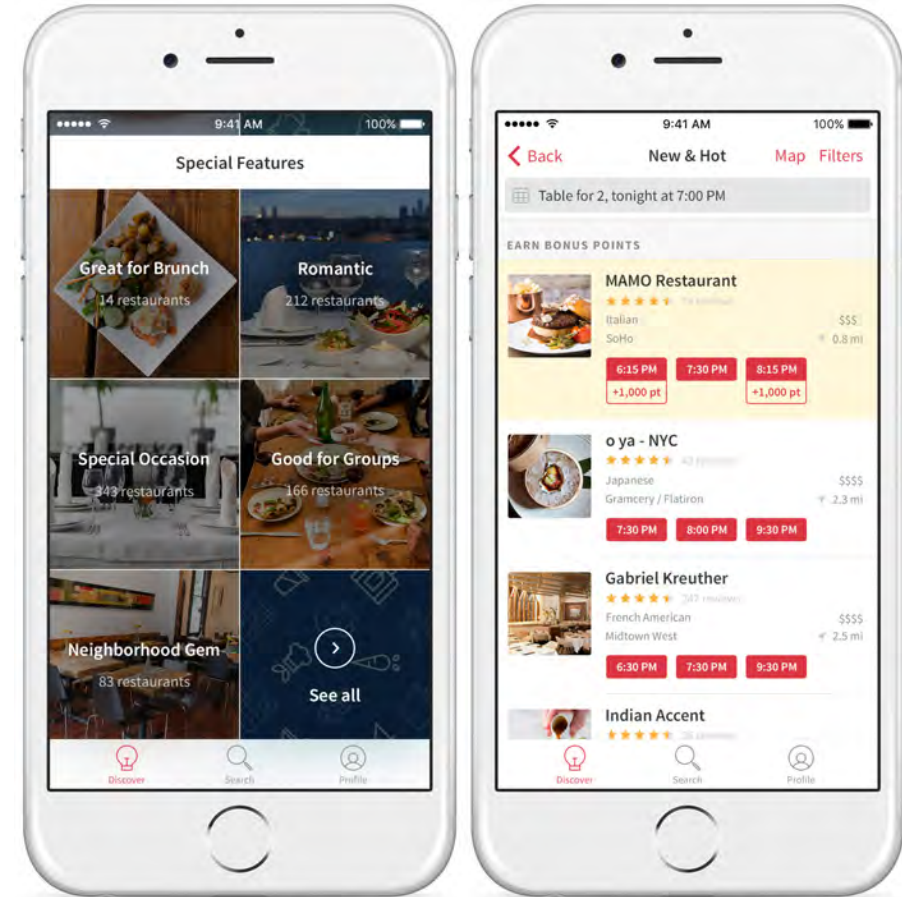
# Comprehensive multi-year marketing strategy

- Compiling quotes of research and communication companies who use focus groups, merchant discussions, and surveys to
  - Define “who we are” and
  - Develop an understanding of who visits the Gaslamp Quarter (GQ) when they visit, what they visit, how much they spend, why they visit
  - What can be done to bring more people
- Obtaining qualifications and quotes for a new website



# Add OpenTable to Gaslamp.org

- June 2018 – Still in progress





# Protect

*Ensuring the district is a clean, safe, and inviting place to visit.*

# Install new, difficult to scavenge trash cans in pilot program

- May 2018 – New Cans
  - Clean & Safe installed at Fifth & Market
  - Waiting for reports to see if effective



# Rally merchants when support is necessary

- Local Act to extend ABC hours dropped by Assembly in 2017; revived in 2018 but only for 6 cities (not San Diego)
- Active Loading Zone Round Table in September
- Aron took lead on Yes! For a Better San Diego





# Hire two additional Security Ambassadors with Clean & Safe

- January 2018 – Security Officers
  - Leadership Hospitality Committee solicits proposals
  - After reviewing costs, rejects to pursue further
  - Gaslamp Square and the North End continue to be target areas for crime and transience



