



Gaslamp Quarter Association Annual Report

2023

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INTRODUCTION

Dear Members of the Gaslamp Quarter Association,

As we reflect on the achievements and challenges of 2023, it is my privilege to introduce this year's Annual Report on behalf of the Board of Directors. The Gaslamp Quarter Association has always been a cornerstone of our historic district, driving innovation, collaboration, and growth. Over the past year, we have focused on key areas critical to our shared success, guided by a comprehensive needs assessment that addressed the evolving dynamics of our community.

In 2023, our priority has been to foster unity and collaboration among our diverse stakeholders. The strength of the Gaslamp Quarter lies in our collective commitment to the prosperity of all member businesses and the vibrancy of our historic neighborhood. By working together, we are better equipped to overcome challenges and seize opportunities that benefit everyone who calls the Gaslamp home.

Strategic Planning: This year, we embarked on a strategic planning initiative to define clear goals, set priorities, and address challenges for the upcoming fiscal year. This effort has laid the foundation for a focused and actionable roadmap that ensures the sustainable growth of our district.

Financial Sustainability: Maintaining financial health remains a cornerstone of our strategy. We have worked diligently to evaluate funding sources and create a budget that aligns with our objectives while preserving the resources needed to support our community's ambitions.

Stakeholder Engagement: Active engagement with our stakeholders—businesses, residents, and city officials—has been pivotal. By gathering feedback and fostering collaborative relationships, we have ensured that the voices of our community are reflected in our plans and actions.

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Dania Duke
Chairman of the Board



GQA ANNUAL REPORT

1. MISSION
2. ACCOMPLISHMENT
3. DEMOGRAPHICS
4. MARKETING EVENTS
5. SOCIAL MEDIA
6. FINANCIALS
7. BOARD OF DIRECTORS



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.

ACCOMPLISHMENTS 2023

•Successful Installation of 119 Bollards

Creating a Safer Space In an ambitious endeavor, we have successfully installed 119 bollards along the vibrant stretch of 5th Ave, spanning from K Street to Broadway. These bollards serve as robust barriers, enhancing pedestrian safety and protecting the promenade from unauthorized vehicular access.

•Marking a New Era:

Bollard Operations Begin Starting from July 1st, 2023, the bollard operations will come into effect. This milestone marks the beginning of a new chapter for the Gaslamp Quarter, ensuring controlled access and providing a secure environment for residents and visitors alike.

•Strategic Partnership:

GQA and the City of San Diego In a visionary move, GQA has entered into a 5-year agreement with the City of San Diego to oversee the opening and closing of 5th Ave. This collaborative effort showcases our commitment to creating a seamless and well-managed promenade experience.

•Investing in Excellence:

City-Funded Bollard Operations Recognizing the importance of a thriving Gaslamp Promenade, the City of San Diego is funding the bollard operations. This support underscores the city's dedication to enhancing the urban landscape and fostering a vibrant community.

•Empowering the Workforce:

Collaboration with Commotion Media. To ensure the smooth implementation of bollard operations, GQA has partnered with subcontractor Commotion Media. Their expertise and dedicated labor services contribute to the seamless functioning of the promenade.

•Redefining Accessibility:

MTS Bus Relocation As part of our comprehensive plan, the MTS bus has been relocated from 5th Ave. This strategic decision enhances the pedestrian-friendly environment and allows for uninterrupted exploration of the promenade's offerings.

•Expanding the Promenade:

Welcoming Two New Blocks In a bold move, we have incorporated the two northern blocks into the footprint of the Gaslamp Promenade.

•Elevating Convenience:

24/7 Hybrid Commercial/Passenger Loading Zone To optimize accessibility, 5th Ave will transform into a "no park zone" from K Street to Broadway, creating a hybrid commercial/passenger loading zone operating round the clock. This convenience-focused initiative enhances the ease of doing business and ensures seamless passenger drop-offs and pickups.

•Revitalizing the Landscape:

Parking Meter Removal As part of our commitment to creating an inviting promenade, all parking meters will be removed from 5th Ave. This transformation not only enhances the aesthetic appeal but also encourages foot traffic, supporting local businesses.

