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**Downtown San Diego Clean & Safe
Media Update
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BISNOW

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MILLENNIAL TALENT OFFERS HOPE FOR EVOLVING DOWNTOWN INNOVATION ECONOMY

By Patricia Kirk | May 12, 2016

<https://www.bisnow.com/san-diego/news/tech/millennial-talent-is-hope-for-evolving-innovation-economy-in-downtown-59953>

Paragon Real Estate Investments is bullish on Downtown San Diego because it has all the characteristics that attract young, educated workers who want to live in a walkable, urban environment with housing, jobs and entertainment, notes Paragon co-founder Ricardo Jinich, who is among the notable Downtown San Diego stakeholders presenting at our San Diego's 3rd Annual Evolution of Downtown event on May 18.

Paragon is a locally based private real estate investment fund, composed of high-net-worth investors and family offices, focused primarily on retail and mixed-use assets in dense urban markets.



Pictured is Bridgeworks, a historic trophy mixed-use property on 5th Avenue at the gateway to the Gaslamp Quarter and across the street from the SD Convention Center. Paragon owns 19k SF of multi-tenant retail space on the ground level. Ricardo notes Downtown's population continues to grow because Millennials want to live there, and "little by little companies will look at downtown, because that's where the talent they seek lives," he tells us. Downtown's population has grown from 17,000 to 40,000 since 2000, when the city began redeveloping the urban core, according to Civic San Diego, which expects the population to increase to 90,000 over the next 20 years. "In the early innings, San Diego had great qualities, but lacked an exciting Downtown environment," Ricardo says, pointing out residents needed to come first to entice employers to locate here. The city's primary employment base is in suburban markets, because that's where previous generations preferred to live, he says.



Pictured is Paragon's Unicorn Building, a 13k SF retail/creative office space adjacent to Sempra Energy's new headquarters in East Village. Ricardo doubts many major suburban employers will relocate their operations to Downtown, but he contends the live/work/play lifestyle and waterfront location mean Downtown will be able to compete with the likes of San Francisco, Silicon Valley, Silicon Beach and other tech hubs for talent. "In the new economy of tech companies, Downtown San Diego will get its fair share of jobs," he says, noting the **Downtown Partnership** reported 110 startups in Downtown, double the number from a year ago.



Pictured is a vision for IDEA1's central courtyard, which is designed as a gathering place to connect with like-minded creatives, tech professionals and entrepreneurs. The city is creating the I.D.E.A District in East Village, which includes The Makers Quarter, Quartyard, FAB Lab, Urban Discover Academy and SMARTS Farm. The overall goal is to attract highly educated, innovative tech and creative talent to grow entrepreneurial projects or startups and create jobs. IDEA1, the district's first project, will serve as catalyst and model project for other developers here. It features a mix of co-working office space, retail, housing, recreational amenities and gathering spaces in a connected environment that supports collaboration and creativity and generates entrepreneurial startups.



Pictured are the Atria condos in the popular Marina District, where Paragon owns more than 11k SF of retail space on the ground floor. Ricardo is a believer in bringing more of everything to Downtown—craft breweries, a neighborhood for artists, cultural events, universities, the Chargers stadium and convention center expansion, entertainment venues—to continue growing the population and attracting Millennial talent. “Once you have young educated Millennials, it will attract employers and retailers. This will attract more people, so it becomes a self-reinforcing mechanism,” he explains.



Paragon owns a number of projects in Downtown San Diego, including 22k SF of ground-level retail space at Park Terrace (above). This high-profile project is adjacent to Petco Ballpark and the new public library in East Village. Hear more from Ricardo and other Downtown stakeholders at San Diego’s 3rd Annual Evolution of Downtown on May 18, beginning at 7:30am with breakfast and networking at the Westin San Diego, 400 W Broadway in Downtown.

Makers Quarter project begins next to City College

By: Thomas Chesy | May 17, 2016

<http://www.sdcitytimes.com/news/2016/05/17/makers-quarter-project-begins-next-to-city-college/>

The Goodwill store and donation center, which once stood across the street from City College's V Building on 16th and Broadway, was torn down earlier this semester and is now a busy construction site, the first phase of a Makers Quarter area.