# Encourage upkeep and renovation of properties

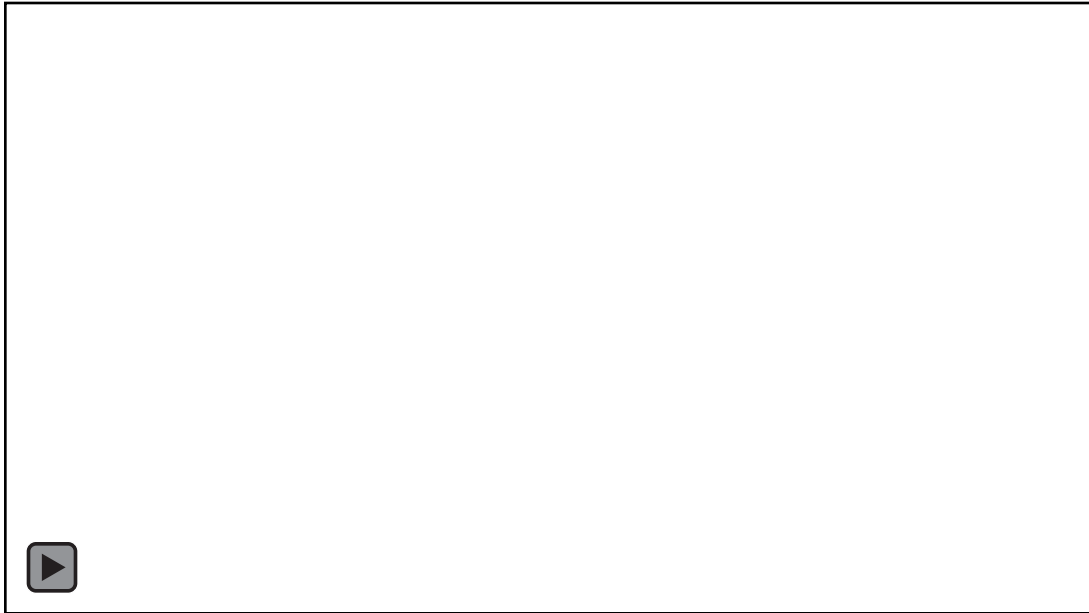
- Worked with Clean & Safe to build a problem list
- Contacted building owners of vacant properties to have patios removed and/or to restrict access to electricity





# Redesign the scramble intersection at Fifth Avenue & Market Street

- June 2018 – Fifth & Market
  - All permitting and coordination of project managed by GQA, paid for by parking district
  - 14 foot diameter logo
  - Time-lapse video produced



# Select a test site for classical music as deterrent

- August 2017 – Musical Deterrent
  - Tin Fish installs classical music around their venue to try and deter unwanted users from hanging around the public restroom
- Has had little effect to deter, but it does sound nice
- GQA pursuing Parks & Rec hire 24 security



# District Maintenance

- Fall 2017 – Curbs repainted
- April 2018 – Davis Park Clean-Up
  - Planted new flowers and mulch
  - Clean out behind house
  - Installed new seating
- Spring 2018 – Fifth & Island wells filled in; Boxes painted



# Use parking funds to install new street signage

- Spring 2018 – New Street Signs
  - 30 poles – 60 blade signs
  - 8 in-laid plaques at Fifth & Market
  - 3 plaques for public spaces





# The Fifth Avenue Plan

- October 2017 – CicloSDias
  - Tested a long stretch of closures on a Sunday
  - Positive feedback
- April 2018 – Sunday Artisan Market
  - Launched weekly market to test routine Fifth Avenue closure
  - Positive feedback and revenue



# Implement 'Avenue for the Arts' program

- Fall 2017 – Tabled
  - Many more pressing programs warrant our attention







# Prosper

*Cultivating partnerships,  
community involvement,  
and resources for the  
mutual benefit of the  
membership*

# Sell remaining rabbits and collect sponsorship dollars

- June 2018 – Receptions
  - “Hoppy Hours” at the Hilton
- At \$140k/\$150k goal
- 4 rabbits left to sell



# Gaslamp Quarter merchandise in tourist shops in the district

- Spring 2018 – San Diego Trading Company
  - 10% of gross sales to GQA
  - 4 Locations in the Gaslamp Quarter
  - Launching before Comic-Con 2018
  - Navy commissary