•Paving the Way for the Future:

City-Funded Feasibility Study Recognizing the potential for further growth and development, the City of San Diego is funding a comprehensive feasibility study. This initiative aims to explore additional phases and associated costs. The study has not been released to the public.

GASLAMP QUARTER TOURISM

Metrics

● **Gaslamp Quarter Historic Boun...**
429 Market Street, San Diego, CA 92102

Visits	10.5M	Visits YoY	+12.4%
Visitors	3.9M	Visits Yo2Y	+47.7%
Visit Frequency	2.68	Visits Yo3Y	+151.1%
Avg. Dwell Time	172 min		

Jan 1st, 2023 - Dec 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

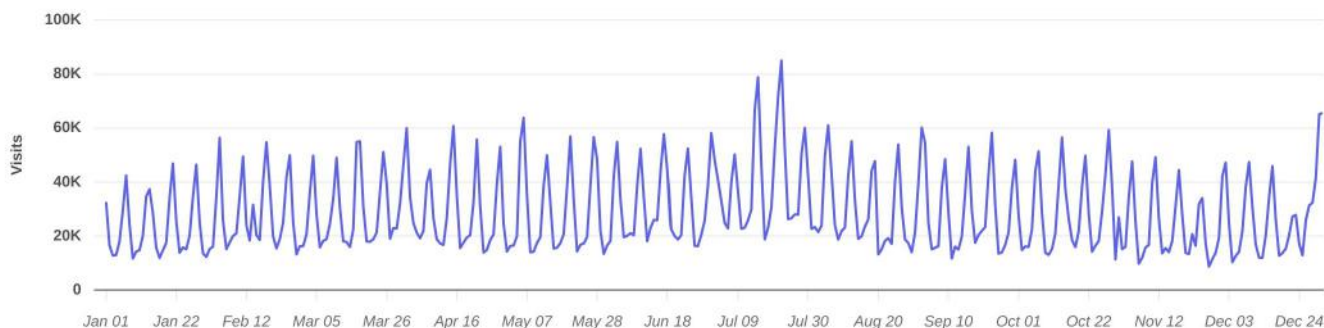


2023 TOTAL VISITS
GASLAMP

10.5 Million
VISTIORS

Visits Trend

● **Gaslamp Quarter Historic Bo...**
Market Street, San Diego, CA

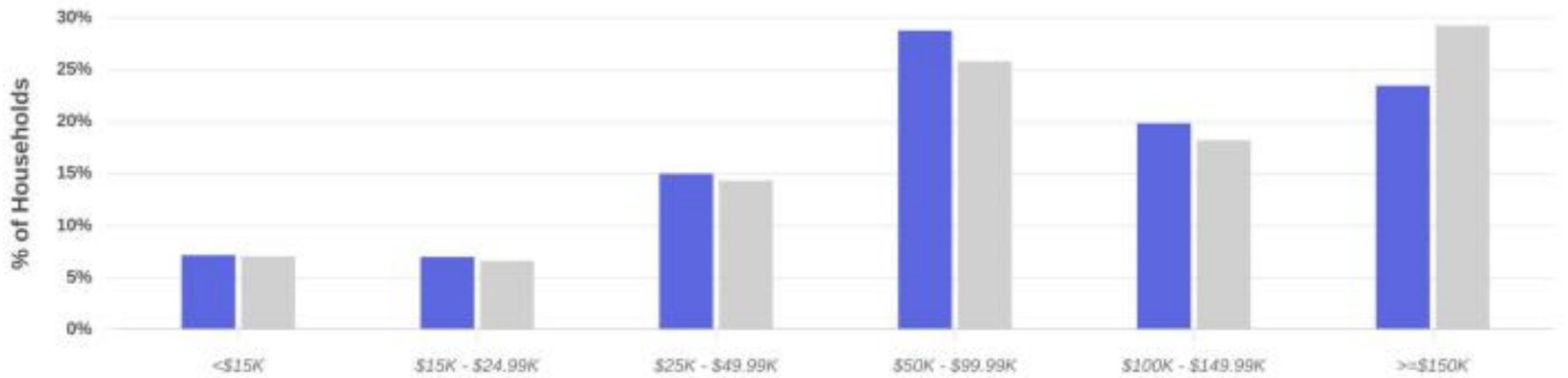


DEMOGRAPHIC INFO 2023

Household Income

● Gaslamp Quarter Historic Bou...
429 Market Street, San Diego, CA 92102

● California



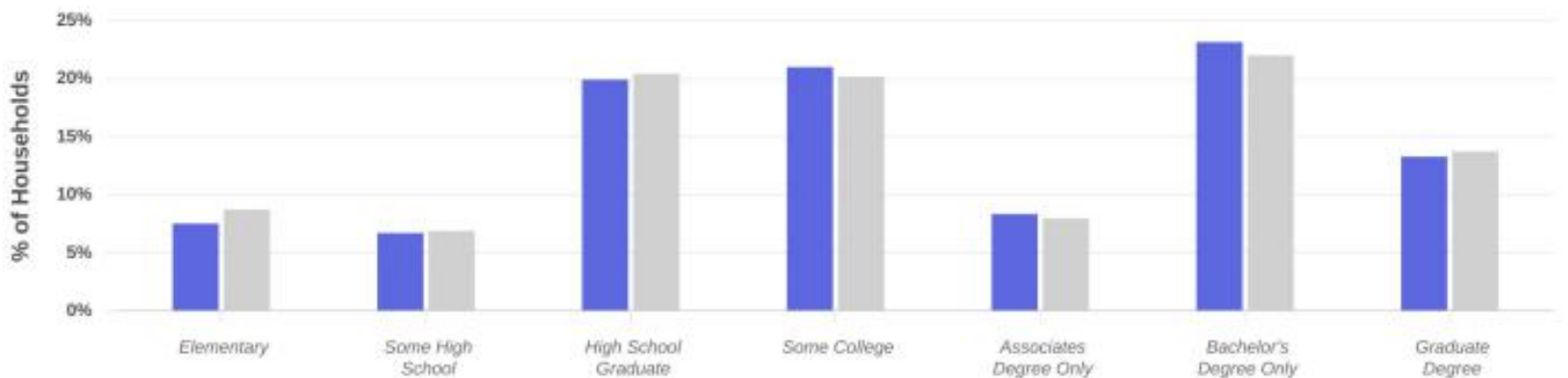
Jan 1st, 2023 - Dec 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Education

● Gaslamp Quarter Historic Bou...
429 Market Street, San Diego, CA 92102

● California



Jan 1st, 2023 - Dec 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)





