

2011 ANNUAL REPORT

A 501(c)6 NON-PROFIT TRADE ORGANIZATION - JULY '10 thru JUNE '11 REPORT TO THE MEMBERSHIP

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San Diego Marriott Gaslamp Quarter

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Henry's Pub

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Departure

Kevin Sheehan
SignOnSanDiego.com

Greg Strangman
L.W.P. Group

Jeff Teed
Anheuser-Busch

GQA STAFF

Jimmy Parker
Executive Director

Art Ekvall
Kiosk Sales / Bookkeeper

Brandy Shimabukuro
Marketing & PR Manager

Patricia Tellier
Member Services Manager

CHAIR'S MESSAGE

I would like to begin by thanking our Board of Directors for their dedication and consistent counsel as we continue to navigate our recovering economy. I am equally proud of the team in our GQA office. We have succeeded where other organizations and government agencies have not. The continued growth and reach of our marketing efforts to build new relationships, both locally and much further out are consistently underway.

We are exploring a partnership with two of the potential vendors for the new San Diego International Airport concessionaire contract. Though the results are not completed, it appears our district will be featured in possibly three locations in the terminal. This will equate to more critical travel impressions for the district and its businesses. We have had very successful community events such as Mardi Gras, the Poinsettia Bowl Gaslamp March and of course the beloved Gaslamp Holiday Pet Parade. Our vibrant location will continue to thrive because of these and other unique events and creative thinking.

If we turned the clock back ten years, none of us could have imagined the amazing and sustained growth we have all come to realize and appreciate. We will continue to be actively involved in the ongoing efforts to expand the Convention Center and stay engaged in the discussions on the future of redevelopment in downtown.

Even looking back, one cannot help but be excited on the growing optimism in the convention and travel markets. Know that your Board has worked hard over the past year to position our community in the most favorable position to catch the surging financial winds that are coming our way.

I wish everyone a very prosperous and fulfilling 2012.

Jeffrey Burg
Chair of the GQA Board of Directors

A Year of Accomplishments

July 2010

- GQA partners with the San Diego Padres, Dick's Last Resort and the Friarhood to coordinate the Gaslamp's Friar Faithful Rally
- Launch of the Gaslamp Quarter rooftop webcam at the Hard Rock Hotel during Comic-Con International

August 2010

- Ongoing development of Fifth Avenue Auto Showcase with cross promotion at San Diego area car shows

September 2010

- Secured media partnership with SanDiego.com for the Gaslamp Quarter Locals Lifestyle & Design Tour

October 2010

- American Planning Association designates Fifth Avenue in the Gaslamp Quarter one of their 2010 Top 10 Streets in the U.S.
- Launch of the Gaslamp Quarter Locals Lifestyle & Design Tour, a monthly promotion featuring boutiques, retailers and galleries

November 2010

- GQA launches district-wide free Wi-Fi
- GQA partners with Georges Duboeuf to take part in the global Beaujolais Nouveau wine celebration with the Duboeuf Nu Beau event in the Gaslamp Quarter

December 2010

- Gaslamp Holiday Pet Parade presented by Downtown Ace Hardware attracts the largest attendance yet with over 250 Pet Parade participants and an estimated 6,000 spectators

January 2011

- Development of a fresh concept for Mardi Gras in the Gaslamp

February 2011

- Launch of the expanded Gaslamp Lovers Promotion social media contest to promote the Gaslamp Quarter as San Diego's premier Valentine's Day destination

March 2011

- Successful debut of the re-vamped Mardi Gras in the Gaslamp, with over 35,000 in attendance – the largest turnout recorded in years
- Gaslamp.org posts highest traffic to date, with over 100,000 visitors to the site within a 30-day period

April 2011

- GQA enters into licensing agreements for use and promotion of the Gaslamp Quarter brand at proposed concessions & retail shops at the San Diego International Airport