Makers Quarter is a planned mixed-use redevelopment of the deteriorating Jerome's Furniture warehouse land and will feature parks, office space, retail shopping and luxury apartments.

Kris Michell, of the Downtown San Diego Partnership, calls this area "the last jewel in the crown of downtown."

The first phase of Makers Quarter, and the nearest to City College, will be the Broadstone apartment complex, a 50,000-square-foot site, bounded by Broadway and 16th, 17th and E streets. The \$60 million, 265-unit project was unveiled to the public on April 11.

"Makers Quarter is going to be that unique public space for innovation, for new start-ups, for residential, for restaurants," Mayor Kevin Faulconer told CBS 8 at the groundbreaking ceremony that day.

Inspired by the Maker Movement, the goal of the project is to make the area the city's new high-tech job center.

Robert Gettinger, a representative for SLP Urban Development, which is responsible for the Makers Quarter development, spoke about the impact of Makers Quarter on City College.

"I think creating a vibrant community in this area could really benefit City College and City College's future," Gettinger said.

Original plans for re-development of the Jerome's Furniture warehouse area have fallen through in previous years, and it wasn't until 2013 that the current \$900 million master plan for Makers Quarter was announced.

According to Gettinger, Makers Quarter is expected to be completed sometime in the early 2020's.

“Parts (of Makers Quarter) will be opening by the end of 2016, and it’s really going to continue and progress through the next five to seven years,” said Gettinger.

According to the Makers Quarter website (makersquarter.com), the Broadstone apartment building will have underground parking. It remains to be seen how the influx of new residents to City College’s area will affect the campus.



Spice Problem Growing in San Diego

May 18, 2016



http://www.nbcsandiego.com/on-air/as-seen-on/greg4pm0518_San-Diego-380043271.html

Representatives from the Downtown Partnership and Clean & Safe, alongside SAY San Diego, the Central Region Prevention Coalition, the Center for Community Research, the County of San Diego and other city leaders, participate in a media event to promote education and raise awareness on synthetic cannabinoids (“spice”).



Civic Leaders Warn of the Dangers of Spice

May 18, 2016



<http://www.cbs8.com/story/32010050/civic-leaders-warn-of-the-dangers-of-spice>

San Diego leaders on Wednesday said the number of poisonings from the synthetic drug known as spice is exploding.

The alarming number of spice poisoning has primarily impacted homeless men in San Diego's downtown area, as well as, Hillcrest.

The spice poisonings have put a strain on emergency medical services, which has created a call for action.

Since January 2012, selling synthetic cannabinoid compounds -- including psychoactive "bath salts" and certain herbal incenses -- has been illegal in California.

Spice is made by mixing chemicals imported from China with acetone and spraying the compound on plant material so the end product looks like marijuana.

With no regulation over the illicit manufacturing of Spice, it has freely flowed into distribution networks that supply smoke shops, convenience stores and other retailers, where it is billed as "legal pot," according to Dumanis' office.

Last fall and winter, emergency personnel responded to three outbreaks of Spice overdoses involving a combined total of more than two dozen patients who had smoked the drug in downtown San Diego.

Abusers of Spice sometimes wind up at poison-control centers with symptoms that include rapid heart rate, vomiting, agitation, confusion and hallucinations. The substance also can raise blood pressure and lead to reduced blood supply to the heart.

Despite such incidents and the state ban on Spice, convenience stores, smoke shops and other retailers have continued to sell it, according to police.

Some brand names under which the drug is marketed include "Mr. Nice Guy," "California Dreams," "Scooby Snax," "Green Buddha," "24K" and "Nuclear Bomb."

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San Diego Attracting Millennials Downtown, Plans to Launch On-Demand Transportation Service



By Patricia Kirk | May 24, 2016

https://www.bisnow.com/national/news/economy/san-diego-creating-a-downtown-to-attract-the-brightest-most-inventive-millennial-talent-60397?be=erin.dammen%40berkadia.com&utm_source=Newsletter&utm_medium=email&utm_campaign=tue-24-may-2016-000000-0500_san-diego-re

A new study of Downtown San Diego gives insight into what locals want in their Downtown and what it takes to attract Millennial talent and grow Downtown's innovation economy. Attendees at our third annual Evolution of Downtown San Diego heard about the study and its implications for future growth.