ANNUAL PROMOTIONS, ACTIVATIONS & EVENTS

HOLIDAY PROMOTIONS

HALLOWEEN

THANKSGIVING

CHRISTMAS

NEW YEARS

SUPERBOWL

OPENING DAY

HOLIDAY ACTIVATIONS

VALENTINE'S DAY

ST. PATRICK'S DAY

EASTER

MOTHER'S DAY

FATHER'S DAY

EVENTS

TASTE OF GASLAMP

PET PARADE

HOOPS MADNESS

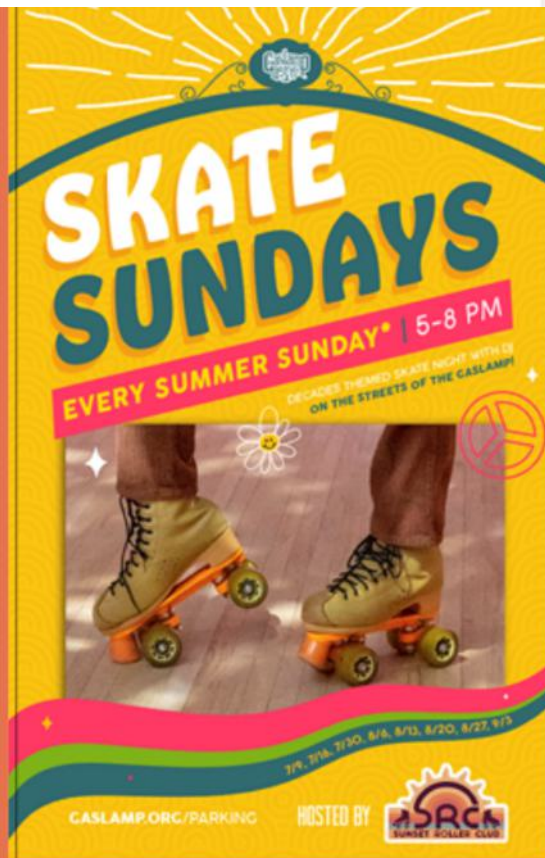
GASLAMP EVENTS

TASTE OF GASLAMP

SKATE SUNDAYS



WITH EASY PARKING
 AT 6TH & K PARKADE AND PARK-IT-ON-MARKET



WITH EASY PARKING
 AT 6TH & K PARKADE AND PARK-IT-ON-MARKET

SATURDAY, SEPTEMBER 9

15 restaurant signed up:

1. American Junkie
2. Cafe Sevilla
3. Chiefy Cafe
4. Gaslamp BBQ
5. Gaslamp Lumpia Factory
6. Havana 1920
7. Il Sogno Italiano
8. Las Hadas Bar & Grill
9. Lou and Mickey's
10. Madam Bonnies
11. Mezze
12. Rockin' Baja Lobster
13. Royal India
14. STK
15. The Field Irish Pub

Nos

1. Tin Roof
2. Barleymash
3. Rei Do Gado

STARTING JULY 9TH

- Skate group confirmed
- Skate group filmed TikTok promo
- Press release written and released
- Special Event permit under review
- DJ/Sound secured
- Reusing feather flag from last year



EXPOSURE AND BRANDING

WEBSITE PARKING PAGE UPDATES

UPGRADES TO THE PARKING PAGE

- Incorporate parking campaign branding and fun imagery
- Utilize well designed infographics to provide parking tips
- Include a blurb about how many attractions that Gaslamp brings and how we are trying to make it easier for locals and visitors to explore everything, so we've provided some parking info and tips (see Little Italy's Parking Page blurb at the top of their page)
- Include the parking hours and rates for the garages on the page
 - Ex) 4 hours - \$14 - \$20
 - 2 hours - \$10 - \$15
- Add in when the parking structures are open - 24/7?
- Add info if the parking structures have attendants to assist 24/7?
- Include a whole section of when and where it's free to park in the Gaslamp
- Include ADA parking locations
- Change the picture of the car to something more fresh and creative. North Park Parking Page has a cool cartoon.
- Integrate Google Maps onto page to help people engage with the map and the parking garages (have the garages labeled on the map)
- Add in metered parking info

TIPS FOR PARKING IN GASLAMP

- Metered parking is free on Sundays!
- Metered parking is free on National Holidays!
- Most Gaslamp meters are free from 8pm-10am daily.
- Park-It-On-Market and 6th & K Parkade have ample parking available (3,700 spaces to be exact!), reasonable pricing and are centrally located to Gaslamp destinations.
- There is ADA parking available on:
 - 5th & G (in front of Tacos El Gordo)
 - between E & F St.
 - J & Island - front of Horton Grand Theater
- Market between 4th and 5th
- There is a 20 min loading zone in front of Trailer Park After Dark.
- Hidden free spot - Market and G in front of Werewolf.
- Need a quick food pickup spot? There is 3min loading between Broadway & E and G and Market
- 30 min parking available 8am-6pm Ace Store front G & Market for short errands
- If you ride a motorcycle you are in luck - there are 6 spots available for you between F&E streets.
- If you are dining at a hotel restaurant or bar, you may utilize their valet service.
- Parking along Fourth Avenue and selected cross-streets is in the process of switching from parallel parking to diagonal parking, which will continue to increase the number of available parking spaces.

