



# **GASLAMP QUARTER ASSOCIATION**

## **ANNUAL REPORT 2024**

### **PREPARED BY:**

Michael Trimble  
Executive Director  
Gaslamp Quarter Association

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# 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

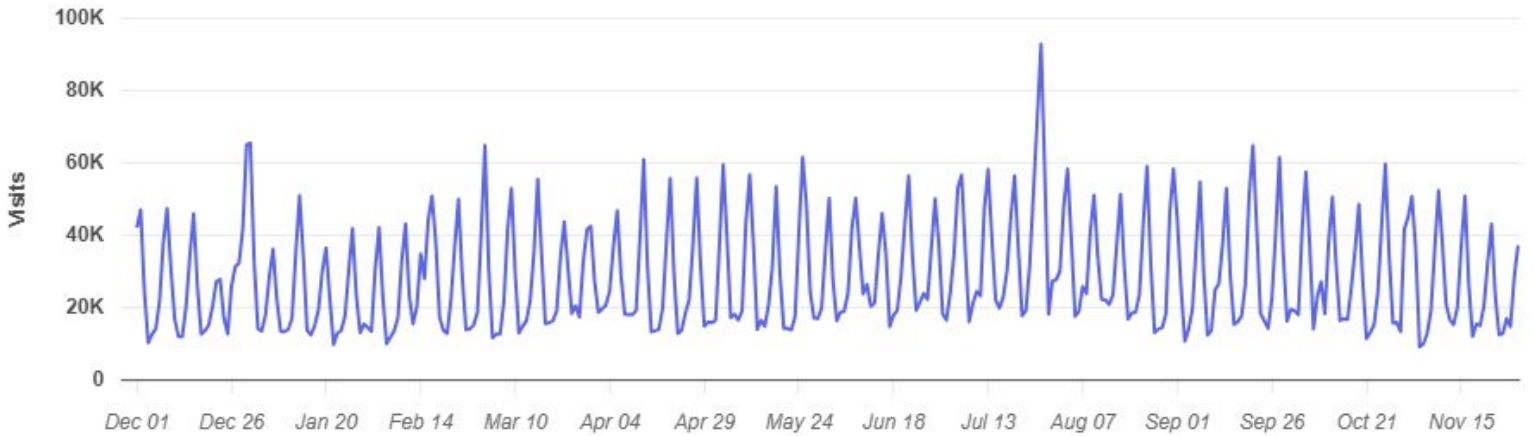
- Safe Street Lights ALPR Technology – Support letter
- Illegal Camping in the PROW – Safe Sidewalks
- GQA requests support from District Attorneys office for investigation into illegal activity
- Amendment of Prop 47 – Support letter
- EDC Small Business Enhancement Allocation FY25
- Zero Tolerance 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

## Visits Trend

### Gaslamp Quarter Histor...

Market Street, San Diego, CA



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



# SOCIAL MEDIA YEAR IN REVENUE

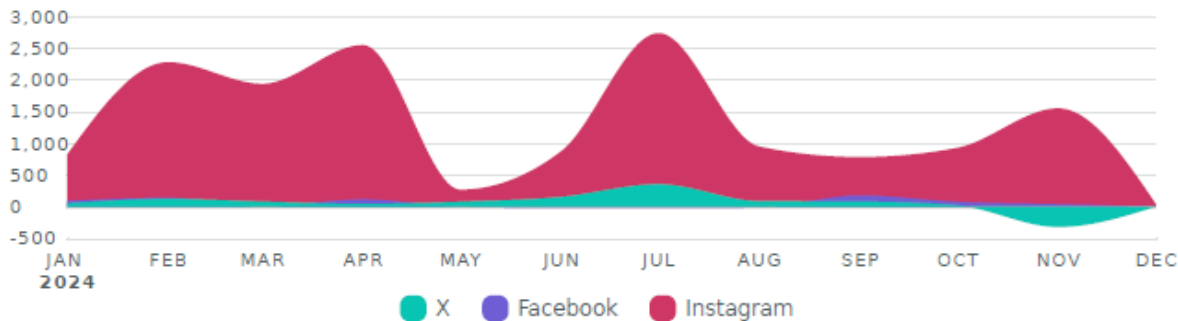
## Performance Summary

View your key profile performance metrics from the reporting period.

