



FY18 Gaslamp Quarter Annual recap



“To promote and protect the historic Gaslamp Quarter as San Diego’s premier 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.”

-GQA Mission Statement



FY17 Retreat Recap

FY17 Retreat – GQA Policies

Objective

1. Special Events Policy
 - Discussed changes to the policy, e.g. remove Grandfather Clause, inform Board of weekend events
2. Associate Member Policy
 - Discussed changes to the policy, e.g. set new fee schedule, separate close members and far away members, and make mandatory donation.
3. Assess Costs for our Services
 - Associate membership, web advertising and kiosks

Result

1. Motion on September 28, 2016: The Board of Directors approves the Special Events Policy with the addition of a clause encouraging corporate events to make a \$1 donation per attendee to enhance the betterment of the historic Gaslamp Quarter.
2. Motion on October 26, 2016: The Board of Directors approves the Associate and Friends of the Gaslamp Membership Policy, new fee schedule, and addition of \$1,000 donation to GQA.
3. Membership fees, kiosk, and banner fees were all raised with minimal objection from advertisers and applicants.

FY17 Retreat – Advocacy & Land Use

Objective

1. CVS at 5th & J
 - Motioned to deny
2. Neighborhood Disinvestment
 - Develop prevention and maintenance strategies
3. Developer Impact Fees:
 - Create Gaslamp priority list and make sure DIF fees are spent in the Gaslamp

Result

1. Project went on to be approved by Planning Commission, but CVS has yet to start construction.
2. Convened a “Future Strategies” subcommittee which developed the Avenue for Arts project to address problems on Fourth Avenue. Nothing implemented to date. Plan shelved for FY17 in favor of focusing on the 150th.
3. Alliance project. No priority list was created. Civic San Diego and DCPC set priorities and submitted to city for approval.

FY17 Retreat – Events

Objective

1. The Longest Table
 - Showcase the restaurants, who are responsible for the 50 guests in their section, provides food and servers.
2. Corporate Block Parties
 - Charge \$1/head for Block Parties

Result

1. Wasn't enough time to produce event.
2. No donations to date. Mandatory donations violate our City Contract.

FY17 Retreat – Promotions





FY17 Retreat – Parking



Other FY17 Highlights



FY17 Highlights – Revenue Generating Partnerships

1. Licensing
 - Two licensing agreements that will bring in \$6,000 per year for our logo; Look for additional places that may want to use our logo for merchandise
 - Secured existing contracts. Signed deal with Laika for their pop-up shop during Comic-Con for \$1,000.
2. Parking Panda / Spot Hero
 - Launched a purchasing widget on Gaslamp.org to sell pre-assigned parking in the Gaslamp with financial benefit to the Association

FY17 Highlights – Partnerships

1. San Diego Tourism Authority

- Set-up marketing collaboration between SDTA and GQA. Installed hotel booking engine (ARez) on Gaslamp.org. Michael joined SDTA Board.

2. San Diego Convention Center

- Tried to gain access to convention schedules for member benefit; was denied. Invited Rip Rippetoe to speak at a Board meeting.

3. McFarlane Promotions

- Partnered with McFarlane on two events. Toast of Gaslamp: Rebrand from former Pacific Magazine event. Collaborated with McFarlane for a food and drink tour day before Pet Parade. Mardi Gras: Michael did outreach for event; staff ran merchant gate. Collaborated on B3, a food and drink tour of Gaslamp on Saturday before Mardi Gras.
- Signed new five-year contract with McFarlane Promotions for four events. There are new incentives to meet and exceed budget, e.g. any profit over budget will be split between GQA and McFarlane 50/50.



