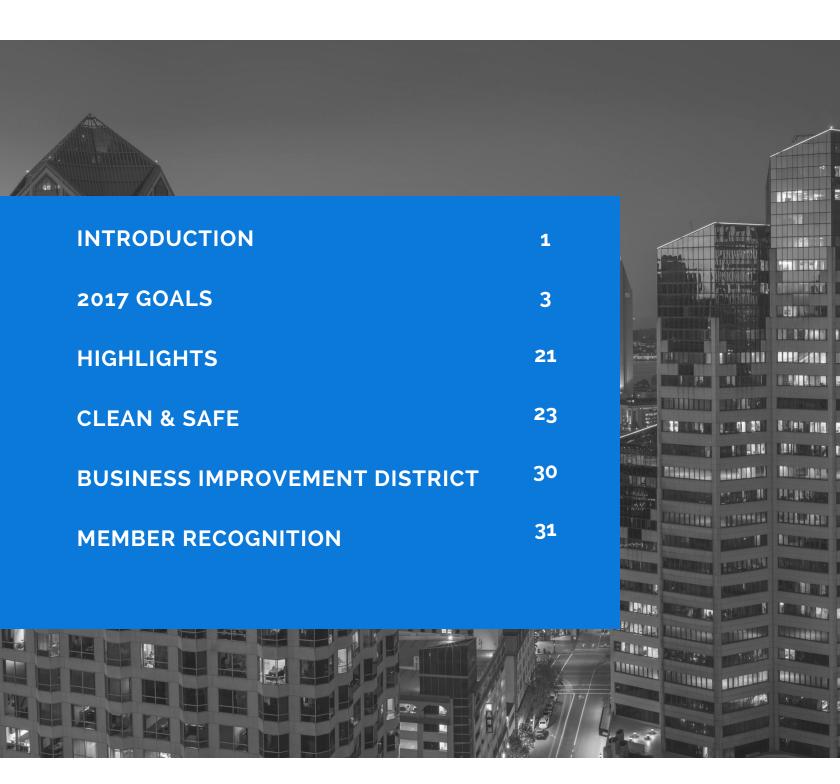


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A NOTE FROM OUR CHAIRMAN

Dear Members,

This year, the Downtown San Diego Partnership once again delivered on the ambitious agenda put forth by the Board of Directors. Although we will have a new fearless leader next year, the Partnership's ability to effect lasting change in the Downtown community will remain as strong as ever.

This report outlines the achievements of the Downtown Partnership in 2017, and lays the groundwork for continued efforts to enhance San Diego's growing urban core.

The Partnership staff works diligently to accomplish the goals defined in this report. However, without you – our members – these attainments would not be possible. We truly appreciate your dedication to our community and steadfast support of the organization. Thank you. We look forward to ushering in a new era, full of possibilities, together with you.

Best regards,

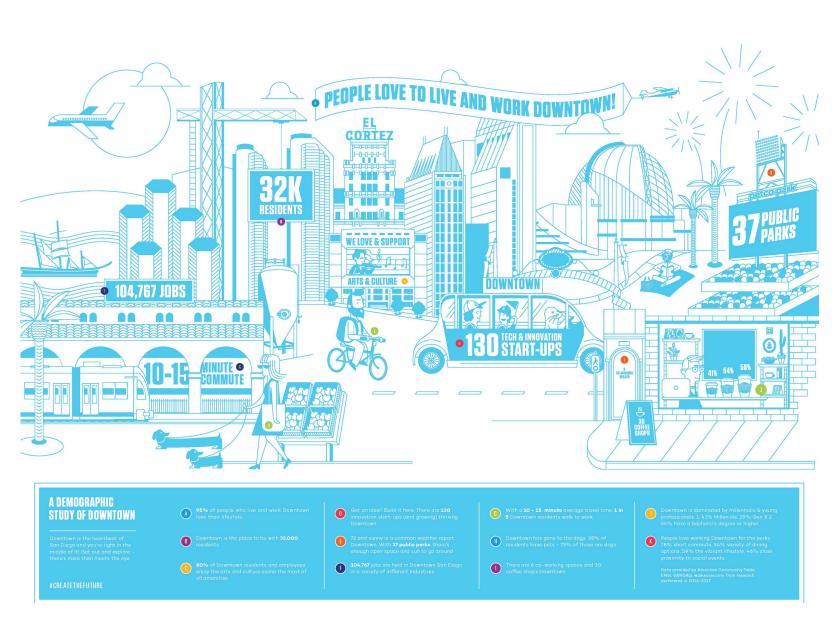


GM -

Craig Benedetto
Chairman of the Board
Downtown San Diego Partnership

INTRODUCTION

The Downtown San Diego Partnership partnered with a team of researchers at UC San Diego to get a pulse on just what exactly is happening Downtown. The results are exciting. Downtown is alive with innovation in business and opportunities for a thriving, residential, urban life. Here are some of the highlights:



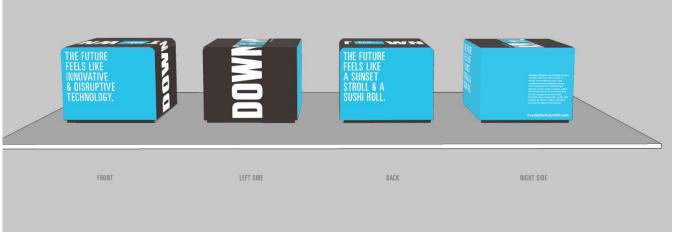
SAN DIEGO

Downtown San Diego is rich with art, history, and diversity throughout its neighborhoods, but hasn't always been successful in showcasing itself as the place to be for growth and innovation. By creating a new look for Downtown, these stories can be told with personality. We gathered the perspectives of both insider and outsider audiences through stakeholder interviews, community questionnaires, and third-party research to discover the themes that run through our city.

The new narrative and visual language for Downtown - crafted as a result of these interviews will define its character, generate excitement about Downtown's growth, be a resource for attracting talent and businesses, and serve as a platform for telling impactful stories. The future is Downtown.







2017 GOALS & OBJECTIVES







This report details the Downtown San Diego Partnership's progress on these six goals, as well as other milestones reached in 2017.









GOAL 1

REDUCE HOMELESSNESS

Reducing homelessness in a comprehensive and compassionate way is integral to creating a thriving Downtown – and one of the reasons this issue is our top priority. The Downtown San Diego Partnership has advocated for programs that effectively address homelessness, help move people off the streets, and connect individuals to housing resources. The following is a list of our efforts in 2017.

REDUCE HOMELESSNESS

- Reconnected 447 homeless individuals with family members through the Family Reunification Program, bringing the total number of people aided by the program to 1,479.
- Secured a \$144,000 grant from the San Diego Housing Commission to enhance the Family Reunification Program.
- Received a \$40,000 community enhancement grant from the County of San Diego to provide services for Downtown's homeless community.
- Connected with more than 1,000 homeless individuals on the streets of Downtown; provided direct resources, fostered relationships, and collected information.
- Conducted monthly homeless counts in Downtown San Diego to collect data and share that information with members of the community.
- Participated in monthly coordinated outreach events with local service providers including the San Diego Police Department (SDPD), SDPD Homeless Outreach Team, Alpha Project, Father Joe's Villages, Rachel's Women's Center, Friend to Friend, Veteran's Village of San Diego, San Diego Housing Commission, La Maestra Clinic, Mental Health Systems, McAlister Institute, and PATH San Diego – to connect individuals with appropriate resources.
- Collaborated with PATH San Diego to conduct weekly street outreach in Downtown's City Center.
- Partnered with San Diego's Regional Task Force on the Homeless to coordinate Downtown's annual point-in-time count and survey, WeAllCount.





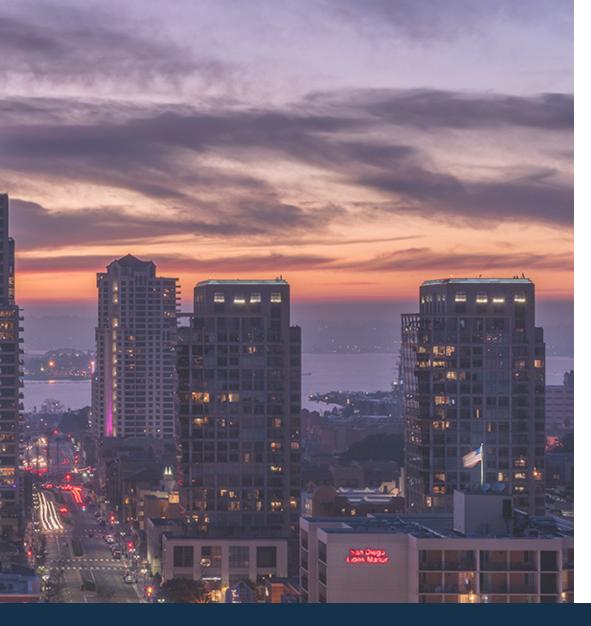


REDUCE HOMELESSNESS

- Hosted and participated in community forums, roundtable events, and panel discussions regarding homeless issues, challenges, and successes.
- Met with elected, appointed, and community leaders to discuss common challenges and potential solutions to homelessness in our region.
- Hosted a Hepatitis A vaccination event, complete with 200 vaccines and additional health information, with American Medical Response to provide at-risk individuals with much-needed protection against the disease.
- Raised \$40,000 for additional Hepatitis A vaccines.
- Participated in the 11th Annual Project Homeless Connect, hosted by the San Diego Housing Commission. This one-day fair in Downtown San Diego brought together nearly 400 volunteers and 90 service providers to assist more than 1,000 homeless individuals.
- Continued efforts to educate volunteers on responsible ways to donate meals, goods, and time to those in need in the urban core.
- Continued to raise awareness about, and funding for, homelessness through the 5th Annual Make Change Count fundraising campaign.
- Conceptually supported the Sprung Industrial Tent initiative, so long as it resulted in the ability of the City to perform compassionate enforcement of the illegal lodging ordinance.
- Coordinated meetings with County and City officials to promote communication, awareness, and collaboration to effectively respond to the Hepatitis A outbreak.