Impressions <b>17,320,423</b>	Engagements <b>393,922</b>	Post Link Clicks <b>15,692</b>
Engagement Rate (per Impression) <b>2.3%</b>		

## Audience Growth

See how your audience grew during the reporting period.

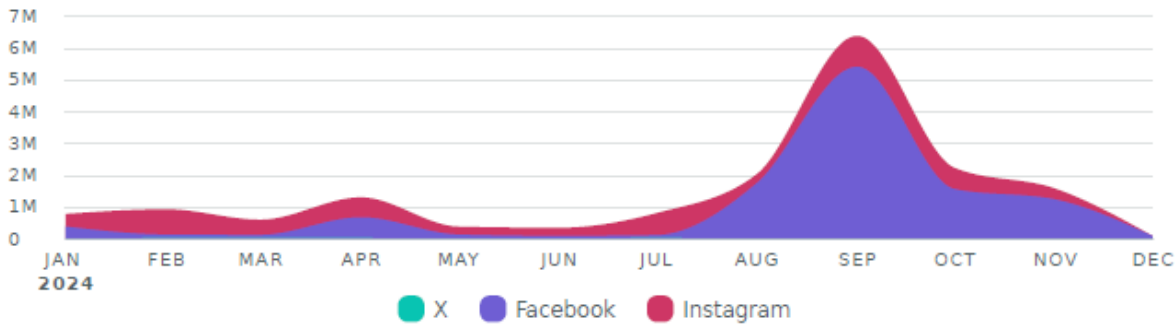


Audience Metrics	Totals
<b>Audience</b>	<b>167,820</b>
<b>Net Audience Growth</b>	<b>15,326</b>
X Net Follower Growth	744
Facebook Net Follower Growth	270
Instagram Net Follower Growth	14,312

# SOCIAL MEDIA YEAR IN REVENUE

## Impressions

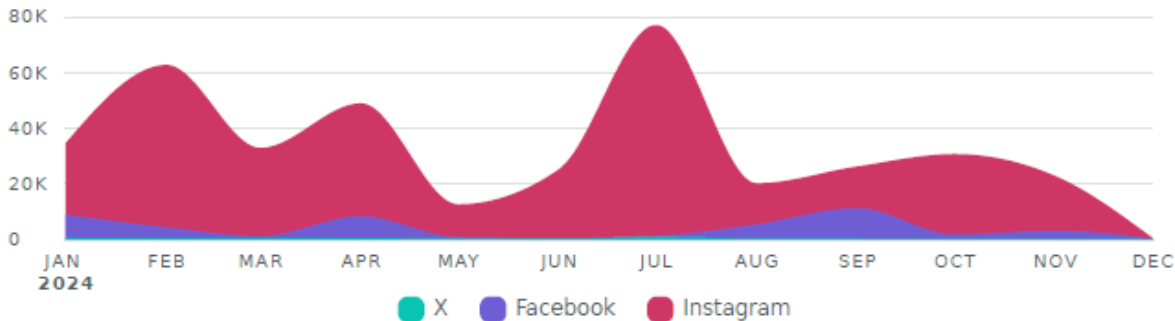
Review how your content was seen across networks during the reporting period.



Impression Metrics	Totals
<b>Impressions</b>	<b>17,320,423</b>
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.