# Partnership with RADD

- Fall 2017- Designated Driver Program
  - Partnership with RADD and Lyft
  - Many participating restaurants
  - Page on Gaslamp.org



# Partnership with RADD

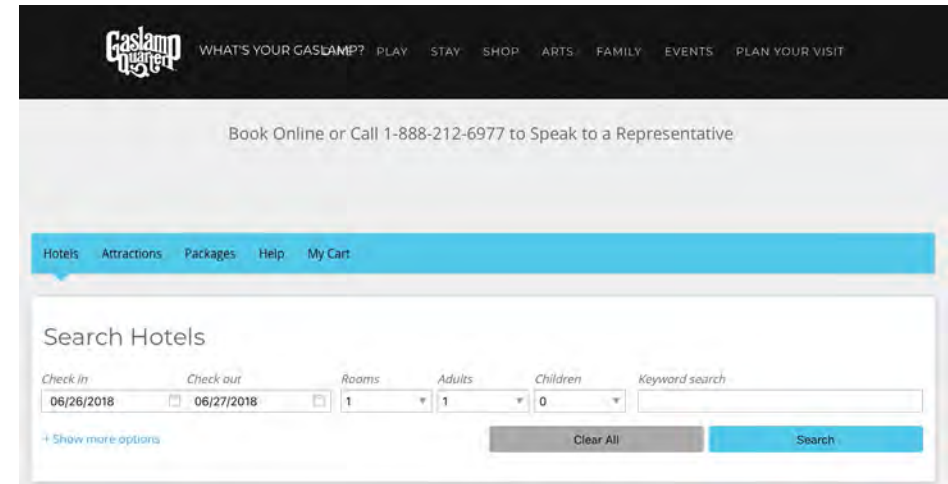
- July 2018 - "RADDNight Out"
  - Makes its Debut in San Diego's Gaslamp Quarter at Tin Roof
  - Picked up by 104 news outlets located in four countries and had two associated social media interactions in the first 7 days after the original URL was published –
  - Media reach 8.6 million – 1 of 3 summer event planned to highlight safe driving.





# ARez booking engine on Gaslamp.org

- August 2017 – Portal Launch
  - YTD GQA is at break even
    - \$1,700 up front development costs
    - 10% of commissions to Gaslamp Quarter
    - 57 reservations confirmed
  - Attractions include: San Diego Zoo, Universal Studios, Midway, Flagship, Ghost Tours, & Old Town Trolley





# Set up e-commerce page on Gaslamp.org for merchandise

- June 2018 – Still in development
  - Needs merchandise and distribution plan after successful in-store launch



# Licensing agreement with San Diego Tourism Authority for merchandise

- June 2018 – Still in development





# Set up widget to purchase Padres tickets on Gaslamp.org

- June 2018 – Still in development



The screenshot shows the Padres website interface. At the top, there is a dark blue navigation bar with the Padres logo on the left, a search icon, and a user profile icon on the right. The text "PADRES.COM" is displayed in the top right corner. Below the navigation bar, there is a menu with options: SECTIONS (with a dropdown arrow), NEWS, VIDEO, SCORES, TICKETS (highlighted in green), SCHEDULE, STATS, ROSTER, COMMUNITY, and FANS. A banner for "FREEDOM" is visible below the menu. The main content area features a dark blue header with the text "Gaslamp Quarter". Below this header is a photograph of the Gaslamp Quarter at night, showing the illuminated "Gaslamp Quarter" sign and the "HISTORIC HEART OF SAN DIEGO" archway. At the bottom of the image, the "Gaslamp Quarter" logo is on the left, and the text "Ticket portal coming soon." is on the right.



