GASLAMP QUARTER ASSOCIATION

100

ANNUAL REPORT 2024

PREPARED BY:

Michael Trimble Executive Director Gaslamp Quarter Association

CONTENTS



6 SOCIAL MEDIA YEAR IN REVIEW







BOARD OF DIRECTORS FINANCIALS



Navigating a Path Forward

As we reflect on the past year and look ahead to 2024, the Gaslamp Quarter stands at a critical juncture. Our community continues to thrive as a premier destination for locals and visitors alike, but with that success comes the responsibility to address challenges and opportunities that define our future.

The Gaslamp Promenade remains central to our vision—a transformative project that reimagines Fifth Avenue as a dynamic and inviting space for all. However, as we embark on the next phases, we face hurdles in clarifying its concept, timing, and funding. Through strategic planning, collaboration, and resource alignment, we will ensure that this vision remains on track.

Equally important is the ongoing challenge of homelessness—an issue that requires empathy, innovation, and strong partnerships. By working with community stakeholders and city leaders, we aim to balance compassion with actionable solutions to ensure the safety and well-being of everyone who visits, works, and resides in the Gaslamp.

The beautification of Fifth Avenue, the implementation of enhanced crosswalks, and the activation of special events all remain priorities. These initiatives, though currently delayed, are vital for improving pedestrian safety, fostering community engagement, and enhancing the overall vibrancy of our neighborhood. In particular, our focus on small, non-alcohol events in FY25 will help diversify the cultural experiences we offer.

The Gaslamp Quarter Association will continue to hold the City of San Diego accountable and advocate for meaningful progress. Through teamwork, open communication, and shared goals, we will ensure that our efforts drive tangible improvements while preserving the unique character of the Gaslamp Quarter.

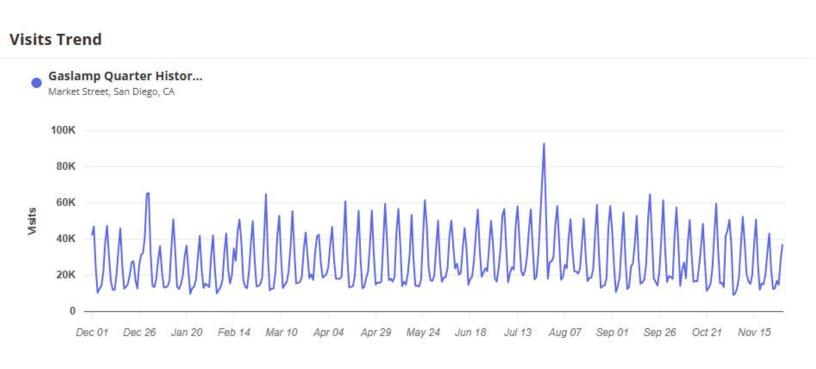
In 2024, let us remain united in our commitment to elevating this historic district. Together, we will build a future that reflects the Gaslamp's spirit of innovation, community, and enduring charm.

Carlos Beccera Chairman of the Board of Directors

Gaslamp Quarter Association advocates on behalf of the membership in 2024

- Safe Street Lights ALPR Technology Support letter
- Illegal Camping in the PROW Safe Sidewalks
- GQA requests support from District Attorneys office for investigation into illegal activity
- Amendment of Prop 47 Support letter
- EDC Small Business Enhancement Allocation FY25
- Zero Tolerance Enforcement notice SVO
- Illegal Vending Resurgence Press release
- GQHF support letter for California of the Arts Council Grant
- Bollard Program Efficiency presentation
- Gaslamp Promenade FY25 funding request
- GQA Endorses new Police Chief, Scott Wahl
- ADA Compliance membership memo
- City Budget modification opposition letter to city and council
- Small Business Enhancement Grant request
- Cinco in the Gaslamp Press release
- GQA Fights for Prop 47 amendment November ballot 2024
- Gaslamp and Downtown business unite for Safer Community Press release
- FY25 BID Budget request
- Request for more enforcement SVO
- Funding Support for Gaslamp Promenade
- Enforcement for more regulations on Pedi Cab operation in Gaslamp
- GQA Support Swift implementation of SB43
- Joint support letter with CRA Supporting SB 1524
- Support of Restaurant Pricing preserving ability to choose

2024 Gaslamp Quarter Visitor Demographics



Daily | Visits | Dec 1st, 2023 - Nov 30th, 2024 Data provided by Placer Labs Inc. (www.placer.ai)

🙄 Placer.ai

Metrics

Gaslamp Quarter Historic ...