Downtown San Diego Partnership president/CEO Kris Michell (above) and UCSD Downtown Extension associate dean Mary Walshok, who conducted a demographic study of Downtown SD, presented the results at the event. Kris noted the study combined information from 38 town hall meetings with Downtown data from a regional study by the San Diego Foundation and aggregated into a “to do list.” Kris noted Millennials are the largest group by far nationally, and seven out of 10 of will live in an urban environment by 2050.

“This is the first time in 100 years that urban growth is outpacing suburban growth, according to the US Census,” she added. Kris said Downtown's four square miles has a population of about 35,000, as well as 25,000 housing units, about 130,000 jobs and 110 startups. The median income per capita Downtown is \$73k, while the per capita income countywide is \$59k. Additionally, 51% of the Downtown population has a four-year college degree or greater, while 34% of the county's population has a four-year college education.

Downtown is dominated by 30-somethings in their greatest spending years, Kris said. By 2020, 50% of the Downtown workforce will be Millennials. “Millennials are the future, and we need to create a Downtown that attracts them,” she emphasized.

On that note, Kris announced Downtown SD Partnership and Civic San Diego are launching an on-demand transportation system in July, which will operate similar to Uber and take Downtown residents “to and from” for free. She said this service will be funded with advertising and subsidized by the parking district. It is expected to operate 60 electric vehicles when fully operational in three years.



Mary (above) followed with four points that indicate San Diego is poised to grow an innovation economy. “First, talent drives regional prosperity, and young people today move where they want to live, then find a job,” she said, noting San Diego is among the top three Millennial markets. A San Diego Economic Development Corp study found 72,000 young adults moved into the region in 2014. “They didn’t have jobs then, but they do now,” Mary said. “This is a stunning number,” she added, pointing out only 35,000 young people moved to Stockholm, a city attractive to Millennials for its historic architecture, during the same period.

Pictured below is The Hub at IDEA1, a courtyard gathering and event space that connects this mixed-use project's other components. The first project in the East Village I.D.E.A. District, positioned as the city's tech hub, IDEA1 will serve as a catalyst and model for future development.



Downtown is already a startup and innovation hot spot, Mary added. While there are only 110 startups in Downtown now, that's double the number a year ago. "If we play our cards right, we will quickly have 300 to 500, with companies clustered around the inner core of the city, but also in contiguous neighborhoods, like Barrio Logan, Golden Hills and The Diamond," she suggested.

Millennials like working in co-working spaces with like-minded colleagues, she said. "Co-working spaces are incubators of ideas, and they will continue to grow if the city plans in a way that accommodates them," she said, pointing out there are 22 incubators and accelerators in San Diego, but only six Downtown. "We need more of them in Downtown, and hopefully UCSD will find a path, so we can be a part of growing them."



Mary also noted Downtown has a lot of the amenities that attract Millennials, offering a very walkable environment and is the epicenter of arts and culture, with Balboa Park and Theater District just up the hill and another theater district in the Gaslamp Quarter. Additionally, there are numerous restaurants and close to 100 bars and breweries, she said.

Pictured above is Downtown resident Sarah Czarnecki using the map at a Little Italy kiosk, which is part of a new Downtown wayfinding system designed to help pedestrians and cyclists find their way around.



Pictured is The Rey, a new 478-unit residential tower by Wood Partners in Downtown's Cortez Hill, which features a flexible lobby space that serves as co-working space by day and event space in the evenings.

“You can still have the California Dream in San Diego,” Mary said. As a tech hub, San Diego is third behind LA and San Francisco, “but could pull ahead if we marketed our comparative advantages,” she said. Calling SD’s \$2,261 average apartment rent “an obscene amount,” she noted it’s a bargain compared to Santa Monica and S.F. rents. Likewise, asking rent for office space in Downtown SD is \$30.48/SF, compared to \$89.50/SF (according to JLL) in Downtown S.F. and \$61.63/SF (according to CBRE) in the Santa Monica/Venice area.

