



GENERAL INFORMATION

- 18th Annual Mardi Gras in the Gaslamp
- Presented by the Gaslamp Quarter Association & Gaslamp.org
- Fat Tuesday, February 21, 2012
- 6:00 pm to Midnight
- Anticipated Attendance: 35,000+
- FESTIVAL IS GATED, TICKETED AND 21 & UP ONLY

-Gated area is on Fifth Avenue from Broadway to L St & cross streets btwn 4th & 6th. Downtown San Diego. See street closure for specifics.

-Five stages featuring top Electronica, Dubstep and House DJs, Live music performances & special guest appearances

-Masquerade Parade travels south on Fifth Avenue from E Street to K Street at 9:00 pm

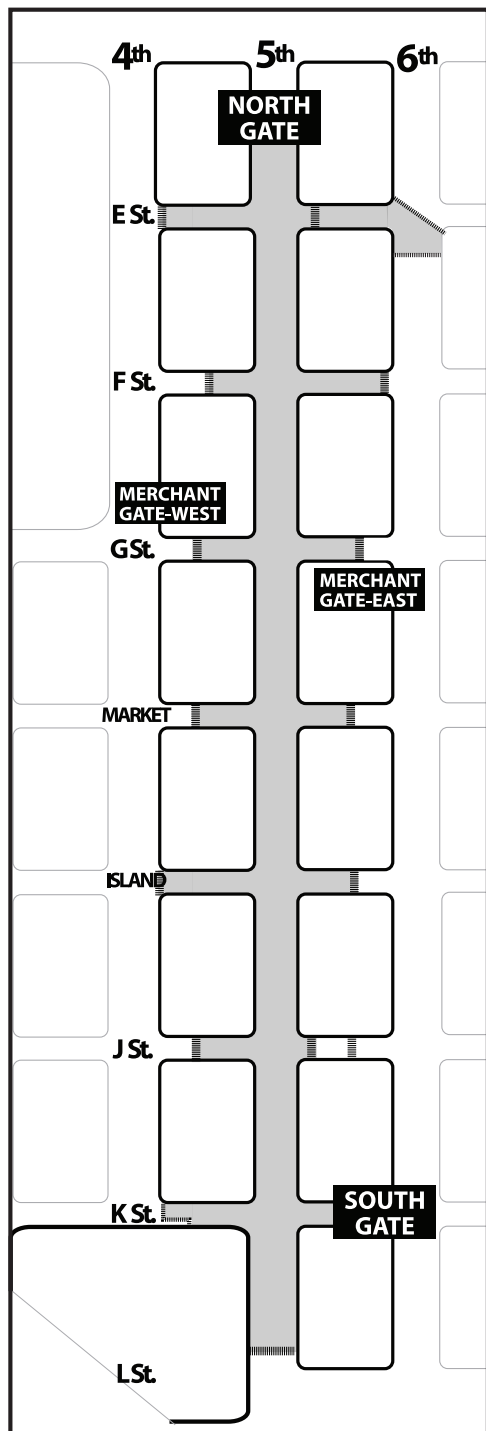
-Street performers, lighting, sound and visuals throughout

-Attendees must be 21+ and have a valid photo ID to enter.

-Proceeds benefit the Business Improvement District (BID).

-The Gaslamp Quarter Association BID is a 501(c)6 non-profit trade organization that preserves and promotes the Gaslamp Quarter as a National Historic District and San Diego's premier shopping, dining and entertainment destination.

-For more information on Mardi Gras in the Gaslamp or the Gaslamp Quarter Association Business Improvement District, visit www.gaslamp.org or call 619-233-5227.



MERCHANT LIAISON TEAM
Hank: 619-210-4724
Michael : 619-210-3608

MEETINGS

The Gaslamp Quarter Association will hold a **TOWN HALL** open to all interested parties. Meet the Merchant Liaison Team, Ask Questions, Review the Maps & Learn More!

MARDI GRAS TOWN HALL

JAN 26, 2012 - 3 PM
 Rock Bottom Brewery | 401 G St.

The GQA will also cover the details at all upcoming committee meetings

TICKETS

A Ticket is required to access the festival and any location within the gated footprint!