## FY19 BUDGET

Class	Title	FY19	FY18/modified
<b>30000 Income</b>			
30001	BID Assessments	\$86,000.00	\$86,000.00
30010	Associate Members	\$7,900.00	\$24,000.00
30020	Technical Assistance	\$5,000.00	\$5,000.00
30022	SBEP: Management Grant	\$22,000.00	\$22,000.00
30030	Kiosk Advertising	\$32,500.00	\$32,000.00
30031	Kiosk Directory	\$6,000.00	\$6,000.00
30040	Web Advertising	\$180,000.00	\$150,000.00
30050	Banner Program	\$95,000.00	\$55,000.00
30060	Pay Phone	\$1,982.00	\$1,982.00
30024	Parking Grant	\$453,000.00	\$453,000.00
30070	Licensing Fees	\$5,000.00	\$5,000.00
Fundraising	Rabbitville	\$40,000.00	\$140,000.00
Fundraising	New Gateway Sign	\$100,000.00	
Event	150th/Lampighter	\$60,000.00	\$30,000.00
Event	Artisan Sunday Market	\$50,000.00	\$17,000.00
Event	Pet Parade	\$10,000.00	\$10,000.00
Event	Taste of Gaslamp	\$30,000.00	\$30,000.00
30150	Special Events Partnerships	\$2,500.00	\$10,000.00
	Holiday Decor Grant	\$45,000.00	
	Merchandise	\$5,000.00	
	Web Partnerships and programs	\$5,000.00	\$15,000.00
	Other Income ticket sales	\$2,500.00	\$5,000.00
30200			
<b>Total Income</b>		<b>\$1,203,982.00</b>	<b>\$1,096,982.00</b>
<b>Expense</b>			
<b>40000 - PERSONNEL</b>			
40001	Staff Salary (S)	\$350,000.00	\$275,000.00
40010	Payroll: Employer Tax	\$27,500.00	\$22,000.00
40011	Payroll: Employee Tax	\$0.00	\$0.00
40012	Payroll: Fee	\$2,000.00	\$2,000.00
40014	Health Insurance	\$20,000.00	\$15,000.00
40016	Simple IRA: Employer	\$10,000.00	\$7,000.00
40018	Parking & Transportation	\$6,000.00	\$5,000.00
<b>Total - PERSONNEL</b>		<b>\$415,500.00</b>	<b>\$336,000.00</b>
<b>41000 - OPERATING</b>			
41020	Rent - Office	\$32,000.00	\$30,000.00
41025	Rent - Storage	\$2,500.00	\$2,000.00
41027	Rent - Maintenance	\$1,100.00	\$1,100.00
41030	TEL/DSL	\$3,400.00	\$3,400.00
41035	Gaslamps	\$2,200.00	\$2,200.00
41040	Equipment: Office (Lease)	\$6,000.00	\$6,000.00
41042	Equipment: Repair & Maint.	\$1,000.00	\$1,000.00
41044	Equipment: Purchase	\$4,000.00	\$5,000.00
41050	Office Supplies	\$2,800.00	\$2,800.00
41060	Postage/Shipping	\$2,500.00	\$2,500.00
41070	Insurance: Workers Comp	\$2,000.00	\$2,000.00
41075	Insurance: Liability/D&O Ins.	\$7,000.00	\$7,000.00
41080	Dues/Memberships	\$2,000.00	\$2,000.00
41085	Outside Meeting & Workshops	\$500.00	\$500.00
41090	Bookkeeping	\$10,000.00	\$10,000.00
41092	Bank & Other Fees	\$2,200.00	\$2,200.00
41094	Audit/Tax Preparation	\$6,000.00	\$6,000.00
	Legal	\$4,000.00	
41096	Taxes	\$45,000.00	\$45,000.00
41100	Commissions/ Misc.	\$1,700.00	\$1,700.00
<b>Total - OPERATING</b>		<b>\$157,900.00</b>	<b>\$132,400.00</b>
<b>42000 - MARKETING</b>			
42210	Advertising Branding	\$50,000.00	\$50,000.00
42225	Flag Program	\$2,000.00	\$2,000.00
42230	Brochure/Rack Card	\$300.00	\$300.00
42240	Web - Hosting/Maint.	\$10,000.00	\$7,000.00
42245	Web - Site Development	\$20,000.00	\$3,000.00
42250	Social Networking	\$500.00	\$500.00
42260	Media & PR	\$500.00	\$500.00
42280	Special Print Pieces/Give-aways	\$1,000.00	\$2,000.00
	Artisan Sunday Market	\$10,000.00	\$15,000.00
	Gaslamp Decor	\$50,000.00	\$20,000.00
	New Gateway Sign	\$100,000.00	
42290	Rabbitville Special projects	\$60,000.00	\$80,000.00
<b>Total - MARKETING</b>		<b>\$304,300.00</b>	<b>\$180,300.00</b>
<b>43000 - MEMBER SERVICE</b>			
43310	Meetings/Workshops	\$3,500.00	\$3,500.00
43311	Board Meetings & Prep	\$500.00	\$500.00
43320	Newsletter	\$500.00	\$500.00
43330	Annual Report	\$1,000.00	\$1,000.00
43340	Communications	\$300.00	\$300.00
	Alliance Legal	\$5,000.00	\$300.00
<b>Total - MEMBER SERVICE</b>		<b>\$10,900.00</b>	<b>\$6,100.00</b>
<b>44000 - CIVIC</b>			
44420	BID Council/SDTA	\$1,000.00	\$1,000.00
44470	Parking Program	\$384,000.00	\$385,000.00
<b>Total - CIVIC</b>		<b>\$385,000.00</b>	<b>\$386,000.00</b>
45505	Management		
45510	Contractors		
<b>Total - Other</b>			
<b>Total Expense</b>		<b>\$1,253,500.00</b>	<b>\$1,030,600.00</b>
	<b>Net Profit/Loss</b>	<b>(\$49,518.00)</b>	<b>\$66,182.00</b>



