

DOWNTOWN SAN DIEGO PARTNERSHIP



ANNUAL  
REPORT



2015

# TABLE OF CONTENTS

## Contents

Introduction	1
2015 Goals	2
Other Highlights:	13
• Build Your Business	
• Made to Move	
• Create the Vibe	
• Make Your Place	
Clean & Safe	18
Business Improvement District	22
2015 Earned Media	23

# DOWNTOWN SAN DIEGO PARTNERSHIP

## LETTER FROM OUR CHAIRMAN & CEO

Dear Members:

2015 was a highly productive year for the Downtown San Diego Partnership and our Downtown.

Each day the Partnership team worked hard to deliver on our ambitious agenda to revitalize Downtown San Diego.

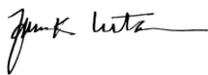
Under the direction of the Downtown Partnership's Board of Directors, we identified six goals as necessary to creating a world class Downtown – one that was economically strong, culturally vibrant and that offered opportunities to work, live and enjoy.

This report details our accomplishments for 2015, as well as provides a framework for how we will continue to build our organization to best deliver on our priorities in the future.

While the Downtown San Diego Partnership team has worked incredibly hard this past year to meet our goals, we know that none of this would be possible without the continued support and leadership of our members and the Downtown community.

We thank you for a great 2015, and we look forward to delivering another year of accomplishments for Downtown San Diego and our members in 2016.

Warmest regards,



Frank Urtasun  
Chairman



Kris Michell  
President and CEO



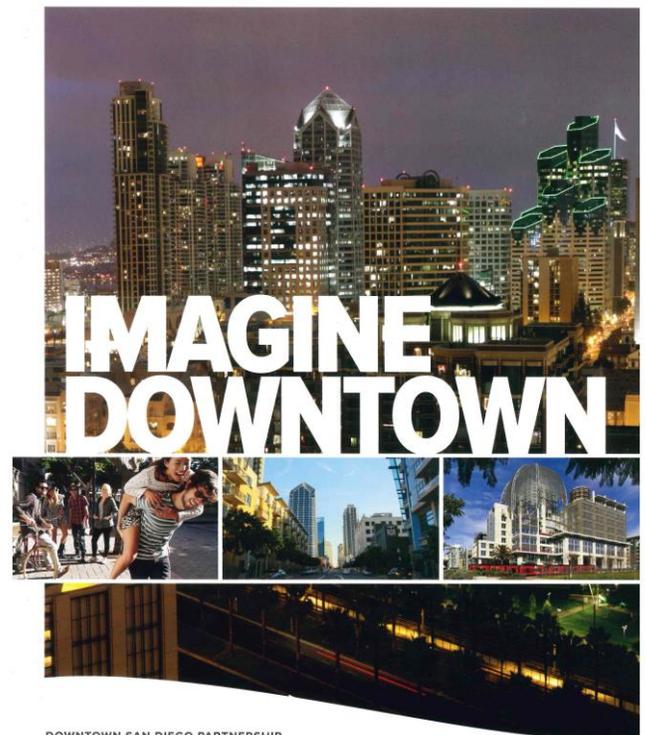
# DOWNTOWN SAN DIEGO PARTNERSHIP

## INTRODUCTION

In October 2013, the Downtown San Diego Partnership released “Imagine Downtown,” a 20-year strategic vision to revitalize Downtown San Diego.

“Imagine Downtown” is divided into five focus areas that have informed and guided the work of the Downtown San Diego Partnership throughout 2015. It is these five areas that has informed and guided the work of the Downtown San Diego Partnership throughout 2015. These focus areas are:

1. **Build Your Business** Grow and attract businesses Downtown, especially in the innovation sector as well as position Downtown as a hub for our bi-national mega region.
2. **Create the Vibe** Bolster Downtown’s appeal with a comprehensive placemaking strategy to enhance Downtown’s public spaces and foster a distinct arts and cultural scene.
3. **Made to Move** Making Downtown accessible with a variety of programs from a circulator system to advanced parking technology to programs designed to make our streets and sidewalks more walkable and bikeable.
4. **Make Your Place** Ensure Downtown’s distinct neighborhoods are safe and attractive with a mix of housing and education options to encourage diversity.
5. **Collaborate** Building relationships throughout the region and across the border so together we can tackle the challenges facing San Diego constructively and comprehensively.



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## 2015 GOALS AND OBJECTIVES

With guidance from the Board of Directors, the Downtown Partnership identified six recommendations within those focus areas as its goals for 2015. They are:

1. **Renew and Launch Clean & Safe, the Property and Business Improvement District** (Make Your Place)
2. **Expand Homeless Outreach Efforts and Programs to Effectively Address Homelessness** (Make Your Place)
3. **Drive Economic Development** (Build Your Business)
4. **Market Downtown** (Build Your Business)
5. **Champion Large Civic Projects** (Create the Vibe)
6. **Increase Member Engagement** (Collaborate)

*This report details the Downtown San Diego Partnership's progress on the six goals as well as other "Imagine Downtown" goals and milestones reached in 2015.*

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## **GOAL 1: RENEW AND LAUNCH CLEAN & SAFE, DOWNTOWN'S PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**

Clean & Safe is the backbone of the Downtown Partnership's efforts to create a world-class Downtown. The Clean & Safe program empties trash cans, sweeps and power washes sidewalks, removes graffiti, provides enhanced security services, conducts much-needed homeless outreach and is in charge of key beautification efforts, such as drought-resistant landscaping and the Downtown tree-lighting initiative. Because of Clean & Safe's integral role in keeping Downtown San Diego clean, safe and beautiful, renewing the Clean & Safe program was the Downtown Partnership's No. 1 priority in 2015. Here is a recap of this effort:

- Successfully renewed Clean & Safe with 82.6 percent support from Downtown property owners and unanimous support from the City Council.
- Developed the Commercial Enhancement Program for fiscal year 2016.
- Expanded the beautification and placemaking program by hiring a full-time Placemaking Manager.
- Installed more than 250 additional tree lights in Downtown's Core, Columbia and East Village neighborhoods. More than 1,100 lights now decorate Downtown's trees.
- Established a new 501c4 Clean & Safe entity.
- Seated a new Clean & Safe Board of Directors made up of 15 committed Downtown residents, business owners and stakeholders.
- Completed the request for proposals and request for qualifications process for all fiscal year 2016 contracts.
- Successfully completed the Gaslamp Night Plaza series in collaboration with the Gaslamp Quarter Association.

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- Hosted volunteer events within East Village and the historic Gaslamp Quarter to keep Downtown clean, safe and beautiful.
- Overhauled the dog bag station program, resulting in a 45 percent cost savings.
- Launched an innovative gum removal program using ice-blasting technology.
- Developed an enhanced sidewalk repair program to keep Downtown looking its best.
- Secured a satellite location for Clean & Safe operations in East Village.
- Hosted community meetings in each of Downtown's seven neighborhoods to seek input on how residents would like to see placemaking funds spent.
- Expanded staff training programs for all Maintenance and Safety Ambassadors.
- In coordination with the Gaslamp Quarter Association, hosted internationally renowned placemaking and tactical urbanism expert Mike Lydon at the Downtown Partnership offices for an all-day seminar focused on developing and enhancing Downtown's identity.
- Collaborated with e3 Civic High School to activate the pocket park in East Village.
- Began working with the San Diego Symphony on a "Pianos in Spaces" initiative designed to activate open spaces through arts and entertainment.



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## **GOAL 2: EXPAND HOMELESS OUTREACH EFFORTS AND PROGRAMS TO EFFECTIVELY ADDRESS HOMELESSNESS IN DOWNTOWN SAN DIEGO**

Addressing homelessness in a comprehensive and compassionate manner is key to creating a thriving Downtown. It is not only an economic issue, but also a moral one. Over the last year, the Downtown San Diego Partnership has taken the lead in advocating for programs that effectively address homelessness and help move people off the streets and into housing. These efforts included:

- Through a generous grant from Bank of America, the Clean & Safe Program purchased one detox bed at McAllister Institute of San Diego to be used in partnership with the San Diego Police Department's Homeless Outreach Team. In 2015, 15 individuals received life-saving detox services.
- Successfully advocated to fund programs that effectively address homelessness, including 50 triage beds for the San Diego Police Department's Homeless Outreach Team (HOT), two additional PERT clinicians, two additional prosecutors within the City Attorney's Neighborhood Prosecution Unit and phantom vehicles.
- Successfully launched the three-hour Unattended Property Program in coordination with the City of San Diego, the Girls Think Tank and the San Diego Housing Commission.
- Coordinated the Downtown Point in Time Count as well as led successful media efforts around Downtown's participation in the annual count.
- Reunited 322 homeless individuals with family through the Work Your Way Home program, bringing the total number of those helped to 766.

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- In coordination with Father Joe's Villages, The Rock Church, Cox Communications and Loving Spoonfuls, successfully launched the San Diego Meal Service program to educate the public about the negative consequences of street feedings. The program includes an online community platform to connect volunteers with local service providers, television and web-based public service announcements and an op-ed published in the San Diego Union-Tribune.
- Doubled the number of triage beds to 50 available beds. The beds have been wildly successful, assisting more than 320 individuals 2015.
- Secured a \$20,000 grant from the County of San Diego to fund the Work Your Way Home program.
- Hired one additional Clean & Safe Homeless Outreach Worker.
- Developed analytics and metrics to measure the flow of homeless into Downtown.
- Participated in the 25 Cities Initiative to end chronic and veterans homelessness by the end of 2015.
- Launching the 3<sup>rd</sup> Annual "Make Change Count" fundraising drive in partnership with local companies including Cox Communications; IPS, which makes the donation stations; and Classy, a local startup that offers an online fundraising platform for nonprofits.
- Received a \$3,000 donation from the California Apartment Association for the Make Change Count program.
- Hosted two successful town hall meetings to engage the community and Downtown stakeholders in efforts to reduce homelessness.
- Traveled to San Francisco for the International Downtown Association Conference, which brings together leaders from urban centers across the globe to discuss common issues and challenges, including homelessness and placemaking.

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## GOAL 3: DRIVE ECONOMIC DEVELOPMENT

The region's three economic drivers are innovation, tourism and the military. These sectors are especially critical to Downtown because of its location on the waterfront as well as economic and demographic trends that are attracting companies to urban centers. To ensure that we are growing both Downtown San Diego and the region's larger economy, we have:

- Targeted lobbying and advocacy for legislation, including Assembly bill 504, 24, 828 and 608.
- Successfully planned and executed an Innovation District Roundtable and Downtown San Diego walking tour with the Brookings Institute, in coordination with the City of San Diego and the San Diego Regional Economic Development Corporation.
- Prepared to launch an innovative, revenue-generating kiosk program to drive new business to Downtown, enhance Downtown's vitality by amplifying the arts and serve as a sustainable revenue source to support the Partnership's placemaking initiatives.
- In collaboration with UCSD Extension, successfully completed Phase I of Downtown's first demographic study to help with branding and marketing efforts.
- Launched Phase II of Downtown's first demographic study to lend qualitative meaning to the quantitative data acquired in Phase I.
- Supported the business development and launch of Holonis, a Downtown technology startup.
- Partnered with Civic San Diego to complete the RFQ and RFP process for a Circulator Operator, with the goal of bringing the Circulator Shuttle to Downtown in fall 2015.
- Acted as a lead advocate for the creation and launch of Downtown's first, real-time parking app to address the common misconception that Downtown has limited parking options.
- Developed a map of opportunity sites for large-scale development projects in Downtown.

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- Expanded Downtown’s cross-border presence and relationships by hosting a ULI Binational Committee Breakfast with featured speakers and a presentation titled, “Why Tijuana Matters to San Diego: Economics and Demographics in the Cali-Baja Mega Region.”
- Joined the “HousingUMatters” Affordable Housing Coalition to evaluate and improve outcomes for affordable housing projects in Downtown.
- Worked toward the attraction of a high-profile university to Downtown by creating a coalition of representatives from key local universities.
- Developed plans for a one-day urban symposium to be held in 2017 to highlight the importance of a vibrant Downtown to the larger region, state and country.
- Actively working toward the development of a Downtown Employment Overlay Zone with the City of San Diego, Civic San Diego and developers.
- Devised a preliminary plan to bring in additional revenue to the Partnership through mobile pop-up storefronts placed strategically throughout high volume parts of Downtown.
- Applied for and was chosen to be a professional client of the USC Sol Price School of Public Policy, Graduate Consulting Practicum. The program designates four USC students to the Downtown Partnership to create an economic development strategy using global best practices.

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## GOAL 4: MARKET DOWNTOWN

For San Diego to be successful in an increasingly urban world, it must embrace and promote all that Downtown has to offer. Here is how the Partnership worked to advance those efforts:

- Developed a successful communications strategy that ensured weekly coverage of Downtown Partnership events and initiatives, keeping the organization top of mind. (Please see Earned Media section)
- Successfully secured more than 160 earned media placements to effectively tell Downtown's story and publicize the work and mission of the Partnership.
- Quantified and presented earned media and social media successes to the Board of Directors monthly. The estimated value of the Partnership's annual earned media and social media presence totaled more than \$700,000 (as compared to the cost of comparable advertising).
- At no cost to the Partnership, published "Summer in the City," a San Diego Magazine special section highlighting the very best that Downtown has to offer during the summer. The estimated value of the publication was \$52,000.
- Launched a mobile-responsive website that targets the Partnership's key audience; supports "Imagine Downtown," our 20-year vision plan; and delivers on our goals of telling Downtown's story as a world-class urban community.
- Grew our Twitter followers to 8,870, an increase of 48 percent, and achieved 5,088 Facebook likes, an increase of five percent, as well as improving the level of engagement with our social media followers and maximizing exposure for Downtown.
- Launched a comprehensive communications effort, including a Union-Tribune op-ed and television public service announcements, to educate the public about the unintended consequences of public street feedings on the homeless and Downtown community.

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## GOAL 5: Champion Large Civic Projects

For Downtown San Diego to compete on the global stage, it must have iconic, world-class structures and spaces that rival those in other cities, both nationally and internationally. Here is how the Partnership worked to advance this goal in 2015:

- Continued to support and champion the expansion of the Convention Center.
- Continued to support and champion Civic San Diego.
- Participated in the San Diego Tourism Marketing District Master Plan Working Group.
- Supported a sports and entertainment district concept for Downtown.
- Continued to lobby on behalf of developers to advocate for density, sustainability and community activation through new projects in the urban core.
- Advocated for SANDAG's regional 2050 update to ensure that Downtown San Diego remains a transportation hub and employment center for the region.
- Lobbied the City of San Diego and key stakeholders to promote the importance of moving forward with the development of 7<sup>th</sup> & Market to attract a luxury hotel, retailers and an organic grocer.
- Advocated for development of a creative arts and culture district in the East Village, expected to bring much-needed mixed-used and transit-oriented development to the area.

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## GOAL 6: INCREASE MEMBER ENGAGEMENT

The very lifeblood of the Downtown Partnership is our members. When our members succeed, our Downtown economy and our organization flourishes. Because of this, in 2015 we worked to support our members and make these ideas happen:

- Created innovative and unique membership packages to increase member value and engagement.
- Renewed and relaunched the “Scripps Healthy Living in the City” package.
- Exceeded the \$76,000 projected income for the Annual Installation Dinner by 39 percent, providing an additional \$29,842.
- Exceeded the \$51,000 projected income for the Annual Golf Tournament by 12 percent, providing an additional \$6,369.
- Exceeded the Taste of Downtown’s \$10,000 projected income goal by 48 percent, providing an additional \$4,781.
- Exceeded the \$125,000 Annual Alonzo Awards projected income by 18 percent, providing an additional \$22,195.
- Exceeded income projections from all events by 29 percent, or \$63,189.
- Exceeded membership year-over-year income by 5.8 percent, or \$31,700.
- Added 32 new members: 3 Chairman’s Circle; 3 Sustaining; 11 Corporate; 11 Associate; and 4 Non-profit.

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**Social media stat: More than 100,000 reached on Twitter with the Scripps “Healthy Living in the City” yoga class on the *USS Midway*.**

- Launched the 2<sup>nd</sup> annual “Sounds of Summer” pop-up concert series with Sycuan and THE US GRANT featuring local musicians on street corners throughout Downtown every Friday this summer.
- Launched the first-ever “U.S. Bank Summer Series” to give Downtown residents, visitors and workers opportunities to stay physically and financially fit during the summer while also enabling U.S. Bank to engage with the Downtown community.
- Implemented the Ashford University Innovation Series to highlight best practices in innovation, cybersecurity, smart growth and education.
- Secured membership with The Home Depot and successfully launched the first-ever “Unleash the Doer in Downtown” workshop series.



# 700

**Attended the Scripps “Healthy Living in the City” yoga class on the flight deck of the *USS Midway* in July**



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## BUILD YOUR BUSINESS

### Downtown's Biggest Advocate

At the Downtown San Diego Partnership, we are always willing to advocate for increased business development and opportunities for all Downtown businesses. The Partnership is an economic development organization at its core, and to further our central mission, we achieved the following:

- Helped Downtown tech and startup companies recruit new, quality talent through direct links to UCSD Computer Science and Engineering departments.
  - This past fall, the DSDP team worked in tandem with the Regional Economic Development Corporation (EDC) to bring 25 UCSD Computer Science and Engineering students for a tour of four of Downtown's most successful startups, culminating in a networking mixer.
  - Ninety percent of the students said they would "actively seek employment in Downtown San Diego for a tech job after graduation from UCSD" following the tech event.
- Removed barriers for Downtown tech startups through a targeted strategic plan for the Downtown tech startup ecosystem.
- Helped introduce Holonis to the Downtown business community through their sponsorship of high visibility events like The Taste of Downtown.
- Helped ride-sharing companies Uber and Lyft secure permits to service the San Diego International Airport.



### Business Attraction: 92101 Open for Business

When Sempra Energy's lease was set to expire, the company had to decide: would they stay in Downtown or move to another part of town? There were many options, but they knew that Downtown provided the perfect place to grow their global business. Fast forward to 2015 and Sempra Energy is accentuating the Downtown skyline and elevating employment culture in East Village. More than 800 employees work to meet customer needs and develop energy infrastructure each day from Sempra's new 300,000-square-foot facility located between Seventh and Eighth avenues in the Ballpark District. The company's proximity to restaurants, nightlife and local businesses has helped integrate their employees into the urban community and created the perfect setting for Sempra to recruit innovative millennial talent.



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## Commercial Enhancement Program (CEP)

The Commercial Enhancement Program (CEP) is a component of the Downtown San Diego Partnership's Clean & Safe Program and is focused on enhancing Downtown's competitive profile in the local commercial real estate market. In order to achieve this, the CEP is concentrated on the following:

- **Disorder and Nuisance Abatement** - Disorder and nuisance abatement programs will be provided directly to CEP properties throughout the district. The goal is to increase usability of assessed parcels and address issues that discourage property owners, tenants and customers from visiting CEP parcels.
- **Business Attraction and Retention** - The Business Attraction and Retention Program will provide recruitment activities exclusively aimed at attracting business prospects looking to locate and/or grow in Downtown buildings that fall within the CEP. Business retention efforts will be focused on developing relationships with CEP businesses through systematic, one-on-one outreach to assess their satisfaction with the urban environment and better understand their unique needs and concerns.
- **Property Marketing** - The business attraction program will develop tools specifically aimed at creating a new, revived image for CEP. Comprehensive market information on Downtown relative to the CEP will be researched, packaged and maintained. Specialized research will identify and target specific business groups and niches that are most likely to locate within the buildings on parcels in the CEP.

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## MADE TO MOVE

### Four Wheels: Many Options

Addressing concerns about Downtown parking goes beyond adding more spaces. It requires creative solutions to allow people to park once and move around the urban playground easily and often. In 2015, the Partnership and Civic San Diego worked hard to make the dream of a Downtown Circulator System a reality. Expected to arrive on Downtown streets in 2016, the Circulator System will also reduce the need for additional parking, relieve traffic congestion and lower carbon emissions.



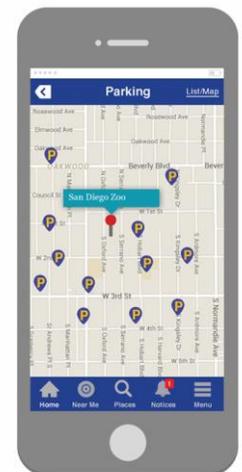
### Mobility: At Your Service

ZIRX is a leading on-demand valet and car-services company. This past year, they opened a new office here in Downtown. Through the ZIRX mobile app, consumers can easily indicate their location and, within minutes, have a ZIRX agent arrive and valet park their car in a secure garage. Consumers can easily opt for a gas fill-up, a car wash and more via the ZIRX app. When ready to leave, the consumer's car can be delivered to a requested location, at the tap of a button. The company has operations in San Francisco, Los Angeles, Seattle, Washington, D.C., and now San Diego. The Downtown San Diego Partnership is working actively with ZIRX to make sure their business model is successful in Downtown and we look forward to supporting them for years to come in our thriving urban center.



### What's App? Downtown's First Parking Technology

To make navigating the myriad of Downtown parking options easier, Civic San Diego, in coordination with the Partnership, introduced Downtown's first mobile-responsive parking app. ParkItDTSD.com is a responsive website that provides information on 75 percent of the parking lots and structures throughout Downtown's seven neighborhoods. Users gain instant access to information on individual parking lots and structures, including street address, hours of operation, parking lot capacity, rates, type of payment accepted and messages or alerts about upcoming downtown activities that may impact travel in the area. This new application is another important tool to make our Downtown accessible to all who want to enjoy the vibrant culture, events and culinary offerings in our urban core.

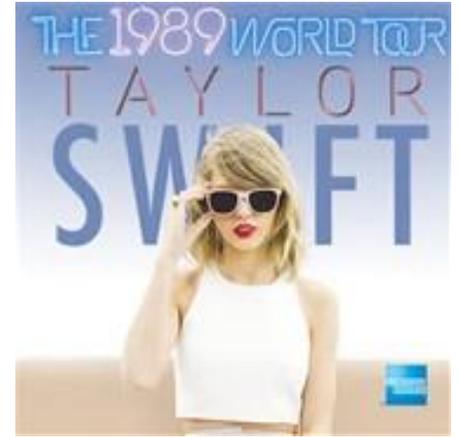


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## CREATE THE VIBE

### Petco: Events that Hit it Out of the Park

Petco Park continued to step up its game, bringing an impressive line-up of world-class events to Downtown. In 2015, the Padres hosted everything from The Rolling Stones to Taylor Swift. These premier events would not have been possible without the City of San Diego renegotiating its joint-use management agreement with the Padres – an effort in which the Downtown Partnership was a lead advocate.



### Gaslamp Quarter Night Plaza

This summer, the Downtown Partnership, in collaboration with the Gaslamp Quarter Association, closed the streets of the historic Gaslamp Quarter to offer the Gaslamp Quarter Night Plaza series. The Plaza offered residents, visitors and employees an opportunity to enjoy music, café-style seating and spontaneous performances by musicians, buskers and artists. The series was a huge success, and the Downtown Partnership and GQA are exploring ways to work with the City of San Diego, community groups and organizations to bring more activation to the streets of Downtown.

### Park(ing) Day with The Home Depot

The Downtown San Diego Partnership, in conjunction with The Home Depot, Makers Quarter and a host of Downtown businesses, celebrated Park(ing) Day in style with a wide range of activities, including games, live music and innovative mini-park designs provided by The Home Depot. Park(ing) Day demonstrates the future of Downtown as an increasingly walkable, sustainable and collaborative community of millennials, innovators, entrepreneurs and creatives.



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## MAKE YOUR PLACE

### Getting Schooled: Urban Discovery Academy

In September, Urban Discovery Academy, Downtown’s first K-8 public charter school, opened its doors in East Village. The 36,000-square-foot, state-of-the-art facility will offer best-of-class elementary school and middle school education in the heart of Downtown. Attracting a public middle school to Downtown was a key goal in “Imagine Downtown” as it will attract families and help create a vibrant and diverse urban community.



### Wide Open Spaces

As promised in “Imagine Downtown,” the Partnership worked closely with the County of San Diego, Unified Port of San Diego and various community organizations in 2015 to offer events that created lively and engaging public spaces for all to enjoy. Those events included yoga classes as part of Scripps’ “Healthy Living in the City” at the County Waterfront Park, free “Front Porch Pilates” at Lane Field Park sponsored by U.S. Bank, as well as “Sounds of Summer” concerts sponsored by Sycuan and the US GRANT and “Unleash the Doer Downtown” home improvement clinics sponsored by The Home Depot.

### Waterfront Revival: Lane Field Park

Welcome to Lane Field, the Downtown’s newest waterfront park. Located on the corner of West Broadway and North Harbor Drive, Lane Field Park incorporates elements of the area’s former baseball heritage. Lane Field brings the total number of parks managed by the Port of San Diego to 22, many of which feature beautiful open space and waterfront access in our Downtown. The Partnership supported the project and is working with the Port on ways to promote open space and waterfront connections, with the hope of helping host events to activate this new gathering spot.



# DOWNTOWN SAN DIEGO PARTNERSHIP

## CLEAN & SAFE

Clean & Safe had another successful year, offering a wide variety of services and initiatives to benefit Downtown's property owners. Whether it be emptying trash cans, removing graffiti, installing drought-tolerant plants or helping homeless individuals get into housing, Clean & Safe's goal is always the same: keeping Downtown San Diego at its very best.

### Keeping Downtown Clean and Beautiful

The Clean & Safe Program's Cutting Edge Clean initiative takes an innovative approach to keeping the streets of Downtown looking their best. Through ice-blasting technology, Clean & Safe is removing years of set-in gum from Downtown sidewalks. This program is in partnership with the San Diego Ice Company, which supplies the dry ice for this community beautification project.



### Volunteer Day in the Historic Gaslamp Quarter



Keeping Downtown beautiful year-round is no easy task. That's why the Partnership, Clean & Safe and the Gaslamp Quarter Association (GQA) joined forces in May to help spruce up the streets of the historic Gaslamp Quarter. More than 100 volunteers, including Councilmember Todd Gloria, Gaslamp businesses, students from e3 Civic High School and residents were in attendance to lend a helping hand. The cleanup was so successful, we look forward to working with GQA and community residents to make it an annual event.

### Comic-Con 2015: Clean & Safe to the Rescue

Comic-Con 2015 brought 130,000 pop-culture revelers to Downtown -- as well as plenty of additional work for the Downtown San Diego Partnership's Clean & Safe team. To keep Downtown looking good, the Clean & Safe crew worked around-the-clock to:

- Remove 22.44 tons of trash (about two times more than usual).
- Pulled 3,980 bags of trash (about four times more than average).
- Cleaned up 27,149 fliers, posters and stickers (about 23 times more than average).

### Lighting Up the Night in Downtown

Pin lights in trees beautify and create ambience along city streets. They also create a sense of community and enhance public safety. Because of this, the Clean & Safe program continued the implementation of its successful tree-lighting program in 2015 along key Downtown corridors. The second phase brought the total number of lit trees to more than 1,134, and there are plans to expand the tree-lighting program. This past year, Clean & Safe added lights to 252 trees in Downtown.

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## Helping Downtown's Homeless

The Downtown Partnership's Clean & Safe program is a leading partner in helping end homelessness in Downtown. Working with business owners, service providers and stakeholders, Clean & Safe has put together a comprehensive and compassionate program to effectively address homelessness in Downtown San Diego. The program includes:

### Work Your Way Home

Through its integrated homeless outreach effort, the Clean & Safe team identifies individuals who would be best served by traveling back home to reconnect with loved ones who can help them begin to rebuild their lives and end the cycle of homelessness. Since the inception of the program in 2012, 766 people have been helped – 322 in 2015 alone.



Brought to you by:



### Make Change Count

The Make Change Count campaign centers on the newly expanded donation station program that serves as the fundraising umbrella for Clean & Safe's homeless initiatives. Through the meters and fundraising drives, Make Change Count brought in more than \$2,400 between January and October 2015. The program has earned more than \$10,000 since the first stations were installed almost four years ago.

### Integrated Homeless Outreach

To effectively help homeless individuals, you have to first meet them where they are. The Downtown Partnership's Clean & Safe program has a dedicated team of outreach workers who partner with the San Diego Police Department's Homeless Outreach Team and other service providers to help people off the street and into housing. The team made 1,743 contacts with homeless individuals in 2015 and successfully lobbied for 50 triage beds to better assess and place homeless individuals. In 2015, 320 people were helped through the triage bed program.



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## Clean & Safe: By the Numbers

### 2015 Maintenance Ambassadors Stats

- Removed 23,012 pieces of graffiti
- Removed 122,320 stickers
- Serviced 11,302 dog stations
- Emptied 95,348 curbside trashcans
- Pressure washed 16,245 sidewalks via contractor Green Clean
- Trimmed 1,547 trees via contractor Aztec Landscaping and Davey Tree
- Collected 774.8 tons of trash



### 2015 Safety Ambassador Stats

- Escorts provided: 414
- Security checks: 58,575
- Welfare checks: 20,945
- Business visits: 14,032

# 774.8

The Downtown Partnership's  
Clean & Safe Program collected  
774.8 tons of trash from the  
streets of Downtown  
during 2015



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## Clean & Safe Financials

	<b>2015</b>
<b>REVENUE AND OTHER INCOME</b>	
PBID assessments and park reimbursements	\$ 6,211,496
Interest income	\$ 238
Total revenue and other income	<b>\$ 6,211,734</b>
<b>EXPENSES</b>	
Contractual services	\$ 2,376,820
Salaries, wages and payroll taxes	\$ 2,221,859
Employee benefits	\$ 498,730
Utilities	\$ 187,695
Repairs and maintenance	\$ 113,570
Rent	\$ 90,531
Insurance	\$ 116,747
Cleaning and janitorial supplies	\$ 163,764
Miscellaneous	\$ 55,317
Depreciation	\$ 53,322
Legal and accounting	\$ 54,097
Uniforms	\$ 13,831
Office supplies	\$ 9,493
Equipment outlay	\$ 213,062
Travel and training	\$ 1,065
Postage	\$ 315
Total expenses	<b>\$ 6,170,218</b>

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## Downtown San Diego Partnership Business Improvement District (BID)

The Downtown San Diego Partnership is proud to manage the Downtown Business Improvement District (BID).

Our goal is to provide the resources needed to promote economic activity, improve quality of life and create a vibrant destination for shopping, dining, nightlife and tourism in the Downtown core. The Downtown Business Improvement District acts as a catalyst, working with business, community and city partners to promote positive change in the neighborhood.

You are a member of the Downtown BID if you have a business license and are located Ash to E streets & First to 10<sup>th</sup> avenues (with the exception of Fourth and Fifth from Broadway to E). Some of the BID's programs in 2015 included:



Annual BID Financial Report FY15	
BID Income and Expenditures for FY15	
<i>Income:</i>	
Assessments:	\$ 64,067.23
SBEP:	\$ 23,108.00
Banner:	\$ 5,000.00
<b>Total Income:</b>	<b>\$ 92,175.23</b>
<i>Expenses:</i>	
Operating:	\$ 25,000.00
Personnel:	\$ 40,788.75
Special Events:	\$ 5,886.48
Lighting Project:	\$ 15,000.00
Contingency:	\$ 500.00
<b>Total Expenses:</b>	<b>\$ 87,175.23</b>
<b>Net Income:</b>	<b>\$ 5,000.00</b>

- Held "Sounds of Summer" pop-up concerts throughout the BID boundaries.
- Instituted a tree-lighting program along key corridors included in the BID boundaries such as B Street and C Street.
- Spearheaded PARK(ing) Day efforts within BID boundaries.
- Promoted the Downtown San Diego Street Banner Program to offer businesses and organizations a unique and visible marketing tour.
- Attended IDA Conference focused on common issues facing Downtown's internationally including homelessness and placemaking best practices.
- Collaborated with the San Diego Architectural Foundation on Open House San Diego in October 2015 to bring a free, behind-the-scenes look into 41 landmarks around Downtown. Ten of the 41 sites were within the BID boundaries.



# DOWNTOWN SAN DIEGO PARTNERSHIP

## SAN DIEGO DOWNTOWN NEWS

By Kris Michell

The Downtown San Diego Partnership started 2014 with a clear vision and ambitious agenda and then worked day in and day out to deliver real results for the Downtown community.

Whether it was effectively addressing homelessness, supporting our growing innovation economy, or keeping our neighborhoods clean, safe and beautiful, all of our efforts were designed to deliver on key goals in “Imagine Downtown,” our 20-year strategic plan for Downtown San Diego.

Here is just a brief recap of some of our achievements in 2014:

**Homelessness:** We at the Partnership know that addressing homelessness in a comprehensive and compassionate way is key to creating a thriving Downtown that allows our businesses and neighborhoods to prosper. The Downtown Partnership’s Clean & Safe Homeless Outreach Team has now reunited more than 400 homeless individuals with loved ones back home through the innovative “Work Your Way Home” program — helping more than 200 individuals in 2014 alone.

Our team also advocated for and helped managed 25 “triage” beds in conjunction with the San Diego Police Department’s Homeless Outreach Team. These beds are a critical first step in assessing a homeless person’s needs and then connecting that individual with the housing and services he or she needs. So far, the program has been incredibly successful, assisting close to 130 individuals in just the first five months of the program. We also once again partnered with Cox Communications on our “Make Change Count” fundraising drive to raise funds for our homeless programs. In the last year alone, we have been able to raise close to \$100,000 to help homeless individuals on the streets in Downtown and into housing.

**Economic Development:** We see Downtown as an increasingly important hub in the region’s innovation economy — one that it is perfectly poised to attract the companies and talent needed to keep San Diego competitive in the global marketplace. As part of our economic development efforts, the Partnership launched a Tech Startup Committee to help craft policies and programs to benefit Downtown’s more than 80 tech companies. We also

# DOWNTOWN SAN DIEGO PARTNERSHIP

partnered with Mayor Kevin Faulconer to host a “Downtown Tech Startup Roundtable” to identify ways the City of San Diego can support Downtown’s innovation hub.

In addition, Downtown was also able to lure a slate of new companies to Downtown, from startups like Houzz.com to established companies such as Cypress Insurance, a wholly-owned subsidiary of Berkshire Hathaway, as well as engineering firm Kleinfelder, Bumble Bee Foods and AECOM.

**Placemaking/Tactical Urbanism:** We understand that to create the Downtown of tomorrow, we need to start today. That is why the Partnership worked hard in 2014 to use the tenets of placemaking, or tactical urbanism, throughout our community to activate our Downtown and start a dialogue with the community about how we can reimagine public space. These efforts included Clean & Safe’s incredibly popular tree-lighting program that lit up more than 200 trees in six different areas of Downtown as well as our “Sounds of Summer,” a pop-up concert series sponsored by Sycuan and The US Grant Hotel. The Partnership also was proud to work with HP Investors and RAD Lab to help open the new Pocket Park at 13th Avenue and J Street in East Village.

Our “Healthy Living in the City,” a Downtown wellness initiative sponsored by Scripps Health, highlighted all that our urban community has to offer with cooking classes at Jimbo’s... Naturally!, lunchtime strolls and yoga sessions in unique locations. In fact, the inaugural yoga class on the USS Midway drew more than 400 attendees on an early July morning.

**Clean & Safe:** And, of course, our Clean & Safe team continued to keep Downtown at its very best — even during Comic-Con when more than 130,000 people flocked to our urban community. In 2014, the Clean & Safe team also restored the Children’s Pond, worked to improve C Street with new drought-tolerant landscaping, and expanded beautification efforts by installing hanging baskets and corner planters in Cortez Hill, as well as placing corner planters in the Marina and Columbia districts.

The good news is there is even more exciting progress slated for our Downtown in 2015 with everything from the launch of a new parking app in January to an innovative circulator system that will offer free or low-cost rides in and around Downtown to better connect our urban neighborhoods. Of course, the Partnership will continue to focus on what matters most to those in our Downtown: efforts to effectively address homelessness, initiatives to grow our economy and create jobs and continuing to support the civic projects that will help transform our Downtown. I hope you will join us as we continue to work to reimagine and deliver a Downtown like no other.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## C Street Now Lit Up for Safety

<http://www.cbs8.com/story/27670151/c-street-now-lit-up-for-safety>



SAN DIEGO (CBS 8) - Thousands of tiny lights have been placed in the trees along C Street from Front Street to 8th Avenue.

The lights will stay up year-round.

In addition to being pretty, officials say they create a sense of safety and community in the neighborhood. Lights already line a section of B Street downtown and there are plans to put them up along 4th, 5th, and 6th streets in the Gaslamp.



### Giant Ferris wheels proposed on bay

<http://www.sandiegouniontribune.com/news/2015/jan/06/ferris-wheel-bay-port/>

A 400-foot Ferris wheel, complete with a light show and museum exhibits, would be downtown's next big attraction if proposers of the Skywheel at Discovery Point get the nod from the San Diego Unified Port District. The \$200 million project at G Street Mole, just south of the USS Midway Museum, is just one of three competing Ferris wheels the port board will discuss next week as it decides if now is the time to act before it completes its bay-wide master plan.

The proposals came from developers Charles Black and David Malmuth in partnership with SeaWorld; Allegis Development, headed by Kip Howard; and Chance American Wheels, represented by Molly Bowman Styles, according to the San Diego Unified Port District. A fourth proposal by Bruce Denham of San Diego Bay Adventures has been withdrawn.

The Black-Malmuth Skywheel will be previewed Wednesday by the Environment + Design Council, a coalition of various architectural and planning groups that will meet at noon at the NewSchool of Architecture and Design downtown.

Called the San Diego Skywheel at Discovery Point, the \$200 million project would include a 400-foot wheel and a three-level, 420-space parking garage topped by a 30,000-square-foot pavilion on the parking lot at the G Street Mole, just south of Navy Pier and the USS Midway Museum. SeaWorld would maintain and operate the attraction. The wheel would be smaller than the 443-foot London Eye and Las Vegas' 550-foot High Roller but more than three times the size of the San Diego County Fair's 112-foot Grand Wheel in Del Mar. It would be outfitted with digitally controlled lighting and the pavilion would display exhibits from local museums and institutions to introduce visitors to San Diego's history and accomplishments. Its 30 gondolas would transport 25 riders each in 30-minute rotations for 1.7 million to 2.3 million annually. The admission price is projected at \$25 to \$30.

## DOWNTOWN SAN DIEGO PARTNERSHIP

"The story we wanted to tell was the San Diego story, how precious our environment is," Malmuth said. "That story can only be told when you're actually seeing, touching and feeling it... Our hope is what you walk away with is a renewed understanding of the preciousness of this place and what an incredibly special place San Diego plays in this ecosystem."

Funding would come from investors who have not yet been identified, Malmuth said.

The port staff has suggested all wheel proposals be presented at the board's Feb. 10 meeting and seek direction how they should be analyzed.

But outgoing board chairman Bob Nelson said it is premature to consider any of them until the port's new master plan is completed over the next four years. The board will set its February agenda at next Tuesday's meeting.

"I feel it is totally inappropriate to consider any such major new project when we have not even started on the process of determining the best types of uses in the very limited developable land we have," Nelson said.

Diane Coombs, co-chairwoman of the Navy Broadway Complex Coalition that also monitors general downtown waterfront issues, called the project "dead on arrival."

"We've had enough walling off" of the waterfront, Coombs said. "There's nothing that says if you want a Ferris wheel, it can't go anywhere else in San Diego. It's not water dependent."

However, Kris Michell, president of the [Downtown San Diego Partnership](#) business group, endorsed the wheel as yet another reason to visit the waterfront.

"I think it will activate the waterfront and be a financial driver for the waterfront," Michell said. "If anyone has seen the London Eye, they rave about it. And it's a great way to have the history of the areas explained as you're rising about it. It is to me a fabulous idea."

Jim Wendler, president of the [Fish Market restaurants](#) that has had an eatery at G Street Mole since 1989, said he had talked to the Black-Malmuth team but considers their plan "crazy."

"Something like that would have a severely negative impact, not just through construction but through an ongoing period afterwards," Wendler said.

He said even at the end of the Fish Market's lease about 15 years from now, he could imagine some upgrades and improvements but nothing as dramatic as the Skywheel.

"We would not have something this crazy," he said.

The Skywheel is the second high-rise attraction proposed on the North Embarcadero. The first was the 500-foot "[Wings of Freedom](#)," a \$35 million sail-like sculpture proposed in 2011 at the foot of Navy Pier by the Midway Museum and to be funded by entrepreneur and philanthropist Denny Sanford.

# DOWNTOWN SAN DIEGO PARTNERSHIP

The port board received a presentation but set aside any decision pending approval of a new master plan for the entire bay and redevelopment of Navy Pier. That plan may not be completed until 2019, the year when Black and Malmuth hope their wheel will open. They say the port could collect \$3 million of the projected \$40 million annual revenues if attendance hits the 2 million mark

Black is best known as the former president of the San Diego Padres who led construction of Petco Park and the surrounding development. He currently is CEO of CB Urban Development.

Malmuth continues as a partner on the >I.D.E.A. District in downtown's East Village, a multiblock residential and commercial development aimed at promoting the neighborhood's budding emphasis on innovation, design, education and the arts -- hence the district name.

Besides SeaWorld, other team members include Starneth, the wheel designer; Entertainment + Culture Advisors for economic analysis; McCarthy Building, general contractor; Greenhaus, marketing and branding; and Nuffer, Smith, Tucker, public and community relations.

Howard said his Allegis Development proposal would place a similarly sized wheel along with an as-yet undetermined entertainment component at Seaport Village as part of its redevelopment. He is partnership with developers of the Orlando Eye due to open this spring near Disney World But he said the Seaport operators, Terramar Retail Centers which also operates the adjacent Headquarters at Seaport District, has not yet signed on to the idea.

Details of the Chance American Wheels proposal were not available.

## **OTHER NOTABLE FERRIS WHEELS**

Beijing Great Wheel, 693 feet, \$290, proposed

London Eye, 443 feet, \$113 million, opened in 2000

High Roller, Las Vegas, 520 feet, cost not released, opened in 2014

Mickey's Fun Wheel, Disney California Adventure in Anaheim, 160 feet, cost not released, opened in 2001

Orlando Eye, 400 feet, \$90 million, scheduled to open in 2015.

# DOWNTOWN SAN DIEGO PARTNERSHIP



**Downtown Partnership Promotes "Healthy Living in the City"**  
<http://www.kusi.com/Clip/11024089/downtown-san-diego-partnership>



## DOWNTOWN SAN DIEGO PARTNERSHIP



### **CBS: San Diego holds health fair**

The county of San Diego will hold a health fair on Saturday at the downtown Waterfront Park for all those who made New Year's resolutions to slim down, eat right and exercise more.

The event will begin at 10 a.m. outside the County Administration Center, 1600 Pacific Highway, with a free, hour long yoga class sponsored by Scripps Health and the Downtown San Diego Partnership.

Activities offered by the county start at 11 a.m. and will include health screenings, fitness demonstrations, healthy food samples, live entertainment and children's activities.

Food trucks will also be on hand.

The free event runs until 3 p.m.

# DOWNTOWN SAN DIEGO PARTNERSHIP



**San Diego will host the 2016 All-Star Game; Downtown Partnership Reacts**

<http://www.kusi.com/story/27860587/san-diego-will-host-the-2016-all-star-game>





## **Downtown Partnership Seeks to Raise Profile of Digital Prowess** Cluster Of Online Marketing Firms Aims to Brand San Diego

Now that downtown San Diego has a thriving cluster of digital marketing firms, stakeholders are plotting how to sustain the momentum.

The Downtown San Diego Partnership is tapping into the expertise of local firms to raise city's national profile as a hub for companies that do online marketing. Kris Michell, president and CEO of the nonprofit partnership, has included leaders from a handful of digital agencies in a committee, which will meet later this month to hash out a strategy and tactics.

"We don't think you can have too much of this," Michell said of digital marketing. "This is the creative class and the future. As print and even broadcast contract from an advertising perspective, it's moving into a digital platform." The theory is that attracting more talented workers will create a healthier business climate for digital marketing, offering greater career mobility for employees and a larger talent pool for agencies.

This is important because in the past some people have declined to come to San Diego because they didn't think there were enough opportunities here, said Lauren Alexander vice president of marketing at Underground Elephant.

Alexander said that once the committee defines the message it wants to deliver to communities around the U.S., there will be "an explosion of tactics" that will range from social media campaigns to hosting life events to publicize the success that digital marketing has enjoyed here.

"If we have the best and brightest minds in San Diego, let's put them to work in a civil project, which is branding San Diego," Michell said. "They have graciously agreed to help."