Engagement Metrics	Totals
<b>Engagements</b>	<b>393,922</b>

## Mobility Campaign

RECAP

- 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



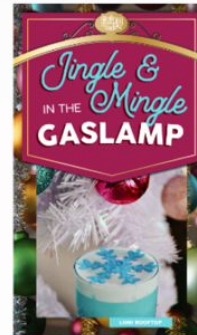
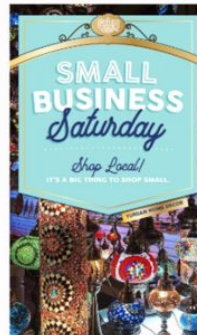
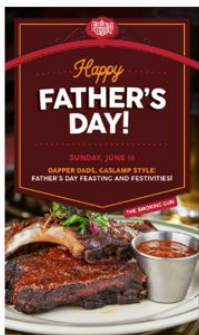
## Gaslamp "Holidays"

RECAP



Every "holiday" campaign includes:

- full graphic kit that are used on website, social and digital
- media alert featuring merchant specials/promotions





# MARKETING AND EVENTS

## Cinco de Mayo

## Gaslamp Quarter



**CINCO DE MAYO RECAP**

**SAT, MAY 4, 2024 • 12PM TO 8PM**

LINE LATIN ENTERTAINMENT  
LUCHA LIBRE MATCHES PLUS MEET & GREET  
MEZCAL TASTING & CANTINA GARDEN  
RESTAURANT & BAR SPECIALS  
ARTS&CRAFTS MARKET • LOWRIDER SHOW  
[GASLAMP.ORG](http://GASLAMP.ORG)

EXPERIENCE SAN DIEGO'S ULTIMATE  
**LIVE LUCHA LIBRE SHOWDOWN!**  
WORLD POWER WRESTLING LUCHA LIBRE  
1:30pm | 3:00pm | 4:30pm | 5:30pm | 6:30pm

**PLUS meet and greet!**

**BUOY LINE LATIN ENTERTAINMENT**

12:00 to 12:30 DJ Beto + Ballet Folklorica	2:30 to 4:00 Santana Pa Ti	4:00 to 6:30 DJ Beto
12:30 to 2:00 Manny Cepeda	4:00 to 4:30 DJ Beto + Ballet Folklorica	6:30 to 8:00 DJ Beto
2:00 to 2:30 DJ Beto + Ballet Folklorica	4:30 to 6:00 Mariachi Elmocho	8:00 to 8:30 Kumba Light

**SALUD TO RESTAURANT SPECIALS!**  
Visit [Gaslamp.org](http://Gaslamp.org) to view discounted restaurant & bar specials


Sponsored by:  
**Cazadores Tequila, Patron Tequila, Mezcal Union, and Estrella Jalisco**

**MEZCAL TASTING & CANTINA GARDEN**  
Enjoy complimentary Mezcal Union tastings and margaritas for purchase at Davis-Horton House Garden.

**ARTS&CRAFTS MARKET**  
Discover the Charm of Mexico: Explore Handcrafted Treasures from 20+ Authentic Vendors!

**LOW RIDER COMPETITION**  
Check out over 60 low rides competing for the ultimate prize!





THE HISTORIC HEART OF SAN DIEGO

# The 28th Annual TASTE of GASLAMP

**SATURDAY, SEPTEMBER 14**

20+ RESTAURANTS | 5 VIP BONUS BITES AND SIPS  
EXCLUSIVE AFTER PARTY INCLUDED FOR ALL TICKET TYPES

PURCHASE TICKETS AT: [GASLAMP.ORG/TASTE OF GASLAMP](http://GASLAMP.ORG/TASTE OF GASLAMP)

**GASLAMP.ORG**



## THE GASLAMP CRAFT COCKTAIL CRAWL



Explore  
THE GASLAMP QUARTER  
THROUGH 30+ DELICIOUS  
CRAFT COCKTAILS!

PLAY ANY DAY!  
REGISTER YOUR PASSPORT AT  
[WWW.GASLAMP.ORG/COCKTAILCRAWL](http://WWW.GASLAMP.ORG/COCKTAILCRAWL)

## MARKETING AND EVENTS



### SAN DIEGO GASLAMP QUARTER

Dash, Dance, & Prance the Day Away!