FY17 Highlights – Marketing

FY17 Highlights – Website

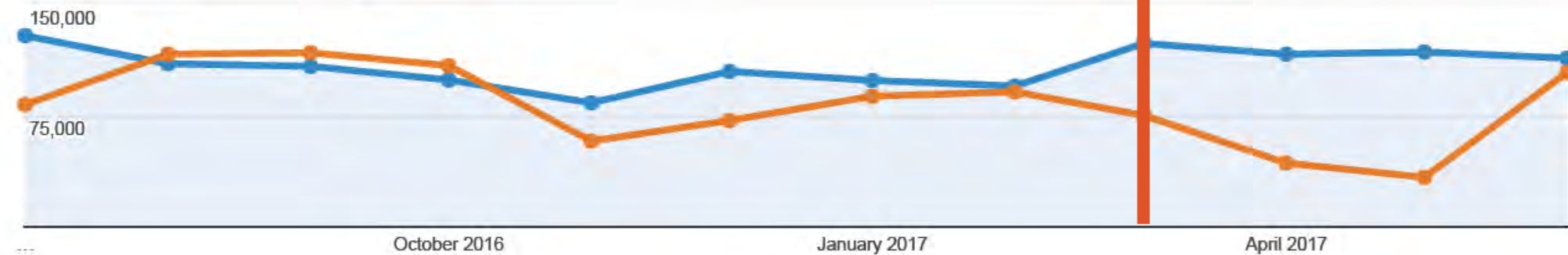

 All Users
 +0.00% Pageviews

Jul 1, 2016 - Jun 30, 2017
 Compare to: Jul 1, 2015 - Jun 30, 2016

Overview

Jul 1, 2016 - Jun 30, 2017: ● Pageviews

Jul 1, 2015 - Jun 30, 2016: ● Pageviews



Pageviews

31.45%

1,295,963 vs 985,926



Unique Pageviews

31.29%

1,027,514 vs 782,633



Avg. Time on Page

-3.57%

00:01:09 vs 00:01:12



Bounce Rate

8.98%

52.16% vs 47.86%



% Exit

-4.60%

36.58% vs 38.34%



FY17 Highlights – Social Media

Facebook Activity Overview		
	FY16	FY17
Total Likes	10,675	12,421
Total Posts	326	422
Impressions	2,541,362	13,687,537
Post Engagements	4,211	9,517
Link Clicks	857	3,533

Instagram Activity Overview		
	FY16	FY17
Total Followers	7,836	13,457

Twitter Activity Overview		
	FY16	FY17
Total Followers	36,543	40,956
Total Posts	862	373
Organic Impressions	847,322	506,033
Total Engagements	6,992	6,261
Link Clicks	574	1,484