# FY19 Strategic Plan

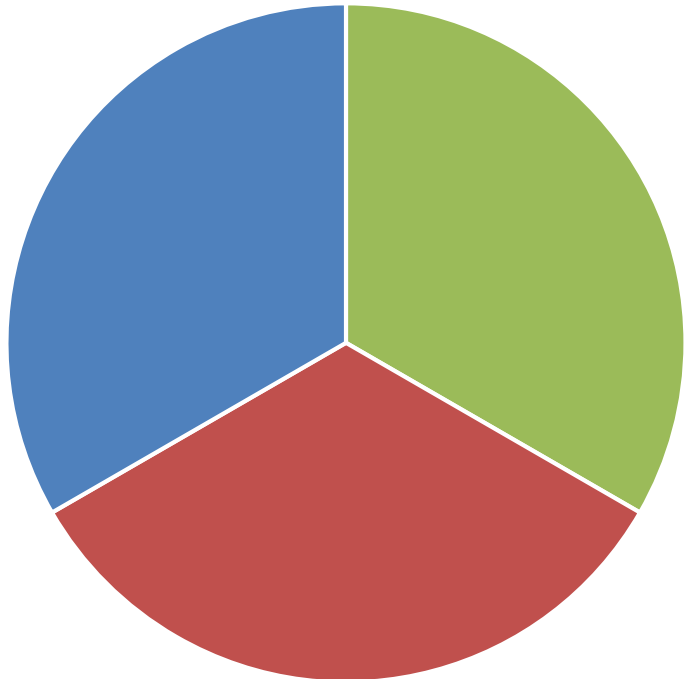
Board of Directors



# Mission-Based Approach

To **promote** and **protect** the historic Gaslamp Quarter and **plan** for future growth.