GOAL 2

DRIVE ECONOMIC DEVELOPMENT

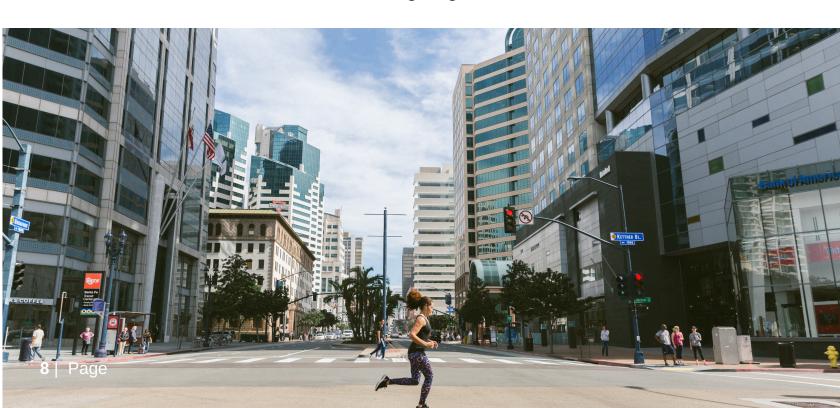
The region's top three economic drivers are innovation, tourism, and the military. As economic and demographic trends attract more companies to urban centers, it is imperative to ensure we are growing both Downtown San Diego and the region's larger economy in a thoughtful, inclusive manner. Here are some of the ways we accomplished this goal in 2017.



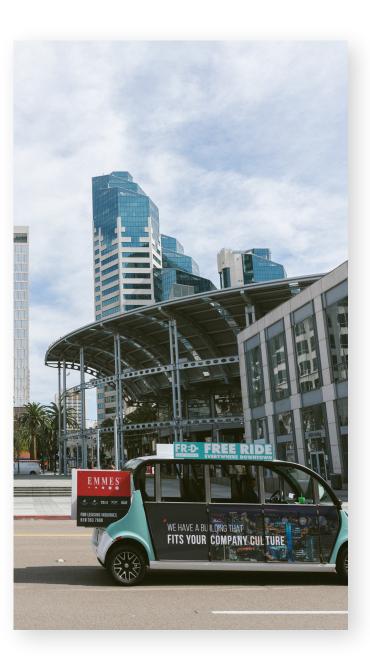


DRIVE ECONOMIC DEVELOPMENT

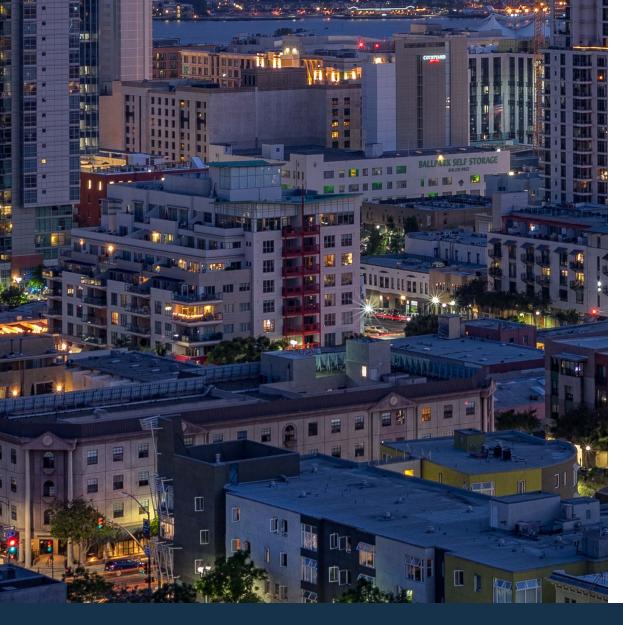
- Updated the Downtown Demographic Study in partnership with UC San Diego Extension and designed a graphic dashboard that conforms to the Downtown branding campaign to illustrate changes to the demographic data from year to year.
- Worked with SDG&E to apply for State Greenhouse Gas Reduction Fund funding to expand FRED's fleet and area of operation, and worked with Civic San Diego and the City of San Diego to identify and recruit partner agencies to provide additional financial support for the program.
- Supported Civic San Diego's efforts to establish key performance indicators to demonstrate Civic's benefit in attracting investment to our urban center and the greater San Diego region.
- Launched the second year of the Collaboratory for Downtown Innovation (CDI) an initiative
 designed to support and strengthen Downtown's growing tech ecosystem. This year, CDI
 hosted 22 workshop sessions, and brought together 75 entrepreneurs, 65 community scouts,
 and 34 local partners (including Tech Coast Angels, San Diego Venture Group, San Diego
 Regional Economic Development Corporation, San Diego Creative Foundation, SEED San
 Diego, Startup San Diego, and many others).
- Provided educational presentations to Divco West and Related to promote the attractiveness of investing in Downtown San Diego and coordinated introductions to potential partners in order to facilitate investments in the San Diego region.