429 Market Street, San Diego, CA 92...

Visits	10.4M	Panel Visits	388.4K
Visitors	3.9M	Visits YoY	-0.1%
Visit Frequency	2.64	Visits Yo2Y	+12.4%
Avg. Dwell Time	171 min	Visits Yo3Y	+56.8%

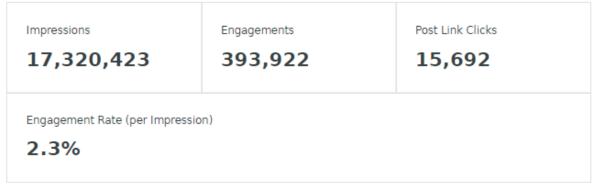
Dec 1st, 2023 - Nov 30th, 2024 Data provided by Placer Labs Inc. (www.placer.ai)

🕐 Placer.ai

SOCIAL MEDIA YEAR IN REVENUE

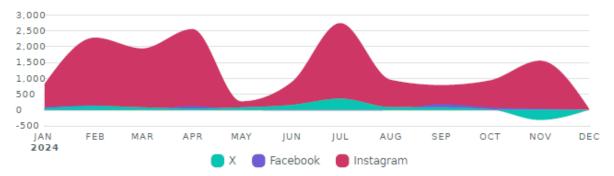
Performance Summary

View your key profile performance metrics from the reporting period.



Audience Growth

See how your audience grew during the reporting period.

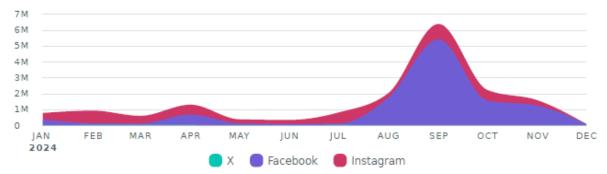


Audience Metrics	Totals
Audience	167,820
Net Audience Growth	15,326
X Net Follower Growth	744
Facebook Net Follower Growth	270
Instagram Net Follower Growth	14,312

SOCIAL MEDIA YEAR IN REVENUE

Impressions

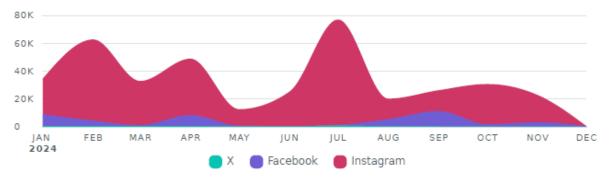
Review how your content was seen across networks during the reporting period.



Impression Metrics	Totals
Impressions	17,320,423
X Impressions	98,942
Facebook Impressions	11,445,308
Instagram Impressions	5,776,173

Engagements

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



E	Engagement Metrics	Totals
E	Engagements	393,922

MARKETING AND EVENTS

Mobility Campaign

Webpage - Gaslamp.org/transportation

 Vibe Map interactive map is incorporated into the site with functionality allowing for filtering based on mobility interests

Video Concept

- Filming is complete.
- We added VO to tie the piece together.
- Considering some additional enhancements pending City feedback this Friday.
- Press release prepped for video launch early July.



- Campaign Graphics complete
- Street Banners complete and post between buyout programs

Gaslamp "Holidays"



MARKETING AND EVENTS

Cinco de Mayo

Gaslamp Quarter









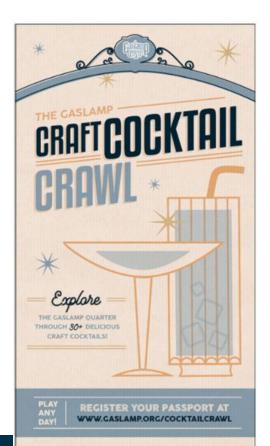


Marketing LLC



PURCHASE TICKETS AT: GASLAMP.ORG/TASTEOFGASLAMP

GASLAMP.ORG



MARKETING AND EVENTS



REGISTER NOW GASLAMP.ORG

GASLAMP BUDGET FY24

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