### **Recruitment Challenge**

The hope is that talented people will come to the city and remain here.

Often people take jobs in San Diego, thinking it will be a temporary stay, but they end up staying, Michell said. "Once you are in San Diego you recognize its value."

## DOWNTOWN SAN DIEGO PARTNERSHIP

“The No. 1 challenge all the businesses share is talent acquisition,” Alexander said. “We will have good recruits, (but) sometimes it is hard to lure them to San Diego. They say, ‘What if this doesn’t work out?’”

More publicity for the region could help, said Stephan Goss, the CEO of Zeeto Media.

“That is one of the things San Diego is not so good at,” he said. “We don’t get the story out as well as some other cities.”

Matt Faulk, CEO of the Basic marketing and advertising agency, supports the plan to generate publicity. He said local online companies have nothing to lose by branding themselves as a destination for digital marketers.

“There is nothing bad that can come from an industry growing within a market,” Faulk said. “It brings more talent. It brings more recognition. It is going to allow clients to see us. The more companies we can get to grow here the better. We can we can learn from them. They can learn from us.”



## Digital Cluster Begins Taking Root

As digital marketers develop innovative ways to promote products and brands, they increasingly are embracing downtown San Diego as a place to work and live.

While this online business can be conducted from any city, a cluster of such firms has formed here, said Lauren Alexander, vice president of marketing at the Underground Elephant marketing firm. That's because millennials, the 20- and 30-somethings who make up much of the digital marketing workforce, find the location to be creatively stimulating.

"I am a native San Diegan," Alexander said. "I thought I would have to move out of San Diego to find a job in this industry, but there is a blooming group of companies. San Diego is such a great place to live; we are attracting talent from other cities.

"The vision is that it is going to be a hub of innovation, whether it is software, marketing, or digital advertising. What's behind this? There isn't a logistical advantage. It's the idea of a creative culture. Likeminded creative types are attracted to downtown San Diego. These people continue to found companies and expand their businesses and are determined to remain in San Diego."

### Promoting Products and Brands

Digital marketing involves promoting products and brands using electronic media. It differs from traditional marketing in that it collects data that enables companies to analyze the effectiveness of marketing campaigns. Digital marketing includes the use of such platforms as websites, email, computer applications and social networks. Marketers reach consumers via such devices as personal computers, smartphones and tablets.

Underground Elephant develops and manages custom digital marketing services, software and platforms for insurance firms and their agents.

Alexander has been with the company since it began almost six years ago. Underground Elephant now employs about 60 people and is planning to move this spring into a larger space near Petco Park.

### Learning to Grow and Thrive

One of the biggest challenges facing digital marketers is finding the talent they need to expand.

# DOWNTOWN SAN DIEGO PARTNERSHIP

According to data from the state Employment Development Department, since 2013 employment in advertising, public relations and related services has grown 7.5 percent in San Diego County, from 4,165 to 4,478 workers.

The Downtown San Diego Partnership says the number of firms with such services has risen from 418 to 452. Although many salaries remain flat in today's economy, the median wage among these firms has grown nearly 10 percent, from \$55,000 to \$60,400.

While not all of these local companies specialize in online services, they illustrate a trend. The downtown partnership reports that 10 local online advertising or marketing firms made Inc. Magazine's list of the nation's 5,000 fastest-growing companies in 2013. Only five made the list a year earlier.

## **Attracting the Best Talent**

While digital marketers can do business from any city, "they have clustered in San Diego," said Kris Michell, president and CEO of the partnership. "They want to attract the best in talent, the best in class. Therefore, they want to be in a place where people want to live."

Lifestyle was one of the things that attracted Matt Faulk to San Diego. Faulk is CEO of the Basic brand design agency and said he brought his marketing and advertising company to downtown's East Village neighborhood "to be immersed in what is happening here."

"There definitely is a vibe that is starting to pick up," he said. "It is where the action is right now. There are coffee shops, art shows and special events. Some good stuff is happening."

Faulk said his business employs 14 full-time workers. It's difficult to name a single reason why marketers have clustered downtown, he explained.

"There are great schools, a great talent pool, brands that you can leverage, all of the biotech companies," he said. "There is technology and on top of that there are great minds and leaders."

## **East Village Is the Future**

"East Village definitely is the future," said Chad Robley, founder of Mindgruve, a firm that provides integrated Internet marketing strategies. It has about 50 employees.

The East Village neighborhood "is a great blend of art and culture, and things to do," Robley said. "It's walkable." Young professionals in the digital marketing field like the lifestyle, he added. "They want to be able to live and work within walking distance. We have a great city."

Stephan Goss, CEO of Zeeto Media at 10th Avenue and B Street, said the area is reaching a critical mass in which companies have plenty of talent to choose from and workers have a variety of opportunities. He has about 55 employees.

Goss said he was living in New York four years ago when he decided to relocate to San Diego.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“I heard it had nice weather,” he said. “I was in Manhattan. I had just gotten out of college. San Diego seemed like the right destination. There are quite a few (digital marketing) companies here that have been successful. It definitely is growing very quickly. The companies are starting to grow very aggressively.”

Goss said one reason young entrepreneurs are attracted to digital marketing is because it’s possible to start up a business without a large upfront investment.

“There are so many opportunities to get into the space without getting massive funding,” he said. “It has been very exciting.”

# DOWNTOWN SAN DIEGO PARTNERSHIP

## SAN DIEGO DOWNTOWN NEWS

Things are looking a lot brighter for Downtown San Diego.

That's thanks to the Downtown San Diego Partnership's Clean & Safe program, which has instituted a comprehensive decorative tree-lighting program throughout Downtown.

This program installs state-of-the-art LED decorative lights in trees along such key corridors as B Street, Market, C Street and others.

In all, close to 300 trees in Downtown have been wrapped with twinkle lights, helping make our streets and sidewalks safer and more inviting.

And things will only get brighter.

Starting in January, the Clean & Safe team — in partnership with the Gaslamp Quarter Association — will light up trees on Fourth, Fifth and Sixth avenues from Broadway to L Street, bringing even more ambience and illumination to Downtown.

But this tree-lighting program is more than meets the eye. It's not just about ambience; it's about economic development and improving safety.

A review of lighting studies in the United States and United Kingdom found that crime decreased by 21 percent in areas that experienced street lighting improvements.

Studies have also shown that lighting programs make people feel safer so they are more apt to walk down a well-lit street. More foot traffic means more businesses for our shops and restaurants in Downtown, helping improve our local economy.

This tree-lighting program also shows property owners and businesses that we are committed to investing and improving our Downtown.

The recent tree-lighting program along C Street is a great example of how that investment is paying dividends Downtown.

We partnered with The Local to hold a fundraiser for the C Street tree lighting project, raising almost \$3,500 from Downtown community members. The Downtown Partnership and our Business Improvement District contributed to the project, and the City of San Diego and business owners along C Street also stepped up to the plate. These businesses included Trilogy Management, the California Theater, Sycuan, HP Investors, Emmes Realty, Hines and LWP Group.

The result is that 83 trees — from Front Street to Eighth Avenue — now light C Street and the result is truly transformative.

## DOWNTOWN SAN DIEGO PARTNERSHIP

For the first time in a long time, C Street seems alive and inviting at night. The new energy provides a platform to attract more private investment, luring new visitors and businesses to the area.

So when it comes to revitalizing C Street, I hope everyone sees light.

### **Love the tree-lighting program?**

It wouldn't have happened without Downtown's Clean & Safe program. Help us renew the Clean & Safe program so we can keep Downtown bright and beautiful for many years to come.

If you are a Downtown property owner, we need you to sign a petition of support from renewing the Clean & Safe program. To find out how you can support the program renewal efforts, please contact Greg Parkington at [gparkington@downtownsandiego.org](mailto:gparkington@downtownsandiego.org).



## UT San Diego: Classes offer kids and their parents healthy choices

*Cooking classes, sponsored by Scripps Health and the Downtown Partnership aimed at promoting good eating habits*



Ian Quiles, 5, pours chopped broccoli and other vegetables into a blender as he and fellow volunteer Callie Hicks, 5, marketing coordinators Angeline Baucom and Shanti Del Maestro, right, demonstrate how to make broccoli bites during a family cooking class to promote healthy eating at Jimbo's Naturally at Westfield Horton Plaza in San Diego on Saturday. — Hayne Palmour IV

DOWNTOWN SAN DIEGO — Ask 3-year-old Kairo Loiseau what his favorite food is, and he'll quickly give you an answer: "Carrots."

So when his father, Sidney Loiseau, decided to take him to a kid-friendly cooking class focused on healthy eating Saturday, there was no kicking and screaming.

"He loves this," he said as he craned his neck watching Kairo, bite-size carrot in hand, run to the front of the line during a midday tour of Jimbo's Naturally at Westfield Horton Plaza.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“We have a garden at home,” the Lemon Grove father said, “so he already has a connection with food, but today’s class takes it a step further.”

he hourlong class and subsequent tour, presented by Jimbo’s, was the eighth cooking class held as part of the “Healthy Living in the City” wellness program, sponsored by Scripps Health and the nonprofit Downtown San Diego Partnership.

“With a growing migration to the urban core, we wanted to look for ways to promote a healthy lifestyle, both for residents of the downtown area as well as the rest of San Diego,” said Kris Michell, president and CEO of the Downtown San Diego Partnership.



“Getting kids to eat food that’s good for them is not hard,” said Elisha Daigneault, a clinical dietitian with Scripps Health. “The key is involving the kids as much as possible. Take them to the produce aisle and have them tell you what they would like to eat. Being involved in that process gets them excited.”

And Saturday’s free cooking class — aimed at promoting healthful eating as a way to combat childhood obesity — definitely got 6-year-old Ruby Garbowski excited.

An avid fan of the TV show “MasterChef Junior,” Ruby showed up eager to get hands-on in the kitchen. With her parents, Paulette and Robert Garbowski, looking on, the

young chef-in-training volunteered to help assemble the first item on the menu: Rainbow Veggie Flatbread Pizza.

“We love to make pizza at home as a family,” Robert Garbowski, of Serra Mesa, said as his daughter sprinkled shredded organic fontina cheese on a crust teeming with colorful vegetables. “So we thought this was the perfect opportunity to expose her to healthy cooking in a class setting.”

Jaelene Panza, 9, helped make the Mean Green Chocolate Milkshake — a thick smoothie that contained frozen bananas, spinach, almond milk and cocoa powder.

Her mom, Nikki Panza, said they came to the class as part of a larger effort to “try new things — different foods, different cultures.”

Jaelene’s not new to cooking — she cooks a scrumptious spinach-filled lasagna — but Saturday’s class definitely hit the spot.

“It’s delicious,” Jaelene, of University Heights, said as she slurped the last drop of her icy cold creation.

Deysaa Mata of North Park came with 5-year-old Ian Quiles in tow. He, too, didn’t need much convincing.

“I love broccoli,” Ian answered when dietitian Daigneault asked earlier about his favorite food.

“We’re here to get new ideas on how to eat healthy — easy ideas,” Mata said.

During the tour, while chomping on purple carrots, 5-year-old Amariz Rangel listened intently as Daigneault quizzed them on the benefits of colorful vegetables.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“What’s red good for?” Daigneault asked.

Amariz, standing next to her mother, Rachael, raised her hand, answered “Good for the heart” and quickly returned to her purple carrot.

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Healthy Family Cook...  
Kris Michelle, Pres...  
9:55 60°  
**COOKING CLASSES ARE HANDS-ON AND  
FEATURE A TOUR OF JIMBO'S...NATURALLY!**  
Human Strips Cent...

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## Free yoga class at the kissing statue

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## **Downtown San Diego: on the rise**

**By Kris Michell**

<http://sandiegodowntownnews.com/downtown-san-diego-on-the-rise/>

Want to know a quick way to gauge the economic health of our Downtown? Just look to the sky and count the cranes.

Not the birds, of course, but the construction cranes.

Downtown currently has more than a half dozen cranes dotting our skyline, with many more on the way.

Whether it be the new Pendry Hotel in the Gaslamp, Pinnacle Towers in East Village, or the Sempra Building near Petco Park or the Lane Field North Hotel project near the waterfront, it is clear that Downtown San Diego is once again on the rise.

Consider this: Between 2010 and 2013, Downtown added just around 1,200 apartments, 72,000 square feet of retail space and no office space, no condos and no hotel rooms.

Want an even starker contrast? In 2011, nothing was built in Downtown. No apartments, no new hotels, no new office or retail. Nothing. Nada. Zippo.

Flash forward to today, and it is a far different and brighter picture.

As of last July, there were already 1,540 apartments under construction, 77,000 square feet of retail, 280,000 square feet of new office space and 854 hotel rooms.

According to Civic San Diego, which oversees development in our Downtown, there were also another 29 projects

# DOWNTOWN SAN DIEGO PARTNERSHIP

pending construction, including 1,682 condos and 3,279 apartments.

Also in the pipeline is another 397,000 square feet of retail and more than 2.3 million square feet of office space, as well as close to 3,400 hotel rooms. (Of course, it is important to note that not all approved projects will necessarily come to fruition.)

Some have even said Downtown San Diego is poised for a veritable “tsunami” of development.

No doubt these developments are good news for our Downtown and for our region but they also signal a sea change in how San Diego must grow and evolve.

According to the San Diego Regional Association of Governments (SANDAG), our region will add more than one million people to our region by 2050. To accommodate that growth, we must add 500,000 jobs and build 400,000 housing units.

The simple fact is that San Diego County no longer has the large land tracts available for development, as was the case in the past. We can no longer grow out — we must grow up. The fact of the matter is that Downtown is one neighborhood that is happy to accept the needed density to accommodate that growth.

But population growth is only part of the story when it comes to Downtown’s new boom.

Downtown San Diego is also seeing this influx of investment because America and, in fact, the world, is in the midst of an urban renaissance and renewal that is remaking our economy and our neighborhoods.

Increasingly, people of all ages — from millennials to baby boomers — are flocking to urban centers like Downtown San Diego in search of a quality place that offers the ability to live, work and play in a vibrant and diverse community.

According to the U.S. Census, 2011 was the first time in more than 100 years that urban population growth surpassed suburban population growth, and researchers say that data point is no anomaly.

Developers of all types are well aware of these trends and so they are looking for places to invest — places that understand this cultural shift and are willing to create communities that offer opportunities for fulfilling work places and enriching life experiences.

## DOWNTOWN SAN DIEGO PARTNERSHIP

The good news is that Downtown San Diego is making a name for itself as the kind of urban neighborhood that more and more people want to be a part of; whether it be our emerging innovation economy, our increasingly rich arts and cultural scene or our efforts to reimagine and activate our public spaces using the tenets of tactical urbanism, Downtown San Diego is not only ready to embrace these new developments but also to enhance them. Add to that our location on one of the world's most beautiful waterfronts and it is clear that Downtown San Diego is uniquely positioned to capitalize on this wave of investment.

We at the Downtown San Diego Partnership look forward to working with everyone in the community to help usher in this new era of prosperity and promise for our Downtown and for the San Diego region.

Downtown truly is on the rise and its success will lift the entire San Diego region along with it.



## Wanna Fix San Diego's Housing Crisis? Start Here.

[Catherine Green](#) | February 5, 2015

We don't have to wave a magic wand. We simply need to roll up our sleeves and rethink how we do business in San Diego.

As Mayor Kevin Faulconer has said repeatedly, we need to streamline how our Development Services Department works. We need to incentivize the department to ensure permits are issued in a timely manner. Reducing the time it takes to get housing projects built is the single best way to reduce the cost of construction and ultimately, the cost of buying or renting a home.

We need to give developers incentives to create a variety of housing options, from micro-apartments to mixed-income developments. This is an area where urban neighborhoods that are built for density – like downtown – can lead by example. Done well, this urban density boosts supply and lowers the cost of housing while encouraging efficient public transportation and creating a more sustainable region.

We also need to look at parking ratios – especially in urban neighborhoods. Increasingly, younger generations are choosing to have one car or none at all, opting instead to walk, bike, use public transit or ride share to get where they need to go. We need to rethink the parking supply by loosening requirements to better meet the needs of communities.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Home prices vary significantly by neighborhood. That means access to transit and other mobility options is a critical piece in addressing housing affordability. Easy and cost-efficient transit that connects neighborhoods to economic hubs like downtown will help provide more affordable housing options.

— *Kris Michell, president and CEO, [Downtown San Diego Partnership](#)*



## **Port Studying Options, Leaves Ride Proposals Up in the Air**

PROPERTY: Costs Of Attractions Range From \$40M to \$200M

By **LOU HIRSH**

Friday, February 13, 2015

Questions over timing and priorities came to the fore as port commissioners reviewed five proposals to put Ferris wheel or observation tower attractions on the downtown San Diego waterfront.

Responding to residents opposed to what they say is piecemeal planning of projects favoring private developers — at a time when the Port of San Diego has just begun to assemble a 50-year integrated plan for the bayfront — port officials are now looking to meld the two approaches.

Commissioners voted at their Feb. 10 meeting to have port staff examine ways for the district to define specific sub-areas — such as entertainment zones — that could be mapped out on their own as part of bigger-picture planning for the much larger area overseen by the port district, spanning five local cities. Staff is expected to report back on the options next month, and the ride proposals remain on hold for now, following commissioners' 6-0 vote.

The port was spurred to respond after receiving a total of six different and unsolicited proposals to put ride-oriented attractions featuring sky views on the San Diego waterfront. The timing of all those plans emerging now is the result of several factors, including the fact that the first one to surface with a specific concept and location involved theme park giant SeaWorld Entertainment Inc., parent of SeaWorld San Diego.

Other industry players, with several of their own attractions operating nationwide, took notice and have since flocked in with their own plans. The developers presenting plans are also seeking to get their projects approved while the port is still in early stages of long-term planning, and before it moves to potentially limit projects like theme park rides.

With a large audience that packed a nearly four-hour discussion, port commissioners viewed five formal concept plans put forward by different development groups.

The furthest along at this point is SkyWheel at Discovery Point, proposed by local developers David Malmuth and Charles Black with SeaWorld Entertainment. That plan includes a Ferris wheel with a cultural pavilion spotlighting the local region's history and science, on the G Street Mole next-door to the USS Midway Museum.

Also, a group that includes Allegis Development Services Inc. proposes a Ferris wheel attraction that might be placed at Seaport Village, provided the company can obtain a leasehold at that site through the port district; and a

# DOWNTOWN SAN DIEGO PARTNERSHIP

partnership that includes Bussink Design, Chance American Wheels and Sky Views of America has a concept initially placing a Ferris wheel on Broadway Pier.

Pier 57 Corp. showed port commissioners a Ferris wheel attraction modeled on Seattle's popular Miners Landing waterfront venue. And U.S. Thrill Rides LLC presented a plan for a "SkySpire," similar in appearance to Seattle's Space Needle, with several exterior gondolas that would take riders to and from a circular observation area with a possible store or restaurant. The spire potentially could be placed on the site of an unused fish processing facility next to Tuna Harbor.

A sixth developer, a Mexican group represented by Claudio Diaz, did not have concepts to present but told officials of an attraction called San Diego Star, a Ferris wheel that might be built at Embarcadero Marina Park.

With the exception of the Discovery Point project, none of the developers is wedded to a specific location on the Embarcadero. The proposals generally range between 300 and 450 feet high, though the Federal Aviation Administration recently said that it would prefer that new waterfront projects rise no more than 277 feet above ground level, according to operators of the nearby San Diego International Airport.

Projected costs for the attractions range from \$40 million for the spire project to \$200 million for Discovery Point, though developers said final costs would be impacted by factors including height and location preparation.

While not supporting specific proposals, representatives of two prominent business groups, the Downtown San Diego Partnership and San Diego Regional Chamber of Commerce, called on port officials to at least process proposals now, rather than wait until the port's 50-year planning process is completed several years from now. The business groups cited the potential loss of port revenue, jobs, tourism and other economic benefits if no project is allowed to proceed.

Port commission Chairman Dan Malcolm said he empathized with business leaders' concerns that "time kills all deals," and his decision to hear all of the proposals stemmed from a need for the port district to remain "open for business" while still considering long-term planning concerns.

"There's a point where we need to at least look at what's been proposed," Malcolm said.

Port officials in 2013 moved to hire a consultant to begin crafting a 50-year master plan for what gets built on the nearly 6,000 acres of land and water overseen by the district. Officials last year began holding a series of public workshops to gather input for what will be a six-phase planning process over the next several years.

In addition to the San Diego waterfront, the port district is overseeing long-term commercial development of the Chula Vista bayfront and a large parcel adjacent to Imperial Beach known as Pond 20, among other areas.

The current port master plan dates back more than 30 years and has since been updated through piecemeal amendments, including those requested by developers of specific projects. Port Commissioner Bob Nelson, reflecting views of some residents who spoke at the meeting, described the process of reviewing several unsolicited ride proposals as "bizarre" and "out of context," following the port's prior move to pursue long-term planning.

## DOWNTOWN SAN DIEGO PARTNERSHIP

The measure to examine “sub-area” planning was put forth by port Commissioner Ann Moore, who said the approach would allow officials to examine issues like safety, traffic and noise specific to something akin to an entertainment zone on the waterfront. Standards specific to individual sub-areas might help expedite the process of approving or rejecting projects.

“We’re not sure yet how we want that area to look like,” Moore said.

Public comments at the meeting signaled intense opposition that likely awaits any of the ride attractions if they move forward.

In addition to members of the Navy Broadway Complex Coalition and the Environmental Health Coalition, which have previously opposed other waterfront development, commissioners heard opposition from Jim Wendler, president of Fish Market Restaurants Inc., who said development of Discovery Point could severely disrupt customer flow for his downtown Fish Market location and neighboring businesses.



## Old San Diego Library Becomes East Village Eyesore

[Facebook](#) [Twitter](#) [Email](#) [Comments](#)

Wednesday, February 18, 2015  
By Matthew Bowler

San Diego's downtown library [moved to its new location](#) nearly a year-and-half ago, and the old library was left empty.

Now, the East Village neighborhood wants life to come back to the library-turned-eyesore, and city officials along with a business association said they have a plan.

Alfonzo "Pokey" Reyes has been running a business one block from the old library for nearly 20 years. He took over downtown's iconic [Pokez Mexican Restaurant](#) from his parents.

From his corner on 10th Avenue and E Street, Reyes has seen the neighborhood change a lot.

"When my parents had it and I came to work for them, it was rough," Reyes said. "I had to stick my money in my sock when I walked home after closing up to make sure no one robbed it."

That was nearly two decades ago and Reyes feels perfectly safe at his business today. But he said things did take a downturn when the library closed.

Just after the library closed many of San Diego's homeless took over the sidewalk in front of the now locked front doors.

Reyes said that many tourists looking for authentic San Diego fare, walked around the old library finally making it to his restaurant. Customers would often ask if it's safe to walk back past the lines of homeless camping out in front of the library.

Reyes tells them "Yeah, its safe, they're people too. Just stay away from the one screaming out of his head."

This is all part of downtown living and working for Reyes.

"That's downtown city life," Reyes said. "Sometimes you bump into a couple of crazy people but then you run into a

## DOWNTOWN SAN DIEGO PARTNERSHIP

bunch of nice people."

This part of the East Village is not like its more moneyed southern half. The north side has has a rough and tumble reputation due to several low-cost [resident hotels](#) and somewhat more [affordable apartments](#). But change is in the air.

Christina Chadwick, spokeswoman for the [Downtown San Diego Partnership](#), said the group is paying attention to the fate of the old library.

"Certainly, the downtown library is a prime piece of real estate and is going to drive economic growth," Chadwick said.

The Downtown San Diego Partnership, a nonprofit downtown advocacy group made up of downtown San Diego businesses, wants the city to make long-term plans for the historic building, according to Chadwick

"We'd be able to work with education, life sciences, startup industries, I think that there is plenty of opportunity for everybody here," Chadwick said.

[Todd Gloria](#) is the city council representative for the area, and he doesn't want to rush into anything rashly.

"We are right to take our time and be smart," Gloria said.

Gloria is in favor of ambitious plans for the historical building, but in the meantime he has another option for the decaying edifice.

"I just happen to believe that we can do something there in the near future," Gloria said.

Gloria's plan is for the city to invest a little bit now, and make the old library move-in ready for small business. He thinks turning it into a hub for startup businesses like the new downtown [Fab Lab](#) could buy the city time to make a solid long-term plan. Gloria's idea is to be upfront about a three- to five-year time constraint with entrepreneurs. The library as an entrepreneur hub would be temporary.

For Gloria the short-term occupants would allow the city to push for a long-term plan that will benefit the entire community.

"In that length of time we could find our way forward by either partnering with a private sector developer to do something hopefully iconic on that site that would be befitting of downtown," Gloria said. "And yield enough revenue for the city to make it worth our while, I think that would be an elegant solution."

Back at Pokez Mexican Restaurant, Reyes is worried he'll be priced out of the neighborhood he helped bring to life.

When asked what Reyes thinks should happen with the old library, he said no one has asked him that before. "I don't think anybody cares about me," Reyes said.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## **Public can vote to name San Diego downtown parking mobile app**

SAN DIEGO (CNS) - The public is invited to vote on a name for a new mobile app that will assist drivers in downtown San Diego who are looking for parking, Civic San Diego and the Downtown San Diego Partnership announced Thursday.

The app, scheduled to go into service in April, will initially provide off-street parking availability for 50 locations within downtown and real-time availability for two Civic San Diego-managed parking structures.

"Civic San Diego is thrilled to be working with San Diegans to make parking in our vibrant downtown easier, and we are excited that they will have a hand in selecting the name," said Reese Jarrett, president of the agency that handles development for the city.

The choices are ParkMateDTSD, parkDowntownSD, ParkIt!SD and TopSpotDTSD.

Kris Michell, president of the Downtown San Diego Partnership, said names mean a lot. "So we wanted to get the community involved to ensure we have a name that delivers on the promise of this new parking app -- which is to make it easier to find parking and explore all downtown has to offer."

The app will help drivers locate the best parking options by searching location or price, and includes a function that will help visitors later locate their vehicle. The system will include opt-in alerts to users about downtown special events or street closures.

It will be available for iPhone and Android devices.

Votes will be taken until 8 a.m. next Thursday on the partnership's Facebook page at [www.facebook.com/DowntownSanDiegoPartnership](http://www.facebook.com/DowntownSanDiegoPartnership). The winning name will be announced when the app launches.



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# DOWNTOWN SAN DIEGO PARTNERSHIP

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# DOWNTOWN SAN DIEGO PARTNERSHIP



Looking for a place to park downtown? There's an app for that — coming in April.

But it needs a name.

Civic San Diego and the Downtown San Diego Partnership announced Thursday that the public is invited to [vote on a name](#) for the new mobile app.

The choices are ParkMateDTSD, parkDowntownSD, ParkIt!SD and TopSpotDTSD. In early returns, parkDowntownSD and ParkIt!SD were neck-and-neck.

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Votes will be taken until 8 a.m. Thursday, Feb. 26, on the partnership's Facebook page at

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# DOWNTOWN SAN DIEGO PARTNERSHIP



Downtown Partnership, Civic San Diego Discuss Downtown's First Parking Technology



# DOWNTOWN SAN DIEGO PARTNERSHIP

Movers and shakers from downtown San Diego gathered to have some fun Thursday night.

The Downtown San Diego Partnership swore in its new board of directors, but the highlight of the evening was Mayor Kevin Faulconer making fun of his fellow council members, and of himself.

If you don't live or work downtown, you might not have heard of the San Diego Partnership. It's an umbrella group that represents 11,000 downtown property owners and 10,000 downtown businesses.



The mayor injected some comedy into the mix Thursday for the "unplugged" event, poking fun at all sorts of people, including members of the San Diego City Council. Here's what he said about Councilman Scott Sherman.

"This guy who goes around town saying he's not a politician," the mayor said, to big laughs.

The purpose of this evening was to install the partnership's new board of directors. But partnership CEO Kris Michell said it's also an opportunity to take stock of some real downtown successes.

"This is the most we've seen in the last 20 years where we have so many cranes in the air filling our skyline," Michell said. And Michell said the Partnership is now focused on millennials, the next generation coming along that will be the movers and shakers of the future. She said making downtown attractive for them is the Partnership's top priority.

"The urban core, downtowns are perfect for millennials," she said. "That's what they want. They want to be able to walk out at lunch. They don't necessarily want two cars if they're married. They may want one and then go through a ride-sharing program."

One interesting thing you might not have known about downtown is that it's becoming a hub for tech companies. Maybe not on the level of Silicon Valley, but there are now dozens of tech firms located in the downtown core. San Diego 6 asked Jarrod Russell from the firm Underground Elephant why they chose to locate in downtown San Diego.

## DOWNTOWN SAN DIEGO PARTNERSHIP

"The density downtown is growing rapidly and that's what you need in a vibrant start-up community is you need a high level of density," Russell said. "So, in the East Village you're seeing this whole migration of companies and for that reason, you're hearing it kind of start to be coined the "innovation district."

After a rough few years with the economy tanking and then the Bob Filner fiasco, the folks at the Partnership say downtown is good now, and it's only getting better.

Source: <http://www.sandiego6.com/news/local/Downtown-San-Diego-celebrates-recent-success-295300231.html>



## Mayor Faulconer has last laugh

By Diane Bell

KEVTalk: For anyone who wants to see Mayor Kevin Faulconer agree with what they say, the Downtown San Diego Partnership's annual dinner was the place to be on Thursday.

Each table centerpiece was topped with a nodding Faulconer bobblehead doll, available to the highest bidder. The mayor celebrated the end of his first year in office by delivering his version of TEDTalks, which he labeled "KEVTalk."

"It's really been one year and two days, but who's counting – except for David (Alvarez) and Todd (Gloria)," quipped Faulconer, referring to his Democratic colleagues. He proceeded to roast himself, his co-workers and city leaders in his "Unplugged" speech.

In the audience was Jerry Sanders, who had given a similar address when he was mayor. Asked to grade Faulconer's talk, Sanders awarded it an A+.

Hardly anyone escaped unscathed. Faulconer said he was appointing a new stadium task force that would include everyone in the room... "except for you, Cushman," he boomed, pointing to Stephen Cushman, who has been criticized by the Chargers' management.

Faulconer also promised to get the derailed expansion of the San Diego Convention Center back on track, although he noted its location is in question: "We're just going to build it wherever (opponent) Cory Briggs promises not to sue us."

As the evening began, SDG&E regional Vice President Frank Urtason took over as the partnership's chairman from Ace Parking's Keith B. Jones.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Wide-open spaces

Kris Michell | Downtown Partnership News

Is Downtown San Diego a concrete jungle? Hardly.

In fact, it's time to take a jackhammer to that old notion.

Open space — both large and small — will be opening up throughout our community in the coming year. Just look at what is on tap:

There's Horton Plaza Park at the corner of Fourth Avenue and Broadway that will provide a gathering spot for the entire region, offering up 200 unique events a year.

Along our waterfront, there is the much-anticipated two-acre park at Lane Field, which will enhance the recently revitalized North Embarcadero and complement the nearby County Waterfront Park.

And in the shadow of a soaring residential high-rise in the heart of the East Village, there is Pinnacle Park, which will soon offer a playground, grassy areas, gardens and shade trees.

And make no mistake: Parks, plazas and open space are serious business — especially in urban areas like Downtown San Diego. Urban parks create community, bolster our economy, improve health and wellness, promote sustainability, and yes, they give us a place to play and relax.

In short, parks and urban open space are the very foundation needed to create a vibrant and world-class Downtown.

So it is clear that we must do more — much more.

We need to ensure that the long-promised East Village Green moves from being an architectural rendering to a reality that serves this growing urban neighborhood.

But when it comes to parks and open space in Downtown, thinking big has its limits. Because space is at a premium in urban areas, we have to get creative and look at all public space — no matter the size — through a different lens. And frankly, some of the big things happening Downtown are small, yet full of impact.

# DOWNTOWN SAN DIEGO PARTNERSHIP

Take for instance, the “pocket park” in East Village.

The Downtown Partnership joined up with HP Investors, the East Village Association and RAD Lab, a design firm, to transform a small parking lot at 13th Avenue and J Street into an innovative and engaging public space.

And the pocket park is not the only parking lot that has been transformed, either. This month, what was once a blighted stretch of asphalt at Park Boulevard and Market Street will become Quartyard — a community gathering spot that will offer food, fun and a dog run — a much-needed amenity for the canine companions of Downtown’s dwellers.

Not to be out done, parking spots are getting in on the fun, too. Last year, the City of San Diego and the Downtown San Diego Partnership sponsored a competition to help deliver a moving parklet, which is a tiny park that can be moved around to parking spots throughout Downtown to create temporary community gathering spots. The winning mobile parklet is in the final permitting stages and will be coming to a Downtown parking space near you later this year.

But we cannot just create space for space sake.

With every park, plaza and open space we build, we have to figure out ways to ensure that there are people-focused places, offering opportunities to engage, connect and create. An empty stretch of grass is not a park. We must be mindful of the design and the function of all our open spaces.

The Downtown San Diego Partnership understands this and that is why we have worked so hard to come up with strategies to enliven our open spaces. Whether it be pop-up concerts, free yoga classes or strolls, we want open spaces that breathe with life and energy.

In Downtown, space may be limited but our creativity is not, and we hope you will work with us to create engaging spaces that serve our residents, our workers and our region.

## **Have an idea to transform Downtown?**

Let us know what areas in Downtown are ripe for some sort of placemaking and park space activation. Public, private, small or large — it doesn’t matter, so long as there is an opportunity to improve the Downtown experience. Whether it’s your own property or just one you have an idea for, please reach out to Greg Parkington at [gparkington@downtownsandiego.org](mailto:gparkington@downtownsandiego.org) so that we can continue to do great things Downtown.

*—Kris Michell is the president and CEO of the Downtown San Diego Partnership, a nonprofit, member-based organization that serves as the leading advocate for the revitalization and economic health of Downtown. To learn more about the Downtown Partnership, visit [downtownsandiego.org](http://downtownsandiego.org).*

*Source: <http://sandiegodowntownnews.com/wide-open-spaces/>*



## **'Quartyard' turns wasteland into playland Young architects' temporary park tests interim uses for parking lots**

Downtown office workers, who normally might regret the loss of another parking lot, may react with cheers with this weekend's grand opening of [Quartyard](#) -- a 28,500-square-foot temporary park developed by four graduates of the NewSchool of Architecture and Design.

Located at Park Boulevard and Market Street, the city-owned block has been populated with 14 recycled shipping containers to house a cafe, restaurant, beer garden and restrooms. Also coming are daily musical acts, weekly craft markets, rotating food trucks and special events.

And since this is downtown, there's a 5,000-square-foot off-leash dog park for all those pups cohabitating with their urban-loving masters.

"This originally began as a thesis project and it's something we were able to turn from concept idea into reality -- it's pretty exciting," said Philip Auchettl, 29, CEO of RAD Lab, the developer of Quartyard.

Auchettl and his buddies Dan Lowenstein, 30, Jason Grauten, 27, and Adam Jubela, 39, invested \$10,000 of their own money, raised \$60,000 from Kickstarter and attracted more than \$400,000 from five private investors to engage in what's been called "tactical urbanism" -- quick, creative projects to make gritty corners in central cities and neighborhoods into oases of fun. RAD Lab stands for research architecture development laboratory with innovation, powered by design and development hustle, at its heart.

"This was our first project," said Auchettl, originally from Australia. "It's been a bit of a learning curve but it's been a very good one."

Part of the learning curve involved rewriting the city's conditional use permit rules, which along with construction issues delayed the opening by about six months. But the result is the next parking lot transformation project should happen more quickly.

"They kept telling us it would be easier next time you guys do it," he said of city building permit checkers. Borrowing from other cities' experience, the RAD lads chose shipping containers, costing only \$5,000 each, as a quick way to build structures at the temporary park. They next focused on an East Village site owned by the city but

## DOWNTOWN SAN DIEGO PARTNERSHIP

not yet ready for redevelopment. Then they secured three tenants -- Best Beverage Catering for the beer garden, John Bertsch for his second Meshuggah Shack coffee bar and Scott Slater for his second Sausage & Meat restaurant. Richard Seges, assistant vice president for neighborhood investment at [Civic San Diego](#), the city's development review arm, called the project a "fantastic idea" that solves a common problem in real estate development.

"If it's a way that people can make really wonderful, temporary improvements that the community can use on sites that are waiting for development, we think that's a great thing to do," Seges said.

He said a short list of developers has been selected to compete to build a permanent mixed-use project, but it could take more than two years before construction can actually start, at which point the Quartyard improvements would move to another site.

The RAD Lab has signed a two-year lease with options to extend if permanent construction is delayed. The city is charging a \$1 per year plus a cut of the profits, which Auchettl expects to flow in the second year. The tenants will also pay minimal rent with the RAD Lab and their investors sharing in the profits as well.

Before the opening, some minor graffiti and tagging has occurred (anti-graffiti sealant is being applied to the metal container surfaces). Security guards will patrol the site overnight. But Seges said the Quartyard should help deter vandalism as the schedule fills out.

"The more activity there is on the street, the safer the streets generally are," Seges said. "This kind of activation should have only a positive improvement on public safety."

Meshuggah Shack opened a month ago and it has become an instant gathering place.

"I think this development is a no-brainer," Bertsch said. "I hope to participate in many more similar projects of this type in San Diego and Southern California."

Sausage & Meat's [Scott Slater](#), who lives downtown and developed Slater's 50/50 hamburger restaurants, said he leaped at the chance to be involved.

"Turning an eyesore into a community gathering place is fantastic, especially for that corner," he said, where construction equipment used to be parked. "Anytime you can do that, it'll be positive for the city."

Alex Collins, 31, "cultural engineer" and founder of Salt Management, signed on to program the musical acts and special events.

"As far as climate and the ability to host a lot of events and be open for the greater part of the year, no other city functions better than San Diego," Collins said.

## DOWNTOWN SAN DIEGO PARTNERSHIP

On those rare days with inclement weather, Collins said he and his event coordinator will use social media to alert patrons to schedule changes.

Kris Michell, CEO of the [Downtown San Diego Partnership](#) business group, called the Quartyard an example of "creative collision," in which entrepreneurs try something new that breathes life into urban dead spaces, like parking lots.

"It's all about lighter, quicker, cheaper," she said. "You make change through temporary means that could be permanent if it works. If doesn't, no harm no foul -- you haven't lost anything."

As for those folks who miss a few more parking spaces, Michell said that tradeoff is worth it to the new generation of urban workers and residents.

"They want alternate modes of transportation -- bikes, skateboard, Uber, Car2Go, mass transit," she said. "That is the future."

### *Quartyard*

Location: Park Boulevard and Market Street

**Hours:** 6 a.m. to 10 p.m. weekdays, till midnight Fridays and Saturdays.

**Daily schedule:** Sundays, Bluegrass Brunch; Tuesdays, tacos served from food trucks; Thursdays, Maker's Market; daily musical acts, food truck service and rotating local craft beers in the beer garden.

**Special events:** March 28, Beer & Bikes; April 9, opening day for Padres season

**More information:** [Quartyardsd.com](http://Quartyardsd.com)

Source: <http://www.utsandiego.com/news/2015/mar/06/quartyard-radlab-parking-park-experiment/?#article-copy>



## **Spotlight On Parking App for Its Launch**

The ballots have been cast, but the results won't be announced for another month.

Scores of San Diego residents voted last month via Facebook for one of four proposed names for an app that will make it easier and quicker to find parking downtown.

The choices were:

- ParkMateDTSD
- parkDowntownSD
- ParkIt!SD
- TopSpotDTSD

The contest was sponsored by two nonprofits that work to better the downtown: Civic San Diego and the Downtown San Diego Partnership.

"What's in a name? A lot. So we wanted to get the community involved to ensure we have a name that delivers on the promise of this new parking app — which is to make it easier to find parking and explore all downtown has to offer," said Kris Michell, president and CEO of the Downtown San Diego Partnership.

During the first phase of its launch, the free parking app will provide off-street parking availability for 50 locations within downtown and real-time availability for two Civic San Diego-managed parking structures.

Using an interactive map of the coverage area, users will be able to quickly locate the best parking options, searching either by location or by price. The app will help visitors later locate their vehicles with ease.

Finally, the app will include opt-in alerts about downtown happenings, such as special events or street closures.



## **Solutions in Works to Meet Downtown Parking Demand**

As downtown welcomes more mixed-use projects that bring with them more residents, more consumers and more businesses, there remains a daunting challenge: finding a place for all those people to park.

Several initiatives are in the works, according to the leaders of Civic San Diego, the city's downtown project oversight agency, and the Downtown San Diego Partnership, the two nonprofits spearheading efforts to meet the growing demand.

They include a free parking app, a shuttle service that quickly and efficiently moves people throughout the downtown, and public-private partnerships that put new public parking underneath parks and mixed-use development projects.

"Downtown San Diego must continue to offer ample and affordable parking to entice new businesses and visitors to our urban center," said Kris Michell, president and CEO of the Downtown San Diego Partnership, which promotes economic and cultural development.

Michell said efforts to supply adequate parking are being blended with initiatives that cater to the millennials, young people in their 20s and 30s, who are living and working downtown.

"Many millennials no longer want two cars and a house in the suburbs," she said. "Increasingly, they are choosing to have one car or none at all and are opting instead to walk, bike, use public transit or ride share to get where they need to go."

### **Still in a Tough Spot**

Despite the demand for alternate modes of transit, most San Diegans still rely on their cars so the pressure remains to provide more parking.

There are an estimated 65,000 on- and off-street parking spaces available downtown, according to the Comprehensive Parking Plan for Downtown completed in 2009. The Downtown Community Parking District, which manages parking under the direction of Civic San Diego, is updating that plan, and the number of available parking spaces, said Reese Jarrett, president of Civic San Diego.

# DOWNTOWN SAN DIEGO PARTNERSHIP

Jarrett said the Downtown Community Parking District manages three public parking garages that provide more than 1,500 parking spaces: the 6th and K Parkade, Park It On Market, and Cedar Gateway on Sixth Avenue.

## **Two-Wheel Appeal**

To accommodate the growing use of bicycles, the agency installed 200 bike racks in 2014 and will install an unspecified number in 2015.

“For a retailer or restaurant, having a bike rack in front of their business is like adding a parking space right at their door,” Jarrett said.

By the end of this year, the agency also will replace the wayfinding signage system installed nearly 15 years ago with one that offers better directions to pedestrians, bicyclists and cars.

Jarrett said Civic San Diego also supports Neighborhood Parking Programs in three downtown neighborhoods — Little Italy, the Gaslamp and East Village. The neighborhood associations use parking meter revenues to implement parking programs and projects unique to their neighborhood parking needs, such as the universal valet and 2-hour free parking on Saturdays in Little Italy, a bicycle facility event in East Village, and a \$2 Tuesday special parking rate in the Gaslamp.

## **On Tap for the Coming Year:**

- “We plan to develop parking garages under new parks on four sites downtown,” Jarrett said. “We are in the planning stage for a garage under the East Village Green West Block site. Additional garages are proposed under the East Village Green East Block and at two other locations downtown.”
- The Downtown Parking Mobile Application, a collaboration between Civic San Diego and the Downtown Partnership, will be launched by the summer as the go-to mobile app for parking availability. The app will include off-street parking options and provide the ability to search by location, distance or price.
- Michell said it’s not enough to add more spaces; there must be a way for people to park and then move about the city without having to find another parking space. The Parking District is currently negotiating for a Downtown Circulator Shuttle System. The shuttle will be a demand-response system available to visitors, employees, and residents of downtown for point-to-point transportation at little or no cost.
- The Complete Streets Mobility Plan now being drafted will be the first program to implement comprehensive changes to downtown’s circulation. It will balance the needs of vehicles, public transportation, pedestrians and bicyclists, Jarrett said. It will establish the number of ideal vehicular lanes for each street in the Downtown Community Plan area, designate what type of bicycle facilities belong on specific streets, and coordinate parking configurations with the street traffic.

## DOWNTOWN SAN DIEGO PARTNERSHIP

- To increase pedestrian safety, the Parking District is funding the Island Avenue Pop-out project, located in the East Village neighborhood. The project, to be completed this year, will complete gaps in the Island Avenue Green Street sidewalk improvements and add six new parking spaces along Island Avenue.



## DOWNTOWN DRAW

Millennials Keep Coming; Hope Is for More Businesses to Follow

Construction is underway on the \$555 million downtown San Diego Central Courthouse. The 22-story county courthouse, set for completion in 2016 at State and C streets, is the region's largest current government construction project. It was designed by Skidmore, Owings & Merrill. Photo by Rudolph and Sletten

The post-recession recovery will be palpable in downtown San Diego starting later this year, as hundreds of new apartments hit the market with the completion of several big projects.