**PROMOTE**



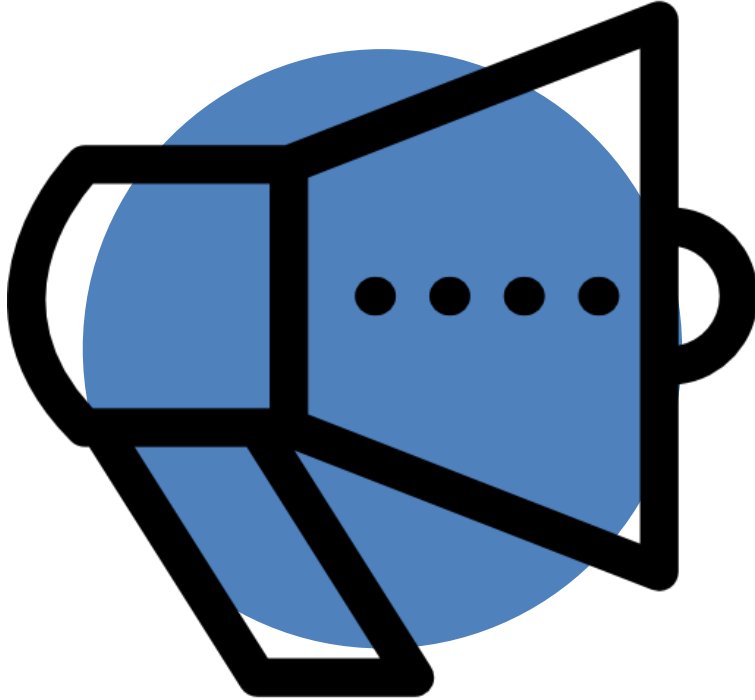
**PLAN**

**PROTECT**



# Promote

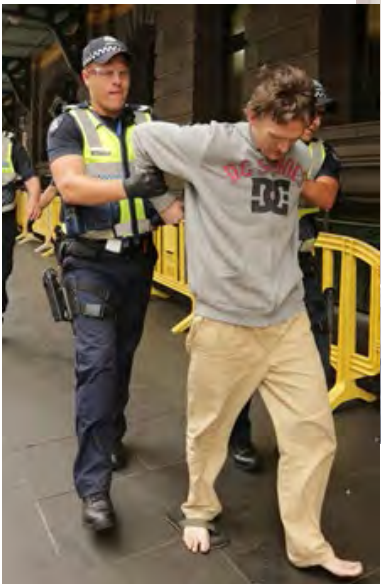
*Cultivating a positive image through marketing and events to attract and retain visitors to the district.*