DRIVE ECONOMIC DEVELOPMENT



- Lead the Downtown component of the regional response to Amazon's HQ2 request for proposals.
 Consolidated property owners and gathered property data, supported the City's efforts to develop GIS maps, and worked in collaboration with the regional working group to develop a comprehensive and competitive proposal for Amazon's next headquarters.
- Worked in partnership with Circulate San Diego and a coalition of stakeholders to write, vet, and adopt the City's placemaking ordinance to support the creation of a process that will allow for expedited permission to activate our underutilized urban spaces.
- Participated in presentations and Downtown tours for representatives visiting from cities and chambers of commerce from around the country, in order to promote Downtown San Diego as a hotbed of innovation and collaboration.
- Co-chaired the local Urban Land Institute
 Binational Initiative to ensure that Downtown is
 viewed as an integral component of the growing
 binational economy and to explore how our urban
 core can better serve the region's larger goals.
- Engaged the Public Spaces Foundation to undertake efforts to improve the use and activation of Downtown's parks and open spaces, and developed a Parks Activation Plan in partnership with the City of San Diego's Parks and Recreation Department to collaborate on regular events in Downtown's public parks.
- Formed the Business Expansion Subcommittee of the Commercial Enhancement Program Committee to facilitate the development of proactive retention and business recruitment strategies, and joined the Regional EDC's Economic Development Committee to ensure cross collaboration with our region's other economic development entities.



GOAL 3

CHAMPION LARGE CIVIC PROJECTS

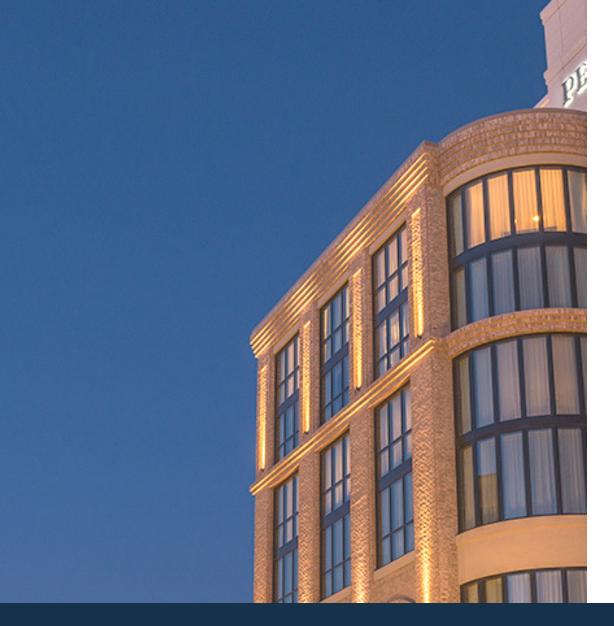
The world's most iconic cities all have something in common: awe-inspiring structures and vibrant open spaces. For Downtown San Diego to compete on the world stage, we must invest in these types of projects. Read on to find out how we worked towards those aspirations this year.



CHAMPION LARGE CIVIC PROJECTS

- Collaborated with UC San Diego Extension, Civic San Diego, the City of San Diego, and Holland Partner
 Group to break ground on "UC San Diego Urban" a 66,000 square-foot facility that will feature
 technological exhibits, lectures, forums, performance space, and artwork; all of which will foster a deeper
 connection between the urban community and the university.
- Conceptually supported a ballot measure that would finance a contagious convention center expansion as well as spending related to infrastructure and addressing homelessness.
- Organized meetings with stakeholders and key decision makers to facilitate the creation of a ballot measure to support the expansion of the San Diego Convention Center.
- Supported Civic San Diego's General Development Plan for Children's Park and advocated for its approval.
- Convened initial discussions between key community members and the Catholic Diocese regarding the disposition of land to allow for the development of Saint Joseph's Park in the Cortez Community.
- Assembled meetings with the Mayor's office to present an opportunity to move San Diego's City Hall, providing a chance for the redevelopment of the Civic Centre Complex.
- Worked with the City and EDC on the Amazon HQ2 proposal; creating opportunities for the development of major office projects on public land, including the redevelopment of the Civic Centre Complex and Tailgate Park.





GOAL 4

MARKET DOWNTOWN

For Downtown San Diego to be successful in an increasingly urbanized world, we must create, embrace, and promote all the incredible opportunities our city's center has to offer. Check out the progress we made this year.