“We need to plan and build a Downtown that ensures we attract Millennials and companies that have a value-add bonus for our economy,” Mary concluded. “We have an opportunity to reinvent our city as a magnet for the young, the edgy, the inventive—and it’s just a matter of time and will.”



Craft Beer and Bites returns to San Diego

By Liz Bowen | May 24, 2016



<http://www.discoverSD.com/news/2016/may/24/craft-beer-and-bites-event/>

Who doesn't like a good beer paired with gourmet food, especially when it's coming from the talented brewers and chefs of San Diego? The sixth annual Craft Beer + Bites event will return with 20 top local breweries, ample food truck options and unique entertainment on Friday, June 3 from 5 to 9 p.m.

This year's participating breweries include Stone Brewing Co., Societe Brewing, Mike Hess Brewing, Groundswell Brewery, Bitter Brothers Brewing Co., Boochcraft, Thorn Street Brewery, Wavelength Brewery, AleSmith Brewing Company and several more.

Snack on bites from some favorite local food trucks, like Mastiff Sausage Company, Currywurst, Simply Fresh and Moto Deli.

While gettin' your grub on, partake in a game of life-size Jenga or shop around vendors like SD Glass and Bottle Works, Stop Shop and Roll and Craft Beerd.

Craft Beer + Bites is a bi-annual event and a collaboration with San Diego State University College of Extended Studies Business of Craft Beer Program and the **Downtown San Diego Partnership**. Proceeds benefit the San Diego Brewers Guild.

The beer-filled event will take place at SILO in Makers Quarters. Tickets are \$35 in advance; \$40 at the door and can be purchased at eventbrite.com

For more information, visit makersquarters.com.

The San Diego Union-Tribune.

The Dish: Brew and Food Festival, new menus

By Kelly Moser | May 31, 2016

<http://www.sandiegouniontribune.com/news/2016/may/31/the-dish-dining-san-diego/>



Events

The **Chardonnay Shootout**, hosted by The WineSellar & Brasserie, will include a casual tasting of more than 20 Chardonnays from around the world. The tasting will feature highly rated selections, such as a 2013 Kongsgaard Napa Valley, a 2013 Newton Unfiltered Napa Valley and a 2012 Domaine Eden. 3:30 to 5:30 p.m. Saturday. 9550 Waples St., San Diego. \$21-\$29. (858) 450-9557 or winesellar.com

Craft Beer and Bites is kicking off San Diego's Craft Beer Month with an evening of gourmet food trucks, pours from 20 local breweries, outdoor games, local artisan vendors and live music. Guests will receive a custom tasting glass to sample top brewers, including Stone Brewing Co., Mike Hess Brewing Co., Bitter Brothers Brewing Co., Modern Times Beer and many others. The event is a collaboration between San Diego State University College of Extended Studies' Business of Craft Beer Program and **the Downtown San Diego Partnership**, benefiting the San Diego Brewers Guild. 5 to 9 p.m. Friday. SILO in Makers Quarters, 753 15th St., San Diego. \$30-\$40 (food not included in ticket price). makersquarter.com/happenings

The second annual **Brew and Food Festival** will feature more than 20 celebrity and local chefs, 10 musical acts across two stages, and 200 craft beers from 70 local and regional breweries. The three celebrity chefs — Chad White from “Top Chef” Season 13, Javier Plascencia of Bracero Cocina, and Justin Kingsley Hall of SLO-Boy in Las Vegas — will appear on the Culinary Stage for demonstrations of their original, beer-inspired dishes. Chefs from San Diego eateries will present culinary specialties for tastings. Elektric Voodoo will headline the musical lineup. *3 to 6 p.m. Saturday. 1600 Pacific Highway, San Diego. \$40 general admission; \$50 early entry; \$80 Mad Craft VIP.*
brewandfoodfest.com

The ninth annual **“A Taste for Sports”** — a gala benefiting SPORTS for Exceptional Athletes (S4EA), a nonprofit sports program for people with developmental disabilities — will feature tasty offerings from local restaurants and wineries, live music from the Steph Johnson Trio, and celebrity appearances from the San Diego Sockers, Basketball Hall of Famer Bill Walton, and Mad Mike from MTV’s “Pimp My Ride.” The San Diego Sockers’ MVP, Kraif Chiles, will be honored as SPORTS Man of the Year by S4EA. *6 to 9 p.m. today. Hall of Champions, Balboa Park, San Diego. \$60. (858) 565-7432 or Taste4SPORTS.com*



News in the Morning

Thursday, June 2, 2016

http://videos-f.jwpsrv.com/content/conversions/5faUDr51/videos/GxWazSeL-23399586.mp4?token=0_57562005_0xb96329f4ce49183825d905001dacdeea037ce876



The Downtown San Diego Partnership's Danny Reeves joins several others to talk to SD 6 about the upcoming Craft Beer + Bites event at SILO.