Those dwellings will be joined by significant new retail space aimed at serving residents of those buildings and their surrounding neighborhoods, particularly in the now-bustling East Village. Hotel projects approved in the past year have also begun construction around downtown, with completions expected in 2015 and 2016.

According to data from Civic San Diego and the nonprofit Downtown San Diego Partnership, downtown as of December 2014 had 2,109 apartments and condos under construction. That number is greater than the total 1,695 units completed in 2010, 2011, 2012, 2013 and 2014 combined — and in 2011, no apartments were completed.

“What’s being built right now is a lot more than we had under construction just a year ago,” said Reese Jarrett, president of Civic San Diego, the city’s downtown project oversight agency that is also a successor to its redevelopment agency.

In addition to projects now underway, Jarrett said his agency is reviewing an additional 14 projects that would bring 2,800 more apartments and condos with adjacent retail to the downtown area.

It also has several initiatives slated to launch starting this summer, timed to serve the rising downtown population via a circulation shuttle connecting downtown neighborhoods, and mobile app-enabled parking services aimed at making more efficient use of available spaces throughout the downtown.

Also down the road will be new way-finding signs aimed at helping downtown visitors find prominent local venues such as City Hall and the Convention Center, to help cut down on fuel-wasting vehicle trips by lost motorists and new residents.

# DOWNTOWN SAN DIEGO PARTNERSHIP

Kris Michell, president and CEO of the Downtown San Diego Partnership, said the completed pieces falling into place this year demonstrate long-anticipated national trends now hitting home.

Downtown is witnessing an influx of investment, as people of all ages — particularly the 35-and-under millennials — flock to urban centers with live-work-play features within walking distance or with easy access to public transit. “It’s also a sign of a seismic shift in the way San Diego will evolve,” Michell said.

## **East Village Evolving**

Much of the current activity is centered on downtown’s largest neighborhood, East Village, where Vancouver-based Pinnacle Development is expected around mid-year 2015 to complete the first 481 apartments, in what is planned as a two-tower apartment and condo development with more than 900 residential units. The first phase also includes 8,000 square feet of retail and a 57,000-square-foot park.

Also in East Village, J Street Hospitality Inc. has a 90-room hotel under construction and set for completion later this year, not far from where Hilton Worldwide recently announced plans for a luxury hotel called Canopy by Hilton, likely arriving in 2016 or 2017. Next-door in the Gaslamp Quarter, The Robert Green Co. recently began construction on a new 317-room luxury hotel called Pendry San Diego, expected to be completed in August 2016. Developers in the northeast part of East Village are looking to capitalize on the evolving scene, where projects by next year will bring hundreds of new daily residents to the downtown area.

## **Makers Quarter Developing**

Developers of projects in the I.D.E.A. District — long envisioned as a hub for entities geared to innovation, design, education and the arts — are seeing those elements gradually falling into place.

A new charter school is under construction and a project known as Fab Lab — geared to research and development of high-tech printing and industrial technologies — recently relocated from Kearny Mesa to an East Village spot adjacent to Makers Quarter. The five-block, mixed-use community was first unveiled two years ago by a development group that now includes Lankford & Associates, Hensel Phelps and HP Investors.

Civic San Diego recently approved plans for the development’s first residential project, known as Broadstone Makers Quarter, a 269-unit apartment building with 5,000 square feet of retail, being built by Alliance Realty Partners LLC.

Next up on developers’ agenda, said Makers Quarter urban planner Stacey Pennington, is moving forward on a planned 50,000-square-foot building with collaborative office space, once tenants are lined up. Pennington said developers are optimistic about attracting companies that are either led by or are staffed by the young creative and tech-savvy consumers now increasingly making urban neighborhoods, such as South Park and Golden Hill, their home.

“It’s been a process of evolution for this neighborhood,” said Pennington, noting that a temporary venue known as Silo has brought numerous music and arts events to Makers Quarter, along with other “tactical urbanism” features such as pocket parks that have demonstrated the livability of the neighborhood to visitors.

# DOWNTOWN SAN DIEGO PARTNERSHIP

## Looking for Corporate Tenants

Matthew Carlson, a CBRE Group Inc. senior vice president who is handling commercial office leasing for Makers Quarter, said the evolving scene should also help attract corporate tenants. Those might include public relations, Web design and other types of creative and tech-oriented small firms that recently have been establishing a beachhead elsewhere in downtown San Diego.

“We’re also still elephant-hunting,” said Carlson, referring to the search for larger companies that might set up an entire campus within Makers Quarter.

While new office projects are not as prevalent as apartments at the moment, one new venue set to open this year is the new East Village headquarters of Sempra Energy. Locally based Cisterra Development is nearing completion on a 280,000-square-foot office building at Eighth Avenue and J Street, with 14,000 square feet of ground-floor retail, which Sempra is slated to begin occupying before year’s end, near Petco Park.

Elsewhere in East Village, the evolving scene could bring more corporate tenants.

According to Richard Gonor, an executive vice president with JLL who is handling leasing for projects including IDEA1, another mixed-use development in East Village, about 4.5 percent of office space leased throughout downtown in 2011 was inbound traffic from other San Diego submarkets.

The figure nearly doubled to 8.9 percent in 2012, and as of the end of 2013 it had nearly doubled again, to 16.8 percent. At the same time, Gonor noted, the number of tenants leaving downtown has dropped substantially.

# DOWNTOWN SAN DIEGO PARTNERSHIP

## San Diego **CityBeat**

### Civic San Diego showdown

Assemblymember Lorena Gonzalez, last Friday at Civic Center Plaza, announced a new bill to regulate Civic San Diego.

“What we’re actually doing is trying to save the city from itself,” Assemblymember Lorena Gonzalez told *CityBeat* last Friday before a press conference to announce new legislation.



Flanked by regional labor leaders, Gonzalez told a small crowd that her bill, AB 504, would require the San Diego City Council to approve land-use decisions made by Civic San Diego—the city-funded nonprofit created after Gov. Jerry Brown ended the practice of redevelopment.

Without such oversight, delegating decision-making authority to the nonprofit could violate state law, Gonzalez said. “It’s not just illegal; it’s bad policy. It lacks transparency and accountability.”

Subject to council approval would be Civic San Diego’s authority to permit and plan development projects Downtown, a unique situation statewide that’s relished by the local business community.

Kris Michell, president of the Downtown San Diego Partnership, an influential nonprofit representing business interests, released a statement immediately following the announcement that called the bill “devastating” and predicted that it would “scare off developers who want to invest in our urban communities.”

Mayor Kevin Faulconer’s office responded to Gonzalez’s proposal with similar zeal. “This legislation is another example of state interference in local control and will cripple Civic San Diego in its work to invest in neighborhoods,” said Charles Chamberlayne, a spokesperson for the mayor, in an email.

It’s unclear where the City Council as a whole stands on the issue. While Councilmember Marti Emerald’s office said she supports the idea, Councilmember Todd Gloria’s office told *CityBeat* he opposes it.

## DOWNTOWN SAN DIEGO PARTNERSHIP

However, explaining the bill to lawmakers in Sacramento should be “fairly easy,” Gonzalez said. Specifically, the legislation would require municipal zoning, planning and permitting activity by a private individual or nonprofit organization to get final approval by a local government’s governing board.

“It doesn’t seem very controversial outside of San Diego that you would have the legislative body review these types of activities,” she said. “It’ll be tougher to explain that we ever allowed this.”

Amid resistance from the Mayor’s office and the business community, Gonzalez’s announcement is the latest demand from an [increasingly vociferous crowd calling for increased oversight](#) of Civic San Diego.

After the dissolution of redevelopment in 2011, Civic San Diego—formerly known as the Centre City Development Corporation (CCDC)—successfully applied for federal new-market tax credits in a complex financial scheme to help sustain the agency as an economic-development arm of the city.

Concerns started more than a year ago when Civic San Diego officials announced plans to use the tax credits for a \$100- million investment fund to spur development in Encanto and City Heights. When the agency then argued it needed to expand its permitting and planning authority from Downtown into those neighborhoods, folks started to get uncomfortable.

“If you’re going to leave one entity in charge of making sure that complex needs of complex communities all over San Diego are met, it should be an organization that’s accountable to the public first, not to maintaining its funding stream,” said Joe LaCava, chair of the Community Planners Committee, which serves as an umbrella over dozens of neighborhood planning groups.

Last September, Emerald and other members of the City Council directed Civic San Diego to reach out to neighborhoods and draft a so-called community-benefits policy to guide development. However, after a series of six public meetings hosted by Civic San Diego, many activists accused the agency of ignoring their concerns, criticizing the process as overly broad and lacking specifics on how to enforce such a policy.

Last week, a coalition of around 25 advocacy groups called the Community Budget Alliance (CBA) [sent a letter to the City Council](#) calling for all publicly funded land deals brokered by Civic San Diego to include enforceable minimum standards, including requirements for construction wages, local hiring, affordable housing and public input.

“If you’re going to be using public resources, it really should make sense to you that you should be responsible to the public, and they [Civic San Diego] seem to be freaking out about that,” said Samer Naji, coalition member and organizer for the Center on Policy Initiatives.

Civic San Diego President Reese Jarrett declined to comment for this story. However, in a recent interview, he told *CityBeat* that the Community Budget Alliance was in the minority and that most community members didn’t want an enforceable community-benefits policy.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“That’s the feedback we’re getting from neighborhoods,” he said. “They don’t want us to impose a community-benefits policy on their neighborhood. They want to be able to look project by project and be able to have input on what kind of benefits that project’s going to bring to their neighborhood.”

The community-benefits policy will serve as a general outline for specific agreements, he said. “Every project will not necessarily have a community-benefits agreement. We are looking at projects on a case-by-case basis. It depends on the sourcing of funding that goes into the project.”

When it comes to maintaining this more flexible approach, Jarrett has support not only from the Mayor’s office and the business community, but from some community leaders in Encanto, as well.

“I don’t want one method that’s going to try to fit in the Encanto area, Downtown and City Heights,” said Ken Marlborough, who chairs the Encanto Community Planning Group. “I don’t believe in that. I believe that each community has different needs, different desires. I want the community to be the one to sit down and hammer out what their priorities are.”

At the same time, others in the community remain on the fence about how to craft a community-benefits policy.

“Until we see something that we can really stick with, we don’t really have a whole lot of opinion on this, other than... we’re committed to providing community benefits, but we’re also committed to providing balanced development,” said Stephen Maduli-Williams, vice president for economic development for the Jacobs Center for Neighborhood Innovation.

In order to solicit input on development, Civic San Diego also set up a website at [civicsd.mindmixer.com](https://civicsd.mindmixer.com). Members of the public have submitted more than 300 ideas on how development can improve the quality of life in their neighborhoods.

[In a recent report](#), Civic San Diego released a compilation of these comments. It’s not clear yet how this information will be interpreted, but recurring themes include well-paying jobs, open space and affordable housing.

However, the question of whether to create an enforceable community-benefits policy hasn’t been part of that outreach process, said Ken Grimes, executive director of the City Heights Community Development Corporation. “If they asked the question on there about living wage: ‘Should people in City Heights or Encanto [working on a Civic San Diego project] receive a living wage?’ who would say no?” he said. “I mean, apart from perhaps some wealthy people.

“I think they’ve been asking the wrong questions,” he added. “They’ve been asking people far and wide what exactly it is they’d like to see in their communities, and of course people come up with a very wide range of things.”

## DOWNTOWN SAN DIEGO PARTNERSHIP

That's where some advocates may see Gonzalez's bill as a backstop. Even if Civic San Diego avoids regulation under an enforceable community-benefits policy, the City Council, if given final approval over projects, could demand specific concessions from developers.

"If we're going into communities and permitting projects, we need to make sure there's community benefits," Gonzalez said. "And it's almost too easy to delegate this to a nonelected, nonaccountable, nontransparent board who makes these decisions.

Officials with Civic San Diego are scheduled to appear before the council's Public Safety and Livable Neighborhoods Committee at 2 p.m. Wednesday, March 18, at City Hall.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Rolling Stones to kick off 2015 tour in San Diego

SAN DIEGO – The Rolling Stones will kick off their upcoming tour in San Diego, U-T San Diego reported Thursday. According to the newspaper, Petco Park is the venue for the Rolling Stones late May concert. The legendary rock band is expected to officially announce their tour dates and locations as soon as next week.

FOX 5 reached out to the director of communications for Petco Park, Shana Wilson, who said there has not been any official announcement yet and they do not have any details.

“We started talking about it at 7 a.m.,” said Rana Kay, director of public relations for Hard Rock Hotel San Diego. Even before the official announcement, Kay said preparations are already underway.

“It’s never too soon to start planning for this and we’re just really excited. We’re all buzzing about it at the hotel,” said Kay.

Petco Park isn’t just hosting “the Stones,” the summer concert line-up includes promises to be stellar. The Rolling Stones aren’t the only big show in San Diego this summer. Pop-queen Taylor Swift is scheduled to perform at Petco Park in August, One Direction will take the stage at Qualcomm Stadium in July and there is also the 3 day music festival Kaaboo Del Mar.

Kay said the big name concerts are key to helping San Diego hit the right note in the music industry.

“Seeing these greater artists come in is going to be great for SD’s music scene,” said Kay. “San Diego in the past hasn’t had these great venues to host these live music, bigger acts.”

“It was an interesting dilemma we were in prior to all of this activity,” said Kris Michell, CEO and president of the Downtown San Diego Partnership.

The agency helped to renegotiate the agreement between the city and the Padres when it came to how Petco Park was used for non-game events. Michele said in the previous agreement the team received 30 percent of the profits and the rest went to the city.

“The problem is the city recognized they don’t plan events or get big name artists to come,” said Michell.

## DOWNTOWN SAN DIEGO PARTNERSHIP

So the agency negotiated an agreement with the two entities to switch it, 70 percent to the Padres and 30 percent to the city.

“What happened then was the Padres were incented to go out and get all these wonderful artists that we’ve been having and will have into San Diego,” said Michell, adding this change may even create a whole new audience for San Diego. “I think you’ll see these artists then come and then it creates a reason for people to come here. Who doesn’t love San Diego?”

The Rolling Stones were the first music group to perform at Petco Park in November 2005. At the time, the stadium was brand new and the “A Bigger Bang” tour sold over 43,000 tickets.

Kay is hoping the band will make the hotel a part of their itinerary.

“We would love for them to stay here, we will definitely be reaching out,” said Kay. “Maybe they’ll leave behind some signed concert tickets.”

No word on when tickets will go on sale or how much they will be. The name of the tour has also not been announced.

Source: <http://fox5sandiego.com/2015/03/12/rolling-stones-to-kick-off-2015-tour-in-san-diego/>

## Entrepreneur

### To Help Your Startup Succeed, Invest in Your City

March 13, 2015

There's something to be said for strength in numbers. If you're looking for a location to build a startup, it's tempting to pick a city with a thriving startup community.

Take Silicon Valley, for example. The area is doing an excellent job of fostering its startup community -- one built by entrepreneurs for entrepreneurs. From informal tech meetings through Meetup to formal startup accelerator programs such as Y Combinator, it's constantly working to sustain its startup community and put the area on the entrepreneurial map.

Does this mean that you should relocate your new business to an existing startup hub?

Not necessarily. After all, there's a reciprocal relationship between businesses and cities. As your business and others invest in your community, you develop its economic value. It begins to grow and thrive, building itself into a prime startup location. In turn, your business benefits from the community's economic success. Trust me, I know.

My company is a member of Downtown San Diego Partnership, a nonprofit organization committed to revitalizing downtown San Diego. Our work with this committee doesn't focus on our company, instead, it centers on important social issues, including combating homelessness, diversifying transportation options, activating open spaces and branding causes. Kris Michell, president and CEO of the organization, has seen firsthand just how much the community has benefited.

"Just look at the skyline, and you'll see how our business leaders have reshaped the community and our economy for the better," said Michell. "Whether it's the new Central Library, Petco Park or the San Diego Convention Center, the business community has been an important partner in making those iconic structures a reality."

To support and strengthen the existing startup space in your community, you should:

Center the conversation on your city.

## DOWNTOWN SAN DIEGO PARTNERSHIP

As an entrepreneur, you're already creating content to further conversations with consumers about your products or services. Do the same for your community and brag about your city whenever possible. The next time you publish an article or a post, emphasize how the area invests in the startup space.

Never take off your entrepreneurial hat.

Often entrepreneurs check out when it comes to addressing local challenges, but they shouldn't. If you approach these challenges the way you approach your products or services, you may just be able to come up with solutions -- and innovative ones at that.

Share ideas with local legacy stakeholders.

You may assume this is a sphere of influence where your voice will go unheard. While that may be true in some scenarios, it doesn't apply to all of them.

Perhaps you have a solution similar to the one coming out of Los Angeles to fuel growth in the tech industry by increasing the local talent pool with General Assembly. If so, let people know. Otherwise, your community might miss out on a great opportunity.

Network and mentor in your community.

Like creating content, networking should be nothing new for you. But how much of your time do you spend engaging the community on topics *not* directly related to your own business interests? You need to stay focused, but you shouldn't wear blinders when it comes to your community responsibilities. If you're an experienced founder, share your knowledge through mentorship.

Get started.

Stop complaining about problems without presenting solutions, flaking on commitments and making assumptions. Instead, start making a difference in your community. In a world of flooded inboxes, nothing is more important than the quality of your in-person network, and the bulk of that is fostered in your local community.

Your city has a profound impact on your life and the life of your company. But the reverse is also true: By giving to your community, the community will give back to you. Connect with your fellow entrepreneurs, share your ideas and identify problems in the market. Only then can you create promising, groundbreaking solutions.

Source: <http://www.entrepreneur.com/article/243739>

# DOWNTOWN SAN DIEGO PARTNERSHIP



## **Don't Block Civic San Diego's Process and Progress**

Kris Michell and Jerry Sanders

For years, Civic San Diego has been held up as the model of government efficiency when it comes to approving development projects.

In fact, [as Andrew Keatts found](#), Civic San Diego issued permits more than twice as fast as the city of San Diego's Development Services Department.

This efficiency is critical because delay can kill development projects. Developers and investors are making big bets when they build projects. They need to be sure the process works well and quickly. But it's not just developers who benefit from a more streamlined and efficient process. More approved projects translates into more construction jobs created, more tax dollars generated and more investment in our local economy.

So the fact that Civic San Diego is able to move projects along at a steady clip should be considered a good thing, right?

Apparently not.

Instead of trying to take what Civic San Diego does right and replicate it to benefit other urban neighborhoods, [Assemblywoman Lorena Gonzalez has proposed AB 504](#), a bill called Local Government Accountability for Planning, Zoning and Permitting.

While AB 504 promises "accountability," it actually upends Civic San Diego's whole permitting process, adding unnecessary layers of bureaucracy while creating uncertainty that could scare off developers and inhibit investment. In short, AB 504 is not just a solution in search of a problem – it's a problem, and a big one for anyone who cares about revitalizing our older neighborhoods.

With the death of redevelopment, Civic San Diego has worked hard to establish programs and funding sources to reinvest not only in downtown, but also in City Heights and Encanto.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Civic San Diego's efforts have reaped huge dividends, as it has been able to secure some \$58 million in new markets tax credits, which have helped fund such important community projects as the new YMCA in City Heights.

But AB 504 seeks to undo those efforts by making it more difficult to have projects move forward by requiring the City Council to weigh in on every project.

Gonzalez's claim is that, under the current system, [residents have little say or recourse if they don't agree with the direction Civic San Diego is taking](#) on a project.

But that argument belies the very reason why Civic San Diego has been so successful downtown. Civic San Diego has been able to streamline the process, not because it has sidestepped the community, but rather because it worked closely with the community to develop its community plan. Because of this input and collaboration, there are very clear rules about what projects should be approved and how – including the requirement that every project go before the Downtown Community Planning Council.

AB 504 removes that certainty and replaces it with politics, flying in the face of what the downtown community has identified as priorities for its neighborhoods.

It also undercuts the work Civic San Diego is currently doing to help community planning groups in Encanto and City Heights identify their priorities so they, too, can update their community plans and benefit from a streamlined and sensible permitting process.

Civic San Diego is, of course, not only accountable to those communities through its planning process. The group is also under the oversight of the city's Economic Development Department and Civic San Diego's board of directors serve at the pleasure of the mayor and City Council.

It is clear that AB 504 has nothing to do with accountability. Rather it is just another example of government letting some ill-conceived notion of process get in the way of real progress.

*Kris Michell is president and CEO of the Downtown San Diego Partnership, and Jerry Sanders is president and CEO of the San Diego Regional Chamber of Commerce. Michell and Sanders' commentary has been edited for style and clarity. See anything in there we should fact check? [Tell us what to check out here.](#)*



## **Downtown San Diego Construction Fueling 'Urban Renaissance'**

*That's how the head of the Downtown San Diego Partnership described the recent building boom*

If you've been in downtown San Diego recently, you may have noticed a lot of construction projects underway. Thirteen cranes are in the air working on building [apartments, condominiums, hotels and offices](#), said Kris Michell, CEO of the [Downtown San Diego Partnership](#), a downtown advocacy nonprofit.

A man walks his dog on Island Avenue in downtown San Diego's East Village. March 12, 2015.

One of the biggest growth areas is in condos and apartments. More than 6,000 homes are in the pipeline, Michell said. Those spaces should help boost San Diego's rental vacancy rate, which was [at just 2.3 percent in December](#). Downtown development seems to be recovering after the recession, when just 1,200 housing units were built from 2010 to 2013.

"We haven't seen this activity in years, and we're not the only city going through this," Michell said. "This is happening all over the country. There's an urban renaissance, an urban rebirth that's happening. Now what we're seeing is the development that comes from all that growth, and people wanting to work, live and play in downtown."

The number of people living downtown almost doubled from 2000 to 2013, according to the [San Diego Association of Governments](#), the region's planning agency.

Michell said a big driver of this growth is millennials.

"They want to live in an urban environment," she said. "They want to be relevant. They want to make their time count. So a big house out in the suburbs with two cars, three cars and a dog is not necessarily what millennials want, although they want the dog."

A [Nielsen report last year](#) found 62 percent of millennials want to live in mixed use communities, meaning homes and businesses close together. But the report said those communities could also be urban clusters in suburbs, not necessarily just downtown areas.

Jon Wantz, the general manager of Halcyon and Stella Public House coffee shop and bar in downtown San Diego, moved to live near his job. March 12, 2015.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Jon Wantz thinks more young people are moving downtown, including him. He works as the general manager of [Halcyon](#) and [Stella Public House](#), a new coffee shop and bar at 14th Street and Island Avenue, and moved from Carlsbad to live near his job.

"People are moving down here," he said. "I'd say most of our local clientele are younger people."

Halcyon sits on the corner of what will soon be an urban park and the [Pinnacle condos](#), a major housing development. When the project is finished, it will have two 45-story towers that house 956 apartments. The first tower is scheduled to open in June. The project was designed to mix living spaces with a park and retail space like Halcyon.

"We are kind of a community gathering place. Law school students are here every day, residents in the surrounding area are here every day, so it's already started to become that," Wantz said. "Our hope is that it continues to build upon that when the Pinnacle project opens up."

But walk one block from Halcyon, to 15th Street and Island Avenue, and a completely different view emerges. The sidewalk is filled with homeless people camping out in tents and sleeping bags.

"Slowly but surely they're cleaning up this area," Wantz said. "It's been a slow and steady process over the years. This isn't something that gets fixed overnight."

Downtown San Diego Partnership employs a [homeless outreach coordinator](#) through its program called [Clean & Safe](#). The program is funded by extra fees property owners pay based on the size of their properties, and pays for things like extra trash pickup and security guards.

In the next few months, the City Council will decide whether to approve the program for another 10 years and [increase those fees by up to 5 percent each year](#). The council gave preliminary approval to the program's renewal at the end of February, but property owners still get to vote on it.

The last time the program was renewed, in 2005, a change in the way fees were collected meant [as many as 3,000 property owners were overcharged](#), but those mistakes were corrected this time around.

Still, downtown resident Rita Collier told the City Council the fees this time are too high.

"I declined to sign my petition because I believe the 27 percent increase in my assessment is too high and will set too high a baseline for future 5 percent increases over the next 10 years," she said.

Collier and another downtown resident, Kathy Casey, said they think Downtown San Diego Partnership spends money on things it shouldn't, like adding its logos to employees' uniforms and redesigning its website.

## DOWNTOWN SAN DIEGO PARTNERSHIP

But Michell said they will have a board with representatives from every downtown community to decide how to spend the money they collect.

"Do they want more power washing, or do they want more doggy bags?" Michell said. "What do they want? What's important to them? And they'll tell us and that's the budget we'll go with."

Many other downtown residents and business owners are on board with the program. As Michell was speaking to KPBS, the owner of East Village boxing gym [Undisputed](#) approached. He thanked her for the Clean & Safe program and said he's happy about the new construction downtown.

"So we're talking about all the growth and development that's happening downtown," Michell told him. "I love it," he said.

Source: <http://www.kpbs.org/news/2015/mar/17/downtown-san-diego-construction-fueling-urban-rena/>



## Going Green: Waterless Car Wash and Charging Station

<http://fox5sandiego.com/2015/04/21/going-green-waterless-car-wash-and-charging-station/>





## Going Green at Work: Workplace of the future

<http://fox5sandiego.com/2015/04/21/going-green-at-work-workplace-of-the-future/>



# DOWNTOWN SAN DIEGO PARTNERSHIP



<http://www.sandiego6.com/news/sd6-in-the-morning/Where-to-go-and-what-to-eat-in-Downtown-SD-during-baseball-season-299747371.html>

## WHERE TO GO AND WHAT TO EAT IN DOWNTOWN SD DURING BASEBALL SEASON



## DOWNTOWN SAN DIEGO PARTNERSHIP

# TED<sup>x</sup> San Diego

x = independently organized TED event

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Listen to what our partners have to say about TEDxSanDiego



# DOWNTOWN SAN DIEGO PARTNERSHIP



Things to do Downtown During Baseball Season

<http://www.kusi.com/clip/11297928/events-downtown-during-padres-games>



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Working to Create a World-Class Downtown

[http://www.globest.com/news/12\\_1072/sandiego/employment/Working-to-Create-a-World-Class-Downtown-356376-1.html?ET=globest%3Ae45942%3A421924a%3A&st=email&s=&cmp=gst%3ACalifornia\\_AM\\_20150324%3Aeditorial&pg=2](http://www.globest.com/news/12_1072/sandiego/employment/Working-to-Create-a-World-Class-Downtown-356376-1.html?ET=globest%3Ae45942%3A421924a%3A&st=email&s=&cmp=gst%3ACalifornia_AM_20150324%3Aeditorial&pg=2)

SAN DIEGO—Attracting San Diego **investment** and making the market appealing to **Millennials**, and therefore businesses, is key to creating a world-class downtown, **Kris Michell**, president and CEO of the **Downtown San Diego Partnership**, tells GlobeSt.com exclusively. We sat down with Michell to discuss her organization’s work, its goals and how the real estate community can help.

### *GlobeSt.com: What are the main goals of the Downtown San Diego Partnership?*

**Michell:** We’re an **economic development organization** that focuses on the urban core of our entire region. We believe that cities are defined by their downtown, and therefore as a region we must take an active role in the future of our downtown—where it’s headed—availing ourselves of every opportunity that exists.

There are a couple of reasons for this. First, for the first time 100 years, urban growth has outpaced suburban growth. San Diego has traditionally been a market of suburban projects, and now you’re seeing the end of the suburbs as the place where the American dream is heading. It’s the urbanization of America, and downtown is exactly that.

Second, the residential population has grown dramatically and will continue to grow, and this helps commercial growth. People want to live, work and play in the same community. We have a reverse commute—you can get into Downtown quite easily, but getting out of Downtown is where the commute is.

So, how do we get more jobs in the urban core? One of the things we have to do is build more **office** buildings. We have about a 5% office vacancy factor in just Downtown. And by 2020 in San Diego, Millennials will be 50% of our workforce regionally. We’d better understand Millennials and what our workforce will be like. We have studied Millennials to see what they want. If we have the best and brightest in the world who want to be in San Diego, companies will flock here. We’re trying to create an environment Millennials will love. Our innovation economy is

# DOWNTOWN SAN DIEGO PARTNERSHIP

knowledge based, but we also have quality of place—we used to call it quality of life 20 years ago. Our goal Downtown is to make it world class.

So, we're focusing on the innovation economy with both life sciences and technology—there are more than 70 tech start-ups in Downtown right now, and it's one to one of the largest concentrations of digital media companies in the US. Digital-marketing companies want to be where they can attract talent, and talent wants the superb quality of life we have in San Diego.

## *GlobeSt.com: How does the real estate community fit into these goals?*

**Michell:** When you look at a building and say it has great bones—our Downtown has great bones. We haven't worked on it for a while, so now is the time to do that. I don't know how many cranes we have in the air right now—about eight—and we have 8,000 residential units in the pipeline or coming out of the ground. We're seeing the first commercial spec being built Downtown. For the first time, **developers** are talking spec, and it's a trend we haven't seen in quite some time.

We need to encourage developers to maximize the space. We want as much density as we can get, and Downtown loves density. In suburban areas, you don't want to fight the traffic, but in the urban lifestyle driving is not an issue—we don't want cars. Drivers' licenses are down. It's a kind of quality of place, making a difference in the world. How do we build something as well as leave a positive imprint on our community?

What's interesting about the real estate community is that the way in which office buildings are going to be built is for the future. We're not going to have as much square footage per employee; this is shrinking over time. Rather than a big office, we have communal space, which is where we have creative collision. It's not just for creative companies, but for all companies. Years ago, [life-science companies](#) would be out in a science park somewhere in suburbia, and you needed a badge to get into the building. Now, they use an open-campus format. They're collaborating with each other, and there's not as much secrecy. **Collaboration** is the key to the future of our economy, and the real estate industry is doing it.

At the [Burnham-Moores real estate conference](#) recently, **John Kilroy** said everything I believe in. Real estate is changing, just as innovation and technology have changed. We need to respond to the market. We don't need to make it up—it's there if you're listening clearly. He hit it on the nose—especially for downtown, heavily amenitized commercial buildings are really important because we're not working 8 to 5; we're passionate about what we do, and so are Millennials. They're not just working on X; they're building and creating something. Highly amenitized projects are going to do quite well, and those are the things we like, not only on the commercial, but also on the residential side.

More Millennials are renting today than anyone ever thought, and for good reasons: many of them saw their parents go through difficult times in 2008. They were overleveraged, and that's not something they want now. **Apartments** that are heavily amenitized are easy to rent. People are willing to pay more to get a little more. We're seeing this around the country: the urban centers are projects that tend to get filled first.

# DOWNTOWN SAN DIEGO PARTNERSHIP

*GlobeSt.com: What are the greatest challenges to real estate success in the Downtown market?*

**Michell:** Speed. We all know the market is cyclical. We need to make sure we're doing everything we can to attract the investment in San Diego that we need. We have **Civic San Diego**, an entity that has been in business for a long time, and it's an arm of the city that gives certainty to developers. We have a **programmatic EIR**, and that is one of the values. If you're an investor looking for projects, look to Downtown. The RDA is dead, but San Diego is alive and well.

Another challenge is the population growth in the next three years will grow by more than a million residents here; 62% is internal, births over deaths. And that's modest growth. Those growth projections are something we need to make sure we're planning for. We no longer have large land tracts, so we're going to have to densify urban centers. We want to make sure as development projects work their way through the process they maximize density. **Makers Quarter** and the **I.D.E.A. District** are wonderful ideas with a place-based model. Every developer who comes in should be densifying their projects. We need to incentivize the densification. We have car-sharing programs. Of course I use **Uber**, **Car to Go** and **Lift**—I couldn't imagine not. The parking and traffic issues that are typical in other parts of the county are not so in the urban core and Downtown. That's why we want to densify. Civic San Diego is coming out with an RFI to put together a free or low-cost circulator system Downtown. This would include electric vehicles that take you where you need to go. This is being done in other areas, and that's how you would move people in and around Downtown. It's movability from Point A to Point B without getting into your car.

*GlobeSt.com: Where are the greatest areas of opportunity for the real estate industry in this market?*

**Michell:** The East Village, in particular: Makers Quarter, I.D.E.A. District, the Northeast Village, the ballpark-area district, too. There are wonderful opportunities in the barrio—really interesting things they could do there. The **Environmental Development Corp.** has been in meetings with **Bruce Katz** of the **Brookings Institution** about that organization's **Global Cities Initiative**. There's talk about the innovative economy in La Mesa, but also about an innovation district forming Downtown. **Stacey Lankford Pennington** and **Rob Pennington** with **Makers Quarter** and **David Malmuth** and **Pete Garcia** with I.D.E.A. District are also working toward this. These are qualities that make good innovation districts. It's all here, and it's starting. We and **UCSD** are doing a qualitative and quantitative demographic study of who's already down here, what they want and who wants to be here. We're at the convergence of an opportunity that is presenting itself, and it's very exciting to us.

By 2050, 70% of the world's population will live in urban centers. We've looked around the country at some of the best downtowns, and we don't mind stealing every great idea and giving them credit. We don't have to be Silicon Valley; we just want to be the best San Diego we can be. That's our goal and to really have a world-class downtown.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## **Stadium task force: Plan 'fair' to Chargers, taxpayers**

<http://www.10news.com/news/chargers-stadium-our-plan-is-the-first-of-its-kind>

SAN DIEGO - Construction of a 65,000-seat football stadium for San Diego should be financed with a mix of financial contributions from the city and county of San Diego, the Chargers and the NFL, plus bond and land sales, an advisory group appointed by Mayor Kevin Faulconer recommended Monday.

A report released by the nine-member group two days before its deadline said no new taxes would be included, so that a two-thirds vote of the public would not be required. Funding sources would exceed \$1.4 billion for a facility estimated to cost around \$1.1 billion, according to the report.

We have overstated costs just a bit, and understated revenue just a bit, making for a very prudent, fiscally conservative recommendation," said Adam Day, chairman of the Chargers Stadium Advisory Group. "It overcomes all the hurdles that were thrown in our path -- both real and imagined -- and it is a good deal for the taxpayers."

He said the task force conducted extensive research and analysis of NFL stadiums that have been constructed in recent years. Another consideration was to make sure the Chargers and other tenants would enjoy the financial benefits of a new playing facility, rather than designating all the new revenue streams toward construction costs.

"We developed a financing plan that would actually succeed in this unique San Diego environment, ensuring that it is fair for the Chargers and other tenants, fair for the city and county, and fair for taxpayers," Day said.☐☐

"Our plan is the first of its kind, and it should jump-start negotiations between the Chargers, the city and the county," Day said, adding that the recommendations provide "a fair and workable path to a new stadium in San Diego."☐☐Mark Fabiani, the Chargers' general counsel on stadium issues, issued a statement saying that he's grateful for the CSAG members who volunteered their time.

"We will now ask our stadium development team -- including our financing, legal and land-use experts -- to thoroughly review the CSAG results," Fabiani said.☐☐Faulconer said the plan is "tangible" and "achievable."

## DOWNTOWN SAN DIEGO PARTNERSHIP

"Earlier today I communicated to Chargers owner Dean Spanos that the city/county team and City Attorney Jan Goldsmith are ready to sit down and negotiate," Faulconer said. "I'd like to start by June 1. San Diegans deserve a good and fair deal, and I will not accept or support anything less." The mayor's full statement:

*"San Diego has come together since we began this path toward a new stadium. Despite so many dramatic changes and potential distractions, both here and elsewhere over the last four months, our community rallied and kept moving forward. Today, San Diego has a framework to build a new stadium that's tangible, that's achievable and that won't raise taxes.*

*I thank each volunteer who has served on the Citizens' Stadium Advisory Group for their diligent and careful efforts on behalf of their fellow San Diegans. They have shown the spirit of optimism and determination that makes San Diego great.*

*We are now ready for another first – beginning formal negotiations with the Chargers. The County and City of San Diego have, for the first time, assembled an experienced negotiating team that will review the CSAG report as it prepares for talks with the team. Earlier today I communicated to Chargers owner Dean Spanos that the City/County team and City Attorney Jan Goldsmith are ready to sit down and negotiate. I'd like to start by June 1. San Diegans deserve a good and fair deal, and I will not accept or support anything less.*

*My continued commitment is that if we reach a stadium agreement with the Chargers, San Diegans will have their say with a public vote. When this measure will be on the ballot will be discussed through negotiations with the team.*

*As we all begin to review the details of the CSAG report, one thing is clear: we're all in this together. The Chargers are beloved by generations of San Diegans. San Diego has worked in good faith with the team and the NFL and will continue to do so. I am confident that if the team comes to the table with a willingness to work together, we will get this done for the benefit of our community, with protections for taxpayers and for the enjoyment of future generations."*

Supervisor Ron Roberts, who has served as the public face for the county on stadiums, said the report shows a path forward for the project.

"While there is much to be done in the coming months, this is a time for optimism," Roberts said.

The task force has already recommended that the facility be built adjacent to Qualcomm Stadium, which would be razed to make way for development, including a massive parking structure, a 500-room hotel and a park alongside the San Diego River.

Day said he envisions a pedestrian-friendly, transit oriented mixed-use project, but not a high-density development that would draw opposition from Mission Valley residents.

## DOWNTOWN SAN DIEGO PARTNERSHIP

The next step will be for a team of financial and legal experts to take the recommendations and mold them into an actual plan that can be taken to the Chargers and voters. The city and county of San Diego jointly hired Nixon Peabody, which has consulted on 25 stadium projects, and Citigroup, which has been involved in raising money to build stadiums recently in Atlanta, New York and Orlando.

The Chargers have been pushing for a new playing facility for more than a dozen years, and have recently taken steps to build a joint \$1.7 billion stadium with the rival Oakland Raiders in the Los Angeles suburb of Carson. The proposed 72,000-seat facility off the San Diego (405) Freeway is considered to be a backup plan for both teams in case they aren't able to forge agreements in their current cities.

Also, the owner of the St. Louis Rams is planning to build an 80,000-seat stadium in Inglewood, another Los Angeles suburb.

The funding breaks down to:

- \$300 million from the Chargers
- \$200 million from the National Football League
- \$225 million from the sale of 75 acres of Qualcomm Stadium land to a developer
- \$173 million of bondable construction capital leveraged with team's \$10 million annual rent
- \$121 million from the city of San Diego, which would come from savings from retiring Qualcomm Stadium debt
- \$121 million from the county of San Diego
- more than \$100 million from fans in the form of personal seat licenses, and surcharges on parking and tickets
- \$21.6 million rent from San Diego State University and the organizers of the Holiday and Poinsettia bowls, with \$1.25 million paid by both annually

SDSU released a statement that said the development of its athletic program was a critical part of its goal of becoming a Top 50 public university, and it would channel the support of its 350,000 students, faculty, staff and alumni toward the development. University officials have long eyed the Qualcomm property for potential expansion.

The report said another \$50 million could be raised with naming rights, sales of bricks, and capital contributions from concessionaires and telecommunications firms.

Faulconer said that while a two-thirds public vote won't be required, he still would like a final deal with the Chargers to go before voters. He said that San Diegans want a plan that makes sense, is fair and is fiscally responsible.

"That's one of the things we're going to spend most of our time on here as we move forward with negotiations with the Chargers, which is to make sure that it is a plan that's fiscally responsible," Faulconer told City News Service.

## DOWNTOWN SAN DIEGO PARTNERSHIP

"To have our City Attorney's Office working together with outside experts, we have a team that is together, that is ready to go, and I'm confident that we'll come up with a solution that makes sense."

City Attorney Jan Goldsmith said the report shows that a stadium project is doable.

"These people put a lot of time and effort into this, and I'm really impressed with their volunteer work," Goldsmith said. He said he doesn't believe any legal issues exist that would be insurmountable.

The advisory group released renderings of what a new stadium might look like by Dan Meis, who is responsible for designing NFL facilities in Cincinnati and Philadelphia, as well as the Staples Center in Los Angeles and Safeco Field in Seattle.

A San Diego State University spokesman issued this statement regarding the stadium proposal:

*"San Diego State University appreciates the opportunity to have participated with the Citizens Stadium Advisory Group in the planning process for a new stadium and we are eager to participate fully in a partnership that will retain the Chargers in San Diego and advance our region. As we continue our efforts to become one of our nation's top 50 public universities, the development of, and investment in our athletic programs, including our football program, is a critical priority. And we are committed to channeling the support of our 350,000 students, faculty, staff and alumni to ensure the successful development of a new stadium for San Diego."*

Former Chargers linebacker Shawne Merriman told 10News, "I'm more excited than at first. Now you have room to grow. Now it's a real proposal to me and fair on both sides."

Dan McLellan, vice president of the San Diego Stadium Coalition, added, "Sadly, there's little to be excited about here. I think they're asking for too big a contribution from the team."

San Diego City Councilman Scott Sherman released this statement:

*"I give my utmost thanks to the members of CSAG who have sacrificed their time to complete this report. After years of just generalized concepts, we now have an in-depth, detailed plan. As the Councilmember who represents the area, it is also very encouraging to see the inclusion of a 31 acre park to expand and enhance the San Diego River Park as well as plans to upgrade infrastructure and traffic mitigation in the surrounding community."*

San Diego Taxfighters Chairman Richard Rider issued the following statement:

*"I'd like to see the actual Charger stadium proposal. But based on the task force's official write-up which I presume is accurate, appears to be a \$467 million taxpayer giveaway to keep the Chargers here -- ignoring cost overruns and 'surprises.' And apparently that's not counting the 60 acres of land valued at \$180 million (not sure how land ownership is handled). Again, I caution that my interpretation of the proposal may not be completely accurate."*

## DOWNTOWN SAN DIEGO PARTNERSHIP

*The fact that there is no actual tax INCREASE is no surprise -- the proponents were desperate to avoid any taxpayer vote on the matter. I predicted this wrinkle months ago.*

*Is it sound policy for our city and county to provide such a huge subsidy to a business owned by a billionaire that employs millionaires? Not in my mind. That money and salable land are assets that can be used to help with our pension funding problems, and our even bigger multi-billion dollar infrastructure deficit.*

*I'd like for the Chargers to stay, but not at that cost -- a total of about \$650 million (or more). Not even close."*

Kris Michell, president of the Downtown San Diego Partnership, told 10News, "I think it's a great day. It's very exciting because it's realistic and hit every mark. It didn't overstate revenue, didn't understate things. It should be given serious consideration."🔗🔗

Chargers fan Tyler Roberson told 10News, "I think everything is awesome. I hope the Chargers go along with it."🔗🔗

Quincy Cheatham echoed that thought, saying, "We love our city, love our Chargers. Need them to stay here."



# San Diego unveils stadium plan to keep Chargers from leaving

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<http://fox5sandiego.com/2015/05/18/chargers-task-force-to-reveal-stadium-funding-plan/>

SAN DIEGO — A new football stadium for San Diego should be financed with a mix of financial contributions from the city and county of San Diego, the Chargers and the NFL, plus bond and land sales, a nine-member advisory group appointed by Mayor Kevin Faulconer recommended Monday.

[A report released by the group](#) two days before its deadline said no new taxes would be included, so that a two-thirds vote of the public would not be required.

Funding sources would exceed \$1.4 billion, according to the report.

“We developed a financing plan that would actually succeed in this unique San Diego environment, ensuring that it is fair for the Chargers and other tenants, fair for the city and county, and fair for taxpayers,” said Adam Day, chairman of the Chargers Stadium Advisory Group.

Citizens’ Stadium Advisory Group Unveils Finance Plan

“Our plan is the first of its kind, and it should jump-start negotiations between the Chargers, the city and the county,” Day said, adding that the recommendations provide “a fair and workable path to a new stadium in San Diego.”

What do you think the Chargers will do now that the task force has unveiled their financing plan?

“That’s exactly what I wanted which was a menu of options,” said Mayor Kevin Faulconer.

Faulconer said the plan provides a first step from which his team can work from.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“For the first time we have a starting point that makes a lot of sense and I’m looking forward to beginning negotiations,” said the Mayor.

He said he has put together a team of outside experts, a city/county team and City Attorney Jan Goldsmith to review the plan submitted by the task force.

“I’m sure there’s some of the ideas in this framework that will make it some that may not,” said Faulconer.

He said despite the no public vote required in CSAG’s financing plan, he would be moving forward.

“I remain committed to the public vote, I think it’s the absolute right thing to do and I’m convinced San Diegans will support a fair plan that makes sense,” said Faulconer.

The task force has already recommended that the new facility be located adjacent to Qualcomm Stadium, which would be razed to make way for the development and a park alongside the San Diego River.