# PET PARADE

Saturday, December 14<sup>th</sup> at 1pm

Fifth Ave in the Gaslamp Quarter

**PET PARADE & BATTLE OF THE MARCHING BANDS**  
Local Bands Competing for the Top Prize

**MARCH OR WATCH**

**AFTER PARTY**  
2pm-4pm  
@ the Hilton Gaslamp Quarter  
• Awards Ceremony  
• Games • Music

**\$25**  
Includes Goodie Bag!

**HOLIDAY COSTUME CONTESTS**

**REGISTER NOW [GASLAMP.ORG](http://GASLAMP.ORG)**

# GASLAMP BUDGET FY24

Gaslamp Quarter Title	Gaslamp Quarter Association FY24 budget			
		FY24		
BID Assessments		\$71,000.00	Advertising Branding	
Associate Members		\$10,000.00	Flag Program	\$2,000.00
Technical Assistance		\$5,000.00	Maps and Tear sheets	\$1,000.00
SBEP: Management Grant		\$22,000.00	Web - Hosting/Maint.	\$32,000.00
Kiosk Advertising		\$312,000.00	Web - Site Development	\$20,000.00
Web Advertising		\$45,000.00	Social Networking	\$35,000.00
Banner Program		\$120,000.00	Media & PR	\$30,000.00
Pay Phone		\$1,982.00	Special Print Pieces/Give-aways	\$500.00
Parking Grant		\$558,641.00	Artisan Sunday Market	\$1,500.00
Licensing Fees		\$5,000.00	Gaslamp Maintenance Equip	
Gaslamp Hoops		\$8,000.00	Skate Sundays and Movie Nights	\$25,000.00
Insurance Payout			Special projects Gaslamp Hoops	\$7,500.00
150th/Lamplighter				<b>\$154,500.00</b>
Artisan Sunday Market		\$120,000.00	Meetings/Workshops	\$4,000.00
Pet Parade		\$1,000.00	Board Meetings & Prep	\$1,000.00
Taste of Gaslamp		\$22,000.00	Newsletter	\$1,500.00
Special Events Partnerships		\$2,500.00	Annual Report	\$1,000.00
Merchandise		\$1,500.00	Communications/Social Media	\$10,000.00
Web Partnerships and programs		\$5,000.00	Legal Settlement	
Other Income ticket sales		\$500.00		<b>\$17,500.00</b>
		<b>\$1,311,123.00</b>		
			BID Council/SDTA	\$2,000.00
Staff Salary (2)		\$196,623.00	Parking Program	\$474,845.00
Payroll: Employer Tax		\$20,000.00		<b>\$476,845.00</b>
Payroll: Employee Tax		\$0.00		
Payroll: Fee		\$2,000.00		\$1,200,335.80
Health Insurance		\$18,000.00		
Simple IRA: Employer		\$5,617.80	<b>Net Profit/Loss</b>	<b>\$110,787.20</b>
Parking & Transportation		\$750.00		
		<b>\$242,990.80</b>		
Rent - Office		\$36,000.00		
Rent - Storage		\$2,950.00		
Rent - Maintenance		\$1,300.00		
TEL/DSL/Cell		\$3,600.00		
Gaslamps		\$2,200.00		
Equipment: Office (Lease)		\$6,500.00		
Equipment: Repair & Maint.		\$1,000.00		
Equipment: Purchase		\$3,000.00		
Office Supplies		\$4,000.00		
Postage/Shipping		\$3,500.00		
Insurance: Workers Comp		\$1,300.00		
Insurance: Liability/D&O Ins.		\$21,500.00		
Dues/Memberships		\$7,500.00		
Events and Marketing Contractor		\$84,000.00		
Bookkeeping		\$18,950.00		
Bank & Other Fees		\$2,200.00		
Audit/Tax Preparation		\$9,000.00		
Legal		\$20,000.00		
Taxes		\$80,000.00		
Commissions/ Misc.				
		<b>\$308,500.00</b>		



# GASLAMP QUARTER ASSOCIATION 2024 BOARD OF DIRECTORS

## OFFICERS OF THE BOARD

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