+439%



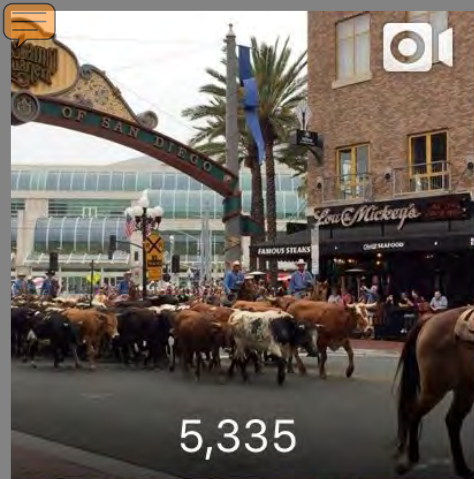
+72%



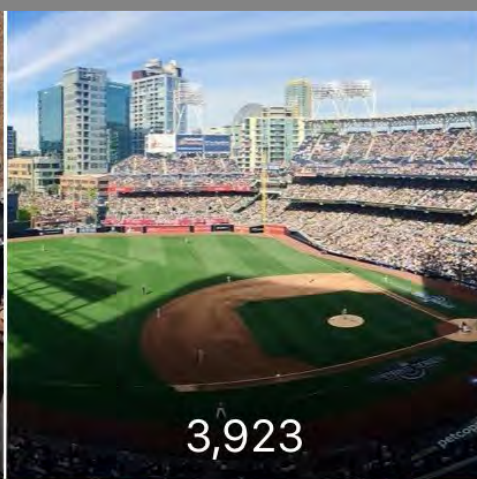
+159%

**SOCIAL MEDIA
GAINS**

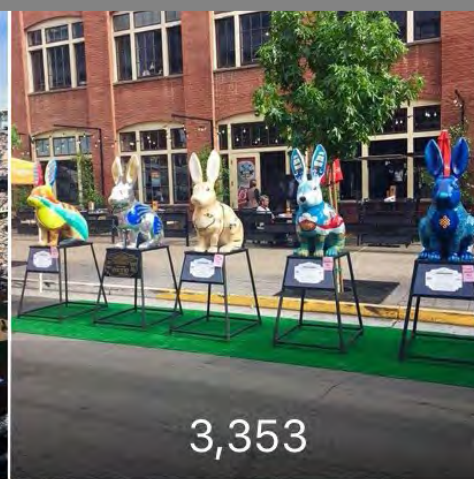




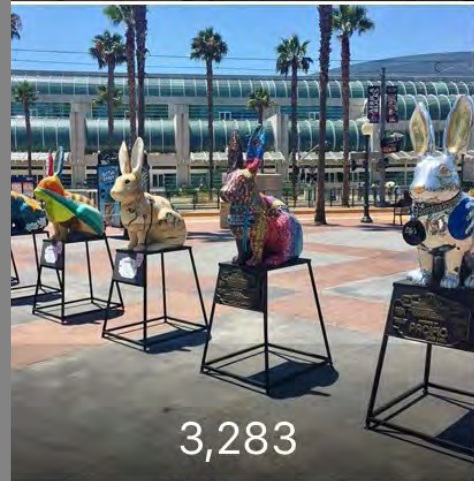
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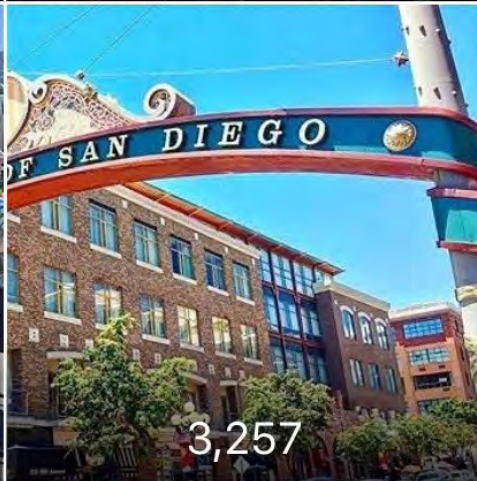
3,923



3,353



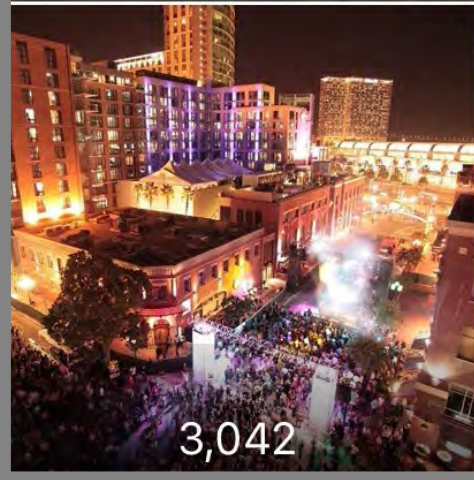
3,283



3,257



3,143



3,042



3,016



3,015

FY17 saw a dramatic increase in the amount and **quality** of content we share via social media

FY17 Impact Report – 150th Press Conference

San Diego's Gaslamp Quarter Kicks Off 150th Anniversary

MAY 25, 2017

This press release has been picked up by 64 news outlets located in 2 countries and shared 1595 times in social media within the first five days of the release.



FY17 Impact Report – 150th Press Conference

Summary

See the results of your impact at-a-glance.

NEWS HITS ⓘ

64

POTENTIAL REACH ⓘ

45.4M

Data By  SimilarWeb

SOCIAL SHARES ⓘ




1.6k

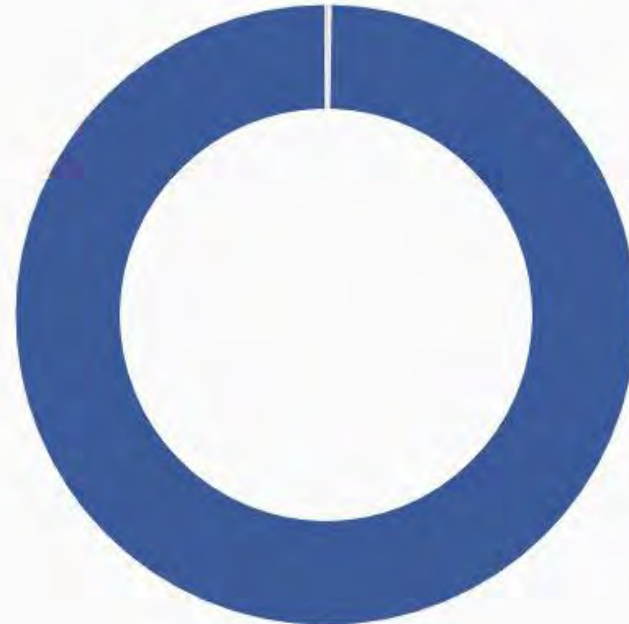


FY17 Impact Report – 150th Press Conference

Social Shares

Track how your press release is resonating across social channels and understand the number of times it has been shared on all major social networks.