“They didn’t overstate numbers or understate numbers to make the argument, they’re very realistic,” said Kris Michell, President & CEO of The Downtown San Diego Partnership.

Michell’s organization had lobbied for the new stadium to be located in the East Village and lost, but she praised the plan.

“I think by far it is the best proposal I’ve seen in the 13 years we’ve been in San Diego,” said Michell.

Michelle called it a win-win for everyone, Charger fan or not.

“We could actually solve the problem keep the Chargers in SD and have extra money for infrastructure, potholes and things like that,” said Michell.

“It provides wiggle room, it provides room to grow, it’s extremely fair, anyone who’s not excited about this should be,” said Shawne Merriman, Pro-Bowler and Former San Diego Charger Linebacker.

Merriman has been working closely with the task force and has been in contact with Charger owner Dean Spanos, he said he did not see any room for rejection with the plan submitted by CSAG.

“How can’t you, you know? It’s a great, great plan,” said Merriman.

The next step will be for the Mayor and his team to begin negotiations, Faulconer said he is aiming for June 1st. The city and county of San Diego jointly hired Nixon Peabody, which has consulted on 25 stadium projects, and Citigroup, which has been involved in raising money to build stadiums recently in Atlanta, New York and Orlando.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Mark Fabiani, Lead Counsel for the Chargers said CSAG's plan is now in the hands of its' Stadium Development team. The consists of finance, land and legal experts and it is under review. He did not give any indication of how it was being received.

The Chargers have been pushing for a new playing facility for more than a dozen years, and have recently taken steps to build a joint \$1.7 billion stadium with the rival Oakland Raiders in the Los Angeles suburb of Carson. The proposed 72,000-seat facility off the San Diego (405) Freeway is considered to be a backup plan for both teams in case they aren't able to forge agreements in their current cities.

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- more than \$100 million from fans in the form of personal seat licenses, and surcharges on parking and tickets.



## San Diego Cabbies Oppose Downtown Shuttle



<http://www.kpbs.org/news/2015/may/13/san-diego-cabbies-oppose-downtown-shuttle/>

Taxis have had to compete with rideshare companies for some time now. And they could soon face a new competitor: a publicly funded downtown shuttle.

The city-owned nonprofit, [Civic San Diego](#), wants to spend \$1 million on [an on-demand shuttle](#) that would pick up residents and visitors for short trips at little or no cost.

Taxi drivers spoke out against the plan at a [budget hearing](#) Monday. The proposal comes at a time when the city is poised to [issue more than 1,500 new taxi permits](#).

Taxi driver Max Afifi says competition is already stiff among cabbies and rideshare drivers.

"There's even the horse carriage that goes around downtown. There's the pedi-cabs, which are absolutely everywhere," Afifi said. "I'm not sure we need to waste good taxpayer dollars when, frankly, they could use it for other things like streetlights, homeless services, whatever."

The shuttle funding would come from [parking meter and garage revenues](#). Civic San Diego Vice President of Neighborhood Investment Richard Seges said that money is designated for specific uses.

## DOWNTOWN SAN DIEGO PARTNERSHIP

"Generally, they're things that make parking more available or manage the supply of parking downtown," Seges said.

Sarah Saez, program director for [United Taxi Workers of San Diego](#), argued the money could relieve congestion and impact more San Diegans. She pointed to calls from community groups and the San Diego Community College District to provide [free city bus passes for students](#).

"It doesn't always have to be tourist oriented," Saez said. "(Free student bus passes) will mitigate traffic and parking issues, as well as help residents in other neighborhoods, as opposed to competing with small business taxi drivers living in the low-income neighborhood of City Heights and surrounding areas."

Seges said downtown residents and businesses involved with the Downtown San Diego Partnership, a nonprofit that represents businesses in the area, have been [asking for the shuttle](#) for four years. They say parking makes taking multiple car trips around downtown a challenge, and having the shuttle would let them park once for errands and entertainment. The partnership's CEO, Kris Michelle sent the following statement:

*Addressing Downtown's current and future mobility needs requires creative solutions that allow people to move around the area without restriction. The best way to do this is with a circulator system that gets people where they need to go on demand without the need for a car. The Downtown Partnership believes a circulator system is an essential piece of the mobility puzzle. It will alleviate the demand for parking, offset the need for increased parking, decrease traffic congestion and positively impact the environment by emitting zero greenhouse gas emissions. Cities across the country have implemented costly circulator shuttle concepts. Rather than duplicating those models, San Diego will solve its mobility challenges with an innovative, cost effective solution. This is a no brainer for Downtown San Diego and we look forward to its implementation.*

Michell said employees needing to get to a meeting several blocks away or residents dressed up for dinner at a nearby restaurant may use the service instead of walking or hopping in their car.

If the Civic San Diego budget gets the OK, Seges said the shuttle could start running as early as summer.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Bill to curb CivicSD gets first OK

<http://www.utsandiego.com/news/2015/may/06/civic-gonzalez-restrictions/?#article-copy>



Civic San Diego would lose authority over downtown development and other neighborhoods under a bill that received its first approval Wednesday in Sacramento.

The bill, [AB405](#), by Assemblywoman Lorena Gonzalez, D-San Diego, would require the full City Council to act on appeals of downtown high-rise designs, sidewalk cafes and other matters big and small currently decided by the nine-member nonprofit city corporation that has overseen Centre City for 40 years.

CivicSD also oversees economic development in other neighborhoods but zoning, planning and building decisions remain the responsibility of the city's regular departments. [DOWNLOAD .PDF](#)

The Local Government Committee approved the bill on a 6-1 vote with opposition from Assemblyman Brian Maienschein, R-San Diego, the committee chairman and a former city councilman. The bill next moves to the full Assembly, possibly next week, and if approved, to the state Senate. It would be effective July 1, 2016.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Gonzalez, when she was the secretary-treasurer of the San Diego-Imperial Counties Labor Council, pushed to have CivicSD's real estate decisions take into account social impacts, such as the level of wages paid at hotels.

In defense of her bill Wednesday, she acknowledged that CivicSD is the only such organization statewide that would be covered by the legislation. But she said the City Council is split on the reforms she proposes and tighter restrictions would ensure that cities cannot "outsource" land-use decisions to nonprofit organizations.

"We owe it to our residents...to allow them to have a voice in the process," Gonzalez said.

Faulconer, who led a news conference in Encanto prior to the vote, said CivicSD has been instrumental in "neighborhood transformation," especially downtown.

"Communities like Encanto need Civic San Diego to help them succeed, and we can't let Sacramento stop our progress with one unnecessary bill," Faulconer said.

While CivicSD typically debates the design elements of major projects, it has declined to get involved in workers' rights and other labor issues when critics have criticized various hotel projects.

"They can't talk about job equality, living wages -- they can't talk about anything other than what it looks like," Gonzalez said.

It's unclear whether CivicSD has the leeway to condition design approval on wage rates or whether the City Council could impose such economic controls on a private development that does not include public funds. That policy matter should be dealt with separately citywide, said Kris Michell, CEO of the Downtown San Diego Partnership business group. Currently, developers can negotiate project labor agreements to cover such matters and what happens, labor groups typically withdraw objections on environmental and zoning grounds.

Maienschein called the building review process a matter of local control and noted that the San Diego City Council always has the option to tighten CivicSD's rules, replace its board members or abolish it entirely. But he said the agency's record of reviving the Gaslamp Quarter, building Petco Park and turning a former derelict downtown into a "thriving" urban center might be hard to sustain if "onerous" new rules were imposed.

City officials said the new law could add months to the simplest building decision and raise costs for small business as well as big developers. CivicSD fees are typically less than the city charges for comparable outside downtown and developers say review times go faster. The organization was established in 1975 to focus on downtown revitalization and in 2012 it took over some planning and development review in Southeastern San Diego.

Many neighborhood groups have eyed downtown's dramatic changes and lobbied for similar treatment. Until the state did away with redevelopment property tax funding in 2012, downtown was able to use its considerable revenues, upwards of \$100 million annually, to underwrite affordable housing, finance major public projects, like the new Central Library, and pay for park, parking and street improvements.

## DOWNTOWN SAN DIEGO PARTNERSHIP

"What has happened in downtown San Diego should happen right here in Encanto," said Rachele Benson speaking at the mayor's news conference and representing the Total Deliverance Worship Center, headed by her husband in Encanto.

She said CivicSD, which is working on various initiatives in Encanto, "pays attention" to public facility deficiencies and helps generate jobs and opportunities.

Gonzalez has marshaled a number of supporters, including three City Council members and a variety of labor organizations.

Lex Olbrei, representing the United Here Local 30 hotel workers union, told Maienschein's committee that the bill would ensure that citywide impact of projects would be reviewed, particularly when it comes to salaries and wages -- a reference to her group's drive to raise pay and benefits for hotel workers.

Jeremy Smith, representing construction trades, said his industry's workers welcome development because of the jobs it generates, but "transparency" in decision making is also important.

"This goes a long way to ensure that what's built is right for the city, not just that it can be done," Smith said. More than 20 opponents, including neighborhood activists and building industry leaders, signed a letter to Gonzalez, warning of "more obstacles and uncertainty" that could crop up if the bill becomes law.



## Bill to Rein-In Civic San Diego Advances As Supporters Call for Its Expansion

Who should get the final say in whether downtown development projects get approved?

By Wendy Fry



A state Assembly committee advanced a bill Wednesday that curbs Civic San Diego's power to regulate and approve new development proposals downtown.

The move comes three years after the state pulled the plug on redevelopment, and picking up the slack in urban renewal have been local successor agencies.

Civic San Diego has been on the case here — but now Assemblywoman Lorena Gonzalez (D- 80th District) is on its case.

She appeared on NBC 7's "Politically Speaking" show Sunday to discuss her bill.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“So far, the mayor has been aggressively silent about the changes that need to be made and we’re just hopeful they do it themselves so we don’t need legislation,” Gonzalez said.

At a Wednesday news conference in Encanto, San Diego Mayor Kevin Faulconer ended that so-called aggressive silence to champion Civic San Diego, calling it a catalyst for change and urging Sacramento to stay out of local affairs.

He fired back, saying not only is the city keeping Civic San Diego but it plans to expand its influence into other neighborhoods like Encanto and City Heights.

“We’re here to help keep local control for our communities, and we’re here to ask our state legislators to put neighborhoods first, and we’re here to ring the alarm bell about Assembly Bill 504,” he said.

Surrounded by what were described as stakeholders in the Encanto community, Faulconer spoke about the success of Civic San Diego.

He said the Encanto news conference site, a dirt lot in the 5200-block of Market Street, is emblematic of the opportunity Civic San Diego has to spur development.

One of Civic San Diego’s bigger tasks is managing old redevelopment projects that still aren’t finished.

Elsewhere in California, cities take that on themselves.

Right now, Civic San Diego works strictly in downtown, approving conditional use permits and projects that already fit in line with the downtown area’s community plan.

The nonprofit also applies for the federal “New Market Tax Credit,” reserved for projects in low income areas. It then distributes grants locally.

Faulconer touted the nonprofit’s success in bringing 6,000 affordable housing units to downtown.

But is the operation legal? Gonzalez, an attorney, says “no.”

“I just think there should be some oversight and accountability, and if you look at any other city in San Diego and the community input is taken into account,” she said.

Supporters of Civic SD say there hasn’t been one development approved by the group that the community has a problem with.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“So, it seems like it’s a solution without a problem,” said Downtown Partnership CEO Kris Mitchell said of Gonzalez’s bill. “Civic San Diego works. It works well for downtown. It will work well for Encanto. The Encanto residents want it, so let’s not mess with it. The communities that don’t want it, don’t have to have it.”

San Diego Building and Construction Trades, an umbrella organization for local construction unions, has taken issue with one downtown project to build a hotel on West Ash Street because it says the developer doesn't want to pay union wages to build it.

Faulconer vowed to continue fighting the advancement of Gonzalez’s bill.

“Assembly Bill 504 will be heard by committee today,” he said. “And we won’t be surprised if it moves forward. But as it makes its way to the Assembly and Senate floor, I want to make sure Sacramento legislators hear the voices of San Diegans who need this program to continue.”

City Attorney Jan Goldsmith issued a 27-page memo saying Civic San Diego’s operations are legal, but if the city wants to expand its role, it might need to rethink its free rein.

Ken Marlborough, in charge of the Encanto planning group, says his group wants the nonprofit to expand its role to other neighborhoods.

“I’m not a lawyer but I have faith in our Mayor and our City Attorney that they’re saying it’s OK to do that,” Marlborough said.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Keeping Downtown clean and beautiful, together

By Kris Michell | Downtown Partnership News

<http://sandiegodowntownnews.com/keeping-downtown-clean-and-beautiful-together/>

With its location near the San Diego Bay, Downtown San Diego comes by its good looks naturally; but keeping our Downtown clean, safe and beautiful is no accident — it takes hard work and commitment from all of us.

On the frontlines of this effort is the Clean & Safe team, who work tirelessly to keep Downtown at its very best, emptying trash cans, sweeping up sidewalks, removing graffiti and litter, installing beautiful (and drought-tolerant) plants, as well as stringing twinkle lights in trees.

The impact Clean & Safe has on Downtown can't be overstated. Just take a look at what Clean & Safe has accomplished since the beginning of the year:

- Pulled 46,630 bags of trash
- Poop-scooped 38,633 times and managed 176 doggy-bag stations
- Removed more than 22,900 stickers
- Cleaned nearly 6,200 pieces of graffiti from Downtown buildings and sidewalks
- Provided directional assistance to more than 5,500 residents and visitors
- Addressed more than 4,300 loitering calls on behalf of property owners and businesses

But for Downtown to continue to thrive, it's going to take more than just the efforts of the Clean & Safe team — it will take all of us to ensure that we are delivering on the true promise of our urban center.

While it is a tall order to create a world-class Downtown, the good news is that there is no shortage of ways that you can get involved and help Clean & Safe and the Downtown San Diego Partnership in its efforts.

**Community cleanups:** The Downtown San Diego Partnership and the Clean & Safe team routinely hold cleanups to engage the community and provide a little extra TLC to neighborhoods throughout Downtown.

The next such cleanup, which is in conjunction with the Gaslamp Quarter Association, is scheduled for Saturday, May 30 at 8 a.m. We hope you'll join our team of volunteers to make sure our historic Gaslamp Quarter continues to shine brightly. Register online today at [gaslamp.org/cleanup](http://gaslamp.org/cleanup).

## DOWNTOWN SAN DIEGO PARTNERSHIP

**Weekly Walkabouts:** Want to get a street-level view of what Clean & Safe is working on? Join us on one of our weekly walkabouts where we survey the streets and sidewalks of Downtown to find out what needs fixing. These walkabouts, which are held every Friday and rotate throughout all the neighborhoods that Clean & Safe serves, are a great opportunity to meet your Downtown neighbors and learn about our daily operation, all while enjoying a stroll with a program supervisor. Clean & Safe reports all issues identified during the walkabouts to the City of San Diego and provides needed follow-up to get those issues addressed. Get information about the next walkabout by contacting Clean & Safe either by phone at 619-234-8900 or by email at [info@improvedtsd.org](mailto:info@improvedtsd.org).

**Community Input:** To create a great urban neighborhood, you need the community's support and involvement. That is why the Downtown San Diego Partnership and the Clean & Safe team are vigilant in their efforts to receive feedback and input from property owners, residents and business owners throughout Downtown. Clean & Safe staff routinely gives updates on its current programs and priorities at neighborhood meetings, as well as holding annual community meetings to help develop its budget and goals for the coming year. Property owners can also ask Clean & Safe for an on-site visit to review and assess specific issues affecting their property.

If you don't have time to attend a meeting, there are plenty of other ways to stay informed. You can provide feedback to Clean & Safe through the Downtown San Diego Partnership's recently revamped website at [downtownsandiego.org/clean-and-safe](http://downtownsandiego.org/clean-and-safe). With a click of a button, you can report on anything from graffiti removal to trash pickup to the refilling of doggie bag stations. The new website also delivers on Clean & Safe's commitment to best-of-class accountability and oversight, and you can find all its meeting minutes, tax forms and financials online at [downtownsandiego.org/clean-and-safe/pbid-meetings-reports](http://downtownsandiego.org/clean-and-safe/pbid-meetings-reports). To keep updated on all Clean & Safe happenings, make sure to sign up to receive its electronic bulletins either by signing up on its website or by emailing [info@improvedtsd.org](mailto:info@improvedtsd.org).

We want to hear from you: Finally, do you have a story about your Downtown San Diego experience or how the Clean & Safe Program has improved your quality of life? We are looking for first-person accounts of what brought you Downtown, why you stayed and why you love your neighborhood.

We know you love our Downtown as much as we do. This is your chance to tell us why. Send your stories and photos to [info@improvedtsd.org](mailto:info@improvedtsd.org), and you may be featured in our weekly bulletin or on our social media pages.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## **Council to vote on downtown district**

<http://www.sddt.com/News/article.cfm?SourceCode=20150511tqc& t=Council+to+vote+on+downtown+district& 204>

The San Diego City Council this afternoon will formally decide whether to extend the life of the Downtown Property and Business Improvement District for 10 more years.

The proposal -- which the council tentatively approved Feb. 24 -- will allow the district to more than \$93 million over the next 10 years, or more than \$7.4 million per year, through annual assessments on properties in the district. The money will be used to fund improvements, maintenance and other activities.

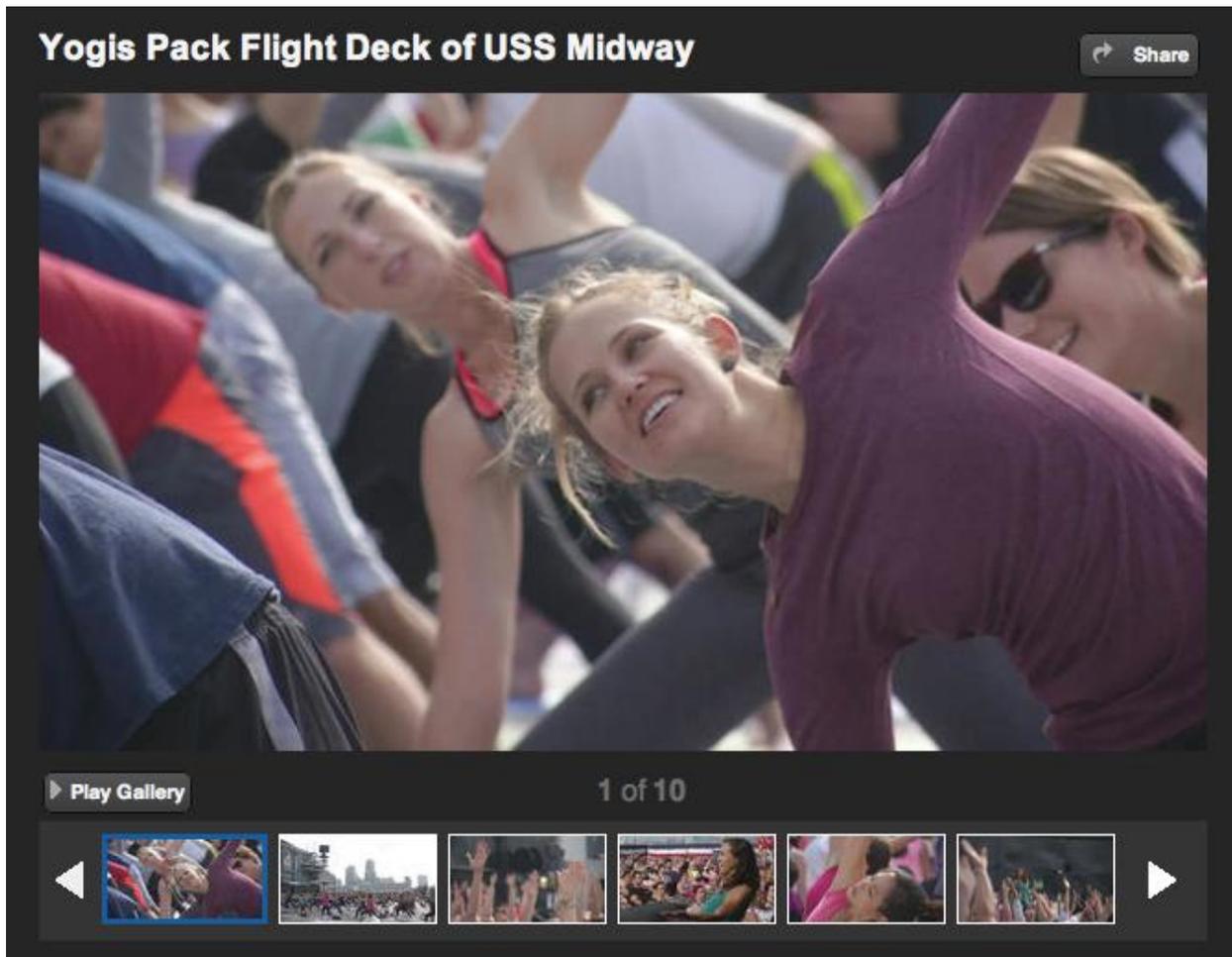
The district, which was created in 2000 and received a 10-year renewal in 2005, is officially slated to dissolve June 30. But the Downtown San Diego Partnership, in conjunction with property owners, developed a proposal to renew the district for 10 more years -- through June 30, 2025 -- which received initial approval from the council in February.

Today's meeting will consist of a final vote on the issue after public testimony.

# DOWNTOWN SAN DIEGO PARTNERSHIP



<http://www.nbcsandiego.com/news/local/Yogis-Pack-Flight-Deck-of-USS-Midway-308737081.html>





## UT San Diego: Startups: The do's and don'ts

San Diego Startup Week attendees get crash course from veteran entrepreneurs

<http://m.utsandiego.com/news/2015/jun/19/startup-downtown-advice/>

Startup entrepreneurs have to be a little "deluded," "cocky," show a little "swagger," says Austin Neudecker. But they also have to know when to pull the plug on a nonstarter idea and move on.

"It's all about a process of trial and error," he said. "Make errors quickly and move on."

Neudecker, one of the founders of San Diego Startup Week that ends Saturday, offered his advice at a Thursday panel put on by the [Downtown San Diego Partnership](#), the business group that is pushing more startups to locate downtown. Forbes magazine publisher Rich Karlgaard was the moderator.

One failure, according to Elizabeth Dreicer, CEO and founder of [Posiba](#) that specializes in data analysis for foundations and nonprofits, was to serve as CEO on a previous company alongside her husband, who was chief technology officer.

"That was not a good idea for him or me," she said, and their marriage ended in divorce.

Once you get an idea, you need to try it out on potential customers, and Al Bsharah, cofounder and CEO of [Email Copilot](#) (formerly called Embarke), said the trick is gauge true consumer interest.

"You want a signal that customers are begging for this thing and they will hand you money," he said, adding that giving away the product for free does not demonstrate widespread appeal.

Along the way, of course, startups need capital to develop, launch and scale up a product or service. The panel disagreed on how to deal with venture capitalists.

Neudecker, whose latest venture is the [Rev](#) transcription and translation service, said it's a mistake to string investors along month and after month with no progress, the result being they could lose interest. But Bsharah said those investors are looking for leadership to back, not necessarily the first product they review.

## DOWNTOWN SAN DIEGO PARTNERSHIP

"They're investing in you, your team," he said. He said backers can provide valuable feedback that can make the next idea succeed.

Another financial issue is how to compensate the founders, investors, employees in terms of ownership shares and options in a company.

Neudecker recommended a vesting period for all parties so that no one makes off with a piece of the company too early.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Yoga on the USS Midway with Scripps Health and Yoga One

<http://www.sandiego6.com/news/sd6-in-the-morning/2nd-Annual-Yoga-on-the-USS-Midway--308446681.html>

The Downtown San Diego Partnership and Scripps Health are encouraging San Diegans from across the region to strike their best yoga pose aboard the USS Midway at the second annual "Stretch Yourself with Scripps" yoga class. The free class is part of "Healthy Living in the City," a Downtown wellness program designed to highlight the healthy lifestyle options in Downtown.

"Scripps Health is now in its second year joining forces with the Downtown San Diego Partnership sponsoring Healthy Living in the City and this great event," said Don Stanziano, Scripps corporate vice president of marketing and communications. "Our goal is to show that you can adopt a healthy lifestyle no matter where you live or work and Downtown San Diego is no exception."

Instructors from Yoga One, a popular Downtown yoga studio, will guide participants through the hour-long class, which begins at **8 a.m. on June 20 on the flight deck of the USS Midway**. Yoga practitioners of all levels are encouraged to attend and will enjoy giveaways and healthy snacks provided by Scripps Health and Fol Cal Café.



Kris Michell, president and CEO of the Downtown San Diego Partnership, said getting fit, lean and limber on the flight deck of the USS Midway is a unique opportunity not to be missed.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“The Downtown Partnership is thrilled to be working with Scripps Health to bring year-round wellness to our Downtown,” said Michell. “Last year’s yoga class on the USS Midway attracted more than 400 yoga enthusiasts from around the San Diego region. We hope to draw an even bigger crowd this year.”

Participants can register on site at the USS Midway, located at 910 N. Harbor Drive, beginning at 7 a.m. or in advance here: [yoga on Midway](#). Free, metered street parking is available before 10 a.m. and \$10 parking is available at the USS Midway. Participants must bring their own yoga mat.

The “Healthy Living in the City” initiative offers free cooking classes and yoga instruction throughout the year at various locations in the Downtown community. To find out more about “Healthy Living in the City” and for a list of events, dates and locations, visit: <http://www.downtownsandiego.org/healthyscripps/>. Follow “Healthy Living in the City” on Facebook and Twitter using #ScrippsHealthyCity.

# DOWNTOWN SAN DIEGO PARTNERSHIP



Turko Files

KUSI NEWS

## HEALTH REPORT



<http://www.kusi.com/category/273295/health-report>

Health Report: 2nd Annual Yoga Day on the Midway this Saturday

00:00



**2ND ANNUAL YOGA DAY  
ON THE MIDWAY THIS SATURDAY**



## More firms and jobs moving downtown

<http://www.utsandiego.com/news/2015/jun/18/downtown-relocation-suburbs-companies/>

Companies are increasingly leaving suburban office parks for city centers to cater to urban-loving millennials, according to a new report released Thursday by Smart Growth America.

Backed by research by the Cushman & Wakefield commercial real estate brokerage, the number of jobs downtown has grown since the recession, while the number elsewhere has shrunk. By 2013, 23 percent of jobs were located within a 3-mile radius of downtown.

One of reasons cited was what Cushman & Wakefield research director Paula Munger called a "war for talent," especially for the 20-something millennials entering the workforce. But veteran workers also have welcomed the change after some initial reticence.

"Some employers were surprised by the level of workers who were happy to move downtown," Munger said. Among 500 company moves that were studied, 10 were located in San Diego and eight of those either relocated to or within downtown, while two left for downtown Dallas. The report included several quotes from San Diego companies explaining their relocation decisions.

"I can tell you 100 percent that when we are trying to attract new talent, being downtown and having a new open office feel and being in a much more vibrant location is a differentiator," Bumble Seafood's Kent McNeil told researchers. The company moved from Kearny Mesa to a former 1920s candy factory in the ballpark district. Steven Cox, founder and CEO of TakeLessons, said his downtown location at DiamondView Tower, also in the ballpark district, enables workers to rub shoulders with their counterparts at other startups nearby.

"That kind of camaraderie doesn't happen in places where your closest colleagues are a 15-minute drive away," he told Cushman & Wakefield interviewers.

Coincidentally, the report was released during the annual San Diego Startup Week at which hundreds of current and would-be startup entrepreneurs and employees learn about opportunities in doing business downtown.

The Downtown San Diego Partnership, which held a breakfast session Thursday on the topic, identified 34 companies that have relocated downtown in the past 18 months. They took an average 9,177 square feet, ranging

# DOWNTOWN SAN DIEGO PARTNERSHIP

from 459 square feet by Revolv Consulting to 46,000 square feet by AECOM, the international engineering, design and planning firm.

"It's definitely happening here in San Diego," said Kris Michell, partnership president and CEO.

She described a "collision" of tech companies and real estate, where companies seek space and landlords and brokers respond, not with reconfigured historic brick warehouses that are in short supply locally but with open space plans and various amenities in traditional high-rises.

"It's happening on the inside," she said.

Christopher Leinberger, chairman of George Washington University's Center for Real Estate, said a generation ago, locations were largely dictated by where chief executives lived, usually in the "drivable suburbs in what is called the 'favored quarter,' where all the rich folks lived."

"That's why business parks were out there in the 'burbs," he said. "Today, that's entirely different. It's a reflection of the knowledge economy that's driving this economy right now. This is where the 'creative class' wants to be, this is where ideas happen, this is where deals happen -- in these walkable urban places, not in isolated business parks." The report cited walkability statistics that show, for the San Diego companies, moving downtown resulting in a walkability score that went from an average 61.2 at previous locations to 94.9 at new locations, five points short of perfection.

But relocations don't happen automatically, the researchers said. Companies look at the availability of transit, housing, city support and clean and safe conditions, as well as financial considerations, before reaching their final decision.

Parking represents a big barrier for relocating, but Smart Growth America President and CEO Geoff Anderson said companies often employees cash to cover all or part of their parking or transit costs. Leinberger added that some workers find they can sell a car and save \$9,000 a year in upkeep by taking alternate transportation to work.

Another concern has to do with the homeless population that sometimes reduces the downtown appeal. The panel of experts that discussed the report in advance said cities and business leaders can manage the problem and reduce the homeless presence -- a problem San Diego downtown leaders continue to wrestle with. The downtown partnership's Michell said the homeless population has dropped from 1,300 to 750 in the last few years and long-term solutions are still being implemented.

The 43-page report focused on downtown where data is more available but the experts said the downtown success story is evident in many walkable urban neighborhoods and cities and towns of all sizes in all parts of the country. Recommended strategies for responding to the rising demand for urban work spaces include:

- Update zoning codes and programs to promote mixed use, housing, diverse retail and public spaces.
- Route transit within as well as to downtown areas and manage parking through pricing strategies that take into account short-term and day-long parking needs.

## DOWNTOWN SAN DIEGO PARTNERSHIP

- Use loans rather than grants and tax credits to help companies cover startup costs and building and infrastructure upgrades.
- Improve sidewalks, facades and the general streetscape as a way to signal that officials value the people and their work inside the adjacent buildings.



### **The Hearty Benefits of Yoga**

<http://www.kusi.com/story/29336322/the-hearty-benefits-of-yoga>

The ancient Eastern tradition of yoga is now almost as American as blue jeans, hot dogs and apple pie. More than 20 million people in the United States practice yoga today, a dramatic increase since 2001 when just 4 million were doing yoga, according to the National Institutes of Health.

Proponents of the mind-body technique claim it calms your mind and keeps you well. More evidence is now supporting the latter than ever before. A meta-analysis published in the International Journal of Cardiology last year suggests yoga reduces 12 risk factors for cardiovascular disease, including blood pressure, heart rate, lipid levels, abdominal obesity and inflammatory markers.

Yoga can also be great for improving flexibility, strength, balance and posture.

“Anything that exercises your muscles is good for your heart, but studies suggest that yoga can go beyond that by helping to ease stress and may even alleviate some symptoms of depression,” says Elizabeth Kaback, M.D., a cardiologist and member of the Division of Cardiology at Scripps Clinic Torrey Pines. “Yoga helps turn on your autonomic nervous system, which will provide you with increased physical, mental and emotional well-being,” she added.

### **The cardiovascular benefits of yoga**

The word “yoga” comes from a Sanskrit word indicating a joining of the body and mind. For those at risk of developing heart disease, this union may help relieve the everyday stresses that can — over time — contribute to heart disease. The deep breaths that are the foundation of yoga could help to lower blood pressure and calm the sympathetic nervous system, which is responsible for producing stress hormones.

“The stress reduction from yoga can help to turn off our fight-or-flight impulse, which in turn further reduces stress,” says Dr. Kaback, who is based at the Scripps Center for Integrative Medicine. “Additionally, gently exercising helps strengthen your muscles and helps them become more resistant to insulin, which is important for controlling blood sugar levels.”

# DOWNTOWN SAN DIEGO PARTNERSHIP

## **Embracing your inner yogi**

If you are a yoga newbie, remember to start slow and find the type of yoga that works best for you. Find a beginner class that will help you will build your strength, balance and flexibility slowly.

Make sure you have the right gear before you begin. Stretchy, comfortable clothes are important, and a yoga mat will keep your feet from slipping while you exercise. Many modified beginner poses also require a foam block or cotton strap.

## **Yoga on the USS Midway June 20**

Yoga practitioners of all levels are invited to a free, hour-long yoga class Saturday, June 20, on the flight deck of the USS Midway, 910 North Harbor Drive, San Diego.

More than 400 participated in the inaugural event last year and more are expected this Saturday. Scripps and the Downtown San Diego Partnership are hosting the event as part of Scripps' sponsorship of Healthy Living in the City, a wellness program designed to highlight healthy lifestyle options in downtown.

Participants can register on site at the USS Midway, beginning at 7 a.m. or in advance here: [Yoga on the USS Midway](#)  
For more information about Scripps Health, visit [www.scripps.org/KUSI](http://www.scripps.org/KUSI) or call 858-240-5075.



## Thinking Outside the Diamond

<http://www.sdbj.com/news/2015/jun/12/thinking-outside-diamond/?page=1&>

Sold-out concerts by the Rolling Stones and Paul McCartney, along with the addition of Supercross and Monster Jam shows, are buoying Petco Park's status as a premier venue and putting the Padres on track this year to collect record special-events revenues.

Petco's special events are projected to generate nearly \$3.1 million in annual net revenue for the Padres and San Diego by the end of June, a far cry from the less than \$160,000 collected in 2010. The improvement is due to an aggressive focus on blockbuster concerts, including the upcoming Taylor Swift show in August, and a change to the Padres' revenue-sharing agreement with the city.

On the heels of \$5 million in capital improvements to add new restaurants and a high-definition video board, the Padres are expanding Petco's nonbaseball offerings, including its first basketball game in December. For the first time since at least 2012, the net revenue generated by Petco's special events is expected to surpass the revenue from Qualcomm Stadium, the Mission Valley home of the San Diego Chargers.

"The pitch of Petco Park was always that it was more than a ballpark," Padres CEO Mike Dee said. "It was a facility that, given the climate here, was going to be used more than 81 days a year for baseball. That vision took a few years to get aligned, but it's finally coming to fruition."

No sports stadium can fill most of its calendar with home team games, with owners turning to college sports, concerts and even bar mitzvahs to earn additional revenue. But baseball stadiums historically have a harder time finding other events, given their relatively small size, an off-season in the middle of winter and more complicated dimensions. Baseball parks also can't compete with multipurpose football stadiums and convention centers for events such as the NCAA Final Four, which draws upwards of 70,000 fans per game. Petco Park has a capacity of 42,000 seats.

"Baseball stadiums are a lot more intricate," said David DeBoskey, an associate professor at San Diego State University's Lamden School of Accountancy and the university's sports MBA program. "The geometry is very different. It would be a lot simpler in a football stadium to tear things up and put them together."

# DOWNTOWN SAN DIEGO PARTNERSHIP

## Monster Truck Stop

Bolstered by San Diego's mild climate, the Padres have had success attracting winter shows. Supercross and Monster Jam debuted at Petco in January and February, and will return to the ballpark in downtown San Diego's East Village next year. Both events were held at Qualcomm for years, but said they wouldn't return to the aging football stadium. San Diego State University and the University of San Diego's basketball teams will also face off this winter on an outdoor court on the infield.

"We're starting with two local schools with an exciting rivalry," Dee said, adding future games with other teams are possible. "It's a sure sell out."

The Padres, however, struggled several years ago to post strong special events results. The Padres did not disclose overall revenue from special events, but the city's portion dropped from \$1.4 million in the year ending in June 2009 to \$46,000 the following year. The Padres also lost money on a November 2010 concert series with a smaller venue built inside the park, featuring John Legend, Macy Gray and Colbie Caillat.

## It Didn't Pay to Play

By 2011, most downtown businesses said they were suffering during the offseason. They claimed the Padres should get a greater share of special event revenue to spur an increased focus on nonbaseball activities year-round. San Diego initially took 30 percent of net revenue for special events during the baseball season, but 70 percent during the winter offseason, leaving slim margins for the Padres, which were responsible for any event costs. The initial agreement was based on the city's 70 percent ownership of the stadium.

"The agreement made logical sense, but practically speaking it just didn't work," Downtown San Diego Partnership CEO Kris Michell said. "The split did not incentivize the Padres to do anything, because they could either lose money or break even."

Michell is a former Padres vice president for government relations and led the campaign for Petco more than a decade ago. Once again advocating on behalf of the Padres, she helped push the City Council to reverse the revenue-sharing agreement in May 2012, giving the Padres 70 percent of earnings for all concerts and other events. Businesses saw almost immediate improvement, Michell said.

## Filling the Dance Card

While sold-out concerts remain the most lucrative events, with Paul McCartney's show last year generating about \$1.4 million in net revenue for the city and the team, the Padres can still rack up significant earnings from those smaller events. Petco charges at least \$25,000 to host school dances, \$35,000 to rent out the field and \$50,000 for a fantasy baseball package.

"We weren't doing the basic blocking and tackling to pursue the smaller events, like corporate dinners," Dee said. The special event growth continues to accelerate, according to the Padres. The team said it has held 110 public and private events at Petco since November 2014, compared with 130 for the entire year after November 2013.

## DOWNTOWN SAN DIEGO PARTNERSHIP

But the gains in special-events revenue are not without cost. Almost a week after the Rolling Stones show last month, the grass in Petco's outfield was still brown, tracing an outline of the concert stage. Dee called the grass "safe, but aesthetically poor," explaining that the weight of the stage and cranes driving over the grass damaged the turf despite protective coverings. Even a spilled glass of red wine can kill grass and create brown spots. "We have to be mindful that our core business is baseball," Dee said. "It's a battle to make sure you're doing everything you can to preserve the playing field."



### **Woman to Take The Helm at Port**

The Port of San Diego has chosen its next leader from within, tapping Randa J. Coniglio to be its executive director, president and CEO.

Coniglio, 55, has been executive vice president of operations at the port since 2011. She came to the agency in 2000 as a real estate specialist.

The new CEO has a “mastery of all port issues,” said Kris Michell, CEO of the Downtown San Diego Partnership. Coniglio is a good choice because she understands the real estate aspect of the port, and also understands the maritime industry, said Cindy Gompper-Graves, CEO of the South County Economic Development Council.

“She could be a real breath of fresh air for the port,” said Ed Plant, president of San Diego Refrigerated Services, which leases 400,000 square feet of warehouse space from the port. “I’m looking forward to working with her.” Commissioners voted to give Coniglio the top job on June 11. Chairman Dan Malcolm praised her in a prepared statement as “a focused, diligent and highly creative leader who consistently delivers strong outcomes.”

### **First Woman CEO at Port**

With the decision, Coniglio becomes the first woman CEO in the organization’s 52-year history. More than one of the business leaders interviewed, however, said that accomplishment was secondary to Coniglio being the most qualified candidate.

Port commissioners conducted a national search to fill the position after commissioners and the port’s previous CEO, Wayne Darbeau, decided to sever their relationship last summer. The legal agreement between the port and Darbeau prevents the parties from discussing why Darbeau left. Prior to his departure, there was controversy in the local media about a port tenant hiring Darbeau’s son.

Commissioners named John Bolduc as interim chief at the same meeting they approved Darbeau’s severance agreement.

# DOWNTOWN SAN DIEGO PARTNERSHIP

By taking the job, Coniglio takes control of a significant economic driver in San Diego. The port district oversees much of the economic activity that occurs on the public tidelands around San Diego Bay. The agency takes part in real estate development and leasing, and is landlord to several retail districts, 16 hotels and more than 80 restaurants. The port also handles commercial shipping at its terminals; its specialties are automobiles and bananas. In addition, the agency leases waterfront space to heavy industry and to San Diego's boating community, providing a place for marinas, tour boat operators, sport-fishing businesses and repair yards.

## **'A Very, Very Good Listener'**

Sharon Cloward, president of the San Diego Port Tenants' Association, said she was "very pleased" with Coniglio's selection.

Cloward said that Coniglio, in her time with the agency, has "really gotten to know" all of the port. As a manager, she said, Coniglio is a problem solver who is able to bring people together. She accomplishes this by being "a very, very good listener," Cloward said.

Coniglio has already taken part in big projects such as the 500-acre Chula Vista bayfront redevelopment project. "She did a lot of work on that in the early days," said Cloward.

Uri Feldman, president of port tenant Sunroad Enterprises, said the port made a "great decision" in promoting Coniglio. Feldman described the new CEO as "tremendously competent" and "results-oriented."

"She has been able to make tough decisions in order to get a project to come to fruition," Feldman said. In addition, he said Coniglio has been "upfront and transparent" on what the port can and cannot do. Feldman's businesses include the Sunroad Resort Marina as well as Harbor Island restaurant properties.

## **Port Career Began in 2000**

Coniglio began her career at the port in 2000, following a 13-year career in private sector real estate development and portfolio management. Her first job at the port was senior asset manager in the agency's real estate department. She was promoted six times.

In her new job, scheduled to begin June 12, Coniglio will oversee 527 employees, including 123 Harbor Police officers. Her starting salary will be \$291,000.

Brandy Christian — a former colleague in San Diego who is now chief operating officer for the Port of New Orleans — praised Coniglio's experience and leadership. "I have a high regard for Randa and enjoyed 14 years working closely with her," Christian said via email.

More than one business executive said that Coniglio will not have to move into the community and slowly get up to speed with issues and relationships.

"I don't think she will miss a beat," said Gompper-Graves.

# DOWNTOWN SAN DIEGO PARTNERSHIP



Gaslamp Quarter Association, Downtown Partnership Announce Gaslamp Night Plaza



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## San Diego Downtown News: Summer's going to be extra cool Downtown

By Kris Michell | Downtown Partnership News

<http://sandiegodowntownnews.com/summers-going-to-be-extra-cool-downtown/>

Every season offers its own charms and ways to enjoy Downtown living, but summertime is when the most exciting events bloom and prosper.

Certainly, there's Comic-Con — which begins the second week of July — one of the entertainment industry's biggest events of the year. We're also betting on our Padres to be an exciting presence all summer long.

But that's only the beginning!

Downtown San Diego offers all kinds of one-shot and recurring events throughout the summer months with something for everyone. So let's take a tour of our proverbial Downtown summer garden.

### Healthy living in the city

Most immediately, next week is the second annual "Stretch Yourself with Scripps" yoga on the flight deck of the USS Midway.

This free, family-friendly yoga session will be led by expert instructors from Yoga One, a popular Downtown studio. The hour-long class on June 20 starts promptly at 8 a.m., with registration beginning at 7 a.m.

Last year's downward dogging debut drew more than 400 participants — and it's likely this year's attendance will top it — so grab a friend and your yoga mat to take part in this unique experience.

Yoga on the Midway is part of the "Scripps Healthy Living in the City" program, an initiative offering healthy lifestyle options Downtown by offering free cooking classes, guided neighborhood strolls and outdoor yoga classes all year long. For more information about Scripps Healthy Living in the City, visit:

[downtownsandiego.org/healthyscripps/](http://downtownsandiego.org/healthyscripps/).

### Sounds of summer

We will also see the return of the Downtown Partnership's "Sounds of Summer" pop-up concert series, beginning June 26 and continuing through the summer on Friday afternoons.

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The concerts will “pop up” in a variety of locations around Downtown and feature popular local artists. The series is part of the Partnership’s broader program of enlivening spaces throughout Downtown with cool cultural happenings and activities and will also feature special guest appearances by elected officials and local business leaders.

### **Swing into summer and hit the front porch**

If the pop-up concerts don’t get you dancing in the streets, two new programs sponsored by U.S. Bank just might. Beginning in June, they’ll offer swing dance classes on Broadway Pier all summer long. The free, hour-long classes will be held once a month on Thursdays and taught by the experts at Swing Dancing San Diego.

The first class will be held June 25 at 6 p.m. at U.S. Bank’s Downtown branch located at 1420 Kettner Blvd. Subsequent classes will be held on Broadway Pier. Check the schedule at: [downtownsandiego.org/us-bank-summer-series](https://downtownsandiego.org/us-bank-summer-series).

U.S. Bank will also be sponsoring free “Front Porch Pilates” classes at Lane Field, the latest Downtown park which opened in March along Harbor Drive, thanks in large part to a significant donation from the bank. Front Porch Pilates will be held once a month on Thursdays and taught by the experts at Broadway Athletic and Swim Club. The first class is scheduled for July 16 at U.S. Bank’s Downtown’s branch. Subsequent classes will be held outdoors at beautiful Lane Field.