MARKET DOWNTOWN

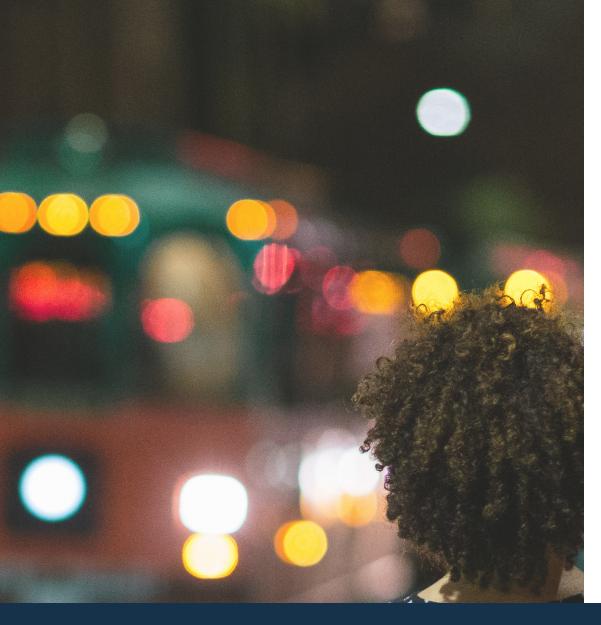


- Established CANVAS as the driver of the Neighborhood Enhancement Program. CANVAS seeks to establish a sense of identity and character within districts of Downtown San Diego through tailored services cultivated by a comprehensive, community-driven, bottom-up approach.
- Increased brand awareness through social media community management growing online followers to 6,800 on Facebook; 11,500 on Twitter; and 4,232 on Instagram.
- Completed branding contract agreement with Grizzly Creative and successfully launched the Downtown San Diego brand to 800 San Diego influencers at the 2017 Alonzo Awards.
- Published a cohesive Downtown marketing guide that included information collected in the 2nd edition of the annual demographic study, produced in collaboration with UC San Diego Extension.
- Launched createthefuturesd.com, a website focused solely on being the go-to source for valuable information on Downtown's culture, economy, lifestyle, and innovative ecosystem.
- Conducted extensive community outreach to more than 100 neighborhood associations and community groups in order establish consistent Downtown brand messaging and promote major events.
- Developed a successful communications strategy that ensured coverage of Partnership events and initiatives by local newspapers, television stations, and online news outlets.
- Secured media partnerships with key outlets to increase awareness about the growth, amenities, and projects in Downtown San Diego.
- Attended the City Nation Place Americas placemaking and place-branding conference in New York City to research best practices and visit successful placemaking efforts in the City.
- Invited Fred Kent, with Project for Public Spaces, to Downtown San Diego to share his vast knowledge on placemaking and reimagining public spaces. Through a series of workshops, meetings, and events, more than 200 San Diegans worked together on ideas to transform our community through the activation of community places.

MARKET DOWNTOWN



- Collaborated with the Gaslamp Quarter Association on a project to redesign Island Avenue, between 4th and 5th Avenues, into a pedestrian center with placemaking and urban activation.
- Established the Columbia Community Foundation: a nonprofit organization for the Columbia District, focused on neighborhood enhancement services and placemaking for the area.
- Secured \$198,000 in Downtown Parking District funds for improvements in the Columbia District.
- Partnered with RAD Lab to develop a holistic approach to establish the Columbia District as a regional destination.
 On-going efforts focus on identifying placemaking, place-branding, beautification, and programming that complement the Columbia District's neighborhood profile. Additional efforts include, conducting community surveys, holding stakeholder interviews, analyzing pedestrian information, researching the neighborhood's history, and mapping neighborhood assets and opportunities.
- Hosted a pop-up dog park during CicloSDias, an annual community event that closes streets to cars for the day to allow pedestrians, cyclists, and skaters to ride freely along the roadways. Dogs of all sizes stopped by our Bark Park for treats, games, and giveaways throughout the day.
- Participated in Downtown at Sundown with the Museum of Contemporary Art San Diego and the Downtown SDSU Art Gallery. Downtown at Sundown is a free monthly community event that draws as many as 900 people from all over San Diego to art installations and local businesses in the Columbia District.
- Put on the fourth and largest season of the Sounds of Summer concert series. Once again, the Partnership
 collaborated with GigTown to fill the Downtown streets with local music during June, July, and August. This year
 was bigger and better than ever before, with 41 free concerts throughout the Columbia District, City Center,
 Gaslamp Quarter, and East Village neighborhoods. We also expanded the series to include six nighttime shows in
 Fault Line Park.
- Renewed our membership to the International Downtown Association in an effort to keep learning from our international counterparts.



GOAL 5

PARTICIPATE IN POLITICAL ADVOCACY

Supporting candidates and initiatives that will boost Downtown San Diego's growth and development is key to creating a first-rate urban core. The following outlines ways in which we advocated for our community this year.



