



Downtown San Diego Partnership

Business Improvement District

Annual Report

Fiscal Year 2013



Downtown BID

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 acts as a catalyst working with business, community and city partners to promote positive change in the neighborhood.

Boundaries:
Ash St. to E St. & 1st Ave. to 10



Downtown Mobility

To improve mobility in downtown, the Downtown Partnership has been busy working on a variety of items to get people moving in our urban core, including:

- Completed Downtown Circulator Shuttle Strategic Implementation Plan.
- Plans to connect Uptown/Downtown and serve Balboa Park in anticipation of the 2015 Centennial Celebration.
- Formed the Shuttle Advisory Committee that will implement the plan and establish a Shuttle System in downtown.
- Advocating for robust bike-sharing program and the installation of additional bike racks throughout downtown.

Ave. (with the exception of 4th Ave. and 5th Ave. from Broadway to E St.)

- Beautification efforts along transit and pedestrian corridors to increase the quality of the pedestrian and transit experience.
- Continue to promote the Downtown Partnership's program of offering discounted transit passes to participating Downtown Businesses and their employees.



"Make Change Count" Campaign!



The "Make Change Count" campaign is focused on the Downtown San Diego Partnership's newly expanded donation station program. The donation stations, which look like red parking meters, can be found in a variety of locations in Downtown and accept

coins and credit card payments. The meters discourage panhandling while providing the public an opportunity to donate to programs and services designed to help end homelessness in Downtown.

Please consider making a small contribution to help end homelessness in Downtown San Diego via our "Make Change Count" initiative. All contributions received go toward getting people off the streets and into safe, secure housing. Even \$10 helps!

To make a donation online or to learn more about our efforts to help end homelessness in Downtown, [click here](#).

You can also make a contribution at one of our several red donation stations throughout Downtown. Coins, dollar bills, and credit cards are accepted at all donation stations. To view a complete list of the donation stations locations, [click here](#).

You can also make a donation at participating Downtown shops and restaurants. Here are a few locations where you can find them:

RA Sushi
Tender Greens
Los Panchos on 5th & E

**Gaslamp Tavern
Hard Rock Café
Café Lulu
Whiskey Girl
Gaslamp 15 Cinemas
Urban Outfitters
Ciro's
CVS
Wet Willie's
Heavenly Cupcake
House of Blues**

If you are interested in installing a red donation station or hosting a "Make Change Count" canister at your Downtown restaurant or business please contact, Jennifer Davies at jdavies@downtownsandiego.org

A special thank you to our sponsors & everyone who has contributed to the "Made Change Count" initiative!

Create the Vibe!

To help activate the downtown core, we've been working on efforts to highlight our public space, promote the bustling nightlife and cultivate the arts and culture scene:

- Developed initial phase of a comprehensive program to use tactical urbanism and placemaking practices to reimagine public spaces. Highlights include:
- Coordinated and promoted the first-ever Downtown-wide Park(ing) Day to help the community reimagine how to use our streets and sidewalks.
- Held the highly successful "Reimagine C Street" attracting hundreds of community members to engage them in a discussion about how to revitalize this important civic corridor.
- Hosted Fred Kent, president of the Project for Public Spaces, to help guide placemaking efforts in Downtown and along the waterfront.
- Established the Creative Culture Committee to focus on efforts to develop a comprehensive placemaking strategy as well as attract and promote arts and culture events at venues throughout Downtown.



Street Banner Program!



Downtown San Diego is the core of commerce, entertainment, arts and culture, and government for our greater region of 2.5 million people. The *Downtown San Diego Street Banner Program* provides a unique and highly visible marketing tool to capture a large audience - right in the heart of our urban centre.

For more information on the DSDP Street Banner Program, [click here](#).



2014 State of the City Address | January 15, 2014

Honorable Mayor Todd Gloria



Honorable Mayor Todd Gloria
invites you to the State of the City
Annual Address

invites you to the

**STATE
OF
THE CITY**
ANNUAL ADDRESS

Wednesday, January 15, 2014
Balboa Theatre | 868 Fourth Avenue
San Diego, CA 92101
6:00 p.m. - 7:30 p.m.
Doors open at 5:30 p.m.

Seating provided on a first-come, first-served basis.
Theater general parking is available at the NBC Building on Broadway Circle.
Reception immediately following
Venues subject to change. Please
No Hard Bar

Event Details

Wednesday, January 15, 2014
Balboa Theatre | 868 Fourth
Avenue
San Diego, CA 92101
6:00 - 7:30 p.m.
Doors open at 5:30 p.m.

For additional event information
please, [click here](#).



Financial Report

BID Income and Expenditures for FY13:

Income:

Assessments: \$60,327.68
SBEP: \$10,453.62
BID Recon.: \$10,714.38
Banner: \$5,000.00
Total Income: \$86,495.68

Expenses:

Operating: \$25,000.00
Promotion: \$410.11
Personnel: \$46,017.10
Special Events: \$3,068.47
Contingency: \$7,000.00
Total Expense: \$81,495.68

Net Income: \$5,000

Keep up with the Partnership via social media!

Check us out on [Facebook](#), [Twitter](#) and [LinkedIn](#) to find out what we're up to on a daily basis. Or, need help spreading the word about an event? Let us know. We'll gladly post.