### **Gaslamp nights**

This summer also sees the introduction of Gaslamp Night Plaza, which will feature uncommon experiences in a common space.

Seven times throughout the summer, Island Avenue will be blocked off to vehicular traffic and replaced with tables and chairs from 6 – 10 p.m. for family- and dog-friendly events and performances. Gaslamp Night Plaza is a collaborative effort between the Downtown San Diego Partnership, Gaslamp Quarter Association, and the Gaslamp Quarter Historical Foundation. For more information, visit [nightplaza.com](https://nightplaza.com).

This is just a small sampling of what the summer in Downtown San Diego has to offer. We’re excited to share more as the season rolls on.

*—Kris Michell is the president and CEO of the Downtown San Diego Partnership, a nonprofit, member-based organization that serves as the leading advocate for the revitalization and economic health of Downtown*



## Tech.com: Finding the New Flavor of San Diego’s Business Community

<http://tech.co/new-flavor-san-diego-business-community-2015-06>

Whether I’m talking to friends, colleagues or strangers, I’ve noticed that San Diego is characterized by many stereotypes — the most common of which is that [San Diego](#) is a prime tourist destination and retirement oasis with great beaches, tasty Mexican cuisine, and tons of craft beer. You know what? That’s spot on. The quality of life is amazing.

However, there’s a persistent stereotype that really bothers me: the assumption that San Diego suffers from an uninspired, vanilla business community located in a quaint cul-de-sac of America. On the contrary, its military community, premier public and private universities, renowned research centers, and government representatives are working on some of the world’s most pressing challenges, including national defense, cybersecurity, climate change, telecommunications, municipal cross-border collaboration, and genomics.

Innovation is in San Diego’s DNA, and we’re poised to take San Diego’s already robust economy to a whole new level. Historically, San Diego’s prime real estate and pristine environment attracted tourists and retirees, but it also attracted esteemed pioneers. It’s not surprising, then, that [San Diego](#) is now host to some of the most creative thought leaders, entrepreneurs, startups, and problem solvers in the nation.

As I type, I believe these ideas are scaling from lab to market. The world just doesn’t know it yet. Soon, though, we’ll all start to notice that San Diego’s signature flavor isn’t vanilla; it’s innovation. That being said, I can’t blame you for wanting vanilla ice cream to accompany your hot December beach day. Think about it.

### **The flavor profile of San Diego**

San Diego houses a wealth of nascent, maturing, robust networks of tech sectors. Recent reports by the [San Diego Regional Economic Development Corporation](#) point to major growth in green tech, beer, coffee, cybertech, marketing, biotech, med tech, and defense tech.

If that’s not economic diversification and innovation, I don’t know what is.

Behind this innovation is a strong network of entrepreneurs. Many are locally grown in the region’s prestigious academic institutions, including San Diego State University, the University of San Diego, and the University of

# DOWNTOWN SAN DIEGO PARTNERSHIP

California, San Diego. One could even argue that without UC San Diego, [Qualcomm](#) wouldn't exist. The same is true for many of the region's biotech companies, which are rooted in academia.

## San Diego deserves a new taste test

San Diego is a great place for fledgling startups to plant their roots. According to the 2014 [CONNECT Innovation Report](#), 228 new innovation startups (and 885 resulting jobs) were created in the first half of 2014 alone. That's the most innovation startups created in San Diego in a six month period — ever.

In such an innovative hub, entrepreneurs have a fantastic opportunity to engage in idea exchange. In fact, a section of downtown San Diego has recently been coined the "[I.D.E.A. District](#)." It's an eclectic neighborhood with an abundance of digital marketing companies and even a Fortune 500 company.

"There's a wealth of talent right here in our own backyard," says [Greg McKee](#), CEO of CONNECT. "It's also a great place to live, so companies can recruit people here as well. Everyone talks about the high cost of living, but in comparison to other urban areas like New York, San Francisco, and even Philadelphia, the overall cost of living is lower in San Diego."

And according to McKee, another hidden flavor of San Diego's innovation scene is the available funding. Let's face it. San Diego is the Cold Stone Creamery of innovative flavors — just add your toppings and you'll discover a new flavor you never knew existed.

"We're a city of doers, creators and cutting-edge innovators who value collaboration to accomplish great things," says [Kris Michell](#), president and CEO of the Downtown San Diego Partnership. "The irony is that we have been too busy changing the world to really take the time to tell our story."

That's about to change, though. From life-changing biotech to wireless technology, San Diego is making huge strides in innovation. It's time to rewrite the story — and in the city's signature collaborative fashion.

This spring, National Geographic featured San Diego in its "[World's Smart Cities](#)" documentary series. The Downtown San Diego Partnership is working with the brightest digital marketing minds to find ways to frame our story. And my company is finding its place in this cause as well — whether that means getting involved in a startup tech liaison group or sitting on a board of directors to integrate innovative new business leaders and Millennial disruptors.

San Diego has a rich history of innovation and business success, but it's finally on the cusp of seeing that story told on a broader scale. I can't wait for the day that my conversation with a stranger centers not on San Diego's beaches or breweries but on its vast growth and penchant for innovation. *Those* are flavors we can all appreciate.

## DOWNTOWN SAN DIEGO PARTNERSHIP



### Summer wellness series offers free activities to residents

[http://www.sddt.com/Finance/article.cfm?Sourcecode=20150604czf&t=Summer+wellness+series+offers+free+activities+to+residents#.VX7wR\\_7bKU](http://www.sddt.com/Finance/article.cfm?Sourcecode=20150604czf&t=Summer+wellness+series+offers+free+activities+to+residents#.VX7wR_7bKU)

The Downtown San Diego Partnership and U.S. Bank have teamed up to launch a summer wellness series designed to encourage downtown residents and visitors to flex both their physical and fiscal muscles this summer.

The four-month initiative officially kicks off on June 11 and will offer swing dance instruction on Broadway Pier, Pilates instruction at Lane Field, financial fitness courses at U.S. Bank and opportunities to enjoy summer in downtown San Diego. All events are sponsored by U.S. Bank and are free to the public.

Steve Stuckey, president of U.S. Bank in San Diego, said the series is designed to help people learn fundamental financial basics and provide opportunities to stay healthy.

The free, hour-long swing dance classes will be held once a month during summer on Thursdays and will be taught by the experts at Swing Dancing San Diego. The kick-off class is Thursday, June 25 at U.S. Bank's downtown branch. Monthly classes at Broadway Pier will follow.

A free Pilates class taught by the experts from Broadway Athletic and Swim Club will be at downtown's newest park, Lane Field. The kick-off class is Thursday, July 16 on the patio at U.S. Bank's downtown branch. Monthly classes at Lane Field will follow.

Other hour-long courses will teach participants how to flex their financial muscles and take control of their financial future. The first course, "Home Mortgage: State of the Market," will be held from 7:30 to 9 a.m. on July 17 at U.S. Bank's downtown branch. The first course will cover the state of the housing market, the future of interest rates and tips for first time homebuyers. Subsequent course topics include financial management for business owners and retirement planning.

Customers and visitors are also invited to join U.S. Bank for an outdoor painting class and a San Diego Padres viewing party. These events are family-friendly, free to the public and will be held at U.S. Bank's downtown branch. Attendees will be entered to win "Downtown Experience" prizes like a chance to celebrate your child's birthday at Petco Park with 10 friends or a private, behind-the-scenes tour of the historic Balboa Tower in Balboa Park. The Petco birthday prize package includes 10 ice cream helmets and a birthday message on the scoreboard.

## DOWNTOWN SAN DIEGO PARTNERSHIP

The Summer Wellness Series will kick off at 5:30 p.m. on Thursday, June 11 at U.S. Bank's Downtown branch located at 1420 Kettner Blvd. The event will include a free Pilates on the Patio class, food trucks with healthy options and special giveaways.

# DOWNTOWN SAN DIEGO PARTNERSHIP



Real estate pros discuss San Diego's future

<http://www.sddt.com/News/article.cfm?SourceCode=20150529czl#.VX7vsP7bKUI>

Planning and designing for future real estate must address rapidly changing demands, increase focus on urbanization throughout San Diego, and include an abundance of amenities, panelists said at a real estate conference.

“The world is changing dramatically, and the more that our industry can start to think in a really innovative way about how we mind that gap, how we future-proof where we are going while also adequately serving the needs of our today -- because we’re certainly not there today -- but I think that’ll be one of the keys for a sustainable future,” said Stacey Pennington, an urban planner who’s working on redevelopment in Maker’s Quarter.

An impressive list of players in San Diego real estate shared their thoughts at the RealShare San Diego conference Thursday, produced by Real Estate Forum and GlobeSt.com, which is part of the ALM Real Estate Media Group. Topics of four panels ranged from the availability of capital to momentum in the multifamily marketplace to trends in development and redevelopment.

Today, trends in multifamily development include strong demand for urban projects in walkable environments, panelists agreed. That work-live-play setting is a hot market right now, and will likely just get hotter.

“We’re seeing a huge push to urban development, close to transit and close to shopping, with amenities in the downtown environment,” said Thomas Cox, CEO of TCA Architects.  
East Village project

One example is the redevelopment of East Village and Maker’s Quarter, a six-block area in downtown that Pennington, of SLP Urban Planning, is helping to redevelop into a dense, mixed-use neighborhood.

But unlike some projects, which start from the ground-up, this one must be part of the existing culture.

“It’s not like we are tasked with incorporating all these amenities in a one-stop shop campus that you park and enjoy it all,” Pennington said. “We are tasked with stitching future development into the incredibly diverse and complicated layers of all that downtown urban environment has to offer.”

Pennington said planners have relied heavily on public engagement to ensure smooth delivery -- and not just through “cheesy” posterboards.

## DOWNTOWN SAN DIEGO PARTNERSHIP

But, dependent on land availability, changes could be coming to where development takes place.

Kevin Mulhern, senior vice president at CBRE (NYSE: CBG), believes because yields are already skinny in urban development, the next few years will see some migration to suburban development where returns may be higher. “It’s going to be interesting looking forward three to five years from now when millennials hit their 30s and raise families, because I think right now we’re probably underserved in the suburban markets that are close in,” Mulhern said.

The latest forecast from the San Diego Association of Governments (SANDAG) says to accommodate the estimated 1 million new residents — about 3.2 million now live in the county — some 330,000 new homes, apartments, condominiums and other types of housing will be needed.

And more than 82 percent of new residential units in San Diego County will be multifamily by 2050, a draft report said.

Media reports have said that millennials — those adults in the 18-to-32 age range — want to be in urban areas, but lately, many people are saying that once those young adults start having families, they don’t want to be in the immediate urban core.

Gary London, president of The London Group Realty Advisers, said there’s a tendency to overstate the importance of millennials. Other generations are and will be just as influential — baby boomers, and the generation after the millennials.

San Diego is already defined by a network of suburban villages, and London said now, the challenge will be to urbanize the suburban areas to meet the demand in the marketplace.

“Millennials want to be urban in the suburbs,” London said.

London said the city also needs to re-think how it looks at development.

“That’s the challenge in San Diego is to get to this point where we’ve created zoning, which is a separation of uses, to a land-use world that accommodates the integration of all the different uses, and that’s the challenge and tension in our industry going forward,” London said.

New projects in infill settings often face significantly more hurdles than rural projects, with longer entitlement periods and more community input, or, as the case was with One Paseo in Carmel Valley, backlash.

The development is being redrawn to halve traffic after an agreement was recently announced that Kilroy Realty Corp. (NYSE: KRC) will work with community members to go back through the public process.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Traffic and infrastructure concerns are key in development discussions and how projects can better connect San Diego's city of villages.

Cybele Thompson, director of real estate assets for the city of San Diego, described many projects in the works for the city's infrastructure, including HOV lanes on interstates 5 and 805, the Mid-Coast Trolley Extension, and a master-planned traffic light control system.

But other panelists said changes need to be faster, particularly as technology continues to rapidly improve and residents reduce their driving.

"We spend hours knocking our heads on the walls of our office building trying to figure out how we are going to adequately park this future 1 million square feet of office collaborative hub downtown knowing fully in 15 to 20 years from now, X percentage of our tenants will be walking and biking and using self-driving cars that park themselves," Pennington said.

Employment campuses in San Diego are trying to fulfill parts of the mixed-use lifestyle that workers want, but they haven't incorporated housing, and some companies aren't interested in doing so.

Qualcomm Inc. (Nasdaq: QCOM) dominates Sorrento Valley already, and the company strives to keep its employees on its campus by building a sense of community for them, including dining options, sports fields and a health center, said Wendy Lanahan, director of real estate for Qualcomm.

One of the reasons Qualcomm opposes housing onsite is because of projects like One Paseo, Lanahan said, "and how the community can dictate what happens to commercial properties so loudly and so boldly."

While the tech giant incorporates technology throughout its office complexes, it might be some other features that are really having impact on employees' well-being.

Open workspaces are replacing individual offices after interns were disappointed in their non-collaborative experience with the company, and Lanahan said one newer building has operable windows that let in plenty of fresh air and light.

Daniel Ryan, executive vice president, regional market director and strategic operations at Alexandria Real Estate Equities (NYSE: ARE), said the REIT's life science campuses are also heavily amenitized for its employees. For instance, Campus Pointe and Nautilus feature organic gardens, restaurants and fully equipped fitness centers.

"It's certainly a very exciting trend, and the more you do it, the more people expect it," Ryan said.

Kris Michell, president and CEO of the Downtown San Diego Partnership, said highly amenitized projects are key in all types of new development. Even shopping centers are becoming more experiential.

"We don't know what we don't know yet, but we know it's rapidly changing," Michell said. "For the first time, we have spec developers coming into downtown looking to build office on spec."

## DOWNTOWN SAN DIEGO PARTNERSHIP

New multifamily projects are also incorporating luxurious amenities that weren't prevalent just a few years ago.

Open spaces with abundant light and indoor/outdoor spaces are popular, especially in San Diego, as are roof decks that afford city views for residents whose apartment windows may face another building.

Developers are also offsetting parking requirements with shared bicycle and car services. Bike shops, dog wash facilities and dog runs are also being drawn into plans.

CBRE's Mulhern said that the focus on pet-friendly buildings goes back to the demographic shift, as families have children later.

"I can't remember the last time I saw a children's play area being built," Mulhern said.

# DOWNTOWN SAN DIEGO PARTNERSHIP



U.S. Bank and the Partnership Swing into Summer on Broadway Pier



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## Swing into Summer on Broadway Pier

<http://www.sandiego6.com/news/sd6-in-the-morning/Swing-into-summer-on-Broadway-Pier--318183191.html>

Downtown San Diego visitors and residents are invited to flex their physical and financial muscles this summer with wellness opportunities offered by U.S. Bank and the Downtown San Diego Partnership.

The event, "Swing into Summer" is a free 60-minute swing dance class that is open to the public and to all skill levels.

Elevate your heart rate while learning the Lindy Hop and the Jitterbug on Broadway Pier or receive a free financial literacy course at the U.S. Bank's Downtown branch, Thursday at 6:00 p.m.

"Swing into Summer" is a part of a broader 4-month summer initiative to bring wellness opportunities to Downtown residents and visitors.

For more information about "Swing into Summer" and other free educational programs, visit:

[www.downtownsandiego.org/us-bank-summer-series/](http://www.downtownsandiego.org/us-bank-summer-series/).



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Mayor proposes appointment of Rath to Civic San Diego board

[http://www.sddt.com/news/article.cfm?SourceCode=20150722cza&t=Mayor+proposes+appointment+of+Rath+to+Civic+San+Diego+board#.Va\\_Kd\\_lVhBc](http://www.sddt.com/news/article.cfm?SourceCode=20150722cza&t=Mayor+proposes+appointment+of+Rath+to+Civic+San+Diego+board#.Va_Kd_lVhBc)

San Diego Mayor Kevin Faulconer has proposed appointing Phil Rath to fill an opening on the Civic San Diego board of directors.

Rath served as deputy director of policy for Mayor Jerry Sanders from 2007 to 2010. His policy responsibility included land use, redevelopment, real estate asset management and major capital projects.

Rath is principal of **Rath Miller LLC**, a San Diego-based public-affairs firm.

He also serves on the board of directors of the Downtown San Diego Partnership, a strong supporter of Civic San Diego.

Faulconer's appointment of Rath to a term ending May 1, 2017, requires San Diego City Council confirmation. Civic San Diego board member Cynthia Morgan-Reed resigned in the spring, leaving the panel one short of its full nine-member complement.

Faulconer is also seeking council confirmation for the re-appointments of board members Michael Jenkins, Carlos Vasquez and Theodore Shaw.

Their terms would conclude May 1, 2018.

The city council will take up the proposed appointments and re-appointments on Tuesday.

"I would like to thank Mr. Rath, Mr. Jenkins, Mr. Vasquez, and Mr. Shaw for their willingness to serve in this capacity and am confident they will bring valuable insight and experience to the Civic San Diego Board of Directors," Faulconer wrote in a memo announcing the proposed appointments.



## San Diego County Water Authority Could Get \$188M From MWD

[http://www.kpbs.org/news/2015/jul/15/san-diego-county-water-authority-could-get-188m-ru/?utm\\_source=facebook.com&utm\\_medium=social-media&utm\\_campaign=kpbs-facebook](http://www.kpbs.org/news/2015/jul/15/san-diego-county-water-authority-could-get-188m-ru/?utm_source=facebook.com&utm_medium=social-media&utm_campaign=kpbs-facebook)

A California judge gave San Diego a big victory Wednesday in its quest for water independence, ruling that the region's water agency is owed \$188 million it overpaid for having Colorado River water brought to the coast. San Francisco Superior Court Judge Curtis Karnow ruled last year that rates charged by the [Metropolitan Water District of Southern California](#) for carrying water on its 242-mile aqueduct were invalid, but he held off on awarding damages. Wednesday's tentative decision gives the [San Diego County Water Authority](#) the full amount it requested for charges from 2011 to 2014.

"This victory brings us one giant step closer to collecting that \$188.3 million, plus interest, in illegal overcharges from MWD over the last four years," said San Diego County Water Authority Board Chairman Mark Westin. San Diego began buying Colorado River water from California's Imperial Valley in 2003 in an effort to diversify supplies, but it needs Metropolitan's aqueduct to bring that water to the coast.

Metropolitan, a giant Los Angeles-based wholesaler that serves an area covering 19 million people, said it planned to appeal if Wednesday's tentative decision stands. The agency said it disagreed with the ruling but wasn't surprised.

"This is really a David versus Goliath moment in San Diego," said Kris Michell, CEO of the [Downtown San Diego Partnership](#) "It is one in which David won."

If the ruling survives appeal, the San Diego County Water Authority said it will distribute the money to the city of San Diego and the authority's 23 other member cities and agencies, which will decide how to spend it. It anticipates the appeal could take about two years and may go to the state Supreme Court.

"This is a total, complete, unadulterated victory," said Dennis Cushman, the water authority's assistant general manager.

The ruling addresses only the past four years, leaving open the possibility of additional litigation. San Diego claims that it would be overcharged up to \$2.1 billion over 45 years if Metropolitan's rate structure isn't changed.

## DOWNTOWN SAN DIEGO PARTNERSHIP

[San Diego sued Metropolitan](#) over its rates in 2015 and 2016, but that complaint, also before Karnow, has been on hold pending Wednesday's ruling. San Diego says it is being overcharged \$55 million this year.

San Diego ended its near-complete dependence on Metropolitan after an earlier drought tightened the spigot in the early 1990s. It began a costly effort to diversify supplies that includes construction of the Western Hemisphere's largest desalination plant in Carlsbad and, most significant, a 2003 agreement with California's Imperial Irrigation District for the nation's largest farm-to-city water transfer.

San Diego purchased 95 percent of its water from Metropolitan in 1991. That figure dropped to 49 percent last year and will fall to 30 percent in 2020.



### Water Authority wins rate case

<http://www.sandiegouniontribune.com/news/2015/jul/15/water-authority-wins-mwd-rate-case/>

The San Diego County Water Authority won two sweeping legal victories Wednesday in a mammoth rate case against Southern California's largest water wholesaler.

If the tentative rulings in the [years-long dispute](#) stand, local water users could eventually see significant relief from soaring water bills.

The Water Authority is owed \$188.3 million plus interest from Metropolitan Water District of Southern California for its overcharges from 2011 to 2014, according to a tentative ruling from San Francisco Superior Court judge Curtis Karnow. He is expected to issue a final ruling in about a month.

Total projected savings in coming decades in refunds and avoided rate increases would amount to more than \$2 billion if the decision is upheld, the authority estimates. But Metropolitan says it will appeal, meaning years will pass before a final decision.

A second tentative ruling from Karnow found that Los Angeles-based Metropolitan had under-calculated how much water the authority is allowed to purchase under Metropolitan's system of preferential rights. The effect of that ruling is that the authority has more access to Metropolitan's water, especially important in times of shortage such as the ongoing drought.

"This is a total, complete, unadulterated victory for the Water Authority, for our community, our civic leaders, and most importantly, our ratepayers in San Diego," said Dennis Cushman, assistant general manager. Cushman and other community leaders spoke at a press conference hastily called to announced the twin victories.

Most of Metropolitan's member agencies, which include the Water Authority, had allied to impose the disputed rates on the Water Authority. Meanwhile, the Water Authority had gained support from its own member agencies, along with community groups such as the Downtown San Diego Partnership and the San Diego County Taxpayers Association.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Metropolitan continues to overcharge, Cushman said, with this year's overcharges amounting to about \$55 million in 2015. Presumably, overcharges for this year and any imposed in years would also be refunded or prohibited if the rulings hold up.

However, that money won't be returned to the Water Authority for years, Cushman said, because Metropolitan is appealing the decision.

Metropolitan said in a statement that it disagreed with the outcome. [Given Karnow's earlier rulings](#), they aren't surprising, the agency said.

"At the conclusion of the litigation in the trial court, we will appeal the adverse rulings," the Metropolitan statement said.

Metropolitan has always maintained that its rates are legal, and properly reflect the expense of running a regional water system. That position remains unchanged despite the judge's ruling.

But Karnow said Metropolitan's various arguments about how much damages were owed the Water Authority were contradictory and did not make sense.

"On the matter of fixing damages through some sort of analysis of counterfactual arguably legal rates, Met has repeatedly tried to have its cake and eat it too, as it were," Karnow wrote. "It has told me that both (i) only a new rate setting procedure may be used in this case to fix lawful rates which in turn must be done before damages can be ascertained, and (ii), superior courts may not do this."

Appeals could take 1 ½ to 2 years, Cushman said, and the resulting decision could be appealed to the California Supreme Court.

If and when the money is returned, the Water Authority will refund it, less legal fees, to member agencies in proportion to their overpayments, Cushman said. These agencies will decide what to do with the refund, such as to lower water rates or reduce future rate increases.

Metropolitan is an association of regional water agencies, including the Water Authority, that use its combined heft to buy water and build infrastructure its member agencies mostly couldn't afford on their own. But after a drought in the early 90s threatened crippling shortages for San Diego County, the Water Authority went outside Metropolitan to diversify its water supplies.

Metropolitan's disputed charges were applied to water conveyed from the Colorado River under [a landmark pact](#) the Water Authority, Metropolitan and other agencies signed more than a decade ago.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Many other issues were involved in the multistate agreement called the Quantification Settlement Agreement, but for San Diego the most important element of the pact was the ability to get conserved water, made available by payments from the Water Authority to install water-saving infrastructure such as lining canals to prevent seepage.

Because the Water Authority had no direct access to the water, it paid to use Metropolitan's infrastructure to deliver the water. The water is not physically sent to San Diego, instead, Metropolitan sends San Diego the equivalent amount and quality of water obtained from other sources.

Metropolitan and the Water Authority disagreed on the price to use Metropolitan's infrastructure to convey the water, but the authority agreed not to sue until five years had passed.

About \$2 billion in overpayments could accrue over the deal's 45-year lifetime, the authority says. It filed suit against Metropolitan in 2010.

Karnow's decision found that the Water Authority had offered a "reasonable computation" on conveyance charges, and that a preponderance of the evidence indicates the agency was damaged by paying higher costs than Metropolitan could have charged under the law.

"San Diego should not be required to prove the fact of damages beyond any shadow of doubt by proving the entire universe of possible alternative legal rate structures Met might have implemented," Karnow wrote.

Metropolitan had argued that because the Water Authority had signed the deal, it had agreed to the rates Metropolitan would charge. But Karnow found that the five-year agreement not to sue didn't surrender the authority's right to sue at a later date.

"San Diego did not agree to Met's existing rate structure, but bargained away the ability to challenge that rate structure for five years," Karnow wrote.



## COMIC-CON'S 'HERCULEAN' IMPACT ON SAN DIEGO'S ECONOMY



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By SD6 Assignment Desk

Story Published: Jul 13, 2015 at 12:27 PM PDT

(Story Updated: Jul 13, 2015 at 12:27 PM PDT )

Downtown San Diego Partnership's Christina Chadwick explains the impact of Comic-Con International on San Diego's economy.

The city expected to earn \$2.8 million in sales tax revenue alone.

## DOWNTOWN SAN DIEGO PARTNERSHIP

# San Diego MAGAZINE

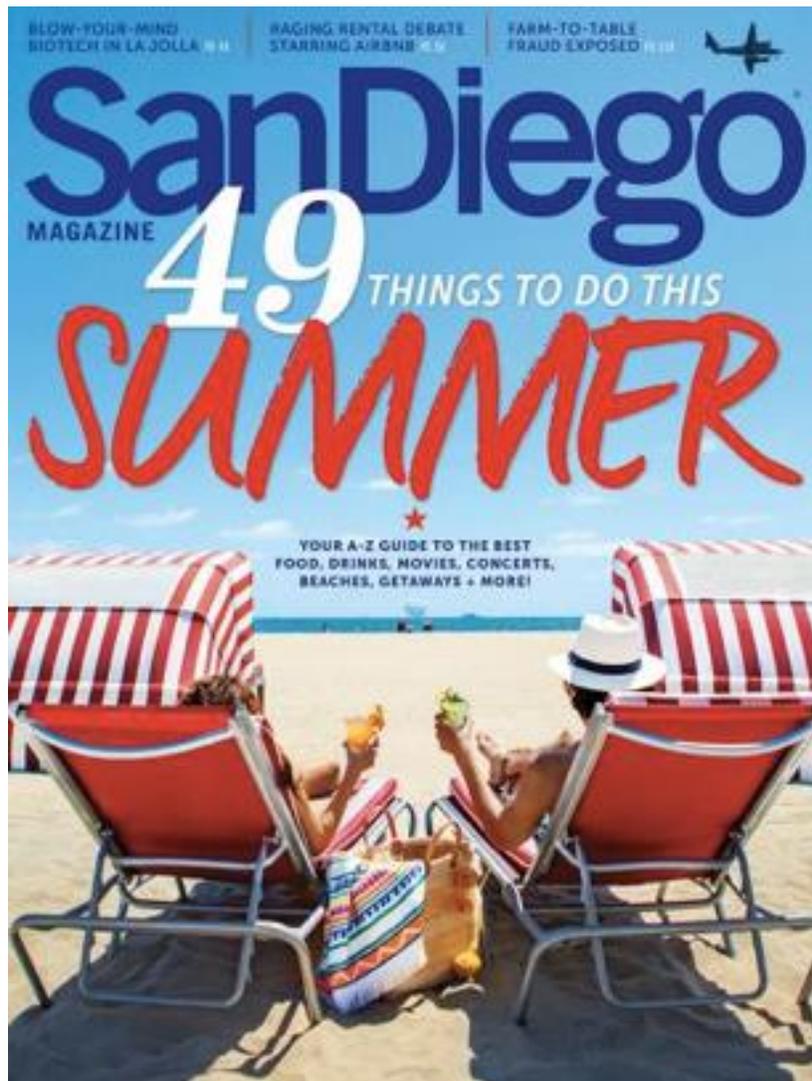
<http://www.sandiegomagazine.com/Blogs/Monday-Morning-Good-News/Summer-2015/GOLF.jpg>



Downtown San Diego Partnership hosted its annual golf tournament on June 19 at the Coronado Municipal Golf Course. Makers Quarter Presented by L2HP was the Title Sponsor. A total of \$57,370 was raised to support programs that create a vibrant and world class urban center for all San Diegans. Winners included Cox Communications in 1st Place, Swinert'on Builders in 2nd and Carrier Johnson + CULTURE in 3rd place.

# San Diego MAGAZINE

<http://www.sandiegomagazine.com/San-Diego-Magazine/July-2015/>



# San Diego MAGAZINE

<http://www.sandiegomagazine.com/San-Diego-Magazine/July-2015/Summer-in-the-City/>



With the arrival of summer, a newfound energy and excitement infuse San Diego and its residents. It's a season of sun-kissed beach days and warm sultry nights. Downtown San Diego pulses as the city comes alive with outdoor concerts, cinema under the stars, theater, sporting events, and performance art. Residents flock to rooftop bars and waterfront cafes; the parks fill with picnickers, moviegoers, and music lovers. The port beckons for sunset cruises and water play. Throughout the city, look for pop-up concerts, free yoga, Pilates and swing dance classes, street performers, and spontaneous entertainment. It's summertime in the city. Enjoy!

Kris Michell  
President & CEO  
Frank Urtasun  
Chairman

# SAN DIEGO<sup>®</sup> MAGAZINE

<http://www.sandiegomagazine.com/San-Diego-Magazine/July-2015/Summer-in-the-City/Summer-Wellness/>

## Summer Wellness

The Downtown San Diego Partnership has teamed up with Scripps Health and U.S. Bank to create a series of fun-filled wellness events this summer.



Published: 2015.06.29 11:57 AM



### Stretch Yourself

Instructors from the much-praised Yoga One studio will lead free 60-minute classes in outdoor spots around town such as The Headquarters, County Waterfront Park, Port of San Diego parks and more on Saturday mornings.

# SAN DIEGO<sup>®</sup> MAGAZINE

<http://www.sandiegomagazine.com/San-Diego-Magazine/July-2015/Summer-in-the-City/Family-Fun/>

## Family Fun

Summer vacation calls for quality time with the kids, and downtown has activities for every age and whim.



Published: 2015.06.29 11:57 AM



SUPERHEROES' NIGHT OUT

## The Headquarters

The historic headquarters of the San Diego Police Department has been transformed into a sophisticated, open-air center with more than 21 unique shops and restaurants. It's also a lively social center with entertaining activities for all.

# SAN DIEGO<sup>®</sup> MAGAZINE

<http://www.sandiegomagazine.com/San-Diego-Magazine/July-2015/Summer-in-the-City/Beats-in-the-City/>

## Beats in the City

Music fills the air, with everything from classical, jazz and folk to rock 'n' roll and electronica enlivening the city.



Published: 2015.06.29 11:57 AM



# SAN DIEGO<sup>®</sup> MAGAZINE

<http://www.sandiegomagazine.com/San-Diego-Magazine/July-2015/Summer-in-the-City/Culture-in-the-City/>

## Culture in the City



Published: 2015.06.29 11:57 AM



QUARTYARD

This year, the Gaslamp Quarter Association is transforming the 400 block of Island into a pop-up public space called **Night Plaza**—a common space for uncommon experiences. Look for music, dance, performance art, and other intriguing shows, as San Diego's creative artists and entertainers burst into the scene for one-of-a-kind experiences on specified Friday and Saturday eves.

# SAN DIEGO<sup>®</sup> MAGAZINE

<http://www.sandiegomagazine.com/San-Diego-Magazine/July-2015/Summer-in-the-City/Sips-in-the-City/>

## Sips in the City



Published: 2015.06.29 11:57 AM



Craft beer fans should venture over to [Mission Brewery](#) for a weekend tour (Fri.-Sun.) and tastings, as the acclaimed brewery has plenty of hoppy IPAs and an “armada of swashbuckling” extreme beers like the Dark Seas Imperial Stout.

## SAN DIEGO HOME/GARDEN LIFESTYLES

### DOWNTOWN, EVERYTHING'S WAITING FOR YOU

Q&A WITH KRIS MICHELL

**T**he world has changed mightily since Petula Clark sang about the joys of being downtown, but the impulse to be “where all the lights are bright” has never been stronger. Kris Michell, president and CEO of the Downtown San Diego Partnership, aims to make our downtown a smash hit. A native San Diegan, she served as chief of staff for two mayors (Jerry Sanders and Susan Golding). For the nonprofit advocacy group, she oversees a number of programs and initiatives that are strategically creating a world-class urban center. The Clean & Safe program is a 24/7 effort to remove graffiti and sweep the streets. The Healthy Living program brought 400 people to the flight deck of the USS Midway for yoga. The work is paying off. The prestigious Brookings Institution think tank has named downtown’s East Village an “Innovation District,” a title that acts like catnip for startups and businesses looking for a new home.

**What’s Downtown San Diego Partnership’s most pressing concern?**

Making sure we’re taking advantage of the markets. It’s on fire right now, and it’s fantastic. Over the last five years, we’ve

seen growth that we have not seen in years. The markets are cyclical, so we want to make sure we are well positioned to take advantage of it.

**And we’re talking about vertical growth?**

Yes, that’s exactly what it is. San Diego can no longer grow out; we must grow up. And so now we’re going to do it literally. The residents, businesses — everyone wants growth. Unlike 30 years ago when you were building a master-plan community where maybe growth was somewhat controversial, in downtown San Diego, it’s really welcomed. And we’re seeing this flood back to urban centers all over. According to the U.S. Census Bureau [2011 data], for the first time in 100 years, urban growth outpaced suburban growth.

**Are young people leading that return to urban centers?**

It’s being led by millennials. There was a study in which college graduates were asked where they wanted their first jobs to be. In 2001, 64 percent said an urban center downtown. Ten years later, it was over 94 percent. And people who live here are passionate about doing things and being active in the community. Downtown is not just a location; it’s a movement.

# DOWNTOWN SAN DIEGO PARTNERSHIP



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## **SD6: Free rides to and from Downtown San Diego?**

<http://www.sandiego6.com/news/local/Free-rides-to-and-from-downtown-San-Diego--311519881.html?m=y&smobile=y>

SAN DIEGO – Free rides in Gaslamp... sound too good to be true? It's not!

There's a service that offers free transportation right here in San Diego – and you can't forget the name, it's called "The Free Ride." The service runs in Downtown San Diego. It's picks up and drops off nearly 1,000 people per week, and no one shells out a dime.

The business is expanding, and for good, because getting around in downtown has it's basket case of challenges. With the price of parking and the traffic, it's a headache once you get inside the intricate area. "It's not a scam. It's totally free and we never charge," said one driver.

The Free Ride San Diego is a fleet of electric vehicles that run within a service area from Little Italy to Petco Park. It's meant to get people around and reduce carbon emission. How do they do it? Through advertisements. Along with the free ride, passengers could even get a taste of some new products.

The Free Ride is coming out with an app that will soon be similar to Uber. Currently, the service runs from noon until 9 p.m., or when business slows.

So, next time you want to dive into downtown, without the headaches, check out The Free Ride.



## Drought Ethics: Should San Diego Go With Palm Springs Fountain Flow?

<http://www.nbcsandiego.com/news/local/Drought-Ethics-Should-San-Diego-Go-With-Palm-Springs-Fountain-Flow--312339071.html>

After a hiatus because of water restrictions, decorative public fountains are now back on in Palm Springs — for the sake of their appeal to tourists.

Should San Diego entertain the same notion?

An informal survey by NBC 7 downtown Tuesday revealed mixed emotions: absolutely not, and why not — within certain limits?

We began our dive into the drought politics of two different tourist towns with a stop at the fountain sculpted in the image of a ship's bow parting the waters on Civic Centre Plaza.

It can't exactly be classified as tourism-oriented.

But it is in fact “public art” and has an exemption from emergency water regulations to operate for “limited purposes” to maintain the “structural integrity” of the waterworks.

That didn't impress downtown resident Keith Robinson.

“If we have regulations on homeowners, we should also have regulations on this water running here, you know?” he huffed indignantly. “It's not a good thing. It's beautiful to see, but we're in a drought — make it into a flower pot, or some kind of false plants or something!”

## DOWNTOWN SAN DIEGO PARTNERSHIP

Lakeside resident Terrie Carney echoed the same theme as she took in the eye-catching sculpture of the “Adam and Eve” fountain on B Street, outside Wells Fargo Bank Plaza.

“The fountains are beautiful, but if everybody else is being asked to cut back,” she reasoned, “I really think they ought to shut them off because it really is wasting water.”

We're told the fountain doesn't run at night, and not at full power during the Level 2 drought stage.

The Downtown San Diego Partnership has turned off the spray jets altogether in the expansive water feature across Harbor Drive from the Convention Center.

Its evaporation factor figures to be quite high, depending on the heat — and when it comes to so-called optics, the message being sent certainly is politically correct.

But that approach no longer floats in Palm Springs, where the local water agency and city council voted to return to full-speed ahead for fountains like “Rainmaker” because tourists sounded off about liking the aesthetics.

Ditto for Palm Springs hotel and business owners, while many resident said they'd rather let more lawns and trees go thirsty.

The fountain in Balboa Park's Plaza de Panama came on just as we arrived during a “limited use” cycle during the noon hour.

It quickly gathered a crowd of camera-toting admirers who hailed from all over the country and provided a teachable moment for blending conservation, aesthetics and tourism-centric priorities.



“You have to do the combination of what's good for the environment and for the economy,” said Kim Hills, a visitor from Hartford, Connecticut, as she cradled her young son nearby. “I know Will got all excited when the fountain turned on. It seems like a compromise to have the fountain on a little bit, or on-and-off, so you don't waste water.”

Then there's an overarching exemption that applies to fountains serving recreational purposes, such as the one at the bayfront County Administration Center and the big oasis between the Natural History Museum and Fleet Science Center in Balboa Park

## DOWNTOWN SAN DIEGO PARTNERSHIP

Both attract locals and tourists alike.

We put the issue to a gentleman whose surname is — coincidentally, believe it or not — Fountain: Joseph Fountain, visiting from Phoenix.

"When you look at the amount of money that comes into San Diego because of tourism," he observed, "you really want to keep the tourists happy. This park is packed. A lot of kids are at the park right now. It's not just about tourists, it's also about the community."

# UT San Diego

BUSINESS | GROWTH & DEVELOPMENT

## Free downtown shuttle expansion coming

Civic San Diego considering \$1M boost to San Diego Free Ride service



By Roger Showley | 3:45 p.m. June 29, 2015

<http://www.sandiegouniontribune.com/news/2015/jun/29/shuttle-downtown-civic-freeride/#article-copy>



Going from the office to a Padres game, or a microbrewery to a boutique may be only an app away if negotiations succeed with a free shuttle operator later this year.

The Civic San Diego board opened discussions last week with Free Ride, a Florida-based shuttle service that already operates five electric vehicles between downtown hot spots.

The city agency board plans to devote up to \$1 million in downtown parking meter funds to launch a circulator shuttle to augment transit, taxi and bike services in the 1,600-acre downtown area. Sean Fruin, co-owner and

## DOWNTOWN SAN DIEGO PARTNERSHIP

partner in the local subsidiary, [San Diego Free Ride](#), said the money could be used to buy around 15 more vehicles to provide the service CivicSD wants to provide.

"If all things work out with Civic San Diego, our goal is to launch in late 2015," Fruin said.

Currently, San Diego Free Ride takes in hot spots in Little Italy, Horton Plaza, Petco Park, the waterfront, Gaslamp Quarter and San Diego Convention Center, but the exact driving route varies throughout the day. Riders can request dropoffs at specific downtown locations outside the hot spots. The service runs from noon to 9 p.m. on weekdays and as late as midnight on Friday and Saturday. Patrons wave down the drivers when they see the open-air vehicles, whose ads on the inside and outside of the vehicles cover the cost of the service.

Currently, 750 to 1,000 people use San Diego Free Ride weekly, Fruin said, with as many as 1,500 expected during Comic-Con next week. The social media hashtags are Twitter, @sdfreeride; Instagram, @sandiegofreeride; and the company, #TheFreeRide.

Fruin said a messaging system is being rolled out to connect riders with drivers, and a smart phone app will launch later this year to make communication even easier in the company's nine locations in California, Florida, New Jersey and New York. Besides San Diego, Free Ride also operates in Santa Monica.

The San Diego Unified Port District has contracted with Ace Parking to operate the \$3 per day, five-van [Big Bay Shuttle](#) through Labor Day. It operates along Harbor Drive between Harbor Island and Embarcadero Marina Park South, stopping at various locations marked by A-frame sandwich board signs every 15 or 20 minutes. The schedule is 10 a.m. to 8 p.m. Sunday through Thursday and till 10 p.m. Friday and Saturday.

Fruin said service expansion throughout all of downtown will be discussed under an exclusive negotiating agreement with CivicSD that would lead to a contract and subsidies.

Seven companies responded to CivicSD's request for qualifications and JoyRide Nashville and Free Ride were shortlisted by a selection committee. Free Ride was recommended because it proposed a revenue-sharing option, already operates in San Diego and would handle its own marketing efforts, according to a staff report.

Downtown already is served by bus, trolley, taxi and bicycle services but business leaders for years have been saying that a circulator shuttle is needed to reduce parking demand from visitors and workers who tend to move their cars from place to place as they attend to their daily errands.

"Most importantly, the circulator shuttle will address the 'last mile' barrier to get to and from public transit and enables people to park once on the periphery and access all the sites and amenities downtown has to offer," said Kris Michell, downtown partnership president and CEO.

Fruin said San Diego Free Ride may expand to Balboa Park and the beach areas in coming years

"With what we're working on and seeing the potential with Civic San Diego, that is our No. 1 focus," he said.

# DOWNTOWN SAN DIEGO PARTNERSHIP

In other CivicSD actions at its meeting last week, the board:

- Moved forward with plans to open the Park Boulevard railroad grade crossing at Harbor Drive;
- Approved the design and permits for IDEA1, 280-unit apartment project at Park Boulevard and E Street, the first building planned by developers of the I.D.E.A. District, who want to promote East Village's innovation, design, education and arts businesses and institutions.
- Asked the City Council to increase the budget by nearly 50 percent to \$2.97 million for Southcrest Trails Park along Chollas Creek, east of Interstate 5. Project manager said the bulk of the increase was due to higher construction costs and city permit fees.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Still Keeping You Clean & Safe

By Kris Michell

<http://sandiegodowntownnews.com/still-keeping-you-clean-and-safe/>

This spring, the Downtown San Diego Partnership's Clean & Safe Program, which works to keep our Downtown safe and looking its best year-round, was overwhelmingly endorsed and approved to continue its work for another 10 years.

A stunning 83 percent of Downtown property owners, as well as a unanimous City Council, confirmed they wanted the Clean & Safe Program to continue. It's an exhilarating endorsement from the people who have seen what's happening up close.

Maintenance Ambassadors, members of the Partnership's Clean & Safe Program, work year-round to keep Downtown looking its best.

It's also a validation of our mission. We at Clean & Safe see our work as a legitimate partnership with the community we serve. It's a collaborative coalition of like-minded citizens and property owners who are pulling together to make a significant difference. The fruits of our combined efforts are essential to the ongoing evolution of our urban center.

Take a look at what's been accomplished since the beginning of the year:

- Removed 10,479 pieces of graffiti
- Removed 385.76 tons of debris
- Swept 74,000 sidewalks
- Pulled more than 44,000 weeds
- Visited more than 6,300 businesses
- Provided directional assistance to visitors and residents more than 9,000 times
- Responded to more than 30,600 security calls

Clean & Safe is also on the cutting edge, continuously exploring opportunities to innovate the services we provide. This year alone, Clean & Safe has:

- Launched a gum removal pilot program using ice-blasting technology
- Conducted a scientific study to determine the most effective product for removing odor in an urban environment

## DOWNTOWN SAN DIEGO PARTNERSHIP

- Implemented a state-of-the-art data tracking system using real-time technology to increase efficiency and reduce costs

But we'll hardly be resting on our laurels. The transformation of Downtown San Diego has been galvanizing since the formation of Clean & Safe 12 years ago, but we've listened to the community and we realize there is still work to be done.

In the months to come, you will see the Clean & Safe program provide even more of the services Downtown property owners have been asking for, including additional beautification and place-making efforts, and enhanced safety and maintenance programs.

Visually, there will be more lights in trees, helping to buttress a festive atmosphere, and an increase in drought-tolerant plantings, to bring livelier flora without further stressing our water needs. More Maintenance Ambassadors and Safety Ambassadors will be added to the mix and a significant increase in homeless outreach services is a top priority.