PARTICIPATE IN POLITICAL ADVOCACY

- Adopted a proactive Public Policy Strategic Plan to direct policy initiatives and priorities in 2017.
- Convened stakeholder meetings to discuss potential parking strategies to include in the Comprehensive Parking Plan update for Downtown. Met with Civic San Diego's parking consultant to relay concepts and advocate for their adoption into the parking plan update.
- Joined the 5G, Small Cell Wireless Facilities Coalition and participated with stakeholders in the process of finalizing State legislative framework.
- Supported the Overture Project (California Theatre site) as it was considered by Civic San Diego's Board of Directors, the Historical Resources Board, Planning Commission, and City Council.
- Urged both Civic San Diego and MTS to not extend or renew the Conditional Use Permit for the Greyhound Bus Terminal's site at 1313 National Avenue in East Village.
- Convened meetings with stakeholders and with City and Mayoral staff to develop strategies and goals incorporated into Mayor Faulconer's Housing Initiative, which was ultimately supported and advocated for by our organization.
- Presented to the City Council's Smart Growth and Land Use Committee regarding Housing Affordability Priorities for Downtown, the challenges associated with the current state of housing in our urban communities, and policy opportunities to address the housing crisis.
- Conceptually supported the financing of a contiguous convention center expansion and spending related to infrastructure and homelessness purposes through a ballot measure. Advocated for funding to be appropriated in the City of San Diego's budget for such ballot measure.
- Supported Civic San Diego's General Development Plan for Children's Park.



PARTICIPATE IN POLITICAL ADVOCACY

- Supported Civic San Diego's General Development Plan for Children's Park.
- Opposed AB 199, legislation that could drastically increase the costs of projects built pursuant to an agreement with Civic San Diego.
- Supported AB 1323, legislation that would require the California Department of Water Resources to convene a stakeholder workgroup to develop, evaluate, and recommend proposals for establishing new water use targets for urban water suppliers.
- Convened discussions surrounding the use of Developer Impact Fees (DIF), and supported Civic San Diego's DIF priorities.
- Participated in workshops, convened stakeholder discussions, participated in press conferences, and testified on the City of San Diego's Community Choice Aggregation (CCA) Feasibility Study. Submitted a letter for public comment urging the City to give serious consideration to concerns identified through our engagement on the issue.
- Partnered with private industry, government agencies, and elected officials to request Greenhouse Gas Reduction Funds from the State of California to expand the FRED program.
- Joined the San Diego Regional Chamber's Mission to Washington D.C. and engaged in conversations with federal officials to request support in addressing our region's homeless crisis, as well as advancing economic development in San Diego.

CANDIDATES ENDORSED:

- Councilmember Chris Cate
- Sheriff Bill Gore
- District Attorney
 Summer Stephan
- Councilmember Lorie
 Zapf





GOAL 6

INCREASE MEMBER ENGAGEMENT

Reaching the annual goals of the Downtown Partnership would not be possible without our members. When our members thrive, our organization, and our Downtown economy, flourishes. This year, we delivered on this goal in a variety of ways.



INCREASE MEMBER ENGAGEMENT





- Once again, membership with the Downtown San Diego Partnership provided individuals with the opportunity to network and connect with elected officials and community leaders, as well as receive unique access and information on projects and activities taking place in Downtown San Diego.
- In 2017, members were kept in the loop regarding information, events, and happenings in Downtown through a weekly newsletter, sponsored by Cox Communications, and a monthly Tech & Real Estate Review, sponsored by Ace Parking.
- Highlighted Chairman, Sustaining, and Corporate level members through a weekly Member Spotlight and social media platforms.
- Continued to create innovative and unique membership packages to increase member value and engagement.
- Partnered with SDSU and USD to provide students with real work experience in Downtown San Diego.
- Continued to host can't-miss events. From the Alonzo Awards to networking mixers to informative panels, there was no shortage of opportunities to get involved in our community. Events this year included:
 - o Annual Kickoff Social | Hosted by Higgs Fletcher & Mack on January 19, 2017
 - o Annual Installation Dinner | Sponsored by SDG&E & featuring KEVtalk3 on March 2, 2017
 - o Developers and Designers Mixer | Hosted by Cavignac & Associates on May 11, 2017
 - o Annual Golf Tournament | Hosted by NRG on June 16, 2017
 - o Summer Social | Hosted by the Pendry San Diego on July 12, 2017
 - o 55th Annual Alonzo Awards Dinner | Sponsored by Clark Construction on October 19, 2017



INCREASE MEMBER ENGAGEMENT

- Held a Business Leaders Luncheon, featuring Executive Director Martin Klepper of the Build America Bureau. Attendees learned about valuable public private partnerships in the transportation realm.
- Hosted the Chairman's Circle Breakfast Series, sponsored by SDG&E, which fostered thoughtful discussions on topics relevant to Downtown.
- Presented the fourth annual Scripps Health "Healthy Living in the City" initiative that included weekly outdoor yoga classes in parks throughout Downtown and hundreds of yoga enthusiasts on the flight deck of the historic USS Midway, as well as quarterly cooking classes at Jimbo's...Naturally!
- Partnered with Banner Bank to host the 25th Annual Taste of Downtown, which brought together community members and Downtown business owners to celebrate the world-class cuisine available in our urban core.
- Hosted a "Business Case for Health Care" seminar in conjunction with Scripps Health, where industry experts offered their knowledge and expertise on the latest healthcare trends and weighed in on the best healthcare plans for employers of all sizes.
- Exceeded membership year-over-year income by \$25,195.65
- Exceeded net income projections from all annual events by \$48,878.14
- Added 40 New Members in 2017:
 - o 3 Chairman's Circle members
 - o 4 Sustaining members
 - o 10 Corporate members
 - o 17 Associate members
 - o 5 Nonprofit members