Tickets are sold online & locally
 - \$20 in advance
 - \$25 day of : online & at gate

Advance purchase opportunities:

DINNER PACKAGES - \$30 each

DISCOUNT PROGRAMS:

-Consignment \$15
 Minimum of 50 tickets
 Conditional return policy

-Bulk \$10
 Min of 50 tix | Final Sale



STREET CLOSURES & NO PARKING

The majority of street closures and "No Parking" zones are for Tuesday 2/21/12 but some areas and streets will be restricted beginning Monday, 2/20/12. **LOOK CLOSELY AT ALL SIGNAGE!**

ROAD CLOSURES:

- 5th Avenue** > Broadway to L St.
- 6th Avenue** > E Street to F St
- E Street** > 4th to 6th Ave.
- F Street** > 4th to 6th Ave.
- G Street** > 4th to 6th Ave.
- Market Street** > 4th to 6th Ave.
- Island Avenue** > 4th to 6th Ave.
- J Street** > 4th to 6th Ave.
- K Street** > 4th to 6th Ave

ALL DELIVERIES MUST BE COMPLETED BY NOON ON 2/21/12

Make arrangements in advance!

SECURITY SWEEP

To insure that we have a secure venue prior to the gate opening, Mardi Gras security personnel will visit each merchant between 4:30 p.m. and 5:30 p.m. to ensure everyone within each location has been properly wrist banded. It will be the responsibility of your management team to work together with Mardi Gras security to ensure a smooth transition and an on time opening of Mardi Gras 2012.

If you have questions, please feel free to call the Gaslamp Quarter Association office (619) 233-5227 or the Merchant Liaison Team

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PRIORITY ACCESS EMPLOYEE & RESIDENT LISTS

Most of the Gaslamp will be fenced off for the festival at 6 pm. There are two gates that will check-in employees & residents. Each business and residential building within the fence is permitted to prepare & submit a list of employees or residents that will need access to the gated area **AFTER 6 PM ON 2/21**. People that only work daytime hours do not need to get wristbands.

HOW TO SUBMIT A LIST >

Prepare a typed, alphabetized list with full names, location name and primary contact name & number. It is mandatory that you indicate anyone on your list that is under 21 years of age.

Mail, drop off or fax your list to us by Friday Feb 17th at Noon

Email to: info@gaslamp.org | Fax (619) 233-4693 or

Drop-off at 614 5th., ste E (5th & Market st, upstairs from Henry's Pub)

All personnel will need to check-in at the merchant gates with PHOTO ID. Once they check-in, they will be provided wristbands for gate access. Wristbands must be worn to enter & access gates. Under 21 wristbands must be worn at all times.

ENTERING & EXITING THE VENUE WITH A WRISTBAND >

Residents, Merchants & Employees wearing valid ID wristbands may enter or exit the venue during operating hours at the main gates.:

- NORTH ENTRY GATE - Broadway & 5th
- SOUTH ENTRY GATE - 6th & K Street
- WEST MERCHANT & RESIDENT GATE - 6th & G Street
- EAST MERCHANT & RESIDENT GATE - 4th & G Street

GATE HOURS:

MERCHANT & RESIDENT GATES - 10 AM TO 10 PM
ENTRY GATES - 6 PM TO MIDNIGHT

KEY NOTES >

Businesses will be permitted to submit employee lists that match size of their business size listed on their City of San Diego business license.

Your GQA Merchant Liaison will review your list size and confirm the acceptance to the person that submits the list. Any passes needed over your business permit size can be purchased at a discounted price.

It is each location's responsibility to provide timely, accurate & legible lists of employees and residents. We require both first AND last names. Anyone under the age of 21 must be indicated. Lists must be received by the deadline. If these terms are not met your staff will be denied access to the gated area.

Employee lists are not to be used to gain access for non-working employees, patrons or venue guests
Priority access is for working staff and residents only!

WE RESERVE THE RIGHT TO RESTRICT ACCESS TO ANYONE.
NO ONE THAT APPEARS TO BE INTOXICATED WILL BE ADMITTED.