It's been a great ride so far, but the finish line's not yet been crossed. The deep and wide support for the Clean & Safe's efforts so far has been inspiring and invigorating and provides a foundation for an urban renaissance that has been extremely successful.

Clean & Safe has been a critical part of Downtown's transformation into a vibrant, distinctive urban center. Along with our thanks for your support, we pledge this:

The best is yet to come.

*—Kris Michell is the president and CEO of the Downtown San Diego Partnership, a nonprofit, member-based organization that oversees the Clean & Safe program and serves as the leading advocate for the revitalization and economic health of Downtown. For questions or comments, email [info@downtownsandiego.org](mailto:info@downtownsandiego.org).*

# DOWNTOWN SAN DIEGO PARTNERSHIP





Park(ing) Day bans cars, beckons park lovers

<http://www.sandiegouniontribune.com/news/2015/sep/18/parking-day-downtown/>

Zac Barnhorst set up his bowtie sales display.

Joe Moore paused from supervising pipefitters to toss bean bags.

And guitarist Chris James serenaded tourists as they passed by on Fifth Avenue.

Nothing unusual about these little noontime vignettes in downtown San Diego Friday except that they all took place in parking spaces covered with AstroTurf.

It was San Diego's way of marking National Park(ing) Day, held the third Friday every September in celebration of parks over parking.

The city didn't lose any money from parking meters -- the organizers dutifully fed the meters at about a dozen park-occupied spaces. Motorists didn't seem put out as they searched for spots -- there were plenty of spaces on and off the street to choose from.

Garcia, founder of the Moniker Group on 16th Street, walked over to 15th and Market to meet with Makers Quarter community engagement director Ron Troyan. They sat beneath an umbrella set between food trucks to the north and Katie McCarthy's Stop Shop & Roll fashion accessory truck.

"It's nice to be outside on a nice day instead of cooped up in the office," Garcia said. "It's a nice casual atmosphere." Barnhorst, who manufactures \$44 bowties locally, said the day offered him a chance to share his wares that Makers Quarter aims to promote in East Village -- making things in spaces where entrepreneurs can also live and play. "It's a cool thing," he said.

## DOWNTOWN SAN DIEGO PARTNERSHIP

At the public parking garage at Sixth Avenue and K Street, Ace Parking set aside spaces near the elevator for a bean-bag tossing game that Moore happened upon in between his work at the Pendry Hotel construction site nearby. He also praised the setup as "cool," even if he only managed to land one of seven tosses into the target.

A third "parklet" was located on Fifth Avenue at J Street, set up by the Downtown San Diego Partnership. Repurposed wooden pallets had been hammered into benches, tables and chairs.

James performed beneath a tent while retired San Diego police officer Linda Garcia played with Sasha the poodle and Chloe the chihuahua, her two "urban dogs," as she called them -- "small space, small dogs," suitable for her 800-square-foot loft apartment.

"I love it, love it, love it," she said of downtown living the past five years. "Everything's at your fingertips." As for the temporary parklet, she wanted to learn how to make her own furniture from repurposed construction materials and praised the incorporation of low-water-using plants in the temporary park. "It fits the urban landscape," she said.



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Civic San Diego restrictions OK'd by Legislature

<http://www.sandiegouniontribune.com/news/2015/sep/14/civic-development-gonzalez/>

Downtown skyscrapers, sidewalk cafes and everything in between have enjoyed a speedy review process for 40 years through a special city agency, but all that could change under a bill given final approval by the Legislature last week.

The bill, [AB504](#) by Assemblywoman Lorena Gonzalez, D-San Diego, would allow major projects to be appealed to the City Council and, if one reading is correct, it could add extra hours to council meetings and require the hiring of more than 30 planners to review projects. The bill will go into effect Jan. 1 if Gov. Jerry Brown signs it in the next few weeks.

Gonzalez said the bill would improve "public accountability" for planning decisions in the city's central business district, while critics said it could delay developments and make downtown less competitive.

"As it stands now, if residents do not agree with what [Civic San Diego](#) has planned for their community, they can only go to the board of directors of this nonprofit organization -- which is not accountable to the City council that was elected to be stewards of the city's development," Gonzalez said.

CivicSD, a successor to the Centre City Development Corp. formed in 1975, oversees planning and permitting in the 1,600-acre area generally south and west of Interstate 5 as it sweeps past Little Italy, through Balboa Park and toward Barrio Logan. It also has some authority in overseeing former redevelopment areas throughout the city. Created as a nonprofit, public benefit corporation, it is owned by the city and its nine members are appointed by the mayor and confirmed by the council for three-year, nonpaid terms of office. Counting 40 employees, its current budget totals \$7.5 million.

The new law would require city approval of all discretionary projects and allow appeals of zoning changes, development permits, variances and other planning functions that deal with residential projects of 50 or more units, hotels of 50 or more rooms and commercial developments of 25,000 square feet or more. It's unclear how CivicSD's review of building designs and approval of conditional use permits for sidewalk cafes, signs and other development details would be affected.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Mayor Kevin Faulconer's spokesman Charles Chamberlayne said the mayor is not yet ready to lay out how the city would implement the bill.

"Until (the governor) signs the bill, the city is still expressing its hope that the governor recognizes the needs of the community and value that Civic San Diego brings to San Diego," he said. "The city's position is that this is a bill that adversely affects some of our underserved communities that need Civic's help with affordable housing, smart growth and that sort of thing."

CivicSD Chairman Jeff Gattas said his agency was set up to review downtown projects "efficiently with city oversight" and consequently has accounted for a third of the city's entire new housing units over the past 10 years, including many affordable units.

"This bill seeks to purposefully remove efficiency from the process, making development downtown the least efficient place to build in the city instead of the most efficient," Gattas said. "Now, the City Council could potentially spend hours debating minor design issues on small projects versus key policy discussions. That's just one of the many unintended consequences we could foresee occurring as a result of this ill-conceived bill."



With downtown high-rise apartment and condo towers adding hundreds of new dwelling units annually, the new review process will be "clogging up the only relief valve we have for San Diego's severe housing crisis," said Kris Michell, president and CEO of the Downtown San Diego Partnership business group.

Gonzalez, whose 80th Assembly District borders downtown, said elected officials must have a say in the "character and economic future" of various communities.

"AB504 resolves lingering uncertainties around the local development process and restores public accountability for the decisions that shape their lives," she said. The Assembly voted 53 in favor and 27 opposed.

Sen. Marty Block, D-San Diego, who handled the bill in the state Senate, said the goal was "transparency and representation in government." The Senate vote was 26 in favor, 14 opposed.

## DOWNTOWN SAN DIEGO PARTNERSHIP

CivicSD board member Murtaza Baxamusa, who sued the city and his agency earlier this year over some of the issues raised in the Gonzalez bill and had a hand in the crafting the new legislation, said the goal isn't to impair development but put pressure on developers to do a better job.

"I do hope it will create more opportunity and a more robust discussion on which projects, especially the larger ones, that get approved," said Baxamusa, planning and development director for the San Diego County Building and Construction Trades Council Family Housing Corp.

He said downtowns across the U.S., including in San Diego, are attracting much new development and Gonzalez law won't derail that interest.

"If a project goes to the City Council, it is more likely to address broader community-wide concerns, such as inclusionary housing onsite," he said. "It becomes a bigger discussion than just the bottom line in terms of meeting the land-use code. That's the intent here. Community input will make projects better in terms of receptivity to community amenities."

Baxamusa has regularly criticized developers for paying fees rather than including affordable units in the residential towers. The hotel workers union, Unite Here 30, has pleaded the case of low-age workers as it has raised environmental impact questions on various CivicSD projects. Gonzalez was previously the CEO and secretary-treasurer of the San Diego and Imperial Counties Labor Council.

Gary Smith, president of the San Diego Downtown Residents Group, said he thinks the new law could lead to downtown developers accepting project labor agreements as the price to be paid for speeding city approval. Otherwise, he said, the council could face many hours of tedious debate over building color, garage door placement and other details that CivicSD now attends to.

"How many future projects (that have been proposed) that don't go forward because of this, I haven't a clue," he said.

Smith said if CivicSD staff findings have to be reviewed by city planning staff in the same manner other city neighborhood projects are processed, he guessed the Planning Department would need to add 30 to 35 more planners and charge additional fees to cover those additional administrative costs. Downtown's planned district ordinances will have to be modified and a new agreement signed between the city and CivicSD, he added.

Anne Macmillan-Eichman, president of the Little Italy Residents Association expressed a more dire view of the future: "If signed into law, this will be the death knell for downtown development as we know it."

Since it was reconstituted in 2012, CivicSD also has taken over the former duties of the Southeastern Economic Development Corp. and focused on redevelopment opportunities in City Heights and Encanto by applying for federal tax credits. CivicSD earns an administrative fee for arranging the credits as a way to make up for the loss of redevelopment property taxes when the state dissolved redevelopment agencies that same year.

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Partnership Invites San Diego to the Taste of Downtown, Live from Florent



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## Downtown Partnership Discusses Taste of Downtown

<http://www.sandiego6.com/news/sd6-in-the-morning/more-guests/Taste-of-Downtown-returns-325987611.html>



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## Partnership Discusses Downtown Innovation with Fab Lab

<http://www.sandiego6.com/news/sd6-in-the-morning/more-guests/FabLab-A-hub-for-innovation-in-San-Diego-325974601.html>



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Downtown Partnership Discusses Downtown Circulator Shuttle

<http://www.sandiego6.com/news/sd6-in-the-morning/Downtowns-Free-People-Mover-325979231.html>



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Downtown San Diego Partnership's 23<sup>rd</sup> Annual Taste of Downtown



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Taste of Downtown 2015

<http://www.nbcsandiego.com/news/local/2015-Taste-of-Downtown-San-Diego-Gaslamp-Quarter-324829291.html>

This year, the foodie tour includes more than 40 participating local eateries. If you're a foodie with a dining "bucket list," this year's Taste of Downtown San Diego will certainly help you take a bite out of those grub goals.

This year, the annual self-guided food tour will feature scrumptious samples from more than 40 participating restaurants sprinkled throughout downtown San Diego's Gaslamp Quarter, The Headquarters at Seaport, Financial District and East Village.



Participating eateries include: Don Chido on 5th Avenue; Bub's at the Ballpark on J Street; Dobson's Bar & Restaurant on Broadway Circle; Eddy V's Prime Seafood at The Headquarters; and East Village Tavern + Bowl, just to name a few.

The foodie fiesta runs from 5 p.m. to 9 p.m. Thursday (Sept. 10). [Tickets](#) cost \$30 per person in advance and \$35 the day of the event. Tickets can be purchased online and picked up at Florent Restaurant & Lounge on 5th Avenue or purchased in person at Parq Restaurant, Rockin' Baja Lobster or Quad Alehouse.



## **New Fault Line Park Opens In San Diego's East Village Friday**

<http://www.kpbs.org/news/2015/aug/28/new-fault-line-park-open-san-diegos-east-village-f/>

A new park opened in downtown San Diego on Friday as part of a mixed-use development built by the redevelopment agency [Civic San Diego](#).

Fault Line Park covers 1.3 acres, or one city block, at the intersection of 14th Street and Island Avenue. It has a playground, public art and two restrooms. It's the first public park to open in East Village since [Park at the Park](#) was built next to Petco Stadium 11 years ago.

Kris Michell, the CEO of downtown advocacy nonprofit [Downtown San Diego Partnership](#), said the park will be a gathering space for East Village residents.

"Downtown residents don't have a front yard and a backyard and a side yard, they have these parks," she said. The park is connected to Pinnacle Towers, two 46-story complexes that will house 956 condos and apartments, including 72 apartments set aside for low-income residents. The condos, park and connected restaurants Halcyon and Stella Public House are all part of a project built by Civic San Diego.

The city-funded nonprofit established to replace dissolved redevelopment agencies is facing a challenge at the state capitol. State Assemblywoman Lorena Gonzalez proposed a bill that would prevent Civic San Diego from issuing permits on projects without approval from the San Diego City Council.

The park's public art installation, called "Fault Whisper" and designed by Po Shu Wang, features a twisted sidewalk that traces the Rose Canyon Fault line that runs through the park.

Fault Line Park will also include two public restrooms. While the city of San Diego is considering shutting down a public restroom two blocks away because of crime complaints, Michell said these restrooms would be monitored and cleaned by restaurant staff.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Live Music, Dance at Downtown's "Night Plaza"

<http://www.nbcsandiego.com/news/local/Downtown-San-Diego-Night-Plaza-Live-Music-Free-Event-Island-Ave-323010501.html>

A previous "Night Plaza" event in downtown San Diego -- warm lighting, seating, live music, and all.

Live music – and a little dance lesson – will fill the air in downtown San Diego Friday night as the Gaslamp Quarter kicks off a series of free pop-up events known as "Night Plaza."

From 6 p.m. to 9 p.m., the space at 400 Island Ave., between 4th and 5th avenues, will transform into a mini, outdoor hangout featuring warm lantern lighting, café-style seating, board games and performances by musicians, buskers and artists.



Vehicular traffic will be blocked off during this time so the space can morph into the pop-up entertainment hub. The event will include a performance by local artists Mariela and Jorge Camberos, as well as free dance lessons by downtown San Diego's U Fancy Dance.

Organizers at the Gaslamp Quarter Association say the event will also offer guests an opportunity to take exclusive, free, night-time tours of the historic Davis-Horton House downtown, hosted by the Gaslamp Quarter Historical Foundation.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Additional Night Plaza gatherings will be held on Sept. 11 and Sept. 19. They too will be free, family-friendly, dog-friendly and open to the public.

Organizers say the events aim to provide an uncommon experience in a common space, “designed to captivate, stimulate and motivate visitors with intimate, unique performances in a pop-up public space.”

To learn more about Night Plaza, visit [this website](#).

# SAN DIEGO BUSINESS JOURNAL

### Distribution Proves Key to Delivering Successful Growth

<http://www.sdbj.com/news/2015/aug/20/distribution-proves-key-delivering-successful-grow/>

Suja Life's new partnership with the Coca-Cola Co. is intriguing on many fronts (See Page 8). The organic juice company also has taken a minority investment from the Merchant Banking Division of Goldman Sachs. Suja is now positioned to increase production and distribution and has a clear path to continue its incredible growth. When I first heard about the Suja-Coke deal, I immediately thought of Stone Distributing Co. Yes, it's a division of Escondido-based Stone Brewing Co. Stone co-founders Greg Koch and Steve Wagner many years ago faced a distribution dilemma: Their giant competitors — the yellow fizzies — controlled distribution. So in 1999 Stone started its own system.

Much like its brewing, the distribution side has been on a steady growth curve. It now delivers more than 35 craft beer brands as far as Santa Barbara and Yucca Valley, which covers a population base of about 20 million people. Stone has been on the San Diego Business Journal list of 100 Fastest Growing Private Companies for an incredible 12 years in a row. Its decision to start a distribution company often is cited as a key building block.

In fact, Tomme Arthur of The Lost Abbey at a recent craft brewing roundtable attributed the region's massive growth in craft beer to Stone's distribution system. He said his company might not be successful without it.

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Coca Cola Inc. was represented in the Suja agreement by DLA Piper partners Jeff Baglio, Larry Nishnick and Troy Zander from the firm's San Diego office.

•••

The Downtown San Diego Partnership and Congressman Scott Peters hosted a town hall discussion at Classy on National Startup Day. Peters, Partnership CEO and President Kris Michell, Jarrod Russell of Underground Elephant and Pat Walsh of Classy fielded a variety of feedback from some of downtown's 70-plus tech startups. Among the concerns: the startup scene in downtown needs a higher profile in the region, San Diego needs a higher profile nationally and everyone could use better connections to venture capital, recruiting talent and finding office space. Most important, everyone is too busy with their own business to be able to do much themselves about those concerns.

# DOWNTOWN SAN DIEGO PARTNERSHIP

Yes, it sounded a lot like a list of concerns from any business group.

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In fact, at the end of any conversation with millennials, whether it's about leadership, business, education or housing, I'm almost always left with this observation: Though the dynamics are different from legacy institutions and older generations, the hurdles and how to get over them are pretty much the same.

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# DOWNTOWN SAN DIEGO PARTNERSHIP



## 'Startup Day Across America'

<http://sandiegodowntownnews.com/startup-day-across-america/>

By Kris Michell

### **Strengthening our creative and tech community**

One of the summer's highlights for the Downtown San Diego Partnership was connecting with many of our area's most interesting young businesses on Aug. 19 for the fourth annual "Startup Day Across America."

We were honored when Congressman Scott Peters joined us to celebrate the evolving success of Downtown's growing startup ecosystem. He was one of more than three-dozen members of Congress that day that highlighted the role startup business plays in innovation and job creation across the country.

We discussed ways to raise awareness for these intriguing companies, both locally and nationally, as well as what it will take at the federal level to nurture and grow our hungry tech community.

The town hall discussion was held at Classy — one of Downtown's most successful and constantly expanding technology companies — and offered attendees from the tech community the opportunity to engage with Rep. Peters about their experiences solving real-life challenges facing San Diego startups.

"Supporting our new and small businesses so they can grow and create jobs is a top priority," Peters said. "The best way for me to know how to help them is to hear from them directly."

More startup companies, particularly tech companies, are moving to Downtown in search of an environment that helps drive innovation, part of a national trend of startups seeking urban centers that provide both the energy and synergy to fuel emerging technologies.

There are currently more than 70 tech startups in Downtown San Diego. According to the UT San Diego, more than 30 companies from a variety of industries have relocated to Downtown within the past 18 months.

In addition to our host Classy, companies that were part of the town hall included: TakeLessons, SweetLabs, EvoNexus, Zeeto Media, Underground Elephant, Brandisty, Playground, Co-Merge, Fifty & Fifty, 6 Degrees Business Networking, 7CTO's, Seed San Diego and TapHunter.

All participants agreed that one of the most impressive things about the startup scene is the level of talent available.

# DOWNTOWN SAN DIEGO PARTNERSHIP

“San Diego has a fantastic talent pool for building and growing startups, from universities like UC San Diego to tech companies like Qualcomm,” said Chester Ng, cofounder of SweetLabs. “While the pool is inarguably smaller than Silicon Valley, startups do have an advantage here, as recruiting is not as hyper competitive and employees aren’t ‘startup-hopping’ month-to-month.”

Other subjects, priorities and feedback discussed were:

- Establishing a prominent online forum where tech successes, big and small, can be showcased and shared within and outside of San Diego.
- Creating a mechanism to connect potential investors and startup entrepreneurs in San Diego for the purposes of encouraging them to direct investment dollars locally.
- Crafting a direct line between local universities and Downtown startups to attract, retain and train the talent needed to foster innovation and meet the needs of these growing startups.

Additionally, the Downtown San Diego Partnership got a shout-out for its support of the startup community.

“We feel very fortunate to be a part of our emerging startup community here in downtown San Diego,” said Brian Jones of Zeeto Media. “The Partnership and our local elected officials want to see us succeed — they understand that startups are the future of our city.”

Feedback from the town hall was taken to the Downtown Partnership’s Tech Startup Committee and will be part of a comprehensive recruitment and retention strategy focused on bringing businesses and talent to the urban core. The Partnership created its 40-member Tech Startup Committee in 2013 to support and grow Downtown’s tech community, a key area of focus in its 20-year vision plan called “Imagine Downtown.”

With the support of forward-thinking politicians like Rep. Peters and the “can do” spirit of our inspiring startup community, all we imagine can become real ... in fact, it’s becoming real even now.

## **Fun by the Forkful in Downtown**

Looking for an affordable way to enjoy a night out in our Downtown? Join hundreds of San Diegans from around the region for the 23rd annual “Taste of Downtown” happening on Thursday, Sept. 10.

The Taste of Downtown showcases the culinary prowess of more than 40 of Downtown’s best urban eateries within the historic Gaslamp Quarter, Headquarters, Financial District, East Village and Horton Plaza. Tickets can be purchased in advance for just \$30, or \$35 the day of the event.

For more information, questions or to purchase tickets, please visit [downtownsandiego.org](http://downtownsandiego.org).

—Kris Michell is the president and CEO of the Downtown San Diego Partnership, the organization that oversees the Clean & Safe program and also works toward creating a world-class Downtown. For questions or comments, email [info@downtownsandiego.org](mailto:info@downtownsandiego.org).

# DOWNTOWN SAN DIEGO PARTNERSHIP



## FREE PARKING, CHARGING FOR EV THROUGH AUGUST

<http://sandiegodowntownnews.com/downtown-briefs-august-2015/>

To commemorate its installation of 30 electric vehicle (EV) charging stations at its parking garage located at 707 Broadway, Downtown, Emmes Realty Services is offering free parking and charging to electric vehicles through Aug. 31.

Emmes' 707 location, situated near East Village, the Gaslamp Quarter and the B Street business corridor, offers the largest concentration of publicly available EV chargers in San Diego. The firm currently owns and operates four high-rise office buildings in the Downtown area. "At 707, we're focusing on innovation and creating a smart workplace for the future," said Jordan Johnson, vice president at Emmes.

"With electric vehicles becoming more popular, we believe it is important to embrace this technology now ... the addition of the EV charging stations also ties in perfectly with our strong commitment to sustainability and providing our customers with the highest level of amenities available."

Those wishing to park and charge may do so by downloading the ChargePoint app and reserving a spot for up to two hours.

"By 2020, 50 percent of the workforce will be in the millennial category and they expect amenities like EV charging stations from their employers," Kris Michell, president and CEO, Downtown San Diego Partnership, said in the release. "Emmes' charging stations are especially important because they are open to the public. So people who travel to our vibrant Downtown for work or play now have a place to charge their vehicle. It is exciting to have companies like Emmes help make our Downtown greener."

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Start-Up Day Across America: Spotlighting local businesses

<http://www.sandiego6.com/news/local/Startup-Day-Across-America-322338922.html>

SAN DIEGO -- Starting a business is difficult, and keeping it running is even harder. But today, with the help of congress, start-ups are getting the tools they need to succeed.

It's all part of Start-Up Day Across America.

There were 72 active start-ups in downtown San Diego Wednesday, which have created more than 1,800 new jobs and made this area the number one hot spot for innovation startups in San Diego County.

One start-up has a rather unique story.

It all started as a cancer fundraiser named after the popular "Anchorman" movie, but four years later it has become more than that.

Welcome to Classy, one of downtown San Diego's most successful and ever-expanding technology companies providing a mobile platform for hundreds of non-profit groups around the world.

"These businesses can grow out of an idea... literally out of an idea. With the right amount of funding, the right care and hard work, it can develop into a big business," said Scott Peters, United States Representative for the 52nd District.

And it's the center of Congressman Scott Peters' visit.

Together with the Downtown San Diego Partnership, they talked about what it will take at the federal level to nurture and grow thriving businesses in the area.

"We need talent. So if you're a real smart engineering code person, then come to San Diego because there are jobs here. Talent is number one and number two is capital. If you're a small company, how do you get capital to grow?" said Kris Michell, president and CEO of the Downtown San Diego Partnership.

The number of software tech specific companies like Classy have nearly tripled in downtown, going from 8 to 23 in just two years.

# DOWNTOWN SAN DIEGO PARTNERSHIP

The problem is making sure these companies have the resources they need to stay and grow.

"In today's world you can start a software company with a low budget and a couple of people and you don't need to spend millions of dollars to get something up and running," said Scott Chisholm, CEO and co-founder of Classy.

Area startups are asking congress for help in creating a better network of startup capital, assistance with recruiting and marketing. It's the tools they say are needed to have a success business.

"Starting a company in San Diego is amazing first of all, but it does have unique challenges because it doesn't have a mature ecosystem that somewhere like San Francisco, or even New York or Boston does. So once you grow to a certain point, there are definitely challenges of staying here."

Classy currently employees 105 workers, but on Monday that number will grow to 120.



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Downtown San Diego Celebrates Startup Day Across America



## DOWNTOWN SAN DIEGO PARTNERSHIP



Downtown Partnership, Peters Showcase Tech Community on Startup Day Across America

<http://www.kusi.com/clip/11780323/elizabeth-alvarez-start-up-day-across-america>



## DOWNTOWN SAN DIEGO PARTNERSHIP



Downtown Partnership, Peters Showcase Downtown Tech Community on Startup Day Across America



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## Local Entrepreneurs Celebrate Startup Day Across America



# DOWNTOWN SAN DIEGO PARTNERSHIP



Join the Downtown Partnership, GQA for Free “Salsa in the City” Classes



# DOWNTOWN SAN DIEGO PARTNERSHIP



Join the Downtown Partnership, U.S. Bank for Free “Pilates in the Park” at Lane Field



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Battle for the Spoils of Downtown Development

<http://www.sdcitybeat.com/sandiego/article-14460-battle-for-the-spoils-of-downtown-development.html>

Legislation would subject Civic San Diego to city appeals process

"You didn't even come say 'Hi,'" Assemblymember Lorena Gonzalez goaded former San Diego Mayor Jerry Sanders last month as the two sat in front of the state Senate's Governance and Finance committee.

Sanders, president of the San Diego Regional Chamber of Commerce, looked over his shoulder and flashed a tightlipped smile back at the former labor leader. She chuckled; the mood was icy.

Traveling with Sanders to the state Capitol was a group of San Diego's politically powerful and business elite, including representatives from Republican Mayor Kevin Faulconer's office and the Downtown San Diego Partnership.

The group had flown up for the committee hearing with one goal: to kill Gonzalez's Assembly Bill 504, which, if approved, would increase oversight of Civic San Diego, the nonprofit to which the city has outsourced its permitting and planning authority for downtown.

The most recent version of the bill would require projects approved by Civic San Diego to be appealable to the City Council if a development includes at least 25,000 square feet of commercial space or at least 50 residential units or hotel rooms.

"The passage of this legislation will not only eliminate the process that's incentivized billions of dollars of private investment in our urban center," Sanders said at the committee hearing, "it will put our downtown at a disadvantage to the rest of the city."

Efforts to thwart Gonzalez's bill have been nothing short of aggressive. The Mayor's office has gone so far as to suggest the bill could put basic city services at risk.

"If passed, this proposal will result in a more onerous project process," said Charles Chamberlayne, the mayor's press secretary, "and it will hurt communities who deserve park improvements, fire and police upgrades and much-needed economic development."

From May 15 to the end of June, the Chamber of Commerce and the Downtown San Diego Partnership paid Mercury Public Affairs \$21,250 to lobby specifically against AB 504, according to disclosure reports.

## DOWNTOWN SAN DIEGO PARTNERSHIP

By comparison, from January through March, the chamber spent roughly \$24,000 lobbying on 37 different bills and resolutions—or an average of \$650 per item. In that same quarter, the Downtown San Diego Partnership spent nothing on Sacramento lobbyists.

“It’s a huge mistake to put up obstacles and create uncertainty in a development process that has worked exceptionally well for the downtown community, but that’s exactly what AB 504 will do,” said Kris Michell, the Downtown Partnership’s president and CEO.

Despite opposition, the bill sailed smoothly out of committee. After the Legislature resumes session in mid-August, it will go to a vote by the full Senate. The deadline for the Legislature to pass bills is Sept. 11.

San Diego is the only city in California that outsources permitting and planning functions to a nonprofit. The city not only funds Civic San Diego, the mayor appoints its president as well as eight of its nine board directors.

Followed by supportive testimony from regional union leaders, Gonzalez argued before the Senate committee that the bill was necessary because Civic San Diego had frozen labor, and other members of the public, out of its planning process.

“What I want in San Diego is what all of you have had already in your own cities,” she said at the hearing. “To suggest that San Diego’s development somehow... would stop because it could be appealed to the City Council is almost ludicrous when you look at the downtown development in Los Angeles, subject to community benefits agreements, subject to appeal of the City Council.”

Right now, major land-use decisions made by Civic San Diego are often only appealable to its board, which deals almost exclusively with design aesthetics. Wider discussions around things like labor practices, job quality and increasing affordable housing are considered outside the agency’s purview.

Brigette Browning, president of Unite Here Local 30, a labor union representing thousands of immigrant hotel workers, said she wants to be able to discuss major downtown projects at the City Council.

“If tourism is one of the biggest revenue generators in the city of San Diego, it makes no sense to me that we have a process where we can’t even talk about the kind of jobs that we’re creating,” she said.

At the same time, the Downtown Community Planning Council, which routinely works with Civic San Diego on projects, has opposed the appeals process laid out in the bill. Chair Pat Stark said Civic San Diego has been “responsive” to community needs.

“I could see how someone could feel they don’t have the opportunity to change a project and impose some condition,” he said. “I just think there should be a different mechanism it ought to go through to get there.” Rebranded in 2012, Civic San Diego— formerly known as the Centre City Development Corporation (CCDC)—was tasked with winding down redevelopment after the program’s dissolution under Gov. Jerry Brown.

## DOWNTOWN SAN DIEGO PARTNERSHIP

In an effort to avoid phasing out the new agency with redevelopment, officials successfully applied for federal new-market tax credits and proposed expanding Civic San Diego's planning authority into several economically disadvantaged neighborhoods, including City Heights and Encanto.

However, during embattled Mayor Bob Filner's short term in office, in 2013, he appointed several left-leaning community leaders to Civic San Diego's board of directors. Previously dominated by land-use attorneys working for developers, the nonprofit's board quickly became embroiled in a fight over its fundamental mission.

Director Murtaza Baxamusa, who works for the San Diego County Building and Construction Trades Council's Family Housing Corporation, was part of a board coalition that argued any project receiving public tax credits should be subject to a so-called community-benefits policy to guide development.

After a failed effort by the coalition and social-justice groups to impose a binding benefits policy on the agency, Baxamusa filed a lawsuit, funded by labor, demanding increased oversight of the agency and calling into question the legality of outsourcing the city's planning authority.

"For [the Chamber of Commerce] to take such a hardline position on not touching Civic San Diego, it raised the question, what is the precious deal they got under the current setup?" he said.

The staunch opposition to a community-benefits policy by Civic San Diego leadership caught Gonzalez's attention. In early March, she announced plans to regulate the agency in a way that would move the discussion over community benefits and labor deals into a more public arena.

"If a local government wants to outsource its permitting process or any other inherently municipal responsibility...there have to be additional checks and balances to ensure accountability," Gonzalez told *CityBeat*.

"Every other city and county in California has hired professionals in-house to carry out permitting, and development continues to happen up and down the state," she added. "So it's unclear what Mayor Faulconer and the Republicans who defend Civic San Diego are really concerned about."

# DOWNTOWN SAN DIEGO PARTNERSHIP



Downtown Partnership, GQA Discuss "Sounds of Summer" and Gaslamp Night Plaza





### Horton Plaza marks 30th birthday

<http://www.sandiegouniontribune.com/news/2015/aug/08/horton-downtown-redevelopment/>

But unlike other 30th birthdays, this one is getting little fanfare.

It's just another shopping day with some light entertainment and picture taking by out-of-town visitors. Malls don't usually make much of their history, but Horton should be different.

It was built by developer Ernest W. Hahn following 13 years of planning, difficult financing hurdles and the ups and downs of the real estate cycle. But through it all, he and the city persisted because the 900,000-square-foot retail center was designed to turn around the city center after 20 years of abandonment and disinvestment.

"It's been an extraordinary boon to igniting redevelopment for downtown -- it was the catalyst," said Reese Jarrett, president of Civic San Diego, the successor to the Centre City Development Corp. that oversaw the \$200 million project.

Kris Michell, president of the Downtown San Diego Partnership business group, said Horton Plaza transformed the 6 1/2 blocks south of Broadway and west of Fourth Avenue "from a drain into a thriving economic generator." "It inspired the renaissance of the historic Gaslamp Quarter and gave rise to subsequent residential development and other important civic projects, including the convention center and Petco Park. And still, the transformation continues to this day."

The Aug. 9, 1985, opening was preceded by a \$50-per-person gala charity evening preview attended by 6,500. "There's been more excitement today in San Diego than on V.J. Day," the end to World War II that occurred 40 years earlier, said then-Mayor Roger Hedgecock.

Opening day featured a performance by high-wire artist Philippe Petit, a parade, the Navy band and a shower of confetti.

An estimated 35,000 people flooded the half-finished mall and gawked at the quirky design by architect Jon Jerde, who also designed the 1984 Los Angeles Olympics. Jerde said he modeled the twists and turns and multiple levels after Italian hill towns he had explored in his student days. A 40-color palette of pastel paints topped the post-

## DOWNTOWN SAN DIEGO PARTNERSHIP

modern look. The New York Times architecture critic said "Disneyland has burst through with a vengeance" at Horton Plaza.

Today, much has changed. Only one of the original department stores, Nordstrom, is still in place. Hahn and Jerde have passed away. And construction is under way to expand Horton Plaza park and create a new urban gathering place, due for completion by December.

Westfield, which bought the mall in the 1990s, is contemplating major changes, ranging from the addition of another hotel to more housing, different shopping and dining concepts and perhaps office space.

"I think the more dynamic and innovative the project with mixed uses is, the more benefits will be derived from the development," Jarrett said.

Whatever comes, opening day was jubilant time in San Diego.

"This is the greatest thing that has happened to this city. Really!" said Kensington resident Richard Smith, who was celebrating his 39th birthday. "Downtown is the center of attention now."

## DOWNTOWN SAN DIEGO PARTNERSHIP



### UT San Diego: Loving Spoonfuls helps feed homeless San Diegans

<http://www.sandiegouniontribune.com/news/2015/jul/26/loving-spoonfuls-helps-feed-homeless-in-san-diego/>

For some of us, it's easy to get stuck in the past. But Elaine Therrien's former life is a motivation for her current work. She's the co-founder and president of Loving Spoonfuls, which distributes food to homeless people who are actively trying to improve their lives.

Therrien, 58, grew up poor in Manitoba, Canada, and remembers when she and her daughter moved in and out of homelessness.

"It was 36 years ago," she recalled. "I was in Eugene, Oregon. It was a small community at the time and had few, if any, resources. They didn't have many outreach programs.

"It was by the good graces of a couple of individuals who helped my daughter and me by providing places to stay and encouraging me to pursue an education. Getting an education was the turning point."

Therrien graduated with a degree in Computer Science from the University of Oregon in 1992 and began a high-tech career working with software companies. She returned to school for her MBA, graduating in 1996. Her daughter, Khiota, age 38, lives in Seattle with her husband and daughter.

Therrien's skills include strategic planning, market assessment and decision modeling. Her last fulltime job was a five-year stint at the San Diego division of CoreLogic, an information and analytics provider. Last year, she switched to part-time contract work, so that she can devote 30 to 35 hours a week to Loving Spoonfuls.

With her friend, Jerry Meunier, Therrien started providing lunches to the homeless here in 2010. Currently, the organization has about 50 volunteers and no paid staff. It has established partnerships with downtown groups that serve the homeless, including the Neil Good Day Center, Monarch School, Metro Hotel and Doors of Change (formerly Photocharity). Officially incorporated as a nonprofit on July 7, 2014, Loving Spoonfuls served its 10,000th meal this month.

Kris Michell, the President and CEO of the Downtown San Diego Partnership, said that Therrien's personal history and work experience helped make Loving Spoonfuls a unique organization.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“Elaine has an amazing story,” Michell said. “She’s gone from living on the streets with her daughter to dedicating her life to serving San Diego’s most vulnerable. She recognizes that, in order to succeed in the fight against homelessness, we must help get the homeless into housing and connected to services. Elaine’s incredible business sense, coupled with her compassion and desire to effect change, has made the Loving Spoonfuls model powerful.”

While Therrien covers the planning and financial aspects of the group, Meunier gives Loving Spoonfuls a light touch. His title: Vice President/Chief Inspirational Officer.

“The title is Jerry’s creation,” said Therrien, an El Cerrito resident. “He always makes a fun environment for volunteers and he makes it fun when we go to our locations. He brings signs that say ‘Love’ and provides music during lunch. We serve with love. We are probably one of the few non-faith-based groups serving meals. Our volunteers are of like mind.

“Jerry and I became friends when I first moved here in 2002. We moved to El Cerrito at the same time. He moved in with his partner and I moved in with my dog. We were both renovating our homes and we’d exchange tips and tools – that’s how our friendship began.”

Now, their friendship is centered on picking up food from Von’s and other donors; preparing meals; storing them to keep them cool; and delivering them to selected charities. They bring meals to groups focused on providing transitional services.

Early on, Therrien recalled, Loving Spoonfuls met with the city’s Homeless Outreach Team and the Downtown San Diego Partnership.

“(Both agencies) embraced our goal to give service that was clean and safe,” she said. “They want downtown to be enticing to visitors. They are great supporters of Loving Spoonfuls and we have the good fortune to work with them.”

Therrien said these groups are trying to develop a centralized calendar of meal-service opportunities.

Bob McElroy, President of the Alpha Project, which runs several transitional programs for homeless people here, said Loving Spoonfuls has been a welcome addition to the other meal-service providers downtown.

“Alpha Project is extremely grateful for the ongoing support we receive from Loving Spoonfuls,” McElroy said. “Each week they provide nutritious meals to hundreds of our clients, making a big difference in their day.”



## DOWNTOWN SAN DIEGO PARTNERSHIP

Therrien credits the “talented” Loving Spoonfuls board for giving the organization a solid foundation and ways to move forward.

“We don’t have nonprofit experience but we have a lot of corporate expertise and experience with startups,” she said. “That’s been beneficial.”

The board is hoping to provide more services.

“Our goals are to eventually pay volunteers and to secure a food truck. We are fundraising for the truck now,” Therrien said. “We would like to be able to employ people and provide job opportunities to the community we serve.”

# DOWNTOWN SAN DIEGO PARTNERSHIP



**KUSI: Downtown Partnership, The Home Depot Host Fire Safety Preparedness Workshop in Downtown**



# DOWNTOWN SAN DIEGO PARTNERSHIP



## SD6: Downtown Partnership, The Home Depot Host Fire Safety Preparedness Workshop in Downtown



# DOWNTOWN SAN DIEGO PARTNERSHIP



## NBC: Downtown Partnership Focuses on Building Health Communities Innovation Breakfast Series Sponsored by Ashford University



# DOWNTOWN SAN DIEGO PARTNERSHIP



## Downtown Partnership Focuses on Building Health Communities Innovation Breakfast Series Sponsored by Ashford University



# DOWNTOWN SAN DIEGO PARTNERSHIP



53rd annual Alonzo Awards recognizing the best of downtown

<http://www.kusi.com/story/30265024/53rd-annual-alonzo-awards-recognizing-the-best-of-downtown>



# DOWNTOWN SAN DIEGO PARTNERSHIP



## San Diego to Participate in Worldwide Open House Architectural Showcase

[http://www.globest.com/news/12\\_1214/sandiego/office/San-Diego-to-Participate-in-Worldwide-Open-House-Architectural-Showcase-362445-1.html](http://www.globest.com/news/12_1214/sandiego/office/San-Diego-to-Participate-in-Worldwide-Open-House-Architectural-Showcase-362445-1.html)

SAN DIEGO—The **San Diego Architectural Foundation** (SDAF), in collaboration with the **Downtown San Diego Partnership**, will hold its first **Open House San Diego** architecture and urban design event on Saturday, October 17, 2015 at forty-one locations in **Downtown San Diego** and **Barrio Logan**.

“With the debut of Open House San Diego (OHSD), San Diegans will have a brand new, and free, opportunity to learn and interact with our city through rare, behind-the-scenes access to a large number of outstanding buildings and sites,” said **Maxine Ward**, chair, OHSD 2015.

“By joining with **New York** and **Chicago**, San Diego proudly becomes only the third city in the United States to be designated an official Open House Worldwide City,” said **Susanne Friestedt**, founder, OHSD.

**Open House Worldwide** (OHWW), headquartered in **London**, is the world’s largest organization showcasing the best in urban design, and architecture, while highlighting challenges facing our cities: rapid population growth, density, transportation, and the environment. Over one million people attend OHWW programs in 28 cities yearly. All San Diegans are invited to attend OHSD, including families, and students -- our future architects and urban designers.

Most buildings will have open access from 10 am - 4 pm. Some will offer scheduled talks and guided tours on a first-come, first-served basis. Others will require reservations.

The list of OHSD 2015 sites, event details, and advance reservations link, will be available at: [www.sdarchitecture.org](http://www.sdarchitecture.org)

## DOWNTOWN SAN DIEGO PARTNERSHIP

Each OHSD building and site was selected for its unique contribution to the fabric of Downtown San Diego and Barrio Logan, the focus areas for the first OHSD: architectural design, historic or cultural value, innovative use of materials, repurposing of space, environmental sustainability, energy efficiency, or unique use of public areas. This year, such spaces as: architecture, landscape, and design studios, museums, schools, hotels, and high-rises will be featured.

“The Downtown San Diego Partnership is thrilled to co-sponsor the inaugural OHSD event and looks forward to its continued success for years to come,” commented **Kris Michell**, president and CEO, Downtown San Diego Partnership.

The Open House program is an economic engine. During the event, about \$5 to \$32 per person is invested in local businesses and restaurants. ‘Cultural tourism’ attendees from out-of-town spend even more on hotels and entertainment.

“In the future, OHSD plans to expand to San Diego’s other vibrant neighborhoods, and include children’s activities, a photography competition, and much more,” concluded Ward.



## **Open House San Diego Festival**

<http://www.kpbs.org/events/2015/oct/17/open-house-san-diego-festival/?et=55875>

The San Diego Architectural Foundation (SDAF), in collaboration with the Downtown San Diego Partnership, will hold the very first Open House San Diego architecture and urban design event on Saturday, October 17, 2015 at forty locations in Downtown San Diego and Barrio Logan.

San Diegans will have a brand new, and FREE, opportunity to learn and interact with our city through rare, behind-the-scenes access to a large number of outstanding buildings and sites.

Most buildings and sites will be open from 10 a.m. until 4 p.m., and will provide open access. Some will offer scheduled talks and guided tours on a first-come, first-served basis. Others will require reservations.

For the full list of OHSD 2015 sites, as well as an advance reservations link, go to [sdarchitecture.org/program/openhouse](http://sdarchitecture.org/program/openhouse).



## Brown Throws Civic San Diego a Life Raft

Andrew Keatts | October 9, 2015

<http://www.voiceofsandiego.org/topics/government/brown-throws-civic-san-diego-a-life-raft/>

Civic San Diego can't be killed.

Gov. Jerry Brown vetoed a bill Thursday that would have given the City Council more oversight over the nonprofit group that regulates development downtown.

The bill was the brainchild of Assemblywoman Lorena Gonzalez, and would have given the City Council final say on Civic San Diego decisions for residential projects of more than 50 units, hotels with more than 50 rooms or commercial projects with more than 25,000 square feet of space.

Brown didn't want Sacramento to have any say in the matter.

"These are issues that should be determined at the local level," he wrote in his official [veto message](#).

Giving the City Council final say on downtown development [would have helped local labor unions](#).



## DOWNTOWN SAN DIEGO PARTNERSHIP

The Dem-majority Council could have made developers agree to sign labor-friendly agreements for project construction, where the developer-friendly Civic San Diego board of directors wouldn't. Likewise, the Council could have mandated new downtown hotel managers to remain neutral if their workers opt to unionize.

Gonzalez pushed the City Council to adopt similar authority in 2010 when she was a local labor leader and Civic San Diego was called the Centre City Development Corp. Shortly after Brown issued his veto, she announced plans to take another shot at the long-running priority.

"I now know what my first bill next year will be, with some minor changes," she said in a statement.

Even before she takes another shot, not all is clear for Civic San Diego. One of the agency's board members, Murtaza Baxamusa, filed a [lawsuit](#) alleging the city isn't allowed to delegate authority to the agency in the first place. He filed the suit on behalf of the San Diego Building and Construction Trades Council, an umbrella group of unions involved in the construction industry.

"It appears the governor would prefer to wait for this dispute to play out in a courtroom, but that's not good enough for me," Gonzalez said.

"The downtown interests and developers who have shut out workers and communities for the last 40 years can hire an army of lobbyists if they like, but I will not be deterred from doing what's right," she said, a nod to the fact that the Downtown San Diego Partnership and local Chamber of Commerce has poured tens of thousands of dollars into lobbying against the bill, as first [reported](#) by CityBeat.

Reese Jarrett, president of Civic San Diego, credited the agency's supporters for persuading Brown to kill the bill.

"I think the governor saw through that this was based on other agendas and didn't have a lot to do with Civic San Diego," he said. Those "other agendas," he clarified, were "related to a lot of the missions of the labor movement."

Jarrett said the agency can now start plotting its future once again. Before it began fending off lawsuits and existentially threatening bills, Civic San Diego was [trying to expand its authority into other low-income parts of the city](#), especially Encanto.