HIGHLIGHTS

CANVAS

A new endeavor in Downtown, CANVAS seeks to craft a distinct sense of place across our community, while highlighting the existing personalities of each corner of our urban core. Through community-driven programming, this neighborhood enhancement program will activate areas where people live, work, play, and thrive in Downtown San Diego. CANVAS will work to turn spaces into places tailored to the interests of residents and visitors alike.

Project for Public Spaces

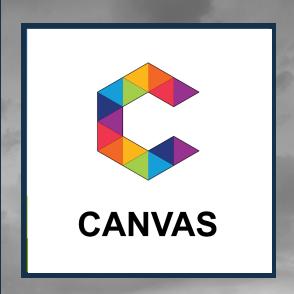
In September, the Downtown Partnership invited world-renowned placemaking expert Fred Kent, of Project for Public Spaces, to share his vast knowledge on creating a sense of place within the community and the art of activating public spaces. Fred and his team spent three days in Downtown San Diego, and held a breakfast lecture, community workshop, and Downtown site tour to advise on specific ways to bring vibrancy and activation to our urban communities. More than 200 people from throughout San Diego came together during these events to learn how we can work together to turn passion and ideas into reality in our neighborhoods.

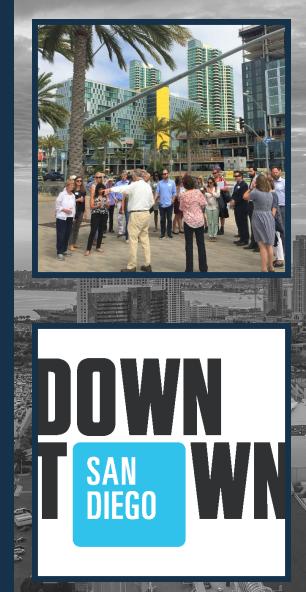
Downtown Branding Campaign

Downtown San Diego has a rich history of arts, business, and diversity, but hasn't always been successful in telling these stories and showcasing Downtown as the place to be for growth and innovation. Using thoughtful messaging, the hope of the Downtown branding campaign is to share the collective story of our urban core's continued evolution and attract new residents, tenants, and business partners. During the fall of 2017, the Partnership, in collaboration with Grizzly, introduced the new Downtown brand and Future Feels Like ____ campaign into the wild. The new visual identity and messaging system is impactful and engaging on every level. By infusing our neighborhoods with this brand, we are also effectively beautifying some areas that otherwise may be overlooked or underutilized. Opportunity is everywhere, and this brand will soon be too.

UC San Diego

At the Downtown Partnership, we have long recognized the importance of a world-class university presence in our urban core. To make this dream a reality, our organization has been in discussions with local universities since our 20-year strategic plan – Imagine Downtown – was published in 2013. This year, UC San Diego broke ground on a \$42 million, 66,000-square-foot complex at the corner of Park and Market in Downtown San Diego. This four-story center will create valuable opportunities for students, offer new community partnerships, and serve to catalyze more inclusive economic development. We truly see this as a game changer for both the Downtown community and the greater San Diego region. We applaud and congratulate Chancellor Pradeep Khosla and Dr. Mary Walshok for their incredible, inclusive vision that will encourage both equity and excellence in our urban core.







The Downtown San Diego Partnership's Clean & Safe program is a property and business improvement district, representing more than 11,000 property and business owners. The organization provides enhanced services for Downtown's six neighborhoods: City Center, Columbia District, Cortez Hill, East Village, Gaslamp Quarter, and Marina District. Patrolling the streets 24-hours a day, seven days a week, Clean & Safe crews perform maintenance duties in the public right-of-way, augmenting services provided by the City of San Diego. Safety crews safeguard 275 blocks in Downtown San Diego, as well as provide social outreach referrals. From the 48th Annual Comic-Con International Convention to a new and improved Family Reunification Program, Clean & Safe had a busy – and successful – 2017. Each year, our goal is to keep Downtown San Diego in tip-top shape for residents, businesses, and visitors. Through hard work, passion, and dedication, our team was able to deliver on that goal this year.