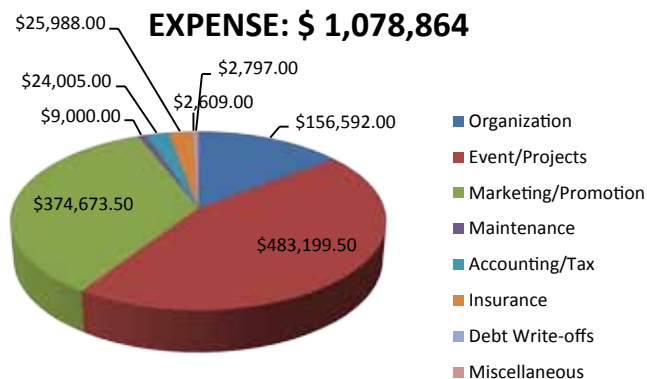
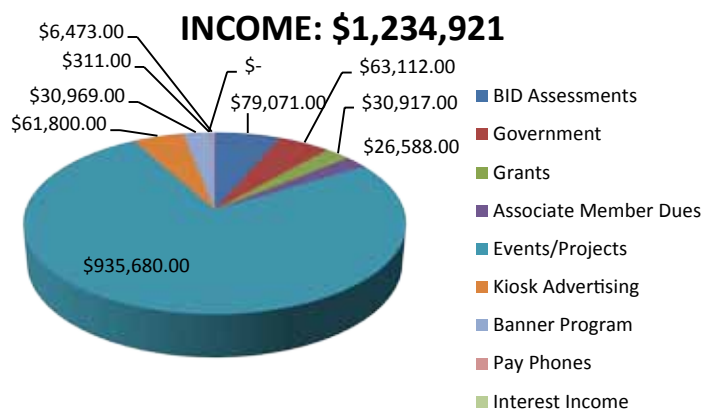
May 2011

- GQA hosts the California Travel & Tourism Commission and MTV Korea for a lifestyle program filmed in the Gaslamp Quarter
- Launch of Gaslamp.org's sister website, GaslampLocal.com, featuring dynamic multimedia, including video, magazine-style guides, coupons and more

June 2011

- GQA partners with Google to launch Google Places in San Diego, in conjunction with the 18th annual Taste of Gaslamp, featuring over 50 participating Gaslamp restaurants and venues

Financial Summary



Marketing the Quarter

Marketing the diverse and dynamic Gaslamp Quarter is a challenge, but the staff of the Gaslamp Quarter Association works diligently to reach out to the numerous audiences that the district entertains. Special events and promotions are two of the many strategies used by the GQA.

Special Events & Promotions

Fifth Avenue Auto Showcase 2010

Doubling in size in only its second year, the Fifth Avenue Auto Showcase featured classic and contemporary high-performance vehicles along Fifth Avenue

- Displayed 100 coveted automobiles, including a Tesla Roadster, "General Lee" of "Dukes of Hazzard" fame, Ferrari F430 Challenge from GRAND-AM GT Class racing circuit, 1939 Auburn Phaeton, 1958 Packard Hawk and more
- Significant media coverage, including on-air mentions on KIFM Smooth 98.1 and KSON 97.3, featured event listings on KPBS, *San Diego Magazine*, and *San Diego Union-Tribune*
- 15,000 in attendance

Lamplighter Awards, Dinner & Auction 2010

An extravagant evening celebrating the Gaslamp Quarter's elite with the Lamplighter Awards and Best of the Gaslamp Awards

- Featured appetizers prepared by eight Gaslamp restaurants and members
- Live entertainment including the smooth sounds of Peter Lalli and the vivacious Shimmy Sisters
- Silent and live auctions, including the all new live auction drawing
- 500 in attendance

Gaslamp for the Holidays 2010

Three festive, free to view promotions designed to augment district traffic during the holidays

- The trees of the district were lit with 200,000 brilliant, energy-efficient LEDs as part of the expanded Gaslamp Quarter Holiday Lighting program
- Gaslamp Holiday Pet Parade presented by Downtown Ace Hardware attracted 250 pet owners and pets, including dogs (and a couple cats), a bearded dragon and fire-bellied newts, as well as 6,000 spectators
- Poinsettia Bowl Battle of the Bands, slated to showcase the Navy Midshipmen Band and San Diego State University, was unfortunately cancelled due to inclement weather. However, pre-promotion for the event created buzz and excitement about the Gaslamp Quarter.
- Significant media coverage
 - Coverage of events on four TV stations, 11 web and print publications, and two radio stations
 - 43,932 visitors to Gaslamp.org in December 2009
 - Paid and unpaid inclusion in multiple local newsletters, blogs and media outlets

Gaslamp Lovers Promotion 2011

The second annual online promotion and contest to promote the Gaslamp Quarter as *the* destination for Valentine's Day

- Launch of the expanded Gaslamp Lovers Promotion social media contest, featuring over \$2,500 in giveaways from GQA member businesses
- Driven primarily by social media and Gaslamp.org, in partnership with KIFM Smooth Jazz 98.1