Guest Editorial: Concrete Solution to San Diego’s Growing Infrastructure Needs

By Councilmember Mark Kersey and Kris Michell | June 3, 2016

In Downtown San Diego, we see every day how neighborhood improvements can have a positive impact on our quality of life. New streetlights make our community safer. Fixing sidewalks increases walkability and improves business frontages. New bike lanes take cars off the road and reduce traffic.

In recent years, residents have seen more of this kind of work because improved economic times have allowed for spending on infrastructure and Mayor Kevin Faulconer and the City Council have chosen to make it a priority. City streets are being re-surfaced at the rate of 300 miles a year, storm water and drainage systems are being replaced, public safety facilities including police, lifeguard and fire stations are being built or restored and parks are coming on line.

While this is no doubt positive, it hasn’t always been this way. Fiscal turmoil and budgetary constraints caused by the economic downturn have tied the hands of our elected leaders for more than a decade, forcing infrastructure to be pushed down City Hall’s to-do list. Civic leaders and residents meanwhile struggled to come to consensus on where to get the money needed to address the problem.

With each passing year, the project backlog grew and by 2015, a city report identified \$3.87 billion in rotting infrastructure needs.

While city leaders have recently done a great job chipping away at the backlog, we need to take steps to ensure we never fall behind again. In June’s primary election, San Diego voters are being given a big say on the future direction of San Diego when they go to the polls to vote on a ballot measure that will determine the future of our city’s infrastructure security. We urge you to support Proposition H.

Commonly referred to as the Rebuild San Diego measure, Prop H secures up to \$4 billion in future revenue growth specifically for infrastructure — and does so without raising taxes. It’s a long-term plan that ensures the city budget reflects the priorities of San Diego residents who have said time and again that public facilities such as good streets and sidewalks should be among our top budget priorities.

Rather than asking voters to reach into their pockets, a bipartisan super-majority of the City Council sent Proposition H to the ballot in order to prove they can do more with existing tax money. Prop H relies on *expected growth in* existing revenue streams, and sets aside a portion for infrastructure repair and construction. This ensures infrastructure will remain a key budget priority even as we come out of the crisis stage we're in now.

Under the measure, over the next 25 years, the city will reserve any growth in the sales tax above the rate of the Consumer Price Index and capture all cash savings from reduced payments to the city's pension fund. Proposition H will also capture 50 percent of all growth in property tax, hotel tax and franchise fees over the next five years.

The measure isn't taking money away from other needs to help pay for infrastructure improvements, either; in fact, Proposition H will not take a single dollar away from what is already budgeted for other general fund needs. Instead, it relies on the natural growth of the economy. As the economy grows, the city will invest more in infrastructure. In years it slows, we'll invest less. If we hit an economic crisis, the measure allows for a one-year suspension upon a vote of the Council.

Let's not forget that by providing a steady funding stream dedicated to infrastructure, Proposition H will also provide steady jobs for San Diegans. From street repairs to building maintenance, the majority of work will be done by local companies and workers.

In addition to the Downtown San Diego Partnership, Proposition H is supported by Mayor Faulconer, the San Diego Regional Chamber of Commerce and the San Diego County Taxpayers Association.

For San Diego and Downtown to reach its fullest potential as a world-class city, it's necessary that we invest in our local assets. We urge your support for Proposition H on Tuesday, June 7. Let's continue the momentum and Rebuild San Diego.

—Kris Michell is president and CEO of the Downtown San Diego Partnership. Councilmember Mark Kersey represents the City of San Diego's 5th Council District. He is Chairman of the City's Infrastructure Committee.