

# GOOD TIMES START HERE

Gaslamp Quarter



## Welcome to the Gaslamp Quarter!

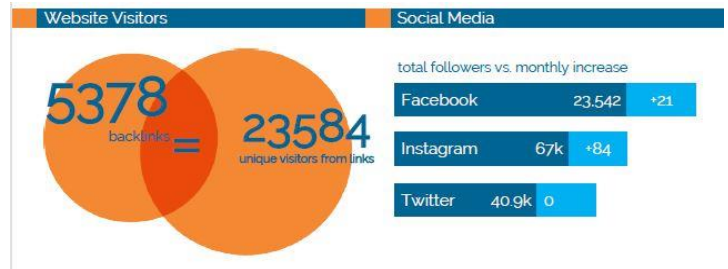
As a member of the Gaslamp Quarter Association, your business receives support and services from one of the city's most prolific Business Improvement Districts.

### 2022 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-Video content
- 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
- Live coverage of events
- Social media contests
- Influencer connections
- Feature in YouTube, Pinterest Google My Business



#### Gaslamp.org



#### GOOD TIMES START HERE

Campaign Recap and Overview, Thanksgiving and Small Business Saturday. Pet Parade and Pups in the Pub Party Ongoing Gaslamp promotions, Thirsty Thursday's, Taco Tuesday. Digital advertising campaign and public relations. Host editors and influencers. Outdoor advertising, bike rack banners for holiday and businesses north of F Street, Street pole banners, fence line banners, Parking Garage posters

**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.

## Good Times Start Here, cont.

Utilize Parking District funds to promote the Gaslamp Quarter by utilizing regional and national media outlets to promote San Diego as a top destination. Drive the message that the Gaslamp Quarter is a destination, is where you should be any day is a good day to be in the Gaslamp. Focus on consistency of the Gaslamp Quarter staying in the media as a place to be.

Target Audience – 25–54-year-old, Trendy millennials and & Gen“X” ers who tapped into Gen Z inspiration. Interests in food and drink, entertainment, nightclub, bars, parties, live music, beer , wine, cocktails, mixology, rooftop bars, sporting events, staycations and getaways. Expanding from a local/regional focus to everyone from residents to visitors. Updating Campaign Branding – We have maintained elements of established branding from previous campaigns. We have updated the tagline and colors for a more winter vibe, The new campaign branding will be carried through the website, social media, eblasts, outdoor promotions, etc. Holiday Activations – Mothers Day, Fathers Day, Free BBQ Sauce with proof of parking, Fee backyard BBQ station Saturday , June 19<sup>th</sup> Independence Day, custom laser show with programmed playlist for all attendees to enjoy. Events – Taste of Gaslamp – Saturday, September 17<sup>th</sup> 1PM-4pm Gaslamp Summers, Gaslamp Music Series, multiple venues per week no ticket charge. Venues book and provide production for the entertainment directly. GQA developed extensive promotional campaign around Thursday nights to remind everyone the Gaslamp is known for live music. Dualling Pianos take to Island Avenue once a week for a lively evening of sing-a-longs, comedy and good times. National writers continued to write about the neighborhood. Influencer ambassadors worked with a handful of influencers that align with the Gaslamp Quarter to become contracted ambassadors. Opening Day, Silk screened van with custom Gaslamp decal giving out free t-shirts. Guests will be able to choose from 4 different design options each designed to be super fun mix of baseball and parking messaging. Over 700 shirts produced.

## Protecting Gaslamp

Working with County Mental Health professionals to patrol the Gaslamp Quarter during the day, brought back the San Diego Police Department Walking team. Free cloths pop-up shop. Increase funding for Clean and Safe Homeless outreach team, eliminate the open-air drug market at 12<sup>th</sup> and Imperial. Merchants began hiring armed ODO and brought back the What's App communication platform for business to communicate about potential threats in the neighborhood. Taking our concerns directly to the media to expose the issue to the public.

