



# Downtown San Diego Partnership *Business Improvement District*

Annual Report  
Fiscal Year 2012

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

*Boundaries: Ash to E & 1st to 10th (with the exception of 4th and 5th from Broadway to E)*

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## *Downtown Circulator Shuttle:*

We are working on strategies to help alleviate parking challenges in downtown. One of the strategies is to implement a circulator shuttle that would provide a simple and quick way to travel throughout the different neighborhoods within downtown.

The Downtown San Diego Partnership is working with Civic San Diego to develop a Strategic Implementation Plan which will provide an outline and scope for the circulator shuttle. Our goal is to have a pilot program up and running by 2015.

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## *Donation Stations*

After visiting Denver and reviewing their studies on the impacts of their homeless meter program, we decided to launch a pilot program of our

own homeless meters in downtown San Diego. We have an initial donation of 25 high-tech meters that will be placed throughout downtown. We have installed three at Westfield Horton Plaza, four at Irvine Company properties and will continue to install them throughout downtown.

The goal of this program are to increase awareness about San Diego's homeless impacts on our community and to discourage people from giving money directly to the panhandlers. According to a report on Denver's program, the meters have resulted in an 83% reduction in panhandling in the downtown area. The money raised from these stations will be used to pay for homeless efforts.

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## *B Street Banners*

The Downtown San Diego Partnership BID's B Street Banner program is a success!

This program benefits downtown by adding color, excitement and character, while creating awareness for important civic and cultural events, celebrations and conventions occurring downtown. The program offers eligible groups the opportunity to showcase banners along several key thoroughfares. The program is highly popular, with some dates being reserved as much as three years in advance.

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## *San Diego City Apps Challenge Event*

The Downtown San Diego Partnership BID was proud to co-host the San Diego City Apps Challenge Awards Ceremony and Reception on June 28 2012 at Co-Merge Workplace.

The event recognized the winners and celebrated the efforts of all of those who responded to the Mayor's challenge to create innovative applications that enhance city services or quality of life for San Diegans.

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# Financial Report

BID income and expenditures for Fiscal Year 2012:

## *Income*

Assessments: \$48,205  
SBEP: \$21,714  
Banner: \$5,000  
Total Income: \$74,919

## *Expenses*

Operating \$19,500.03  
Promotion \$999.97  
Personnel \$40,071.78  
Special Events \$4,847.27  
Bank Fees \$110.82  
Contingency \$5,000  
Total Expense: \$70,529.87

Carry Forward: \$4,389.13

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