Mardi Gras in the Gaslamp 2011

The largest Mardi Gras celebration on the West Coast celebrated its 17th year as a signature San Diego event with a distinctive Southern California flair

- Launch of the re-vamped Mardi Gras in the Gaslamp, featuring three elaborately themed stages, international DJ talent, electrifying roving entertainment, the Incredible Masquerade Parade, hotel and dinner packages and more
- Headlining acts included internationally renowned The Crystal Method, Grammy Award winning producer Sharam and Lee Burridge
- Tremendous media coverage, including coverage on six TV stations, 12 radio stations, 14 print and web publications, as well as paid and trade advertisements and calendar listings in numerous print and web outlets
- 35,000 in attendance

Michael Jon Hogue Memorial Golf Tournament 2011

The annual golf tournament fundraiser of the Gaslamp Quarter

- Showcased food and beverages provided by GQA members
- Great contests and prizes
- 216 in attendance

KIFM Smooth Jazz 98.1 Gaslamp Festival 2011

Outdoor block party and jazz music festival

- Featured jazz musicians throughout the Gaslamp Quarter
- 7,000 in attendance

Taste of Gaslamp 2011

One of the Gaslamp Quarter's most popular events featuring a self-guided food tasting tour

- Guests sampled delicious house specialties at over 500 Gaslamp restaurants and enjoyed beer tastings at the Samuel Adams Beer Garden atop the San Diego Marriott Gaslamp Quarter at Altitude Sky Lounge
- Debut of Taste of Gaslamp "mobile maps," customized Google Maps that guests could download onto their mobile phones by scanning a QR code, highlighting all of the participating locations
- 1,800 in attendance

MARKETING HIGHLIGHTS

Gaslamp's Friar Faithful Rally

- Originally planned as a rally to spur voting for SD Padres star closer Heath Bell to the MLB All-Star Game, the GQA partnered with the San Diego Padres, Dick's Last Resort and the Friarhood to coordinate the Gaslamp's Friar Faithful Rally
- Significant TV and web exposure, with promotions for the event on FOX 5 San Diego and SanDiego.com

American Planning Association's Top 10 Great Streets

- Fifth Avenue between Broadway and Harbor Drive in the Gaslamp Quarter was designated one of the American Planning Association's Top 10 Great Streets of 2010
- Successful PR campaign resulted in a feature article in *Ranch and Coast Magazine* (circulation of 37,000)

Launch of District-Wide Free Wi-Fi

- The GQA partnered with California Micro Systems and Free WiFi San Diego to launch a program offering two hours of free Wi-Fi to district visitors in all public spaces of the Gaslamp Quarter
- Free WiFi San Diego also partnered with a growing list of GQA member businesses to provide their patrons with two hours of free Wi-Fi within their establishments

Launch of District-Wide Free Wi-Fi (continued)

- Successful PR campaign resulted in on-air radio mentions on KIFM Smooth 98.1, print/online featured articles and a social media campaign reaching over 25,000 followers

Gaslamp Quarter's Presence at San Diego Int'l Airport

- The GQA entered into licensing agreements with The Paradises Shops and Hudson Group for the use and promotion of the Gaslamp Quarter brand at proposed concessions/retail shops at the San Diego International Airport
- While development is currently underway, the proposed concessions have the potential to gain extensive exposure for the Gaslamp Quarter and its businesses to San Diego travelers

California Travel & Tourism Commission & MTV Korea

- The GQA hosted the CTTC, *Ceci Magazine* and MTV Korea for a lifestyle travel program filmed in the Gaslamp Quarter in May 2011
- The Gaslamp Quarter was featured in the 50-minute episode, which aired on MTV Korea with a viewership of 1.5 million
- Also included in a feature article in *Ceci Magazine*, a popular women's lifestyle and travel magazine with a circulation of 100,000

Expanding the Gaslamp Quarter's Digital Presence

Gaslamp.org & GaslampLocal.com

Gaslamp.org continues to be a popular resource for visitors and residents to navigate the Gaslamp Quarter's 400+ member businesses. In this age of burgeoning digital frontiers, the demand for fresh and dynamic media is growing exponentially. In May 2011, the GQA launched GaslampLocal.com, sister site to Gaslamp.org, in partnership with Enne Bi Communications. Featuring rich, magazine-style e-guides for everything from shopping to hotels, videos, photo galleries, coupons and more, GaslampLocal.com melds seamlessly with Gaslamp.org to create the perfect complement to the Gaslamp Quarter's already extensive digital presence.