Brown's veto gives weight to the pro-Civic San Diego side of two ongoing arguments over the agency.

No other city in the state has an arrangement with a quasi-governmental, nonprofit agency to handle certain development regulations in one part of town. Gonzalez and a broader coalition that views the agency as a rubber stamp for developers have pointed to the arrangement's unique status as evidence it's improper.

## DOWNTOWN SAN DIEGO PARTNERSHIP

But Civic San Diego and the developers who would rather have their projects go through the agency than have to answer to the full, elected City Council have said the uniqueness is exactly the point. They describe themselves as nimble and entrepreneurial and credit the agency for reviving downtown.

By vetoing the bill, Brown came down strongly on Civic's side: If cities want to contract with a nonprofit to handle certain planning functions, that's their prerogative.

Likewise, Civic San Diego is a relic of the now-shuttered redevelopment program, where agencies collected local tax revenue to invest in projects that would revitalize downtown areas. Civic San Diego, under its previous name, was the redevelopment agency for downtown.

It was Brown who ended redevelopment in 2011, relying on the tax revenue to help close the budget gap.

Mayor Jerry Sanders and a supportive, Democratic-majority City Council kept the agency alive, and renamed it Civic San Diego. It kept issuing development permits downtown, managed redevelopment projects that were already under way before the program ended and went about finding more revenue streams to keep itself solvent.

Naturally, many people wondered why Civic San Diego was allowed to remain if the program that created it was killed.

But now, the man who killed the program has given his blessing to let the agency maintain its relationship with the city. We don't need to interpret Brown's intent. He just told us.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Technology-driven success for a new urban environment

By Kris Michell

<http://sandiegodowntownnews.com/technology-driven-success-for-a-new-urban-environment/>

Cities around the country and the world are experimenting with new ways to use technology to create business opportunities and improve people’s lives. They’re finding solutions in transportation, health care, education, and many other areas of life.

San Diego is among those cities, and much of this work is happening Downtown.

I am proud to share that San Diego is the world’s first city to partner with GE Lighting on the “Intelligent Cities” pilot program. This software-defined lighting technology will help San Diego solve some of the city’s infrastructure challenges.

The Intelligent Cities technology uses enhanced sensors to advance lighting control for traffic and parking optimization and monitor and collect data from environmental patterns. These sensors give us information that will transform our urban environment for the future. The lighting solution is the result of a partnership between the city of San Diego and GE Lighting and it’s happening in the heart of the Gaslamp Quarter.

Consider this: Parking Downtown is no longer a challenge in the intelligent city of the future. GE LED streetlights have the ability to direct drivers to available spaces with the help of sensors. The same streetlight can give warnings in the event of a hurricane or other natural disaster. Sensors can also give emergency responders real-time views of an area as they are responding to 911 calls.

Last year, San Diego became the first U.S. city to widely use GE’s LED lighting fixtures with “LightGrid” outdoor wireless controls technology. Deployed on more than 3,000 city streetlights, this technology is saving the city more than \$254,000 annually in energy and maintenance costs.

We are thrilled by the “Intelligent Cities” platform and continue to look for ways that innovation can improve the quality of life in the urban center.

On Sept. 18, 2015, the Partnership participated in “Park(ing) Day,” a global event to highlight the need for more urban open space by temporarily transforming parking spaces into creative mini-parks.

## DOWNTOWN SAN DIEGO PARTNERSHIP

With the help of Home Depot, we overhauled three parking spaces into decorative parks filled with innovative seating made from repurposed wood. The parks celebrated drought-tolerant plants, games and music.

It was a great time for our Downtown San Diego community to reimagine how we use public space in the urban center. People were genuinely engaged, and hopefully by next year, there will be fewer parking spaces commandeered and more public space.

One other way in which we are using technology to improve quality of life for residents, visitors and workers is through the creation of a Downtown Circulator System.

As mentioned earlier in this column, addressing concerns about mobility and parking in Downtown goes beyond adding more spaces. It requires creative solutions that allow people to park once and move around the urban playground easily and often. The on-demand Downtown Circulator System gets residents, employees, tourists and local visitors where they need to go quickly, conveniently and for free.

Imagine catching a free ride to Petco for a baseball game or conventioners using the service as their functional, go-to option to and from the Convention Center. Day or night, you'll get from one corner of Downtown and back again with just a few prompts on your smartphone. Estimates suggest the program will service 3,000 riders a week with 20 vehicles.

The Downtown Circulator System isn't just fun, free and convenient, it's good business. The point-to-point service will create jobs, offset the need for increased parking, decrease traffic congestion and positively impact the environment. Further, it replaces a previous effort to establish a fixed-route shuttle, which would have been significantly more expensive to operate and less user-driven.

Pending approval by Civic of San Diego, 20 all-electric vehicles could start operating as soon as the beginning of 2016. On behalf of more than 300 businesses represented by the Downtown San Diego Partnership, and thousands of Downtown residents and visitors, we couldn't be more excited to welcome the Circulator System to our streets. These are just a few of the ways Downtown San Diego is playing its part in the technology revolution that's making our world more efficient, sustainable and vibrant.



## Voice of San Diego Morning Report: Gonzalez Bills Under Fire

<http://www.voiceofsandiego.org/topics/government/sacramento-report-why-women-dont-get-into-politics/>

Anti-vaxxers fell far short in their effort to force California’s tough new vaccine law, co-authored by San Diego Assemblywoman Lorena Gonzalez, onto the 2016 ballot.

The leader of the failed signature drive, former Assemblyman Tim Donnelly, said the effort “was sabotaged from without and within by powerful forces from its very inception,” according to the Los Angeles Times.

Another Gonzalez bill that hasn’t yet been signed by the governor – one that would take some powers away from Civic San Diego – has some powerful opposition, CityBeat reported this week. The Downtown San Diego Partnership has hired a D.C. firm run by a friend of Gov. Jerry Brown to lobby against the measure. Gonzalez took issue with one of the Civic San Diego board members quoted in the story:

## THE SACRAMENTO BEE

**San Diego business group hires Brown friend to kill bill**

By Dan Walters

<http://www.sacbee.com/news/politics-government/capitol-alert/article37118766.html>

A years-long political and legal dispute over control of development in downtown San Diego boils down to a bill sitting on Gov. Jerry Brown's desk, and its opponents, who want a veto, have hired one of Brown's oldest friends. The Downtown San Diego Partnership, an influential business group, has retained the Crane Group, a Washington lobbying firm headed by Lucie Gikovich, who has been an advisor, friend and occasional staffer of Brown's dating to his first governorship four decades ago. The governor usually stays at her home when in Washington. "Yes I am," Gikovich replied when asked whether she would be seeking a veto of Assembly Bill 504, although adding, "I'm not the best lobbyist."

Gikovich and the Crane Group are no strangers to Sacramento, however. The firm has numerous lobbying clients here. AB 504 is the handiwork of Assemblywoman Lorena Gonzalez, D-San Diego, and is aimed at reducing the authority of Civic San Diego, a nonprofit organization set up by the city, to manage planning and other development matters for the city's downtown.

Prior to the abolition of redevelopment, the organization, under a different name, managed redevelopment's activities as well. It's an unusual arrangement; in most cities, planning and zoning duties are performed by public agencies. Supporters say that Civic San Diego fosters quick decisions on development matters that have brought prosperity to a once-blighted downtown.

The bill would allow Civic San Diego decisions to be appealed to the San Diego City Council. Its backers, local labor unions and liberal groups, contend that the organization is controlled by business interests that stifle efforts by unions to obtain project labor agreements and organize hotel and other downtown workers.

Having the ability to appeal to the city council would enhance unionization efforts since many of its members are union allies. Gonzalez is a former labor official who has sponsored a variety of bills backed by unions.

The Crane Group's retention was first reported Wednesday by San Diego CityBeat, an on-line news organization.



### San Diego City Beat: Bill to regulate Civic San Diego faces 11th-hour opposition

<http://sdcitybeat.com/article-16713-Bill-to-regulate-Civic-San-Diego-faces-11th-hour-opposition.html>

The nearly two-year battle over the fate of Civic San Diego has landed on Gov. Jerry Brown's desk in the form of AB 504. Authored by Assemblymember Lorena Gonzalez, the bill would allow nearly all projects approved by the land-use nonprofit to be appealed to the City Council.

Having fought unsuccessfully for months to kill the legislation, the local business community has launched a vigorous last-ditch effort, including a widespread letter-writing campaign and hiring a long-time friend of the governor to lobby for a veto.

"We are not fighting against oversight," said Kris Michell, CEO of the Downtown San Diego Partnership. "We are fighting for certainty in the process."

Arguing the proposed appeals process could stifle real estate investment, the Downtown San Diego Partnership and the San Diego Regional Chamber of Commerce have, over the last five months, spent tens of thousands of dollars lobbying against the bill.

While previous efforts have fallen short, the Downtown San Diego Partnership has refused to give up. It hired the Crane Group in September, according to a disclosure report. The president of the Washington, D.C.-based lobbying firm, Lucie Gikovich, is widely known as Brown's close friend, having served as his confidential secretary during his first terms as governor, as well as a staff member during his time as mayor of Oakland.

Stopping the bill is "very important," said Michell, acknowledging the hiring of Gikovich. "If investors get spooked, they'll take their money elsewhere."

## DOWNTOWN SAN DIEGO PARTNERSHIP

The legislation seems, in large part, a backlash to longstanding resistance by Civic San Diego officials to imposing labor agreements on large development projects downtown, especially for hotels. A former CEO and Secretary-Treasurer for the San Diego and Imperial Counties Labor Council, Gonzalez has repeatedly attacked the nonprofit for favoring developers over workers.

“There are tens of thousands of low-wage tourism workers downtown that don’t have the means to hire well-connected, expensive Washington lobbyists to plead their case,” she said. “Gov. Brown knows that signing this bill would put San Diego back on track with every other city when it comes to local decision-making over development.”

The city of San Diego is the only government agency in California to outsource its permitting and planning authority to an outside agency. Rather than city staff, Civic San Diego, a city-formed nonprofit, approves development projects downtown.

Appointed by Mayor Kevin Faulconer, the president of Civic San Diego is a longtime local developer. The nonprofit’s nine-person board of directors, also appointed by the mayor, includes land-use attorneys that work for developers. Fees collected from developers largely sustain the roughly 30-person agency.

Some view this experiment as positive, including Pat Stark, chair of the Downtown Community Planning Council. Stark staunchly backs Civic San Diego’s track record of downtown development and opposes the bill. “I’d be really disappointed if it passed,” he said. “I’ve worked with Civic now for 20 years, and I think that they have been an asset to the community.”

From others’ point of view, the nonprofit’s structure creates a conflict of interest. Earlier this year, Civic San Diego board director Murtaza Baxamusa filed a lawsuit alleging the nonprofit was acting without proper government oversight. The lawsuit is on hold pending the outcome of the bill.

## DOWNTOWN SAN DIEGO PARTNERSHIP

“It’s not very clear to me why they’re launching an all-in campaign against the bill,” said Baxamusa, who also works for the San Diego County Building and Construction Trades Council Family Housing Corporation. “I’m thinking that they have something to hide in terms of the sweet deal that they have with the current system.”

Under its former name, Center City Development Corporation, the land-use nonprofit doled out redevelopment funds. After Gov. Brown dismantled redevelopment in 2011, the agency was rebranded as Civic San Diego and tasked with winding down the tax-increment financing program.

Civic San Diego officials, the mayor’s office and the downtown business community didn’t want to see the nonprofit get phased out with the end of redevelopment. In an effort to provide additional funding streams for the nonprofit, officials applied for millions in federal New Market Tax Credits to subsidize development projects in low-income neighborhoods.

However, compared to redevelopment funding, these federal tax credits had looser requirements, such as for affordable housing. In response, a minority coalition on the Civic San Diego board, community organizers and labor organizations launched an unsuccessful campaign to impose a so-called community-benefits policy on the nonprofit that would’ve outlined specific requirements for publicly funded projects.

“It’s pretty simple, local hire, quality jobs, public accountability—these are things that ought to be a no-brainer with respect to publicly funded projects, but really we’ve just been stonewalled at every step,” said Dale Bankhead, political and legislative director for the San Diego and Imperial Counties Labor Council.

Civic San Diego, the mayor’s office and the business community were unshakably opposed to anything that created binding requirements, arguing again that it would scare off real estate investors. In the end, the nonprofit adopted a community-benefits policy with broad intentions but no specific requirements.

“Civic San Diego fully engaged all stakeholders, including labor, and arrived at a community benefits agreement that took diverse interests into account,” said Jeff Gattas, chair of the Civic San Diego Board of Directors. “That labor failed to get complete agreement on all their demands does not constitute a lack of engagement or consideration.”

## DOWNTOWN SAN DIEGO PARTNERSHIP

Feeling shut out, labor and community organizers quickly rallied around the idea that Civic San Diego needed reform, creating the political conditions for Gonzalez to move her bill. As a result, not only publicly financed projects, but nearly all downtown development could face increased pressure for labor and wage agreements, especially if the City Council is amenable to the idea.

The governor has until mid-October to sign or veto the bill. Depending on his decision, blocking labor's initial push for a binding community-benefits policy could end up looking like a rare strategic blunder for the downtown business community.



## Street Feedings Do Not Address the Problem

Kris Michell, Deacon Jim Vargas, Pastor Miles McPherson and Elaine Therrien

<http://www.sandiegouniontribune.com/news/2015/sep/26/homeless-services-street-feedings/>

When you see someone struggling with homelessness, the impulse to help is undeniable. In that moment, when you see a fellow human being sleeping on the street, you want to do something – anything – to alleviate his or her pain. It is from these impulses that many groups and individuals come downtown to provide meals and other items, seeking to aid the homeless in our community.

While the intentions of these groups are no doubt good, they fail to address the complex nature of homelessness. Instead of helping the homeless, these efforts can serve as a barrier – not a bridge – to getting homeless individuals off the street and into stable housing.

Think of it this way: You see someone fall overboard on a ship. Would you throw them a life preserver or would you throw them a sandwich? Homeless individuals in downtown – many of whom are struggling with addiction and mental illness – need services, not sandwiches, to truly turn their lives around. Despite this, as many as 80 groups and individuals currently come downtown to feed the homeless.

The fact is that street feedings deprive the homeless of having access to the services they need to rebuild their lives. These feedings can serve as a crutch and enable homeless individuals to stay on the streets and avoid the assistance of outreach workers who are trained to help break the cycle of homelessness. Street feedings also don't offer homeless individuals the opportunity to wash up or have access to a restroom, which is not only an issue of health but of dignity.

What many don't know is that these street feedings are also duplicative, as there are a number of service providers throughout downtown that already offer meals at their facilities. More than 1,250 meals are offered in downtown on any given day. These meals are professionally prepared – ensuring that the food is both fresh

## DOWNTOWN SAN DIEGO PARTNERSHIP

and healthy – something that is vitally important as many homeless individuals have weakened immune systems and are susceptible to illness.

In-house meals served by providers including Father Joe’s Villages, Loving Spoonfuls, Rachel Women’s Center (Catholic Charities), PATH, The Salvation Army and The Alpha Project are well-organized and ensure that those who attend have access to those who are best trained to help them address the issues that have led to their homelessness.

All of the organizations that provide meal services need help – which is how interested groups can make a difference without the current negative and unintended consequences. Whether it be financial assistance or serving food, working with established service providers in downtown provides the best opportunity to help the homeless in concrete and constructive ways.

These service organizations also are in the best position to ensure that donations such as blankets, sleeping bags and clothing are distributed in the most efficient and thoughtful way. Too often, groups simply toss clothing, blankets, tarps and tents on the street – leaving homeless individuals to fight over the most in-demand items while other less desired items are left strewn about the street. This creates a moblike atmosphere that is dangerous and disruptive.

To that end, we have created the San Diego Meal Service Program, a centralized community platform designed to connect public feeding groups with local service providers. The ultimate goal is to provide the most good for those in need. Located on the Downtown San Diego Partnership’s Clean & Safe website, this easy-to-use networking tool allows churches, Rotaries, universities, scout troops and other eager volunteer groups to connect with local service providers looking for support.

Homelessness is and should be everyone’s concern. We applaud those who do not avert their eyes from the suffering of the less fortunate and who are willing to work to improve the lives of those in need. But we must be mindful about how good intentions can have unintended consequences.

We urge all those who hear the call to help our homeless brothers and sisters to work through the San Diego Meal Service Program to redirect good intentions into more positive outcomes for the betterment of our entire community.



## PARAMEDIC TEAM REDIRECTS MOST-FREQUENT 911 USERS

Sept. 27, 2015

Doctors at the UC San Diego Medical Center emergency room in Hillcrest discharged the city's most prolific user of 911 services at 5:58 on a recent evening, another chapter in a maddening game of treat and release. For the 242nd time in three years, they stabilized the 66-year-old chronic alcoholic who had arrived by ambulance. They found a sweet spot between his drunken helplessness and the delirium tremens that would rack his body if he dried out too long.

Then they abided his rights and sent him on his way, despite an estimated \$537,000 worth of emergency medical services incurred over the years for this lone, wheelchair-bound homeless man.

"The ER has become a dumping ground," said Anne Jensen, coordinator of San Diego's Resource Access Program, a group of six community paramedics who focus on an estimated 1,236 frequent users of 911 citywide.

"By law, the ambulance has to take him" to the hospital, Jensen said.

Three years ago, The San Diego Union-Tribune and the California HealthCare Foundation Center for Health Reporting spotlighted the moral, medical and financial challenges involved in the treatment of frequent users of the emergency system. The five-part report, ["Health Care 911,"](#) helped the city start key programs, including the establishment of the community paramedic team.

Today, frequent users still account for an outsized 11.6 percent of all city ambulance calls. But that's a marked improvement from the 17.3 percent of calls they rang up three years ago.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Since their program launched a year ago, the community paramedics have obtained more than 650 waivers from these individuals — mostly homeless men and women. The forms allow them and other caregivers to place the patients in detox facilities and provide case management that includes supervised housing.

The goal is to save lives — and in the process save money by reducing frequent users' drain on the 911 system. It can cost tens of thousands of dollars per year to house, feed and medically rehabilitate a frequent user, but that's still far cheaper than a protracted cycle of paramedic pick-ups and emergency room care.

By definition, frequent users are people who request 911 assistance at least six times a year.

"Super users," as Jensen calls them, tap the system at least 20 times a year.

The priority for the community paramedics has been "mega users," who activate 911 at least 50 times a year.

"Our goal was not to start by cherry-picking the easy patients. It was to start with the very worst," said Dr. Jim Dunford, medical director for San Diego and chief architect of the city's efforts to curb serial use of 911. Dunford's goal now is to unite disparate entities so they will share information about patients' cases and invest in certain social-services programs at an unprecedented level. The players include health providers for the poor, the St. Vincent de Paul Village in the city's East Village area, the nonprofit Downtown San Diego Partnership and local hospital emergency rooms.

A powerful foundation for this endeavor is Street Sense, a one-of-a-kind iPad program used by the community paramedics. The software tracks frequent users' 911 calls in real time, identifies where these patients can likely be found and offers known medical and social service histories for those people.

Despite these efforts, the alpha user of them all has consistently offered the community paramedics two statements when approached with a waiver:

"Leave me alone."

"I want to die on the street."

Visit 243

After his release from the emergency room in a wheelchair, the patient wheeled himself to a nearby bus stop in Hillcrest.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Surprisingly strong in the semi-sober state doctors had achieved, he spun himself up the vehicle's ramp without the assistance he often requires. The bus churned toward the Gaslamp Quarter streets that serve as his home when he's not on an ambulance gurney.

True to the behavior revealed by the Street Sense software, he got off the bus on Fifth Avenue, a few blocks before the trolley station on C Street.

His drink of choice is vodka, and along that stretch, drugstores sell bottles of it as cheap as \$2.59.

The man found a spot to drink, unseen to passers-by.

His next stop was outside the House of Blues during a sold-out show, where youths and young adults congregated like peacocks. He stationed his wheelchair next to the doorman's podium, and at times looked up to the gatekeeper as if wishing to speak.

But he was not acknowledged and could form no words, this man whose name is not shared publicly by paramedics and doctors because it's unclear whether he has the mental capacity to consent.

As hip-hop started to pulsate from within the venue, he acted out what looked like a reverie to younger days.

Following the commands of a disc jockey, he raised his hands in the air, limply out of time with the beat.

Shortly after a bicycle-mounted security guard with the Downtown San Diego Partnership noticed him, he dropped his hands to wheelchair rims and inched away.

The slope of the avenue gently landed him astride an apartment building where his head stooped to examine a plastic bottle cradled in his lap. But he no longer had the inclination to raise it to his lips.

Then, in a spurt of energy, the man wheeled himself across Broadway. Cars came to a halt.

The homeless man didn't possess the energy to spin up the sidewalk ramp. He was stuck in a teeter-totter motion until a sign twirler interrupted his toil for a local taco shop and pushed the wheelchair the last few feet.

The homeless man navigated the sidewalk in a lazy zigzag until Joseph Durish, 41, a fellow homeless person, bent down to ask him a few questions. Durish thought he heard the man say he was hungry, so he pushed him briskly toward the doors of a Subway sandwich shop.

## DOWNTOWN SAN DIEGO PARTNERSHIP

But in the shop, the man was again speechless and did not roll up to the counter. Patrons moved around him, unsure if he was in line.

Sandwich maker Christian Magana, 20, finally took it upon himself to wheel the man out.

“Sometimes he’ll have a sandwich here on Saturdays,” Magana said. “But right now he was trying to sleep, and we can’t let him do that here.”

The Gaslamp crowd began to thicken, and people started to dodge the homeless man with growing notice and unease.

Then the same bicycle-mounted security guard at the House of Blues, who later said he was “not comfortable” giving his name to a reporter, approached him.

“I’m going to keep you rolling, buddy,” the guard said as he pushed the man toward the curb.

“I don’t care,” the man in the wheelchair let out — his first coherent words of the night.

“You don’t want to go to the hospital?” the guard suggested.

“I don’t care,” the man repeated in halting syllables.

The guard pulled out his cellphone and dialed the inevitable: 911.

All six members of the community paramedic team were off duty.

A city ambulance and fire crew arrived within five minutes. Firefighter-paramedic Tre Broughton asked protocol questions to determine if the man was ill or incoherent, both of which required an ER transport.

“I need some help,” the man muttered.

“We all know him,” Broughton said, as crew members shut the ambulance doors with the man and wheelchair secured within.

At 9:07 p.m., three hours and nine minutes after his release from the emergency room, the man was on his way back for visit 243.

“We’re going to come up with a game plan for him,” Dunford vowed the next day.

Patient privacy

## DOWNTOWN SAN DIEGO PARTNERSHIP

Shortly after that night in the Gaslamp, the list-topping frequent user was arrested on an indecent-exposure charge. He had become incontinent, soiled himself and was trying to clean up in public.

A routine screening at the county jail showed he had tuberculosis, so he was transferred, still in custody, to UC San Diego in Hillcrest for more medical tests.

“Their routine over there is to just sober him up and release him, but this time they actually admitted him,” said San Diego police Officer John Liening of the department’s Serial Inebriate Program, which tries to channel people who are frequently arrested for public drunkenness into recovery services.

The additional screening revealed advanced heart failure, liver problems and other ailments, said Dunford, who was briefed on the patient’s condition.

“He’ll die on the street if released again,” Dunford said.

So Liening persuaded the District Attorney’s Office and the courts to release the man from custody so he could be taken to a supervised nursing home, where substance-abuse services would be offered.

The patient would be kept in observation at the hospital while follow-up tests were run, and then be taken to a local nursing home where space was found.

But sometime over Labor Day weekend, the hospital put the man back in his wheelchair and released him.

Michelle Brubaker, a spokeswoman for the UC San Diego Health System, said the hospital couldn’t give information on the patient because he declined to sign a consent form.

“Generally speaking, programs like this that involve diverse community resources have been shown to have significant benefits to recipients, but they require the willing participation of all,” she said.

Liening, who has known the man for a decade — when he first appeared on the streets and could still walk — said: “The lack of coordination and information sharing with these cases is just incredible.”

Dunford said it doesn’t have to be that way.

San Diego has received \$2.5 million in grants to build a Community Information Exchange that would provide digital health information on all frequent users.

## DOWNTOWN SAN DIEGO PARTNERSHIP

The Street Sense program used by community paramedics is the principal data feed. Social-work case managers at St. Vincent de Paul also have agreed to plug their computer systems into the exchange, so they can prioritize the needs of new clients and see if previous clients have fallen into old behavioral patterns.

The local PATH program — People Assisting the Homeless — also has agreed to join the exchange.

Liening's program at the San Diego Police Department wants to participate as well, but to what extent remains unresolved.

And the Downtown San Diego Partnership wants at least limited involvement.

The sticky issue of patient privacy laws is addressed through an agreement that establishes a shared understanding of the federal Health Insurance Portability and Accountability Act, Dunford said.

So far, however, local hospitals have not made any commitments to the exchange. They already have built a system called the Health Information Exchange using federal grants, and Dunford believes it's imperative that the two systems merge.

"Put these two together, and now the health and social worlds are combined," said Dunford, who has testified before Congress on the need to unite such information.

Next steps

Meanwhile, a report released in April said Project 25, a program at St. Vincent de Paul Village that seeks to improve frequent users' lives by providing housing and coordinated care, saved San Diego taxpayers \$3.7 million in ambulance, jail and social-service costs related to those individuals.

That was a combined figure for 2012-13, when St. Vincent took in 36 frequent users — not 25 as the program's name implies.

The savings were realized even after accounting for the expense of housing, medical care, job placement and other services, according to the analysis, which was conducted by the Fermanian Business & Economic Institute at Point Loma Nazarene University.

Grants from the United Way initially funded Project 25. When that money ran out earlier this year, the program had to find long-term investors.

## DOWNTOWN SAN DIEGO PARTNERSHIP

The city's Medi-Cal Managed Care providers — Kaiser Permanente, Community Health Group, Molina Healthcare, Care1st Health Plan and the San Diego VA Healthcare System — have agreed to cover up to 40 percent of service costs for Project 25 clients.

The Affordable Care Act, also known as Obamacare, is part of the equation.

Because hospitals receive federal “disproportionate share” funds to care for low-income and other patients, the frequent-user turnstile at their emergency rooms helped some turn a profit. The Affordable Care Act has reversed that, with hospitals now penalized for readmissions as a quality-control incentive.

So managed-care providers see Project 25 as a good investment, a way to keep frequent users out of the hospital.

But instead of reaching out to the top 911 users in San Diego regardless of their insurance enrollment — the original strategy for Project 25 — the current approach is to target patients already in the managed-care plans. Kaiser Permanente spokesman Rodger Dougherty said selection of Project 25 participants is evolving, and that existing participation in one of the health plans would no longer be a requirement going forward.

Dunford sees a larger picture: an unprecedented deal that has all medical insurers paying to house the homeless.

“Housing has become health care,” he said.



### Makers Quarter office, rental projects starting

<http://www.sandiegouniontribune.com/news/2015/sep/25/makers-quarter-office-residential/>

**Makers Quarter**, a five-block redevelopment plan by the Jerome’s Furniture family, will start construction on its first housing project by the end of the year and the office building in the spring, kicking off downtown’s East Village drive to become San Diego’s new high-tech job center.

“I think we’ve got the size and nature and design and some of the cool things in our office project that are going to appeal exactly to the kind of folks we want,” said veteran San Diego commercial developer Rob Lankford.

Over the next seven years, his development team hopes to produce 971,000 square feet of new office space, 172,900 square feet of retail, and 814 apartments or condos. The total value could approach \$1 billion. Who’s the market? Startups, tech companies and defense contractors, and millennials, downsizing Baby Boomers and young families all seeking a car-free urban lifestyle.

“Those types of employees want to be in a walkable community, where there are multiple amenities and where we blur the lines between office, retail and residential,” said CBRE broker Matt Carlson, marketing the commercial space.

The Collaborative Office Hub will include about 42,000 square feet of office space and 8,000 square feet of retail. It is a six-story building on the east side of 15th Street between E and F streets. — *Makers Quarter*

He said the first office building, the 50,000-square-foot Collaborative Office Hub due to open in mid-2017, is attracting tenants ranging from digital media media companies to “cutting-edge” defense contractors. It is being designed by BNIM, a Kansas City-based architectural firm with San Diegan Matt Winter as project architect.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Broadstone Makers Quarter, a 269-unit apartment project bounded by Broadway and 16th, 17th and E streets, also is due to open in 2017. Alliance Residential is the developer and locally-based Joseph Wong Design Associates is the architect.

The overall development is in the hands of L2HP, a partnership of Lankford & Associates, national contractor Hensel Phelps and HP Investors, a local investor group headed by Harki Parekh. The Navarra family, headed by



Jerry Navarra, chose L2HP to turn their former furniture warehouse holdings into a mixed-use, live-work-play complex.

Other property owners are expected to follow suit as the former industrial zone morphs into San Diego's version of San Francisco's South of Market district.

Like rings within rings, Makers Quarter lies within the 35-block [I.D.E.A. District](#), which is part of 130-block East Village and 1,600-acre downtown community. The Downtown San Diego Partnership business group is marketing the entire area as a place where companies, entrepreneurs and individuals interested in innovation, design, education and the arts can gather.

Lankford said marketing also is starting on the superblock with 700,000 square feet of office space between 14th and 15th on E and F and the mixed-use project called 1500@Broadway. The fifth block will be occupied by StreetLights Makers Quarter, a 295-unit project whose design, by Carrier Johnson + Culture, Civic San Diego recently reviewed. The developer is Dallas-based StreetLights Residential. Even before Makers Quarter geared up, other pieces of the I.D.E.A. District had fallen into place.

The educational component includes City College, the New School of Architecture and Design, Thomas Jefferson School of Law, the Central Library charter high school and the recently opened Urban Discovery Academy charter school for grades kindergarten to eighth grade.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Innovation and design are represented by numerous startups in old and new warehouses and offices. And the arts include a variety of artists and artisans, performance groups and renters who work on art projects in their apartments and condos.

Entertainment takes place at Makers Quarter's Silo block at 15th and F and at the Quartyard temporary park made up of repurposed shipping containers at Park Boulevard and Market Street. As those blocks get redeveloped, operators of the Silo and Quartyard plan to relocate to other vacant blocks.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## L2HP announces master plan for Makers Quarter

<http://www.sddt.com/News/article.cfm?Sourcecode=20150924cza& t=L2HP+announces+master+plan+for+Makers+Quarter&312#.VhRLJ3-FOUk>

San Diego-based development team **L2HP**, comprised of **Lankford & Associates**, **HP Investors** and **Hensel Phelps**, have unveiled their master plan for Makers Quarter in the East Village.

L2HP's master plan documents that over the next three to seven years, Makers Quarter will evolve into a neighborhood designed to attract forward thinking companies and retailers, and surrounded by a dynamic, creative workforce.

The master plan states there will be over 1 million square feet of office space; 700,000 square feet of residential space; and 60,000 square feet of open space. The plan calls for restaurants, breweries, entertainment venues and retailers.

**Alliance Residential Co.** will construct Makers Quarter's first residential project, titled Broadstone Makers Quarter. The 265-unit mixed-use project will break ground this fall, and include 5,100 square feet of retail space.



Alliance Residential Co. will construct Makers Quarter's first residential project, titled Broadstone Makers Quarter. The 265-unit mixed-use project will break ground this fall, and include 5,100 square feet of retail space. Courtesy image

Next spring, L2HP will start construction on a 50,000-square-foot office complex. It will be called the Collaborative Office Hub and will be built to inspire creativity and collaboration through its light-filled open layout and an interconnected outdoor circulation core.

"We are laser focused on attracting the world's most innovative companies and brightest talent into Makers Quarter," said Robert Lankford, president and CEO of Lankford & Associates. "To that end, we are actively recruiting tenants that fit for our neighborhood's culture, and can hasten San Diego's progress towards becoming America's most innovative city."

Makers Quarter is a neighborhood within San Diego's East Village and includes outdoor community venues such as SILO and SMARTS Farm along 15th Street, and the Urban Discovery Academy on 14th Street.

"Makers Quarter offers the environment that downtown San Diego needs in order to attract an educated, millennial workforce," Kris Michell, CEO of the Downtown San Diego Partnership. "Its development will strengthen our image as a city that embraces culture, creativity and cutting-edge innovation."

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Times of San Diego: Developers Release Master Plan for Downtown's 'Makers Quarter'

<http://timesofsandiego.com/business/2015/09/25/developers-release-master-plan-for-downtowns-makers-quarter/>

Developers of the emerging "Makers Quarter" innovation district in downtown's East Village unveiled their master plan for the area on Friday.

L2HP, a development team comprised of Lankford & Associates, HP Investors and Hensel Phelps, plan to build over 1 million square feet of office, hundreds of new housing units, and boutique retail space over the next three to seven years.

"Makers Quarter offers the environment that Downtown San Diego needs in order to attract an educated, millennial workforce. Its development will strengthen our image as a city that embraces culture, creativity and cutting-edge innovation," said Kris Michell, CEO of the Downtown San Diego Partnership.



The area is already home to the SILO and SMARTS Farm outdoor venues, FabLab San Diego, the Urban Discovery Academy and Fuse Integration.

L2HP expects the first residential project, Broadstone Makers Quarter, to break ground in the fall, and construction of the first office building, a collaborative office hub, to begin in the spring of 2016.

"We are laser focused on attracting the world's most innovative companies and brightest talent into Makers Quarter. To that end, we are actively recruiting tenants that fit for our neighborhood's culture, and can hasten San Diego's progress towards becoming America's most innovative city," said Robert Lankford, president and CEO of Lankford & Associates



### **San Diego CityBeat: Taxi industry angered by public subsidy for free ride-sharing service**

<http://sdcitybeat.com/article-16691-Taxi-industry-angered-by-public-subsidy-for-free-ride-sharing-service.html>

They look like long golf carts plastered with ads. Open to the city air, these electric vehicles carry as many as five passengers and go anywhere within downtown. Need to get from Little Italy to the Gaslamp Quarter? Text and a driver will show up within 15 minutes. And it doesn't cost a dime.

It's called The Free Ride, and the New York-based company has toted San Diegans around downtown for more than a year. With similar operations in 10 cities around the country, advertising supports the service.

Over the last year, members of the downtown business community have become enamored with the idea, pushing for a public investment of funds that would boost the number of vehicles on the road to 20, up from five, as well as help develop a ride-share-style app.

In response, Civic San Diego, the nonprofit that controls permitting and planning downtown, awarded the private company a \$1 million contract through a competitive bidding process, announcing last week the terms of the agreement.

"This solves a huge problem, and it's a creative solution for moving people in and around downtown," said Kris Michell, president of the Downtown San Diego Partnership.

The on-demand service replaces previous efforts to establish a fixed-route circulator shuttle downtown, which supporters of The Free Ride argue would have been significantly more expensive.

"As we learned more about it, we recognized that this is a much better way to go fiscally and from a service perspective," Michell said, adding that she'd like to see the project grow to offer as many as 50 vehicles.

However, the project has angered the United Taxi Workers of San Diego, which has argued that the publicly funded service would substantially eat into the industry's business.

### **The Free Ride San Diego service area, which is also the Downtown Community Parking District**

# DOWNTOWN SAN DIEGO PARTNERSHIP

“You’re pretty much giving \$1 million to young, affluent kids from the Hamptons and taking it from our immigrant and refugee workforce, who live in low-income neighborhoods like City Heights,” said Sarah Saez, program director for UTWSD.

Michell dismissed these concerns.

“From a taxi perspective, these are going to be such short hauls, three blocks here, four blocks there,” she said. “Not really the hauls that they like.”

Set to also launch its own ride-sharestyle app, United Taxi Workers officials have also blasted The Free Ride program as largely servicing tourists who otherwise would be contributing to the local economy.

“They say it’s going to be for the people who work downtown, but it’s for the tourists,” Saez said. “It’s another giveaway to the tourism industry, the hotel, restaurant industry.

“Our drivers are probably going to end up picketing it,” she added.

An internal survey of The Free Ride in San Diego, which services about 150 riders a week, found a diverse ridership, said cofounder Alexander Esposito at a Civic San Diego Board of Directors committee meeting last Wednesday.

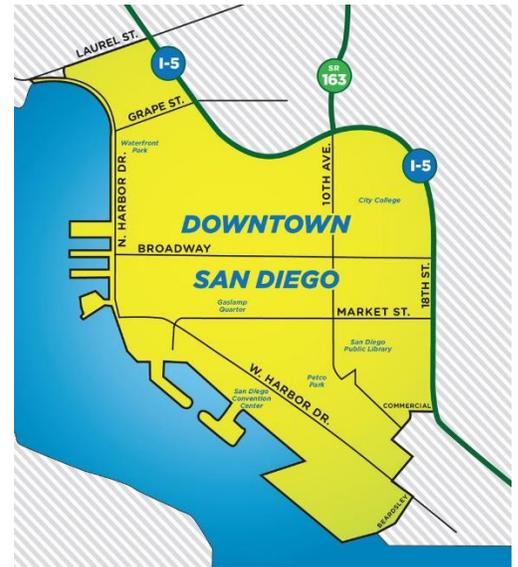
“It really is people who are downtown,” he said. “From senior citizens going to and from the grocery store to young professionals leaving happy hour in the Gaslamp area, we’ve really hit a wide array of riders.”

A long line of supporters from the business community showed up to voice support at the meeting, which was the last step before approving the full contract expected later this month.

“The only thing I saw missing from this proposal was probably surfboard racks on top of the carts,” joked Jarrod Russell, director of public affairs for Underground Elephant, a digital marketing company located downtown with about 100 employees.

“Eighty percent of our company is millennial, and I think many of us are looking to the innovation economy as the future of diversifying our economy,” he added.

The initial \$1 million of funding is for fiscal year 2016, with subsequent public investments subject to approval in the annual budget, according to Civic San Diego officials. An investment account for increasing or replacing the



## DOWNTOWN SAN DIEGO PARTNERSHIP

vehicle fleet will be maintained with 35 percent of annual net operating income—a subjective term often used in real estate to represent revenue minus the costs of maintaining a building or asset.

“The initial investment would be the million dollars, and then we’ll explore,” said Stephanie Shook, Civic San Diego project manager. “It’s all subject to the parking district budget, [and] how much we allocate to the project going forward. So we’ll explore future investment when the budget comes to the board for approval in April.”

Several board members raised questions about the contract terms, including the city’s legal liability and whether the vehicles would be compliant with the Americans with Disabilities Act. Answers to those and other questions are expected to be resolved in the final contract, according to Civic San Diego officials.

“There is a provision that there will be adequate disability-equipped vehicles that will be deployed as part of the process, and we’re working through what those requirements will be to be able to serve the disabled community,” said Civic San Diego President Reese Jarrett.

The public investment comes from the Downtown Community Parking District fund, which must be used for parking and traffic mitigation in the downtown area. The parking district also defines the service area, which includes the downtown neighborhoods west of Interstate 5 and south of Laurel Street.

Vehicle advertisements will be subject to Metropolitan Transit System guidelines, with the exception that advertising alcohol will be permitted.

Hours of operation will be from 7 a.m. to 9 p.m. on Monday through Thursday, 7 a.m. to midnight on Friday, 8 a.m. to midnight on Saturday and 9 a.m. to 9 p.m. on Sunday.

After the initial subsidy, the project is expected to create 30 living-wage jobs and meet ridership benchmarks to be eligible for future funding. The program estimates servicing 3,000 riders a week with 20 vehicles, up to 18,000 riders a week with 60 vehicles.

# DOWNTOWN SAN DIEGO PARTNERSHIP

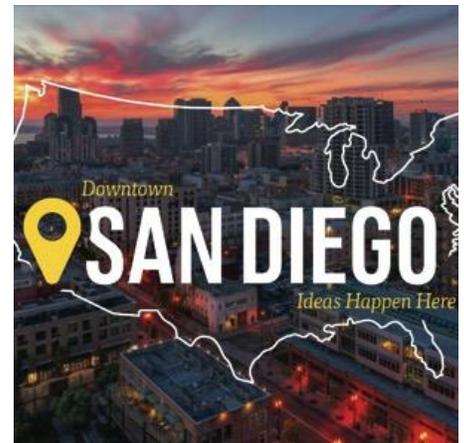


## LGBT Weekly: Making San Diego an even better place to live and work

<http://lgbtweekly.com/2015/10/29/making-san-diego-an-even-better-place-to-live-and-work/>

It's undeniable. San Diego is a great city. The eighth largest city in the U.S., San Diego is prized for the best weather in the U.S., a splendid waterfront, funky neighborhoods and an all-around great place to call home. But even the best can be better, and an imaginative program called Imagine Downtown is at work accomplishing just that.

Launched two years ago, the Downtown San Diego Partnership embarked upon an ambitious plan to create a vision plan for the city and enlisted an outreach program to engage 6,000 San Diegans in compiling a wish list to revitalize San Diego. The strategic plan was implemented in 2013, and now two years later, many steps have already been undertaken to "make it happen."



The plan focuses on five areas containing more than 200 objectives and initiatives. We don't have room here to list all the goings-on, but can highlight an accomplishment in each of these areas.

**Build Your Business:** Attracting businesses to downtown San Diego was viewed as an important economic energizer. The group was aware of the impact these new businesses might have on every aspect of life in San Diego. In only two years, new tenants have been encouraged to move on down, with Bumble Bee Foods, Kleinfelder, AECOM, Cypress Insurance, Southwest Strategies and Rev.com signing on. Many new businesses are appreciated, but a special welcome mat has been extended to tech startups, digital marketing and cybersecurity firms, in an attempt to create an innovation hub.

**Made to Move:** Great cities make it easy to get around so all their great offerings can be easily accessed. To facilitate this, Imagine has partnered with Civic San Diego to develop a proposal for an on-demand circulatory system to move folks around downtown; the launch is scheduled for summer 2016. Other initiatives include offering discount transit passes to encourage the use of public transit, the expansion of car sharing programs, installation of bike racks and a real-time parking app.

## DOWNTOWN SAN DIEGO PARTNERSHIP

**Create the Vibe:** Revving up the arts scene is a major facet of Imagine, both for residents and visitors. This includes the design of pocket parks to create gathering spots, a tree-lighting program, and the creation of wonderful events throughout the year like *Archtoberfest*, *Chairs in Squares*, *Light Up the Night* and *Comic-Con*. Look for lots of new events to be happening all around town.

**Make Your Place:** The events are great but the bulwarks of our town are its distinct residential neighborhoods. Keeping them safe and looking great are priorities. Initiatives include volunteer events to swell community pride and involvement, efforts to end homelessness, and care of downtown parks and public spaces. Everyone can become involved.

And lastly, **Collaborate:** To accomplish all of the above, we need to work together. Imagine has started a dialogue with communities and plans an urban symposium in spring to get people to work together to make this truly ambitious and visionary plan a reality. You can surely find some way to offer your talents in the effort to make the eighth largest city the No. 1 place to live and work in the U.S.

# DOWNTOWN SAN DIEGO PARTNERSHIP



Columbia • Core/Civic • Cortez Hill • East Village • Gaslamp/Horton Plaza • Little Italy • Marina

## Downtown San Diego News: ‘Alonzos’ share in Downtown’s success

By Kris Michell

Before a crowd of more than 700, the Downtown San Diego Partnership honored the very best of Downtown at its 53rd annual Alonzo Awards dinner last month.

Named after Alonzo Horton — considered the father of modern San Diego — the awards reflect Downtown’s growing reputation as an innovation hub, our thriving arts and culture scene, and our distinctive skyline.



All 2015 honorees are playing a living, leading role in Downtown’s ongoing renewal. They deserve to be recognized widely as the people, places and projects responsible for fueling Downtown’s revitalization through innovative programs and projects.

Here is a recap of the evening:

### **Sustainable Business Practices Award:** BRIDGE

Housing’s Celadon at Ninth Avenue and Broadway is a 17-story, 250-unit affordable housing project that boasts best-in-class environmental design. It covers some of its

electrical costs via a 143-foot-tall photovoltaic system — the tallest in North America — while a 2,400-gallon rooftop solar water heating system covers half of its hot water needs. Located amid a wide variety of public transportation options, Celadon also features an eco-roof and drought-tolerant landscaping.

**Build Your Business Award:** Cisterra Development built the new 16-story facility located at Eighth and J streets. The Sempra Energy headquarters building includes 330,000 square feet of office space, 500 parking spaces, and green building features designed for LEED Gold certification. Sempra’s HQ is also breathing new life into East Village streets during business hours with its more than 700 employees frequenting restaurants and shops in the area.