STREET POLE BANNERS



**DOING ONE BANNER PER BUSINESS THAT
UPLOADED PHOTOS TO THE GOOGLE DRIVE**

270 BANNERS WILL INSTALL ON JULY 24TH

**90 ADDITIONAL BANNERS WILL INSTALL ON
AUGUST 9TH**

**WON'T INCUR POSTING FEES AS THESE WILL BE
INSTALLED AS OTHER CAMPAIGNS COME DOWN**

**BANNERS WILL BE RE-POSTED BETWEEN PAID
ADVERTISING BANNER CAMPAIGNS**

SOCIAL MEDIA

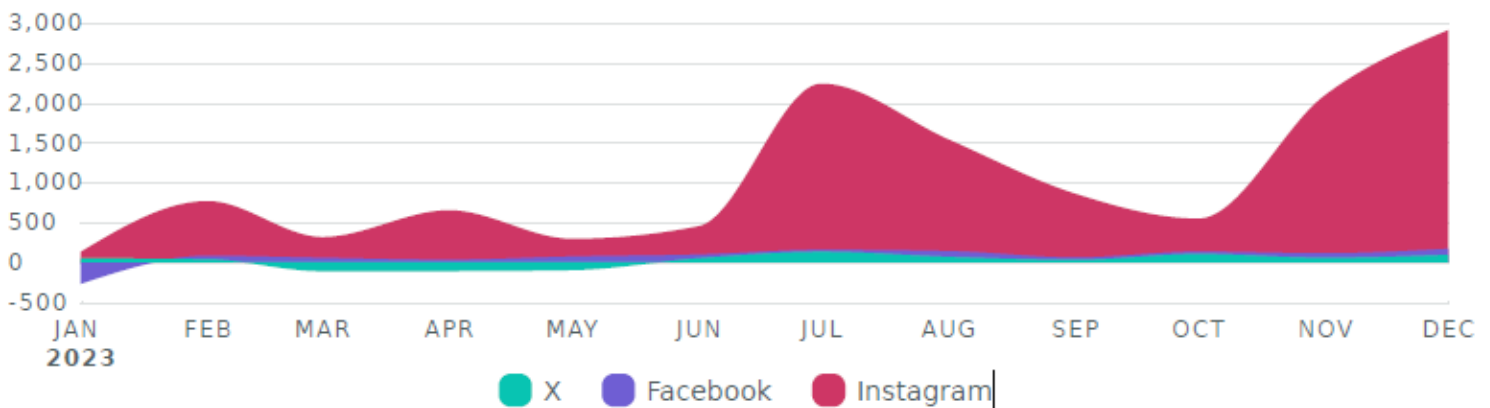
Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 9,932,417	Engagements 407,487	Post Link Clicks 19,262
Engagement Rate (per Impression) 4.1%		

Audience Growth

See how your audience grew during the reporting period.

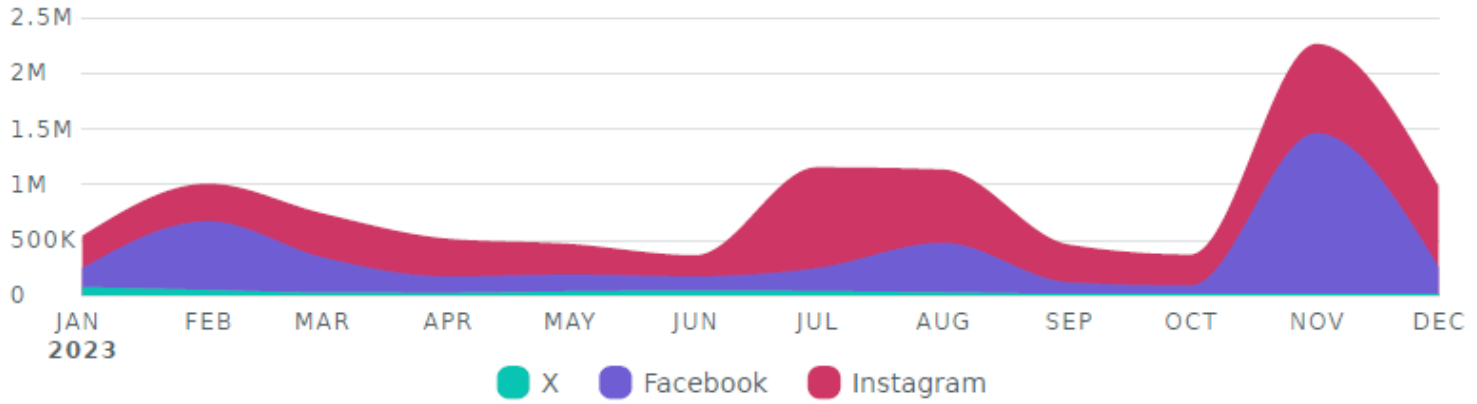


Audience Metrics	Totals
Audience	152,755
Net Audience Growth	12,173
X Net Follower Growth	273
Facebook Net Follower Growth	268
Instagram Net Follower Growth	11,632