In addition to Gaslamp.org's comprehensive directories of the GQA's member businesses, Gaslamp.org and GaslampLocal.com now offer an expanded advertising program to provide GQA members with solutions to promote their businesses beyond standard web banners. Businesses may now take advantage of advertising packages including everything from web banners to videos and coupons, offered at both member and non-member rates. Gaslamp.org and GaslampLocal.com continue to draw significant web traffic, with analytics for FY2011 provided below.

ANALYTICS:

- Over 836,000 visitors from more than 166 countries
- Over 100,000 visitors were recorded in February 2011 (Mardi Gras in the Gaslamp and the Gaslamp Lovers Promotion), compared to approx. 90,000 visitors in FY2010
- 13,100+ dedicated subscribers to the Gaslamp Quarter's Gaslamp Insider e-newsletter

Creating Dialogue via Social Media

Since launching the Gaslamp Quarter's official Facebook Fan Page and Twitter account in FY2010, the GQA has grown to a network of over 5,000 fans and followers - earning an average of 80,000 to 100,000 impressions on Facebook and Twitter each month. The GQA continues to engage fans and followers by hosting numerous promotional programs via social media, such as contests and giveaways, while driving traffic to Gaslamp.org and the GQA's member businesses.

In FY2011, the GQA began utilizing customized Google Maps to complement various events while highlighting member businesses. This program was launched in conjunction with the Taste of Gaslamp, offering a mobile guide of the event to guests, while integrating QR ("quick response") codes and social media promotion. The GQA plans to leverage the use of these customized maps to showcase Gaslamp Quarter restaurants, entertainment venues and retailers, while aiming to implement a long-term mobile solution for Gaslamp.org in FY2012.

Join the conversation and find us on Facebook and Twitter:

- Gaslamp Quarter Facebook Fan Page:
<http://www.facebook.com/MyGaslamp>
- Gaslamp Quarter Twitter Page:
<http://twitter.com/GaslampQuarter>
- Mardi Gras in the Gaslamp Facebook Fan Page:
<http://www.facebook.com/SanDiegoMardiGras>
- Fifth Avenue Auto Showcase Facebook Fan Page:
<http://www.facebook.com/FifthAvenueAutoShowcase>

Taking Action: GQA Committees

Like all strong organizations, the GQA's success is directly related to the work accomplished through its committees. In FY2011, the enthusiasm of our dedicated committee members helped the Gaslamp Quarter reach new heights. All GQA members are invited to attend these monthly meetings:

Land Use & Planning (LUP)

Committee - 2nd Tuesday of every month, 3:30PM

Strives to protect the integrity of the Gaslamp Quarter as a National Historic District. Reviews storefront changes, patio designs and signage as outlined by the Gaslamp Quarter Planned District Ordinance and Design Guidelines.

Chair: Marsha Sewell, Marsha Sewell & Associates

Vice Chair: Cindy Blair, Development Services

Retail & G Pro Committee -

2nd Wednesday of every month, 3:00PM

Plans strategic marketing programs for Gaslamp's small businesses. Owners and managers of retail shops and boutiques along with the businesses that comprise of visitor and business services in the Gaslamp Quarter meet for educational programming, mixers and promotional program development.

Co-Chair: Sara Mueller, Shorelines Gallery

Co-Chair: Christine Kinsella, To The Point Gaslamp Acupuncture

Hospitality Committee - 3rd Tuesday of every month, 3:00PM

Comprised of GQA members interested in issues pertaining to restaurants, nightclubs and hotels. Showcases industry-relevant marketing opportunities and helpful resources.

Co-Chair: Sin Bosier, Gaslamp Event Management

Co-Chair: Kevin Sheehan, SignOnSanDiego.com

Special Events Committee - 3rd Thursday of every month, 3:00PM

Reviews all proposed street closures and special events as outlined by the GQA Special Event Policy.

Chair: Laurel McFarlane, McFarlane Promotions

Vice Chair: Jeff Teed, Anheuser-Busch

Visit  to confirm meeting dates, times and locations.

Click the "GQA Members" tab in the upper-right hand corner.

BOARD OF DIRECTORS NEWS

FY2011 brought significant changes to the make-up of the Gaslamp Quarter Association Board of Directors. There were many positions that changed as several members left the district for new companies and positions. We wished the best of luck to Jacob Borge, Shelley Bradley and Keiliki Rodriguez. Long time Board Member Greg Strangman of L.W.P. Group keeps his strong ties to the Gaslamp Quarter and will remain a participant in the GQA but he has turned his focus to the mentoring program he fuels at San Diego High School and the many groundbreaking projects his unique vision is bringing to our City.