 Facebook ⓘ	1,591
 LinkedIn	2
 Google+	2



FY17 Impact Report – 150th Press Conference



The image is a screenshot of a news website. At the top left is the KLTV abc logo. To the right is a weather widget for Palestine, TX showing 94 degrees and scattered clouds, with a link to the full forecast. Below the logo is a search bar. A navigation menu includes links for Home, News, Weather, Sports, Video, TV, Community, 7 Investigates, Win Stuff, Health, Noticias ETX, and About. The main article headline reads: "Instant Callers Founders Proudly Sponsor Sesquicentennial Celebration of the Historic Gaslamp Quarter in San Diego, California". Below the headline is the publication and update information: "Published: Wednesday, May 31st 2017, 12:52 am PDT" and "Updated: Wednesday, May 31st 2017, 10:53 am PDT". Social media icons for Facebook, Twitter, Pinterest, and Email are at the bottom. On the right side, there is an advertisement for Renovate America with the text "Shrink your utility bills with solar. Finance with no money down and new, low rates." and a "LEARN MORE" button. Below the ad is a "NEWS" section with a sub-headline: "2 Texas men plead guilty to federal hate crime for assaults based on sexual orientation".

KLTV abc

94°
Scattered Clouds
Palestine, TX
FULL FORECAST

Search

NEWS WEATHER SPORTS VIDEO TV COMMUNITY 7 INVESTIGATES WIN STUFF HEALTH NOTICIAS ETX ABOUT

Instant Callers Founders Proudly Sponsor Sesquicentennial Celebration of the Historic Gaslamp Quarter in San Diego, California

Published: Wednesday, May 31st 2017, 12:52 am PDT
Updated: Wednesday, May 31st 2017, 10:53 am PDT

Shrink your utility bills with solar.
Finance with no money down and new, low rates.
Renovate America
LEARN MORE

NEWS

2 Texas men plead guilty to federal hate crime for assaults based on sexual orientation

FY17 Highlights – Events

Event	Net Profit	Staff Time (Hours)	Notes:
Auto Showcase	\$ (2,931.00)	79.25	<i>Canceled</i>
Lamplighter Awards	\$ 37,056.12	228.35	<i>Highest number of member-votes ever recorded</i>
Toast of Gaslamp	\$ 4,400.05	34.25	<i>Revenue positive</i>
Pet Parade	\$ 13,753.26	173.17	<i>Increased number of participants; exceeded budget</i>
Poinsettia Bowl March	\$ 0	0	<i>Canceled</i>
Mardi Gras / B3	\$ 7,980.00	250	<i>B3 was revenue positive. Doing community outreach and running the Merchant Gate was difficult.</i>
Golf Tournament	\$ 32,419.94	107.95	<i>Suffered from a lack of interest in participation. Needed to be reformatted to attract sponsors.</i>
Taste of Gaslamp	\$ 32,845.15	229.08	<i>\$10,000 profit over budget; record ticket sales</i>

FY17 Highlights – Neighborhood Issues

1. Homelessness

- Invited City of San Diego Homeless Czar to speak at a Board meeting. No concrete action to address the problem. In fact, reports indicate the number of total homeless individuals in Downtown has continued to increase in the last year.

2. P.D.O and Land Use Issues

- Presented proposed changes to PDO to Civic San Diego; no response. Able to meet with a few businesses with issues including the 7-11 at Fourth & G and the new Chinese Theatre at Fifth & G.

3. Pedestrian Safety

- New continental style crosswalks installed at 6 intersections.

4. Universal Valet

- Hosted a few meetings to discuss feasibility. Was determined to be a shrinking industry and too costly for GQA to subsidize. Project abandoned.

5. Security

- Hosted meetings with two private security companies. Received very expensive proposals. Approached Clean and Safe to provide two additional security personnel in FY18. Awaiting response.



Organizational Improvements

FY17 Highlights – GQ Alliance



\$42,000

loan to pay New City America
through June 30, 2017

Priority Projects:

- North End Archway
- Island Avenue Plaza
- Hilton Gaslamp Park
- E Street Plaza.