**Made to Move Award:** The San Diego County Regional Airport Authority is making it easier to access our international airport while reducing traffic flow on surrounding roadways through a series of capital improvements throughout the airport. New rental car locations, shuttles and parking will dramatically reduce traffic, total trips, circulating and idling times.

## DOWNTOWN SAN DIEGO PARTNERSHIP

**Innovation Award:** Fab Lab is more than a co-working space, it's a nonprofit that's shaping the future of Downtown's innovation district. Fueled by invention, ingenuity and more than \$100,000 worth of professional manufacturing equipment, Fab Lab's low cost workshops and STEM curriculum are a magnet for makers, artists and doers.

**Downtown Hero Award:** In June of 2015, Downtown's Property-based Business Improvement District, commonly known as Clean & Safe, was set to expire and our community needed a hero. The city of San Diego, together with thousands of property owners, stepped up to overwhelmingly support the program's 10-year extension. Because of that support, Clean & Safe launched its new program on July 1 with a renewed sense of purpose and enthusiasm for ensuring the urban center looks its very best for years to come.



**Make Your Place Award:** Urban Discovery Academy is Downtown's first K-8 charter school. This \$10.5 million state-of-the-sciences school, in the heart of I.D.E.A. district, embraces the spirit of learning and innovation in this emerging neighborhood. There is a performing arts space, a visual arts studio (with a kiln!), silk screening, paper making equipment and a darkroom, topped with a dramatic rooftop playground with spectacular views of Downtown. The school's design blends an existing classic structure with new construction designed to inject modern architectural elements into the East Village streetscape.

**Founder's Award:** Sempra Energy is a Fortune 500 Company, and those companies have options. When Sempra's lease was set to expire, the company had to decide — would they stay in Downtown San Diego or move elsewhere? But Sempra Energy has always been forward-thinking and sees what's happening — they doubled-down on Downtown San Diego, relocating to East Village and a new 300,000-square-foot 16-story headquarters, between Seventh and Eighth streets in the Ballpark District, for their 800+ employees.

**Volunteer of the Year Award:** Some volunteers give time. Some give money. Others give knowledge or professional expertise. David Hazan gives it all, and has for the past 40 years. As the co-founder of the East Village Business Improvement District, a longtime member of the East Village Association and the organization's current president, David has been a catalyst for change during the East Village's most transformational years.

**Vic Kops Humanitarian Award:** Cox Communications, Father Joe's Villages, The Rock Church and Loving Spoonfuls have allied to help communicate and coordinate services to address Downtown homelessness. A multi-phase effort to transform how meals are provided to Downtown's homeless culminated in the San Diego Meal Service Program, a volunteer web portal

# DOWNTOWN SAN DIEGO PARTNERSHIP

and a public service campaign educating the region about how to effectively donate their time and energy to those in need. Together, this coalition of community leaders is redirecting good intentions into positive outcomes for the betterment of Downtown and the entire region.

All of this year's Alonzo Award winners have followed in the footsteps of Alonzo Horton, making sure San Diego stays both distinctive and ahead of the curve.

*—Kris Michell is the president and CEO of the Downtown San Diego Partnership, a nonprofit, member-based organization that oversees the Clean & Safe program and serves as the leading advocate for the revitalization and economic health of Downtown. For questions or comments, email [info@downtownsandiego.org](mailto:info@downtownsandiego.org).*

# DOWNTOWN SAN DIEGO PARTNERSHIP



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## San Diego Downtown News: Rethinking a city

<http://sandiegodowntownnews.com/rethinking-a-city/>

### The millennials are shaping our core

Millennials are taking over.

And that age group is driving what's happening Downtown now and into the future, said Kris Michell, president/CEO of Downtown San Diego Partnership (DSDP), at a neighborhood mixer Oct. 20 celebrating Downtown's newest exhibition, ReThink.

DSDP is a member-based nonprofit committed to creating a vital urban center benefiting all of San Diego.

Rethink Downtown is a major public exhibition, telling of San Diego's urban development from its European-settler beginnings to its coming of age as a key American city.

The exhibit in the Rethink Gallery at 700 First Ave. is free to the public and reveals clues to the city's next exciting chapter.

At the mixer, Michell shared recent demographic studies being done by the city and UC San Diego on the changing Downtown landscape during a glimpse ahead at the next 30 years of development before a roomful of local residents and merchants.



The millennial generation or "Generation Y," are those born after 1980 and the first generation to attain adulthood in the 2000s. Noting millennials are "coming of age," Michell said the first phase of an ongoing demographic study revealed that an "urban renaissance is truly in full swing in Downtown San Diego."

## DOWNTOWN SAN DIEGO PARTNERSHIP

Walking mixer guests through the early findings of the Downtown demographic study, Michell said 50 percent of San Diego's population will be millennials by 2020. Millennials are currently about 34 percent of Downtown's population, she added.

"In order for us to understand the next 30 years, we need to understand what's happening today," Michell said.

She explained that there are approximately 130,000 available jobs Downtown, with average incomes at \$73,000, much higher than the county average of \$53,000. In addition, there are currently 33,000 residents living Downtown in 24,000 homes, and millennials comprise about one-third of Downtown's population.

"That's the most populous demographic, even more than baby boomers [those born from 1946 to 1964]," she said.

"Millennials are very different from their older counterparts," she continued, adding that the urban lifestyle is more amenable to the new generation and they are the catalysts for change we are seeing across the nation.

By 2050, Michell said it is projected that seven out of 10 Americans will be living in cities, while in 2010, only half of all Americans resided in urban areas.

There are numerous trends with millennials, one being that they are less apt to commute from suburbs, preferring to relocate closer to where they work and play.

"We want to get millennials and their talent in the future workforce Downtown," Michell said. "We in Downtown are focusing on that talent, and spending lots of time thinking about how to get 'critical mass' attracting talent and companies Downtown."

Discussing Downtown's amenities, Michell spoke of its "24/7 lifestyle" and the need for improving mass transit and transportation "connectedness" in and around the Downtown area.

"In 2017 the trolley line going from UC San Diego into Downtown will be finished," Michell said. "That will be a game-changer."

The partnership's president said a plan is currently in place now to improve transportation within Downtown itself.

"This January we [the city] negotiated to put together a free ride system involving six passenger golf carts that will be on-demand taking people to and from point A to point B," she said. "Our goal is to have about 50 of these vehicles. That will be [another] game-changer: getting away from cars and into these alternative modes of transportation."

Michell talked of other trends with millennials, including the fact that they not only delay getting married, but also delay purchasing their first home, until much later in life. She predicts this will translate into what she calls a "future millennial baby boom."

## DOWNTOWN SAN DIEGO PARTNERSHIP

“Hopefully, that will be in the urban center where the population is more dense where we’ll have more transportation to transit-oriented developments and attractive urban amenities, which are everything,” she said. “This generation wants to do things, not necessarily own things.”



Michell also predicted that Downtown’s job growth will outpace the rest of the region, with more millennials Downtown, creating a need for not only more schools near the urban core, but more ancillary facilities.

The big challenge, she said, will be keeping San Diego’s Downtown “vibrant,” so that children born there in the future will want to stay.

“If we figure out how to keep these kids Downtown — we’ve won,” Michell concluded.

The Rethink Downtown Exhibition is currently on display at 700 First Ave., near G Street, Downtown. It is open daily from 11 a.m. to 5 p.m.

For general questions about the exhibit, email [info@rethinkdowntown.com](mailto:info@rethinkdowntown.com). To learn more about the Rethink Downtown project and see its calendar of events, visit its interactive website at [rethinkdowntown.com](http://rethinkdowntown.com). To learn more about the Downtown San Diego Partnership, visit [downtownsandiego.org](http://downtownsandiego.org).



## **Globest.com: What SD is Really Doing to Retain Young Talent**

[http://www.globest.com/news/12\\_1232/sandiego/employment/What-SD-is-Really-Doing-to-Retain-Young-Talent-363208-1.html?pg=2&zkPrintable=1&nopagination=1](http://www.globest.com/news/12_1232/sandiego/employment/What-SD-is-Really-Doing-to-Retain-Young-Talent-363208-1.html?pg=2&zkPrintable=1&nopagination=1)

SAN DIEGO—Creating **technology**-driven opportunities young intellectual capital will not find elsewhere is helping to keep this cohort in San Diego rather than moving to other high-tech cities, **Daniel Kane**, director of communications at the **Jacobs School of Engineering at UC San Diego**, tells GlobeSt.com. On October 23, the **Downtown San Diego Partnership**, in cooperation with **San Diego Regional EDC** and UCSD, toured Downtown technology companies and startups with roughly 50 UCSD students as part of a new effort to attract high-quality talent and retain UCSD capital to San Diego's urban center. The "**Link2Downtown**" program took students to **Underground Elephant**, a leading ad-technology company that provides marketing services and technology for large enterprises leveraging digital marketing in their customer-acquisition strategy; **Classy**, a fast-growing San Diego-based startup that develops an online fundraising product used by thousands of Nonprofit organizations around the world; **EvoNexus** and **SweetLabs**, which provides app-distribution solutions for app developers and device makers; via bus, sharing with them the reasons why they should consider Downtown San Diego when looking for **employment** after graduation.

In part 1 of a two-part analysis, GlobeSt.com spoke exclusively with Kane; **Kris Michell**, president and CEO of **Downtown San Diego Partnership**; **Vivek Koppuru**, member of **Triton Engineering Student Council** at UCSD and lead student coordinator for Link2 Downtown; **Jesse Gipe**, economic development manager for San Diego Regional EDC; and **Jarrold Russell**, director of public affairs for **Underground Elephant**, about what Downtown San Diego can do and is doing to attract and retain young talent. In part 2, we explore what the real estate community can do to promote the same.

## DOWNTOWN SAN DIEGO PARTNERSHIP



***GlobeSt.com:** What is being done to keep San Diego's young intellectual capital here rather than moving to other tech markets like Silicon Valley?*

***Michell:*** Downtown is San Diego's largest cluster of software startups. We also have a strong presence in digital marketing. By removing barriers to help these companies recruit and grow, we are acting as a springboard for the Downtown **tech** market. The growth of this market, in particular, will keep

students in the region.



To move our economy forward, we need to have the right people with the right skills. The Downtown Partnership is committed to attracting and retaining skilled, **Millennial** professionals and creative thinkers by connecting San Diego's intellectual capital with employment opportunities in the Downtown market. To do this, we coordinated the Link2Downtown to gives tech employers and startup businesses direct access to talented UCSD computer science and engineering students. We are also promoting the need for a mentorship program within the Downtown tech startups community and are proactively

working to bring an internationally recognized university presence to Downtown.

***Kane:*** One way to keep young intellectual capital here in San Diego is to create technology driven opportunities they will not find elsewhere. This requires the right mix of innovation from universities and research institutions as well as supportive and dynamic entrepreneurship communities.

For example, the **Jacobs School of Engineering at the University of California San Diego** is working with others in the region to make San Diego the world leader in wearable sensor **research and development** aimed at improving human health and fitness and addressing a range of security issues. The **Jacobs School's Center for Wearable Sensors** is an important entry point into the growing wearable-sensing hub in San Diego, which is building on historic strengths in the region including wireless communications, **medical devices, biotechnology** and **healthcare**.

Innovators and innovation-driven startups need entrepreneurship training and support. It is crucial to support programs like the **von Liebig Entrepreneurism Center** and the **Triton Technology Fund**, which are just two pieces of a much larger entrepreneurship community in San Diego.

The Jacobs School of Engineering is working to develop innovation-driven regional technology hubs that will spin out new companies in many areas. The Jacobs School has recently launched new centers focused on extreme-events research, visual computing, sustainable power and energy and **biologics**.

## DOWNTOWN SAN DIEGO PARTNERSHIP



In addition, UC San Diego is making big investment in **robotics** in an effort to build San Diego into a world leader for the research, **development** and production of tomorrow's useful robotic systems. Stay tuned for exciting news on this front.

**Koppuru:** I definitely believe that Link2Downtown is a great example of exposing students to the startup culture here at San Diego and giving them similar opportunities to those in the Silicon Valley. As a computer science student at UC San Diego and a representative of the Triton Engineering Student Council, I feel that companies are really motivated to recruit great talent here, and there are definitely more initiatives by both the City of San Diego and the student council to bridge the gap between young intellectual capital and companies.

**Gipe:** Many qualified graduates leave San Diego because they are unaware of the career opportunities that exist in the region. Link2 was developed in November in 2013 as a way to combat this perception. Often times, it is hard to get students off campus to experience San Diego companies firsthand. By partnering with industries such as **cybersecurity**, life sciences and sports-and-active lifestyle, EDC would bring executives and other employees to campuses to speak about career opportunities in that specific field. Known for its thriving startups and dynamic tech companies, Downtown San Diego has a vibe that can't be replicated in an on-campus atmosphere. We knew we had to do something different with this program. We partnered with Downtown San Diego Partnership—an organization that is as innovative as the space it represents—to bring students to startups to experience the ecosystem firsthand. Judging by the students' reaction, the first Link2 Downtown was a success.

In early October, UC San Diego hosted the inaugural SD Hacks competition—a 36-hour hackathon where 1,300 undergraduates from around the world convened to engage in collaborative computer programming and find innovative solutions for technical problems. Hackathons are “hotbeds” for recruiting tech talent, and many San Diego-based companies were there to find key interns and entry-level hires.



**Russell:** Things are getting better and the trend is accelerating, but there is still a lot of work to do. Even today, there are incredibly talented university students here in San Diego that will send dozens of job applications to the Bay Area without looking for open positions locally. I understand the gravitas of Silicon Valley, particularly in the tech sector, but oftentimes these students make career decisions without even knowing that there is a rapidly growing tech sector in Downtown San Diego and the county as a whole. Increasingly, the opportunities are there, so now it is more of a perception problem.

For example, during a recent visit organized by the Downtown San Diego Partnership and **the San Diego Economic Develop Corp.**, nearly 30 UC San Diego computer-science engineers toured several Downtown startups and tech companies. During the **construction**-site tour of our new 20,000-square-foot space,

## DOWNTOWN SAN DIEGO PARTNERSHIP

I was surprised to hear that many of these UC San Diego students had never been Downtown—either during the day, or simply at all. Moreover, many had no idea that the local innovation economy is rapidly creating precisely the types of jobs and work environments that they are seeking.

Organizations and entrepreneurs have been going to campuses to present about their companies, but students told me it wasn't the same as seeing the walkable environment and visiting the actual offices. As a UCSD alum myself (I finished grad school in 2011), working at Underground Elephant is my first Downtown San Diego job, and now it's hard to imagine working anywhere else. And, at Underground Elephant, 80% of our 100-person team are Millennials, and many of our employees and interns are from UC San Diego, **SDSU** and **USD**.

As fate would have it, on the same day of the UC San Diego tour of Downtown, many of the students went with me to a startup networking event afterwards, where they told me this tour was one of the best things they have done at school so far—and I think it has to do with changing the perception of life after college. Opportunities abound, and many of them are local.

# DOWNTOWN SAN DIEGO PARTNERSHIP



Downtown San Diego Partnership on Downtown Innovation

<http://www.kusi.com/category/207993/san-diego-people>





## Downtown Needs Creative Building Owners

[http://www.globest.com/news/12\\_1228/sandiego/development/Downtown-Needs-Creative-Building-Owners-363023-1.html](http://www.globest.com/news/12_1228/sandiego/development/Downtown-Needs-Creative-Building-Owners-363023-1.html)

SAN DIEGO—**Office** owners need to get creative with existing space Downtown and work on more-innovative uses of interior space within towers, **Downtown San Diego Partnership**'s president and CEO **Kris Michell** tells GlobeSt.com. The firm has released the results of its first-ever demographic study on the Downtown region, which shows that the submarket is following the trends of the rest of the nation's great cities: the urban movement is hot here, **Millennials** are attracted to the downtown lifestyle and job growth there is far outpacing the rest of the county. We spoke exclusively with Michell, who recently presented the results of the study as part of **Rethink Downtown: Behind San Diego's Skyline** lecture series, about the study and how she interprets the data.

*GlobeSt.com: What was the impetus for the demographic study your organization recently completed study?*

**Michell:** I saw this statistic from the **US Census Bureau** about the national trend of urban growth outpacing suburban growth, and I wondered what we currently have in Downtown San Diego and where the trends are taking us. I contacted **UCSD's Dr. Mary Walshok** to do this study. I was surprised at some of the findings. Per-capita salaries averaged \$72,000 in Downtown, while the rest of the region averaged \$52,000. Trends like that speak to more disposable income and a higher-educated population. More than 51% of Downtown residents hold a bachelor's degree or higher, while the figure is 30% for the rest of the region. What you're seeing is a highly educated population living in Downtown, a more affluent population that really likes the lifestyle.

**Leigh Gallagher**, the assistant managing editor of **Fortune** magazine, wrote a book called "**The End of the Suburbs**" that discussed where the American Dream is heading. She talked a lot about things like how young people are delaying getting their driver's licenses and how that's changed from when we were kids. Our life depended upon us getting a car so we could go see our friends, but today's teens grew up in the back seat of a car and they're tired of it. They want to get

## DOWNTOWN SAN DIEGO PARTNERSHIP

out of the car. For us, we would go outside and play, but today, it's "Let me take you to karate or ballet." They're constantly moving, and they want to get out and experience things themselves. Their freedom is walking in Downtown neighborhoods, whereas our freedom was a car. Millennials are the first generation of digital natives—they were born this way. They don't need a car to communicate with their friends because they have social media.

Also, Millennials are waiting longer to get married and buy a house. It will be interesting to see if there will be another **residential boom** coming up in urban centers—that's where they want to be. Also, they saw that the whole 2008 thing didn't work out, and they believe that owning things isn't as important as doing things. They wonder, "How am I going to be relevant in the world?"

By 2020, 50% of the workforce countywide will be in the Millennial category. That's why I wanted this study. Companies are going where the talent is, not vice versa—it's become inverted, different. We want to work to attract the talent that keeps the jobs in the urban core. We think about **creative office**, which impacts the type of buildings we need to build: highly amenitized buildings both in residential and office.

Michell: I think it illustrates that Downtown is a regional place. What I mean by that is the flock to urban centers that's happening nationally is also happening here in Downtown San Diego. The population of that area is largely in the Millennial category. We're seeing folks really changing the lifestyle they want to live, and it's all driven by Millennials. Our job-growth rate in Downtown will be more than 50%, while the rest of the county's will be 10%. This is on trend with the national trend.

GlobeSt.com: Based on the study results, where do you feel the greatest opportunities lie for the real estate community Downtown?

Michell: I think it's everywhere, but definitely in the East Village with Makers Quarter and I.D.E.A. District. In other areas of Downtown, some buildings can be turned into creative space. The space inside can be different, like the Irvine Co. product at 225 Broadway, the AT&T building, where one floor is an incubator floor, then you move up to the accelerator floor and you graduate based on your company. We need creative building owners who say, "How do we look at desk sharing?" The old models are being disrupted by new, creative ways of housing our workers. Underground Elephant took new space in the East Village around multifamily space, and we're seeing mixed use instead of all office or all residential in one area. Civic San Diego is looking at our zoning to determine if it's too restrictive. We want activation 24/7, and for that we can't have only one type of space in an area.

GlobeSt.com: What else should our readers know about the study?

Michell: The same things we all knew were validated by the study: walking, complete streets, high density. It makes it better for communities when we activate it—the more people out on the streets the better. Downtown could use more great transportation. We are already using the circulator—electric vehicles—we have five already. People want different modes of transportation and don't really want to drive a car. We're heading in the right direction, putting a fine point on the residents down there.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Meters Raise \$10,000 For San Diego's Homeless

<http://www.kpbs.org/news/2015/oct/27/meters-raise-10000-san-diegos-homeless/>

Meters like this one at Horton Plaza, downtown, collect donations for the homeless, Oct. 23, 2015.

The red meters scattered throughout downtown San Diego that collect donations for the homeless have raised nearly \$10,000 since the first of nearly two dozen stations was installed four years ago.

While the total is far from enough money to help the city end its fight against homelessness, the nonprofit organization that operates the donation program says the meters are about more than generating money for homeless services.

“They were never meant to be a huge money-raiser,” said Kelly Knight, homeless outreach coordinator for the Downtown San Diego Partnership’s Clean & Safe program. “They were meant to be an awareness and an education tool.”



Next month marks four years since the Downtown San Diego Partnership installed the first donation meter. Since then, the nonprofit group has erected a total of 21 donation stations throughout downtown as part of its [Make Change Count](#) program.

The stations, which look like red parking meters and are located on private property, accept coin and credit card payments.

The Downtown San Diego Partnership’s donation meters accept coin and credit card payments, Oct. 23, 2015.

## DOWNTOWN SAN DIEGO PARTNERSHIP

According to figures provided by the Downtown Partnership, meter donations have gradually increased each year. In fiscal 2012, the meters collected less than \$1,000. In the last fiscal year, they generated more than \$4,000.

Most of the money raised through the donation meters — roughly \$6,500 — has gone toward a program called Work Your Way Home, which helps reunite homeless people with their family members. The rest of the money has been used to pay for credit card transaction fees associated with the donations and new donation meters.

Knight said the Work Your Way Home program helps identify family members who are able and willing to take in homeless relatives or loved ones struggling in San Diego. Once the connection is established, the program pays for their ticket home, she said.

“In exchange, we ask them to do a little work,” Knight said.

“That feature of the program is so important because it isn’t just moving folks out of the city and not caring about them,” said Dolores Diaz, executive director of the San Diego County Regional Task Force on the Homeless. “It is a compassionate way to reunify folks with some dignity.”

San Diego is one of several cities across the country that has installed donation meters for the homeless. Some programs have been [more successful than others](#).

### Downtown Donation Meters Map

Above: A map of the meters scattered throughout downtown San Diego that collect donations for the homeless. Source: [Downtown San Diego Partnership](#)

Supporters of the donation meters tout them as a way for people to contribute to organizations that know how to effectively care for the homeless. Critics argue that the meters are mainly used as a way to discourage panhandling and push the homeless out of downtown business districts.

“The whole idea is, don’t give money to poor people because if you do they’ll hang around,” said Paul Boden, executive director of the [Western Regional Advocacy Project](#), a San Francisco-based organization that advocates for the homeless.



## DOWNTOWN SAN DIEGO PARTNERSHIP

Boden said it's upsetting that organizations in San Diego and other cities have spent so much time and resources installing donation meters. He said they haven't generated much money and aren't addressing the root causes of homelessness.

But Knight said the Downtown Partnership is encouraged by the success of its program. The nonprofit has plans to install 10 more meters downtown in the near future, she said.

*inewssource is an independent investigative journalism organization embedded in the KPBS newsroom. It is a nonprofit 501(c)3 supported by foundations, philanthropists and its own separate membership base.*



## What Do San Diego's Tech Start-Ups Need?

[http://www.globest.com/news/12\\_1241/sandiego/office/What-Do-San-Diegos-Tech-Start-Ups-Need-363563-1.html?pg=1](http://www.globest.com/news/12_1241/sandiego/office/What-Do-San-Diegos-Tech-Start-Ups-Need-363563-1.html?pg=1)



SAN DIEGO—[Tech start-ups](#) face a great number of challenges, from staffing to budget constraints, but they are a vital part of San Diego's **innovation** economy. Downtown San Diego-based online-marketing **technology** firm and start-up **Zeeto** recently hosted the **Future Forum Town Hall** here, an event that brought together young Democratic members of the **US House of Representatives** focused on issues and opportunities for **Millennial** Americans; **Kris Michell**, president & CEO of the **Downtown San Diego Partnership**; and **Caroline Stevens**, also with the DTSP, to discuss how Downtown San Diego can help start-ups gain a foothold in the San Diego market. The event was attended by about 40 people, including employees from roughly a dozen startups in Downtown San Diego. In part 1 of this two-part story, we spoke exclusively with Michell and Zeeto's president and CEO **Stephan Goss** about the takeaways from the event. In part 2, we will sit down with **Congressman Scott Peters**, who spoke at the event, about what types of legislation can help give start-ups a leg up here.

**GlobeSt.com:** *What were the most interesting points that came out of the Future Forum Town Hall meeting?*

**Michell:** First of all, to have both Congressmen Scott Peters and **Eric Swalwell** there was fantastic. Eric comes from the Alameda County area, so he understands the innovation economy and is a Millennial with a refreshing perspective. He was part of a group that started the Future Forum, a chair of young congressional men and women focused on issues for Millennials.

## DOWNTOWN SAN DIEGO PARTNERSHIP

During the event, there was recognition that there are unique opportunities for start-ups, but also challenges. There was a great group of folks in the room, including representatives from Zeeto and other start-ups. This was a really good group of folks, some of whom don't have a company but are interested in starting a company. Many of the challenges they expressed were about getting **loans**. Many entrepreneurs go to school and amass student debt and then try to start a business because they're entrepreneurs, but how can you start a business when you're paying off student debt? Many have to find a job that may be soul crushing just to be able to pay off debt so they can eventually do what they want to do. Also, there are barriers to getting an **SBA** loan. It's so much easier to get student debt than to get an SBA loan, which is ironic because you're trying to help the **economy** grow and hire people. One solution might be to allow start-ups that want to take on new employees to do it without the employee tax.

There's also the matter of **HB17 visas**. Folks from all over the world are coming here to attend our world-class universities, and once we've educated them, they go back to their countries. If **Google** had started in Russia, what would have happened? We need to find creative ways to solve this. We don't even know what the new jobs of the future are going to be, but we have to figure out a way to be prepared for them. Jobs are shifting, so we need to be retraining to the new economy that will be emerging.

**Goss:** It was great to see where the Congressmen stood on the issues. It's good to have this conversation, and when issues come up, to discuss them. They were very focused on those issues; they love when ideas come from the constituency since we have more insights into what the problems are.



**GlobeSt.com:** *What do tech start-ups need from the San Diego real estate community, and how can the real estate community forge a better relationship with these start-ups?*

**Michell:** Creative-office space is number one. Companies are trying to attract the talent, and they're already out there looking for space, so they need creative landlords that will allow them in even if they're not creditworthy right out of the gate. Also, companies like **Co-Merge**,

**DeskHub** and **EvoNexus** that provide interim space are really important for local start-ups and the economy.

The other thing is increased exposure and publicity for San Diego tech start-ups. The recent [Link2Downtown](#) program brought young college students into Downtown San Diego, and they were shocked that there were so many wonderful companies available to them. They need to know we are doing our best job at marketing what's already here and the markets to come. We were great about doing that in the life-science industry, and we are growing in the software industry—who knew the phone would be the most important device we own? The world is changing, people are getting rid of their landlines, and we need to be sure we're marketing

## DOWNTOWN SAN DIEGO PARTNERSHIP

ourselves not only as a chip maker, but also as a software hub where the best and the brightest are. Downtown is the best place for this to happen.

**Stevens:** At the Link2Downtown event, we asked the students which of them had thought about working Downtown in a start-up—these were all college juniors and seniors—and 90% said they hadn't considered it before, but now they want to. Start-ups made it so cool for them because they realized their college lifestyle doesn't have to end; they can continue it in a really cool environment.

**Goss:** We still consider ourselves a start-up at heart. The basic needs include a reasonable-length **lease**. If you're putting all your personal finances on the line, you can feel uncomfortable signing a five-year lease because you don't know if you'll even be around in six months. Even if you have a long-term lease, so many people are looking for space that you can break it no problem and someone will take the space. There are significant price problems. Anyone who is bootstrapping, like our company, isn't going to want to spend a lot of money on rent itself. On the other hand, hiring for a start-up can be challenging, so having a nice office that's not expenses is one of the challenges we run into.

We're running into that right now. Our firm is growing by about 100% a year. We have always been profitable in the five years we've been in business. We are looking to expand—we need about 20,000 square feet or 30,000 square feet—but we can't find it in Downtown San Diego. We have dogs in the office, and we wanted to look at high-rise options. Out of the 11 we called, only one allowed dogs at all. San Diego isn't really used to companies our size. We're hoping that once we got to this size it would be easier to find space, but it's actually harder because all the things we want aren't traditional things. We looked at low-rise buildings, but because we never really had industry in Downtown San Diego, the old buildings aren't really that plentiful; they were never built, so there's not a lot of availability in that space. So, we can't find a high-rise or a low-rise that will work, and rent has gotten really expensive Downtown. We've looked at some incubator space, but they don't allow dogs in the buildings. The market has the right intentions, but the processes and rules haven't caught up yet. It would be nice to have that available, so we have to change it.

**GlobeSt.com:** *What else should our readers know about this topic?*

**Michell:** A company that's no longer around used to have a saying: "We're quietly brilliant." I really believe that describes San Diego. We don't talk about it, we just do it. It's time for us to share our wonderful secret with the rest of the world: we are vibrant, thriving, innovation economy including science and technology, but also big data, analytics and software. It's always been that way here—we're just quiet. With companies like **Craig Venter** and **illumina** here, they're sequencing the genome and will eventually get the whole DNA

## DOWNTOWN SAN DIEGO PARTNERSHIP

sequenced. As they do this, they will actually be able to come up with a composite picture of what we look like from when we are 20. There are implications for this all over the world.

**Goss:** Most of what happened yesterday was at the federal level, like student loans, education and immigration. I'm foreign and I'm applying for a visa—I could get kicked out of the country. There are issues affecting start-ups—not local issues, but more federal concerns. Our firm's entire business is national—we don't have any San Diego clients—so for a company like mine, the federal issues are bigger concern than the local ones.



## Which Legislation Helps Tech Start-Ups?

[http://www.globest.com/news/12\\_1243/sandiego/legislative/Which-Legislation-Helps-Tech-Start-Ups-363637-1.html](http://www.globest.com/news/12_1243/sandiego/legislative/Which-Legislation-Helps-Tech-Start-Ups-363637-1.html)



SAN DIEGO—In [part 1](#) of our look at the **Future Forum Town Hall** event here last week, GlobeSt.com spoke exclusively with **Downtown San Diego Partnership**'s president and CEO **Kris Michell**, DTSP's **Caroline Stevens** and tech start-up **Zeeto**'s president and CEO **Stephan Goss**—hosts of the event—about what **tech start-ups** need from San Diego business in order to succeed and remain here. In part 2, we spoke exclusively with fellow speaker San Diego **Congressman Scott Peters** about what types of legislation will help tech start-ups gain ground in the market.

### *GlobeSt.com: What can be done legislation-wise to help start-ups succeed in San Diego?*

**Peters:** I think San Diego is in competition for talent. We're never going to be the lowest cost per square foot to do business, so we have to rely on our brain power. What's going to attract people to this area, from a legislative perspective, is a strong and robust tech **economy**. There are a few prominent parts of our **technology**. First, **Qualcomm** is the largest private employer here. Second, in the area of **biotech**, there are some things we should be doing on that, including investing in the **National Institutes of Health**. We should also be fixing the immigration system to make sure that when talent is needed from outside the country, we can bring them in. We want to reward investors for their inventions and make sure that we can repeal the **medical-device** tax. All of that would keep tech work here.

## DOWNTOWN SAN DIEGO PARTNERSHIP

From a state perspective, we need to continue to invest in the university system. From a local perspective, we need to keep San Diego a great place to live. We have great weather and beaches, we're a triathlon training mecca, and there are a lot of reasons why young people want to live here. One thing we do need is a 21<sup>st</sup>-Century **transportation** system. Other successful cities have congestion, but they also have choices. In places like New York City, you can get around by train, car or walking; we need to make sure our folks can get around and access public transportation. North Park and Encinitas are great, but Downtown is a great place for young people—you don't need to have a car or second car; there's density and entertainment there.

***GlobeSt.com: What other sorts of tax breaks or other incentives are currently available for start-ups, and which do you believe need to be instituted?***

***Peters:*** At the federal level, I'm not sure that there are that many, to be honest with you. Basically, start-ups are quintessentially private-sector enterprises. It takes a lot of guts to leave the corporate world, but from a government perspective, we need to create some context for these people to succeed. We want to make sure if someone invents something, they are able to sell it for a period of time to recoup their investment. Attracting brain power to San Diego is important.

***GlobeSt.com: What do you see as the chief real estate concerns for start-ups in San Diego?***

***Peters:*** It's fairly expensive. Of course, the upside is that if you compare it to the Bay Area, it's not that expensive. One of the things I'd like to see is as tech companies think about expanding in the Bay Area, they consider the land costs and think about expanding down here, which would be helpful to everybody. The availability of a Downtown distinguishes us from other places. But if people don't have good transportation system, they can't get around, and that's a deterrent.

***GlobeSt.com: What else should our readers know about the Future Forum Town Hall event?***

***Peters:*** It was fun having **Congressman Eric Swalwell** from Alameda County here. I was proud to show San Diego off to him and see what collaboration we can start between our two regions.

# DOWNTOWN SAN DIEGO PARTNERSHIP



## Big water rate hikes coming for San Diegans?

<http://www.10news.com/news/opponents-san-diego-water-rate-hike-punishment-for-cutting-use>

SAN DIEGO -- The question of whether to raise the city of San Diego's water rates by nearly 17 percent next year will go before the City Council Tuesday at 10 a.m., and both sides of the issue spoke out Monday in separate news conferences.

The city's Public Utilities Department has suggested increasing rates to customers by 9.8 percent beginning in January, and an additional 6.9 percent next July 1. More increases would be set in future years.

The hikes would cover a combination of lower revenues as customers reduce consumption amid the drought, and higher expenses. Councilwoman Sherri Lightner said the planned increase means far more than paying a little more for water.

"The future of our water supply and water infrastructure depends on this rate increase, not to mention our quality of life," Lightner said. "In reality, San Diego's water rates are still lower than most local water agencies, and will remain so even after this rate increase."

She said most of the hikes simply pass along the greater costs for imported water charged by the San Diego County Water Authority and Metropolitan Water District. Those costs have doubled over the past decade, she said.

Supporters of the increase said the money will help pay for necessary water infrastructure projects, such as replacing San Diego's aging water mains and building a system that will convert recycled water into drinking water.

They said not approving the increases would delay the projects, force the city to spend \$2 billion to upgrade the Point Loma Wastewater Treatment plant, and require Public Utilities to spend down its reserve accounts — which would catch the eyes of credit rating agencies, making capital projects costlier.

## DOWNTOWN SAN DIEGO PARTNERSHIP

In their own news conference, detractors expressed opposition to the way the increases were being implemented. Councilman David Alvarez said the hikes are unfair and don't offer incentives to cut back on consumption.

"Many San Diegans have followed the lead and have been very diligent in making sure that they conserve as much water as they possibly can over the last several months," Alvarez said.

"The water use has been reduced, and how are we going to say thank you to them? Well, the proposal here is to increase their water rates by 40 percent over the next five years," Alvarez said.

He said it's wrong that those who conserve will pay the same rates as those who waste water.

The proposal to be considered by the City Council at Tuesday's meeting at the City Administration Building also includes higher rates for recycled water that is used for golf courses, landscaping and the like.

Representatives of the Otay Water District, which installed such a system in the 1990s and receives recycled water from San Diego, contend that their customers are going to be forced to subsidize the expansion of the so-called "purple pipes" into northern areas of the city.

Mary Salas, the mayor of Chula Vista, said South Bay residents will have to pay \$7.2 million more under the proposal than the cost of service because they've already paid for their system.

"What they're proposing is a 216% increase, which is really unfair to the people," said Salas.

Salas and the coalition, which includes Alvarez, argued the Otay Water District built its own purple pipe delivery system and shouldn't have to pay as much as other customers.

Lightner said Otay officials didn't have a problem with the recycled water rate structure until the increases were proposed. Lightner also added the Otay Water District is under contract and is obligated to pay the unitary rate like everyone else.

Numerous organizations have backed the proposed hikes, including the San Diego Regional Chamber of Commerce, San Diego County Taxpayers Association and environmental groups interested in water recycling.

On Monday, the Regional Chamber of Commerce, Downtown San Diego Partnership and the County Taxpayers

## DOWNTOWN SAN DIEGO PARTNERSHIP

Association endorsed the plan to raise rates about 35.6% through 2019.

"This vote is a vote for investing in the city's water infrastructure," said Chamber CEO and former San Diego Mayor Jerry Sanders. "That means infrastructure continues to be built and repaired. It also means the pure water program continues online."

Meanwhile, one business owner disagreed with the chamber's stance. Innovative Cold Storage General Manager Matt Jones said his facility reuses its own water and has taken other steps to conserve.

"I could understand a small price increase but not that much," said Jones. "We're now getting penalized because they haven't been planning ahead with their infrastructure."

"We live in a desert. We need water," said Lightner. "Water itself has gone up dramatically in cost."

A residential customer whose monthly bill is now around \$36 would see it rise to just over \$39, according to a city report. Customers now paying \$71 would see their bills go above \$77.



## Red 'Parking Meters' in San Diego Help The Homeless

<http://patch.com/california/lajolla/red-parking-meters-san-diego-help-homeless>



The Downtown San Diego Partnership Friday launched its third annual “Make Change Count” holiday fundraising drive to support its efforts to end homelessness.

The organization set up 21 donation stations around downtown that look like red parking meters into which people can stick coins into. The stations also accept credit cards.

Contributions can also be made by going to the “Make Change Count” page on the Classy.org website.

Kris Michell, president and CEO of the partnership, said there is “no more critical issue” in downtown than homelessness.

She said proceeds will go to partnership’s programs that provides short- term housing to help those struggling with addiction, assistance with security deposits and returning homeless individuals to their families.

“Instead of giving money to individuals on the streets, these donation stations allow those who want to help the homeless to contribute in a way that’s productive and effective,” Michell said.

## DOWNTOWN SAN DIEGO PARTNERSHIP



**“Make change count” donation program kicks off**

[HTTP://FOX5SANDIEGO.COM/2013/11/25/MAKE-CHANGE-COUNT-DONATION-PROGRAM-KICKS-OFF/](http://fox5sandiego.com/2013/11/25/make-change-count-donation-program-kicks-off/)

SAN DIEGO — Those red devices that look like parking meters downtown beginning Monday are for making donations to help the homeless.

The Downtown San Diego Partnership launched its Make Change Count initiative, in which people can stick their spare change into the machines. The donation stations also accept credit cards.

Interim Mayor Todd Gloria said San Diegans can “donate with confidence” during the holiday season because the money will go straight to programs that benefit the homeless.

“You know that the spare change rattling in your pocket will be used to provide needed services for homeless individuals,” Gloria said at a news conference. “And if you don’t carry change, that’s even better, because we can take your credit card.”

Downtown San Diego Partnership President and CEO Kris Michell said the funds will pay for a program that provides travel to homeless people from other cities that have family willing to accept them. She said the proceeds also pay for first and last month’s rent and other necessities when they get into housing. The programs have helped 650 people in downtown, she said.

“So, we’re asking people to make change count, please don’t give money directly to individuals, and put your money here,” Michell said.

The Make Change Count program is also designed to discourage panhandling.

Lt. Debra Farrar of the San Diego Police Department said well-intentioned people who give money directly to homeless people actually encourage “aggressive panhandling.”



## DOWNTOWN SAN DIEGO PARTNERSHIP

The program is funded in part by donations from Cox Communications and IPS Group, a San Diego-based firm that makes solar-powered marking meters. The partnership is made up of businesses and residents who work to improve the downtown area.

Donations can also be made at participating restaurants and shops that display white Make Change Count cans, or online at <http://www.downtownsandiego.org>.

# DOWNTOWN SAN DIEGO PARTNERSHIP



**TIMES**  
of SAN DIEGO

**'Make Change Count' Holiday Fundraiser Kicks into Gear**

<http://timesofsandiego.com/life/2015/11/20/make-change-count-holiday-fundraiser-kicks-into-gear/>



[The Downtown San Diego Partnership](#) Friday launched its third annual “Make Change Count” holiday fundraising drive to support its efforts to end homelessness.

The organization set up 21 donation stations around downtown that look like red parking meters that people can stick coins into. The stations also accept credit cards.

Contributions can also be made by going to the “Make Change Count” page on the Classy.org website.

Kris Michell, president and CEO of the partnership, said there is “no more critical issue” in downtown than homelessness.

She said proceeds will go to partnership’s programs that provides short- term housing to help those struggling with addiction, assistance with security deposits and returning homeless individuals to their families.

“Instead of giving money to individuals on the streets, these donation stations allow those who want to help the homeless to contribute in a way that’s productive and effective,” Michell said.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Mayor Kevin Faulconer said the city has shifted the way it spends money on homeless services. The city no longer funds tents to house the homeless in the cold weather months, but supports year-round programs that provide social services, he said.

The mayor encouraged San Diegans to participate in the Make Change Count program.

“Every donation, no matter how small, counts,” Faulconer said.

Cox Communications will run public service announcements during the holidays to spread awareness of the program. The company also donated \$1,000 to kickstart the fundraising effort.

## DOWNTOWN SAN DIEGO PARTNERSHIP



### Prop 47 and Homelessness in Downtown San Diego

<http://www.nbcsandiego.com/news/local/Prop-47-and-Homelessness-in-Downtown-San-Diego-352385421.html>

The homeless population in downtown San Diego has increased since last year, but police and outreach workers say it's too early to tell if Proposition 47, a measure that changed some low-level felonies into misdemeanors, could be the reason.

Voters approved Prop 47 on Nov. 4, 2014. It changed some low-level felonies into misdemeanors in an effort to reform the criminal justice system. It also requires misdemeanor sentencing for certain crimes including petty theft, receiving stolen property and forging/writing bad checks when the amount is \$950 or less.



Last year, opponents raised concerns that people released from jail could end up on our streets. In downtown San Diego, according to the latest numbers, there are 130 more homeless people living on the streets than there were a year ago.

NBC 7 Investigates found 50-year-old Lorne Nathan outside the Subway restaurant on 6th Avenue and C Street downtown.

"I'm a certified fiber optics technician," he said. "I can cut glass like diamonds."

He's not cutting glass when we met him. Today, Nathan is homeless.

"I went to prison for a narcotics offense," he said.

Nathan has a criminal history spanning 28 years. Last March, he pleaded guilty to a felony drug possession charge. The Public Defender's office filed a Prop 47 petition asking the judge to reduce that felony to a misdemeanor, and his request was granted in January.

Since his release, Nathan has been arrested twice, charged with misdemeanor counts of drug possession.

## DOWNTOWN SAN DIEGO PARTNERSHIP

Before Prop 47 those facing a felony drug charge were given a choice: go to prison or participate in drug court, which usually meant 18 months of treatment. According to San Diego Deputy District Attorney, many chose drug court and entered into rehab. But without the threat of a felony, Prop 47 opponents say there is little incentive to get treatment.

"I started to bail out and I went to court and they told me time served," Nathan told NBC 7 Investigates.

Before Prop 47, Nathan's charges would've been considered felonies and there's a good chance his sentencing would have kept him in jail today.

Since Prop 47 passed last November, the homeless population in downtown San Diego has increased by nearly 24 percent. Documents obtained by the Downtown San Diego Partnership show the current homeless count downtown is 677.

San Diego Police Department call records show the number of sleeper calls, when someone is sleeping where they're not supposed to, is up by 30 percent in East Village alone.

"Initially they opened up just one additional staff that they added on to the program, and just this last year they've opened another position, and a couple months ago they hired a third outreach worker," said Lucky Michael, a homeless outreach coordinator for the [Downtown Partnership's Clean and Safe Program](#).

She's one of three members monitoring and assisting the homeless for the downtown neighborhood group.

"There are those who are situationally homeless, those with severe mental illness, and those with criminal justice involvement such as AB109-ers and Prop 47," Michael said.

She said it's too early to tell if there's any link between the increased homeless population and Prop 47 -- a sentiment mirrored by San Diego Police and the former Police Chief William Lansdowne, who co-wrote the measure.

"The homeless population is going up because of some of the economic issues going on and the inability to get into treatment programs. This is designed to begin to fund that," Lansdowne said.

He estimates roughly \$100 million from Prop 47 will be available for programs like substance abuse treatment.

Right now, the Downtown San Diego Partnership works with a variety of partners like the Police Department's Homeless Outreach Team and [Connections Housing](#).

Nathan told NBC 7 Investigates he would be willing to enter a detox program if one became available.

Court records show in March of last year, Nathan had been ordered to report to a residential drug treatment program, but when Nathan's felony conviction was reduced to a misdemeanor due to Prop 47, he was put on an informal probation. That means a probation officer isn't checking up on him and there are few, if any, consequences for not fulfilling the terms.

# DOWNTOWN SAN DIEGO PARTNERSHIP



Downtown San Diego Partnership, California Apartment Association  
Launch 3rd Annual Make Change Count Fundraiser

<http://www.kusi.com/clip/12024609/make-change-count-fundraiser>