## Planning for Gaslamp future

Respecting the historic nature of the neighborhood's textures and architecture. Emphasizing on all methods of pedestrian Circulation for all accessibilities – Pedestrian Promenade. Create Outdoor pedestrian nighttime environment that is safe, innovative and enticing to all who visit 5<sup>th</sup> Avenue Promenade. The project will revive and promote a vibrant pedestrian experiences of the public realm. Improvements should accommodate the operations, maintenance, and servicing of the district. The improvements are to be the first phase of the re-envisioning and rebranding street public realm improvements and not be implemented as a short-term fix. All outreach and stakeholder management shall be an inclusive process.

## Gaslamp Promenade

72 bollards have arrived at the city. 144 sleeves have been received 72 for the street and 72 for removal. Private contractor hired to pothole for utilities. 5 blocks from F Street to K Street will be the first to have Bollards. MTS still not cooperating with the Mayor's office still in Negotiations to include the last two blocks into the phase one install. Sheridan Paving to install at least one enhanced crosswalk in the near Future. More will roll out next year.. Operational agreement with GQA And the City of San Diego is being reviewed by the city attorney regarding Finalizing details around the labor agreement. City attorney reclassified Fifth Avenue and approved the closure under Slow Streets legislation. City crews work to finish installation by early 2023

## Spaces as Places

A right of way (street) is basically a strong easement placed on adjoining properties. Property owners own what is called “**underlying fee**” to the rights of way in adjacent to their property to the centerline of the street. The right -of-way was dedicated for right of way purposes and the City cannot simply allow the use of the right of way for non-right of way purposes without consent of the underlying fee owner. The City through this type of permit process does not have the authority to allow for private encroachments within rights of way without owner approval because the right-of-way was dedicated for right-of-way purposes only. The City needs owner approval of the EMRA. The agreement is required to be recorded against the title of the property and only the property owner can encumber the title. We were able to not require ownership involvement through the temporary Covid ordinance because it was temporary in nature and being allowed under a declared emergency.

## Gaslamp Illegal Vending

No vending signs installed in the Gaslamp Quarter, SDPD began Education and outreach to illegal vendors in November. Mayors Office sent press release to the media stating enforcement would Begin in early December. SDPD enforcement began December 1<sup>st</sup> Media blitz on NO Vending in the Gaslamp. Results from first two Weeks little to no vendors some still remain after 1:30 am otherwise The Gaslamp is vendor free.



## Gaslamp Quarter Association – Staff

Michael Trimble Executive Director  
760 807-2525 [Michael@Gaslamp.org](mailto:Michael@Gaslamp.org)

Alma Ascencio Social Media Manager  
619 233-5228 [Alma@Gaslamp.org](mailto:Alma@Gaslamp.org)

ASSETS	
Current Assets	
Checking/Savings	
104 Wells Fargo- 0780012100	-36,049.84
Total Checking/Savings	-36,049.84
Accounts Receivable	
1200 - Accounts Receivable	87,092.50
Total Accounts Receivable	87,092.50
Other Current Assets	
12200 - Prepaid Insurance	4,617.86
12220 - Note Receivable	33,339.00
12110 - SBEP Receivable	12,060.55
12100 - Parking Receivable	647,161.19
110 Accounts Receivable Other	-683.61
1499 - Undeposited Funds	250.00
Total Other Current Assets	696,734.99
Total Current Assets	747,777.65
Fixed Assets	
1400 - 145 Office Equipment	21,398.00
155 Accumulated Deprec	-21,398.00
Total Fixed Assets	0.00
<b>TOTAL ASSETS</b>	<b>747,777.65</b>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	5,595.00
Total Accounts Payable	5,595.00
Other Current Liabilities	
2210 - BID Assessment	-5,035.66
201 - Advertising Deposits	
201-A - Advertising Deposits Income	215,000.00
201-B - Advertising Deposits Expenses	
201-B1 - Advertising Design	-4,650.00
201-B2 - Advertising Placement	-16,906.02
201-B3 - Advertising Production	-36,275.68
201-B4 - Collateral	-1,738.53
201-B5 - Program Management	-155,429.77
Total 201-B - Advertising Deposits Expenses	-215,000.00
Total 201 - Advertising Deposits	0.00
Total Other Current Liabilities	-5,035.66
Total Current Liabilities	559.34
Total Liabilities	559.34
Equity	
281 Fund Balance Gen Fund	8,130.89
3000 - Opening Bal Equity	-2,060.00
3900 - Retained Earnings	602,150.19
Net Income	138,844.99
Total Equity	747,066.07
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>747,625.41</b>