FY18 Budget





FY18 BUDGET

	BUDGET FY17	BUDGET FY16	DOLLAR CHANGE	CHANGE %
1				
2	INCOME			
3	Membership: BID Assessments	\$ 85,000.00	\$ 85,000.00	\$ - 0.00%
4	ShamrRock GQHF Final payment 8/29/15	\$ -	\$ -	\$ -
5	Membership: Associate	\$ 33,000.00	\$ 33,000.00	\$ - 0.00%
6	Grants:SBEP City offset Program			\$ - #DIV/0!
7	Grants: SBEP Management Grant	\$ 20,000.00	\$ 21,000.00	\$ 1,000.00 -5.00%
8	Grants: Neighborhood Parking Program	\$ 427,438.00	\$ 342,000.00	\$ (85,438.00) 19.99%
9	Grants: County Community Enhancement	\$ 3,000.00	\$ 3,000.00	\$ - 0.00%
10	Advertising: Kiosk	\$ 35,000.00	\$ 45,000.00	\$ 10,000.00 -28.57%
11	Advertising: Website	\$ 90,000.00	\$ 75,000.00	\$ (15,000.00) 16.67%
12	Banner Program	\$ 45,000.00	\$ 40,000.00	\$ (5,000.00) 11.11%
13	5th Ave Auto Showcase	\$ 3,500.00	\$ (7,923.14)	\$ (11,423.14) 326.38%
14	Events: Annual Lamplighter Awards	\$ 40,000.00	\$ 30,000.00	\$ (10,000.00) 25.00%
15	Events: Holiday Pet Parade	\$ 10,000.00	\$ 2,000.00	\$ (8,000.00) 80.00%
16	Events: Golf Tournament	\$ 25,000.00	\$ 22,000.00	\$ (3,000.00) 12.00%
17	Events: Gaslamp 150 Birthday	\$ -		
18	Volunteer Event	\$ -	\$ 1,000.00	\$ 1,000.00 #DIV/0!
19	Events: Taste of Gaslamp	\$ 20,000.00	\$ 20,000.00	\$ - 0.00%
20	Other Income: Pay Phone, Licensing	\$ 2,000.00	\$ 2,000.00	\$ - 0.00%
21	SUBTOTAL INCOME:	\$ 838,938.00	\$ 713,076.86	\$ (125,861.14) 15.00%
22			\$ -	
23	EXPENSE			
24	Personnel: Salary	\$ 225,000.00	\$ 211,570.00	\$ (13,430.00) 5.97%
25	Payroll Simple IRA	\$ 3,000.00	\$ 3,000.00	\$ - 0.00%
26	Personnel: Payroll Tax & Fees	\$ 25,000.00	\$ 26,000.00	\$ 1,000.00 -4.00%
27	Personnel: Benefits	\$ 15,000.00	\$ 15,000.00	\$ - 0.00%
28	Personnel: Parking	\$ 4,500.00	\$ 4,500.00	\$ - 0.00%
29	Operations: Rent - Office	\$ 27,000.00	\$ 21,600.00	\$ (5,400.00) 20.00%
30	Operations: Rent - Storage	\$ 1,500.00	\$ 1,500.00	\$ - 0.00%
31	Operations: Rent - Maintenance	\$ 1,000.00	\$ 1,000.00	\$ - 0.00%
32	Operations: Tel/DSL	\$ 2,500.00	\$ 2,500.00	\$ - 0.00%
33	Operations: Street Furniture Maintenance	\$ 800.00	\$ 800.00	\$ - 0.00%
34	Operations: Gaslamps (5th & Market)	\$ 1,000.00	\$ 1,000.00	\$ - 0.00%
35	Operations: Equipment - Lease	\$ 4,300.00	\$ 4,300.00	\$ - 0.00%
36	Operations: Equipment - Repair & Maint.	\$ 1,500.00	\$ 1,500.00	\$ - 0.00%
37	Operations: Equipment - Purchase	\$ 1,500.00	\$ 1,500.00	\$ - 0.00%
38	Operations: Office Supplies	\$ 3,000.00	\$ 3,000.00	\$ - 0.00%
39	Operations: Postage/Shipping	\$ 400.00	\$ 400.00	\$ - 0.00%
40	Operations: Insurance - Workers Comp.	\$ 2,500.00	\$ 2,500.00	\$ - 0.00%
41	Operations: Insurance - Liability/D&O	\$ 6,000.00	\$ 6,000.00	\$ - 0.00%
42	Operations: Dues/Memberships	\$ 1,300.00	\$ 1,195.00	\$ (105.00) 8.08%
43	Operations: Outside Mtgs & Workshops	\$ 1,300.00	\$ 1,300.00	\$ - 0.00%
44	Operations: Bookkeeping	\$ 5,000.00	\$ 6,500.00	\$ 1,500.00 -30.00%
45	Operations: Bank & Other Fees	\$ 3,000.00	\$ 3,500.00	\$ 500.00 -16.67%
46	Operations: Audit/Tax Preparation	\$ 7,000.00	\$ 8,000.00	\$ 1,000.00 -14.29%
47	Operations: Taxes	\$ 12,000.00	\$ 20,000.00	\$ 8,000.00 -66.67%
48	Advertising - Misc. Expenses	\$ 1,000.00	\$ -	\$ (1,000.00) 100.00%
49	Marketing: Advertising - Contingency	\$ 5,000.00	\$ 5,000.00	\$ - 0.00%
50	Marketing: Banner Program	\$ 5,000.00	\$ 5,000.00	\$ - 0.00%
51	Marketing: Printed Pieces - Maps	\$ 1,000.00	\$ 1,000.00	\$ - 0.00%
52	Marketing: Website Maintenance	\$ 5,000.00	\$ 5,000.00	\$ - 0.00%
53	Marketing: Branding Campaign	\$ 40,000.00	\$ 40,000.00	\$ - 0.00%
54	Member: Meetings & Workshops	\$ 2,000.00	\$ 2,000.00	\$ - 0.00%
55	Member: Newsletter/Annual Report	\$ 1,000.00	\$ 600.00	\$ (400.00) 40.00%
56	Civic: BID Council	\$ 500.00	\$ 500.00	\$ - 0.00%
57	Civic: Special Event Committee	\$ 100.00	\$ 100.00	\$ - 0.00%
58	Promotions: Neighborhood Parking Program	\$ 427,438.00	\$ 313,000.00	\$ (114,438.00) 26.77%
59	Promotions: Night Plaza	\$ 3,000.00	\$ 8,000.00	\$ 5,000.00 -166.67%
60	Promotions: Gaslamp 150 Birthday	\$ -		
61	Promotions: Auto Showcase	\$ -	\$ 18,000.00	\$ 18,000.00 #DIV/0!
62	Promotions: Holiday Flag Program	\$ 6,000.00	\$ 6,000.00	\$ - 0.00%
63	Promotions: Volunteer Event	\$ 500.00	\$ 2,000.00	\$ 1,500.00 -300.00%
64	Promotions: Poinsettia Bowl March	\$ 2,500.00	\$ 2,500.00	\$ -
65	Special Projects: Contingency	\$ 1,000.00	\$ 1,000.00	\$ - 0.00%
66	Special Projects : Placemaking Consultant	\$ -	\$ 50,000.00	\$ 50,000.00
67	Special Projects: Legal Council	\$ 2,500.00	\$ 1,400.00	\$ (1,100.00) 44.00%
68	SUBTOTAL EXPENSES:	\$ 858,638.00	\$ 809,265.00	\$ (49,373.00) 5.75%
69				
70	NET CASH FLOW:	\$ (19,700.00)	\$ (96,188.14)	\$ (76,488.14) -388.26%