# Protect

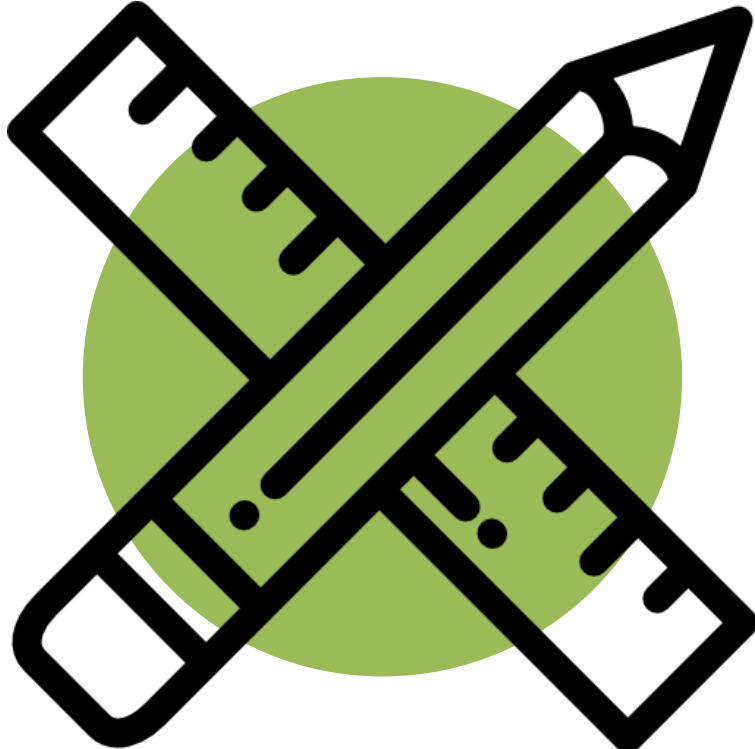
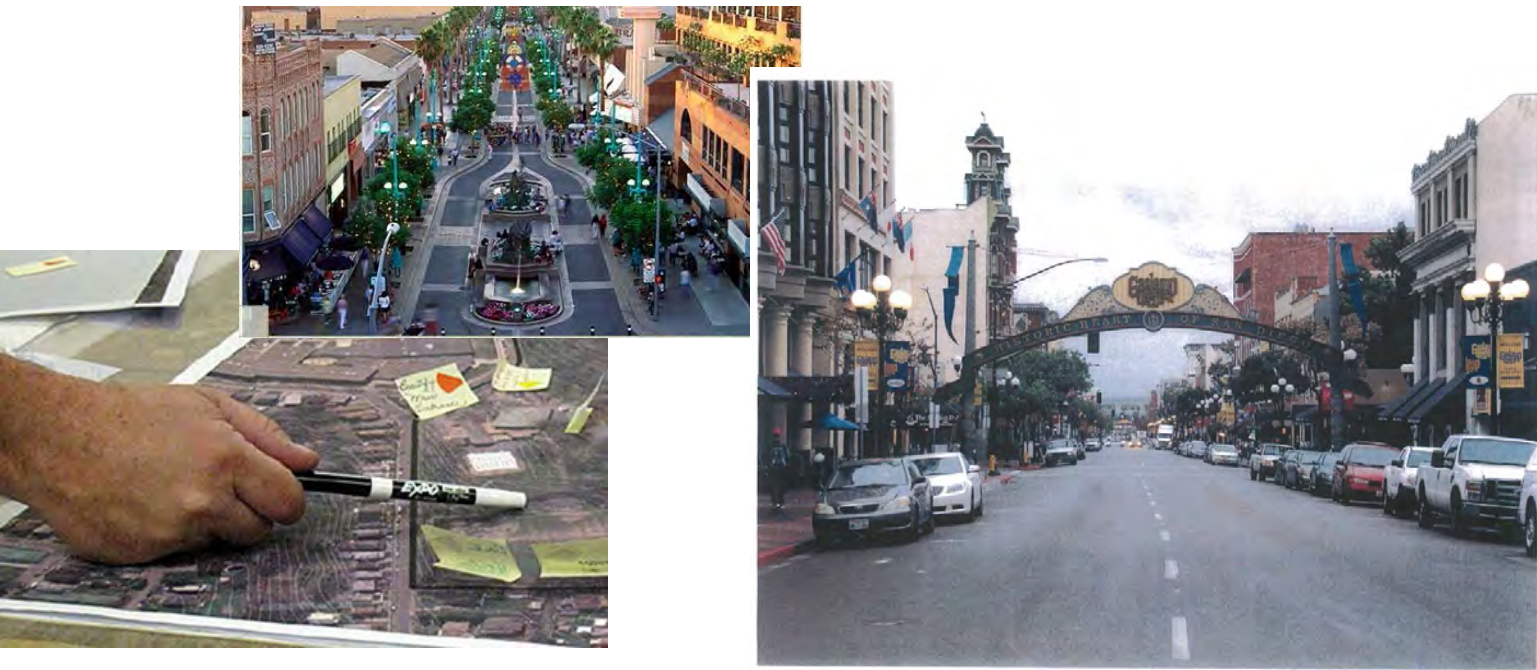
*Ensuring the district is a clean, safe, and inviting place for our guests and merchants.*





# Plan

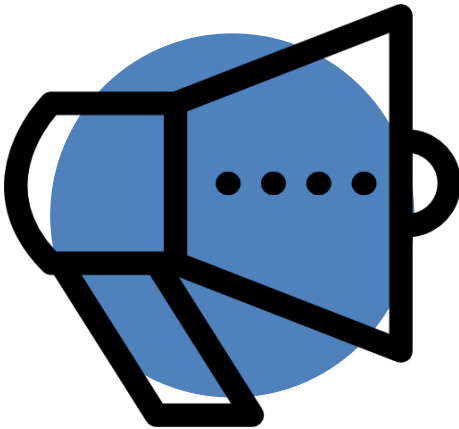
*Reimagining the physical landscape to remain competitive, attract new merchants, and continue to be a premiere destination.*





# FY19 Strategic Plan

In Fiscal Year 2019, the Gaslamp Quarter Association will increase the number of annual visitors to the district by refining our brand and building awareness; improving the guest experience; and investing in the future.