SOCIAL MEDIA - GQA

Impressions

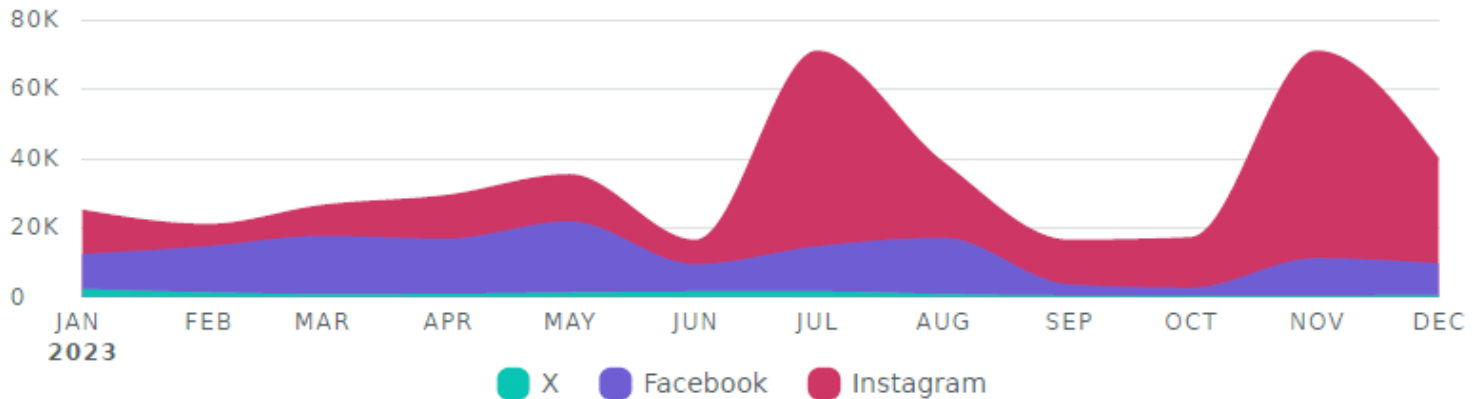
Review how your content was seen across networks during the reporting period.



Impression Metrics	Totals
Impressions	9,932,417
X Impressions	317,102
Facebook Impressions	4,049,009
Instagram Impressions	5,566,306

Engagements

See how people are engaging with your posts during the reporting period.



Engagement Metrics	Totals
Engagements	407,492

FINANCIALS

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.
Total Income	1,370,328.
Gross Profit	1,370,328.
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	114,262.96
45515 - Staffing	125,557.91
45510 - Contractors	218,824.15
45505 - Management	129,725.00
Total 45000 - SPECIAL PROJECTS & EVENTS	645,110.
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.
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
42260 - Media & PR	3,559.10
42250 - Social Networking	749.90
42220 - Banner Program	36,422.38
42210 - Advertising	134,477.88
Total 42000 - MARKETING	213,383.
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

ASSETS

Current Assets	
Checking/Savings	
104 Wells Fargo- 0780012100	-36,049.8
Total Checking/Savings	-36,049.8
Accounts Receivable	
1200 - Accounts Receivable	87,092.5
Total Accounts Receivable	87,092.5
Other Current Assets	
12200 - Prepaid Insurance	4,617.8
12220 - Note Receivable	33,339.0
12110 - SBEP Receivable	12,060.5
12100 - Parking Receivable	647,161.1
110 Accounts Receivable Other	-693.6
1499 - Undeposited Funds	250.0
Total Other Current Assets	696,734.9
Total Current Assets	747,777.6
Fixed Assets	
1400 - 145 Office Equipment	21,398.0
155 Accumulated Deprec	-21,398.0
Total Fixed Assets	0.0
TOTAL ASSETS	747,777.6
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	5,595.0
Total Accounts Payable	5,595.0
Other Current Liabilities	
2210 - BID Assessment	-5,035.6
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	-15,906.02
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	-5,035.6
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	138,844.96
Total Equity	747,066.07
TOTAL LIABILITIES & EQUITY	747,625.41

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