Gaslamp Quarter
3-Point Plan
for FY18



“To promote and protect the historic Gaslamp Quarter as San Diego’s premier 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.”

-GQA Mission Statement

Background

For the last several years, the Gaslamp Quarter Association's **primary focus** has been on establishing **sustainable income** streams that would replace Mardi Gras.



Background

- Starting in 2015, staff oversaw a complete evaluation of GQA programs



**All programs MUST
provide member benefit
AND
generate revenue for the Association.**

Background

- Generating income for the Association with member benefit opportunities.

Events



Advertising

The screenshot shows the Gaslamp Quarter website with a dark header and a purple navigation bar. The main content area features a 'nightlife' banner, a 'PLAYING IN THE GASLAMP' section with a pink bar, a 'WEEKEND GUIDE' section with a pink bar, and a 'FEATURED ADVENTURE' section with a pink bar. On the right side, there are three vertical image thumbnails for 'sidebar', 'FLUX', and 'fōix'. The 'WEEKEND GUIDE' section includes a small image of a building and text about events in August.

WHAT'S YOUR GASLAMP? DINE PLAY STAY SHOP ARTS FAMILY EVENTS PLAN YOUR VISIT

PLAY NIGHTLIFE BARS LOUNGE LIVE MUSIC COMEDY THEATRE ATTRACTIONS RIDGE TOP LATE NIGHT DINING

nightlife

PLAYING IN THE GASLAMP

The Gaslamp Quarter is a sophisticated cosmopolitan playground for all ages. Want to take in a Padres game, a comedy show or listen to live music? Or perhaps you might enjoy one of the Gaslamp's fine art galleries, luxuriate with a signature cocktail by a crafty mixologist, or enjoy a historic walking tour hearing the dramatic tales of the "Stingaree" neighborhood? The vast array of activities to choose from makes San Diego's Gaslamp Quarter the perfect place to play, night and day!