# Refining our Brand & Building Awareness

- Market surveys and professional assistance to inform decisions
- New website with emphasis on user experience
- Engaging campaigns to strategic audiences
- Maximize partnerships to retain and attract visitors
- Events/Seasonal decor to draw visitors during slower times

**PROMOTE**



# Improving the Guest Experience

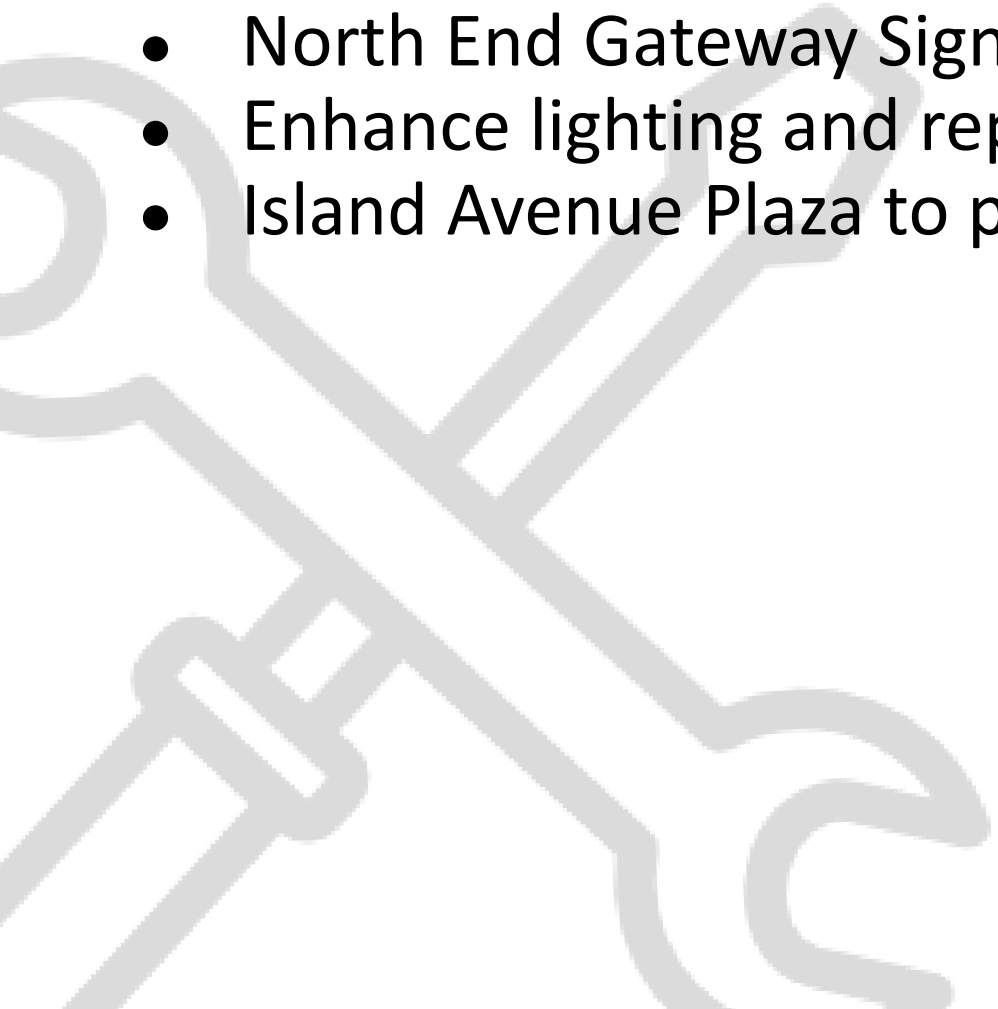
- Coordinated restraining orders for repeat offenders
- Improve maintenance reporting and decrease the backlog of repair work
- Improve vacant storefronts with window clings, locked outlets, and removal of patios
- Maximize on-street parking through conversions
- Security posted at all times at public restrooms

**PROTECT**



# Investing in Infrastructure

- Fifth Avenue Master Plan to provide a new vision
- North End Gateway Sign to bookend district/draw visitors northward
- Enhance lighting and repair sidewalks for aesthetics and safety
- Island Avenue Plaza to provide public space/profitable venue



**PLAN**