Ordinary Income/Expense	
Income	
30000 - INCOME	
30035 - Friends of the Gaslamp	44,085.06
30085 - Market	98,460.00
30055 - Tech. Assistance/Acctg.	5,000.00
30024 - Parking Grant	697,183.19
30045 - General Advertising	39,883.89
30200 - Other Income	4,804.16
30120 - Vendor/Sponsor	1,050.00
30110 - Ticket Revenue	41,637.73
30050 - Banner Program	38,955.00
30040 - Web Advertising	301,045.84
30030 - Kiosk Advertising	3,205.00
30023 - SBEP City Fees Offset Program	10,000.00
30022 - SBEP Management Grant	16,291.00
30010 - Associate Membership	1,250.00
30001 - BID Assessments	67,477.32
Total 30000 - INCOME	1,370,328.19
Total Income	1,370,328.19
Gross Profit	
1,370,328.19	
Expense	
45000 - SPECIAL PROJECTS & EVENTS	
45595 - Legal Council	2,640.00
45600 - Miscellaneous Projects & Events	827.14
45570 - Expendables/Supplies	12,434.39
45560 - Donations/Damages/Awards	5,000.00
45540 - Government - Permits/Fees	34,894.44
45530 - Artists	925.00
45520 - Signage & Safety	114,282.98
45515 - Staffing	125,557.91
45510 - Contractors	218,824.15
45505 - Management	129,725.00
Total 45000 - SPECIAL PROJECTS & EVENTS	845,110.99
43000 - MEMBER SERVICE	
43350 - Other - Member Service	1,000.00
43311 - Board Meetings & Prep	381.55
43310 - Meetings / Workshops	5,084.57
Total 43000 - MEMBER SERVICE	6,466.12
42000 - MARKETING	
42240 - Web - Hosting / Maintenance	32,037.99
42290 - Other - Marketing	16.08
42270 - Commissions - Marketing	1,850.00
42265 - Content / Copy Writing	2,270.00
42280 - Media & PR	3,559.10
42250 - Social Networking	749.90
42220 - Banner Program	38,422.38
42210 - Advertising	134,477.88
Total 42000 - MARKETING	213,383.33
41000 - OPERATING	
41035 - Gaslamps	2,924.45
41100 - Commissions / Misc	475.00
41096 - Taxes	498.63
41094 - Audit / Tax Preparation	5,450.00
41092 - Bank & Other Fees	1,878.05
41090 - Bookkeeping	19,408.00
41085 - Outside Meetings / Workshops	1,350.00
41080 - Dues / Memberships	975.00
41075 - Insurance - Liability/ D&O Ins	24,833.76
41070 - Insurance - Workers Comp	3,067.00
41060 - Postage/ Shipping	401.28
41050 - Office Supplies	3,166.35
41044 - Equipment - Purchase	6,252.42
41040 - Equipment - Office (Lease)	5,445.45
41030 - Telephone / DSL	8,336.49
41027 - Rent - Maintenance	840.00
41020 - Rent - Office	32,800.00
41025 - Rent - Storage	2,726.00
Total 41000 - OPERATING	120,827.89
40000 - PERSONNEL	
40011 - Payroll / Employee Tax	17,755.87
40010 - Payroll / Employer Tax	12,977.00
40012 - Payroll / Fee	1,751.83
40016 - Simple IRA (Employer)	9,381.98
40001 - Staff Salary	158,595.83
40014 - Health Insurance	15,513.93
40018 - Parking & Transportation	169.22
Total 40000 - PERSONNEL	226,146.66
Total Expense	1,211,934.99
Net Ordinary Income	158,393.20
Other Income/Expense	
Other Expense	
Federal Income Tax Expense	4,799.11
California Income Tax Expense	5,258.08
Total Other Expense	10,057.19
Net Other Income	-10,057.19
<b>Net Income</b>	<b>148,336.01</b>