WEEKEND GUIDE

THINGS TO DO IN THE GASLAMP QUARTER: AUGUST 17 - 20

Yoga with cats, comedy shows, live music and lots of other things to do! What are your plans in the Gaslamp Quarter this weekend? Thursday, August 17: American Comedy Co. Kaaboo Discovery Night KAABOO Del Mar is adding one local and emerging comedy act to the HUMOR ME...

FEATURED ADVENTURE

KARAOKE IN THE GASLAMP QUARTER

sidebar

FLUX

fōix

Moving Forward

With the rebuilding phase largely over, the Association proposes to move forward from a position of strength.



“

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 public image and positioning the Gaslamp Quarter as an ideal destination for economic activity.

Promote

Challenges and Opportunities in FY18

1. 150th Anniversary & Beyond

2. Parking Campaign

3. Events

4. Marketing

Promote

1. 150th Anniversary & Beyond

Strategic Goals

- Continue to use the 150th as main driver of content until at least December 2017.
- Continue to collaborate with members on cross-promotions.
- Co-Brand Lamplighter with the 150th.



Promote



2. Parking Campaign

Strategic Goals

- Assume PR role for two public garages.
- Expand marketing program to include the promotion of parking at all times.
- Projected FY18 Parking Marketing Dollars: \$225,000.



Promote

3. Events

Strategic Goals

- Remove Golf Tournament and replace with another event per McFarlane Promotions Contract.
- Develop the “Patio Party” event concept.
- Celebrate Pet Parade’s 10th Anniversary with larger, more exciting event.
- Enhance Taste to continue success of VIP Program



FY17 Highlights – Events

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Promote

4. Marketing

Strategic Goals

- Adopt a comprehensive multi-year marketing strategy.
 - Make an investment to reach a larger, more diverse audience
 - Assemble a committee of professionals to oversee strategy development
 - Hire an outside consultant (\$50,000) to develop the strategy.

Promote

4. Marketing

Strategic Goals

- Develop metrics of marketing success.
 - Employ Meltwater (PR) and Sprout Social (Social Media) to track online engagement.
 - Quarterly reports to the Board on progress.



Protect

Enhancing our unique physical, visual, and economic assets while lessening nuisance, regulatory burden, and competition.

Protect

Challenges in FY18

1. Homelessness

2. Undesirable Land Use

3. Decay & Disinvestment

4. Increasing Competition

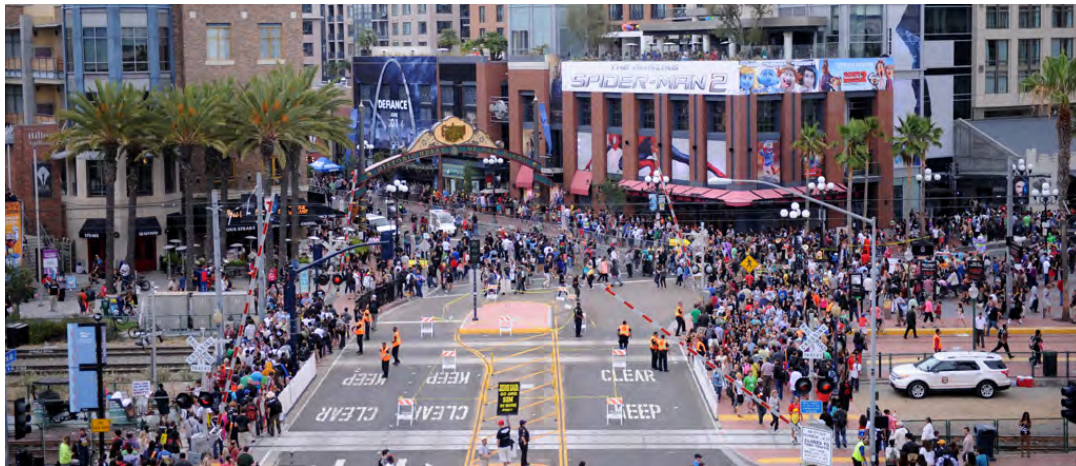
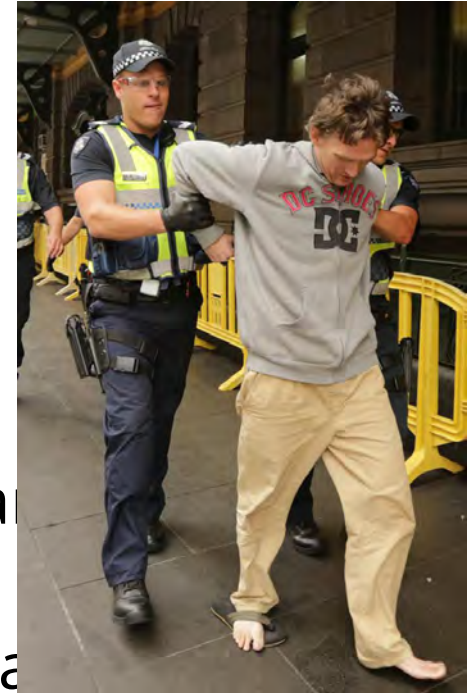
5. New Legislation