The GQA was fortunate to add some key property owners into the mix to replace those valuable assets. Sara Mueller from Shorelines Gallery, Gregg Neuman from Prudential Real Estate and Rodrigo Iglesias from RMD Group, which includes Side Bar, FLUXX, F6ix and Ciro's Pizzeria each accepted their nominations and call to duty. Also stepping up was Dan Shea of Donovan's and James Stephenson from the Cohn Restaurant Group and Gaslamp Strip Club, who are both key decision makers for their companies.

The GQA Board of Directors meets the last Wednesday of every month (except August). Go to www.gaslamp.org for more information.

GQA MISSION STATEMENT

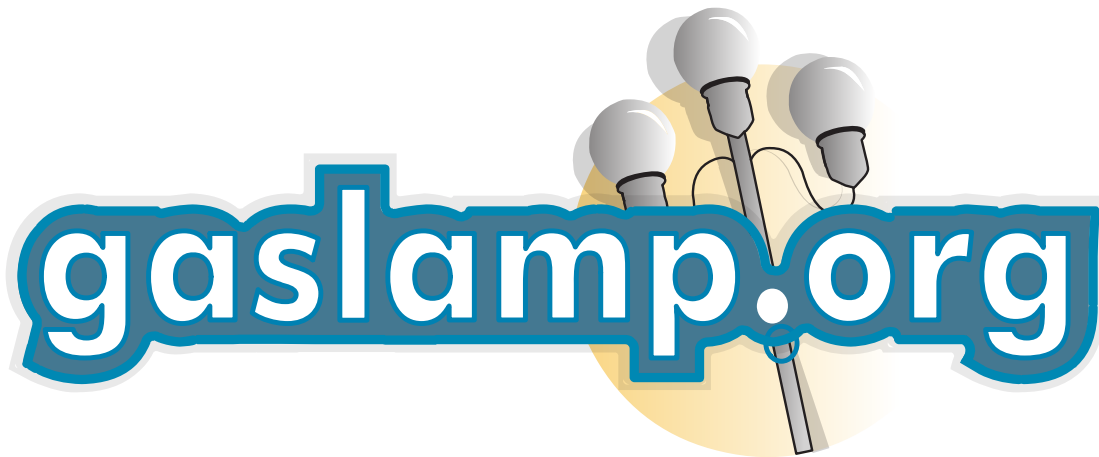
The Mission of the Gaslamp Quarter Association is to promote and protect the historic Gaslamp Quarter as San Diego's premiere Shopping, Dining and Entertainment District, using advocacy, community relations, and promotional programs to present an exciting, sophisticated, world-class destination for the residents of, and visitors to San Diego, for the prosperity of the Association's membership.

The Gaslamp Quarter Association (GQA) is the second oldest business improvement district in the City of San Diego. Though the GQA was officially chartered in 1982 by the City of San Diego under State Law, the Gaslamp Quarter's Merchant Association goes back several decades and the historic commercial district that would become the Gaslamp Quarter began as William Heath Davis' New Town in 1850.

The association's operation is overseen by a volunteer Board of Directors elected in the late spring by the entire GQA membership. The 17-person board represents the diverse make-up of the district and each year, the GQA strives to recruit members from our retail, restaurant and professional services establishments, as well as property owners, associate members and business owners who also reside within the district.

To qualify as a nominee for the Board of Directors, a member in good standing must actively serve on a GQA committee for at least six months. Each board member is elected in June to serve a two-year term and is expected to; attend ten monthly board meetings and the annual retreat, purchase a table and provide an auction item for the annual Lamplighter Awards, Dinner & Auction, and chair a committee, task force, or special event project.

The GQA staff consists of three full-time employees; Executive Director, Member Services Manager, and Marketing & PR Manager. Besides keeping regular office hours, the staff also works on many special projects in support of the membership that involve evenings and weekends.



CONTACT US

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 <http://www.facebook.com/MyGaslamp>

 <http://twitter.com/GaslampQuarter>

Gaslamp Quarter Association
614 Fifth Avenue, Suite E
San Diego, CA 92101

Office Hours: Monday - Friday, 8:00AM to 5:00PM

The Gaslamp Quarter Association is partially funded by The City of San Diego's Small Business Enhancement Program.