# 2022 Gaslamp Quarter Association - Budget



Carlos Becerra - Chair  
Parq Restaurant and Nightclub  
615 Broadway  
San Diego, CA 92101  
619 727-6789  
[cb@parqsd.com](mailto:cb@parqsd.com)

Aron Langellier  
First Vice Chair  
Barleymash  
600 Fifth Ave  
San Diego, CA 92101  
619 255-7373  
[aron@barleymash.com](mailto:aron@barleymash.com)

Howard Greenberg  
Secretary  
Trilogy Real Estate Management  
315 Fourth Ave  
San Diego, CA 92101  
619 231-1505  
[Howard@Trilogymanagement.com](mailto:Howard@Trilogymanagement.com)

Jeff Burg  
San Diego Marriott Gaslamp Quarter  
660 K Street  
San Diego, CA 92101  
619 696-0234  
[Jeffery.Burg@gaslampmarriott.com](mailto:Jeffery.Burg@gaslampmarriott.com)

Cindy Blair  
Urban Project Services  
1301 Third Ave  
San Diego, CA 92101  
619 203-9593  
[Cblairsd@gmail.com](mailto:Cblairsd@gmail.com)

Bruce Getz  
BLT Specialty Services  
14207 Vista Hills Dr.  
Lakeside, CA 92040  
619 944-6976  
[Bruce.blt528@gmail.com](mailto:Bruce.blt528@gmail.com)

Carlos Becerra  
Parq Restaurant & Nightclub  
615 Broadway  
San Diego, CA 92101  
619 727-6789  
[cb@parqsd.com](mailto:cb@parqsd.com)

Kimberley Shattuck  
Residence Inn by Marriott Downtown  
356 Sixth Ave  
San Diego, CA 92101  
619 487-1200  
[kshattuck@ih-corp.com](mailto:kshattuck@ih-corp.com)

Nate Wing  
Searsucker  
611 5<sup>th</sup> Ave  
San Diego, CA 92101  
619 233-6623  
[westcoastwing@gmail.com](mailto:westcoastwing@gmail.com)

Michael Georgopoulos – Past Chair  
RMD Group  
614 5<sup>th</sup> Ave Suite C  
San Diego, CA 92101  
619 955-5750  
[Mike@rmdgroupsd.com](mailto:Mike@rmdgroupsd.com)

Luci Burni  
Burni Enterprises  
PO Box 19819  
San Diego, CA 92159  
619 696-3797  
[Lucy@Burnienterprises.com](mailto:Lucy@Burnienterprises.com)

Sumeet Parekh  
HP Investors  
335 15<sup>th</sup> Street  
San Diego, CA 92101  
858 271-4809  
[Sumeet.Parekh@hpinvestors.com](mailto:Sumeet.Parekh@hpinvestors.com)

Josefine Jardingier  
Shout House/Garage  
655 4<sup>th</sup> Ave  
San Diego, CA 92101  
619 231-6700  
[Josefine@theshouhouse.com](mailto:Josefine@theshouhouse.com)

Joe Santos  
GBOD Hospitality Group  
450 J Street  
San Diego, CA 92101  
619 252-0406  
[Joe@GBODgroup.com](mailto:Joe@GBODgroup.com)

Wayne Partello  
San Diego Padres  
100 Park Blvd  
San Diego, CA 92101  
619 795-5218  
[wpartello@padres.com](mailto:wpartello@padres.com)

Laurie Peters  
SD Convention Center (Retired)  
5050 El Mirlo #1928  
Rancho Santa Fe, CA 92067  
619 200-7739  
[lauriesmithpeters@gmail.com](mailto:lauriesmithpeters@gmail.com)

Stephen Sherman  
Elite Show Services, Inc.  
2878 Camino Del Rio South Suite 260  
San Diego, CA 92108  
619 906-4237  
[Steve@Eliteshowservicesusa.com](mailto:Steve@Eliteshowservicesusa.com)