Protect

1. Homelessness

Strategic Goals

- Install new, difficult to scavenge trash cans in pilot program
- Select a test site for classical music as deterrent
- Hire two additional Security Ambassadors with Clean & Safe
- Rally merchants when support is necessary

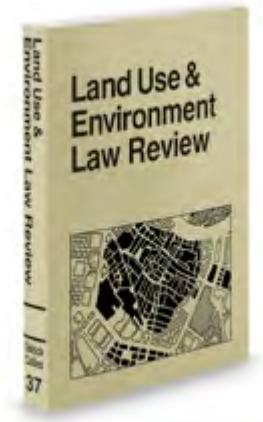


Protect

2. Undesirable Land Uses

Strategic Goals

- Support GQHF Land Use & Planning Committee in reestablishing project review responsibilities from Civic San Diego
- Poll membership on burdensome regulations; submit results for inclusion in PDO amendments



Protect

3. Decay & Disinvestment

Strategic Goals

- Paint curbs
- Encourage upkeep and renovation of properties
- Redesign the scramble intersection at Fifth Avenue & Market Street
- Use parking funds to install new street signage
- Implement '**Avenue for the Arts**' program
 - Refine goals and projects
 - Develop the brand
 - Secure funding



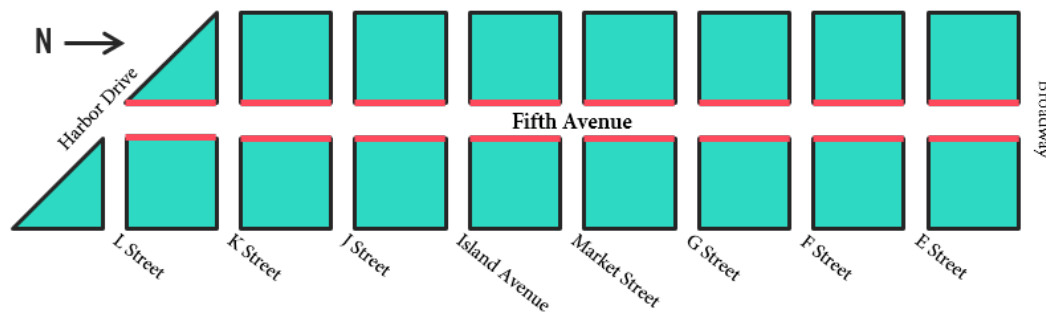
Protect

4. New Competition Strategic Goals

- The Fifth Avenue Plan

- FAALZ → Events to Test Concept → Seasonal/Weekend Street Closure → Permit Application → Construction of Permanent Changes

FIFTH AVENUE PASSENGER LOADING ZONE MAP



Protect

5. New Legislation & Regulation

Strategic Goals

- Host a round table discussion with membership about Assembly Bill to extend ABC hours until 4AM
 - Approach elected officials about merchant position
- Active Loading Zone Round Table with City Officials in September to discuss first year of pilot program.



Protect Your
Community



Prosper

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

Prosper

Challenges in FY18

1. Fundraising

2. Licensing & Merchandise

3. Partnerships

Prosper

1. Fundraising

Strategic Goals

- Sell remaining rabbits and collect sponsorship dollars.



Prosper



2. Licensing & Merchandise

Strategic Goals

- Set up e-commerce page on Gaslamp.org for merchandise.
- Licensing agreement with San Diego Tourism Authority for use of logo on merchandise.
- Gaslamp Quarter merchandise in tourist shops in the district.



Prosper

3. Partnerships

Strategic Goals

- Set up widget to purchase Padres tickets on Gaslamp.org.
- New \$6,000 partnership with RADD.
- Estimated \$6,000 gain from ARez booking engine on Gaslamp.org.