FAMILY REUNIFICATION PROGRAM



This year, the Clean & Safe Family Reunification Program was enhanced with a grant from the San Diego Housing Commission. The endowment allowed our homeless outreach team to reconnect more than 400 homeless individuals with family members throughout the country. Here are just two of the many success stories made possible through this collaborative effort to get the most vulnerable members of our community off the streets and connected with loved ones:

George, July 2017

George is a 57-year-old military veteran who is blind and had been on the streets of San Diego for more than 15 years. His final military deployment was here in town, where he was given an honorable discharge. George has struggled with alcoholism for years, which eventually led to homelessness. Initially, the Clean & Safe team began working with him to find a shelter bed and treatment services. Eventually, he expressed interest in being reconnected with his family. The challenge was that George did not have contact information for any of his four siblings or his uncle; only their names and cities where they might live.

The Clean & Safe homeless outreach coordinators used this small amount of information to search the internet and make phone calls to possible matches. Unbelievably, the team found his "baby sister," Manuella. She was eager to share every family member's contact information; she said they had been looking for George for nearly 20 years. The family rallied together to determine which location would be best for everyone - Fresno, Reno, Dallas, or Ft. Lauderdale. Together, the family agreed that George would find the most support with his uncle in Fresno. The San Diego Police Department's Homeless Outreach Team gave George a ride to the bus station, Travelers Aid provided him with a Greyhound voucher, and the Clean & Safe team ensured he was identified as a special passenger who required travel assistance. George successfully made it to Fresno at 5:50 p.m. on Thursday, July 7th.

Update: George called the Clean & Safe homeless outreach coordinators in October to give an update on his progress. He shared his new cell phone number with us, so we can keep in touch with him. He also invited the homeless outreach coordinators to join him for a family reunion in Fresno, CA. George reports that he is happy to be home, and that he is reconnecting with more family members.



FAMILY REUNIFICATION PROGRAM



Bill, September 2017

Two years ago, Bill left San Francisco and headed south to San Diego for a change in scenery. He spent some time in homeless shelters and more time living on the streets of Downtown San Diego. Bill wanted to reunite with his family, but did not have any contact information for his relatives. With the help of our homeless outreach coordinators, Bill was able to reconnect with his family members after 18 years away from them. He arrived in Salisbury, North Carolina on a Friday and was greeted by tears of joy from his loved ones. Krissy, Bill's sister, called our team and thanked us for making the reunion possible.

Update: Shortly after Bill's arrival at home, Krissy called to thank us, again, for our help and shared that Bill is safe, happy, and employed. In November, Krissy texted Latara, one of our homeless outreach coordinators, the following message: Hi Latara. My experience with the Clean & Safe program, primarily with you, has been – to say the least – life changing. You have given me my brother back and I can never begin to thank you enough. You were so caring, patient, and helpful. I feel like you're one of the family. You dealt with my family so professionally while we were an emotional wreck. Thank you so very much.

Bill (front right) pictured with his siblings (Terry, Krissy, and Cheryl) at dinner in North Carolina.





PLACEMAKING

Creating unique neighborhood identities for our six diverse Downtown communities through inspired placemaking events and programs is essential to reinvigorating our urban core.

Downtown Sessions

The Downtown San Diego Partnership Clean & Safe hosted four successful Downtown Sessions events this year. These free community workout events drew nearly 2,000 participants out to the streets of Downtown San Diego, which were closed to traffic and taken over by yoga mats, spin bikes, weights, and local vendors. Workouts were hosted by Balanced Health & Fitness, as well as additional fitness partners, and took place in East Village, City Center, Columbia District, and Gaslamp Quarter.

Placemaking Permit

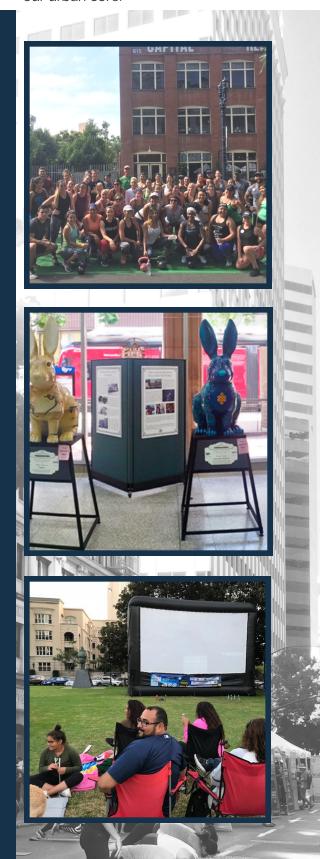
With the formation of the Clean & Safe placemaking program, the Partnership realized the pitfalls of street permitting for things like planters, lights in trees, and furniture in pedestrian plazas. To beautify Downtown with these elements, we embarked on a permit reform in San Diego to simplify these efforts. In collaboration with other San Diego communities and Circulate San Diego, this process came to fruition in late 2017. We are excited to implement innovative placemaking installations through this permit - the first-ever of this kind in our region.

Rabbitville

In conjunction with the Gaslamp Quarter Association, the Downtown Partnership Clean & Safe celebrated the 150th anniversary of the historic Gaslamp Quarter with the installation of 15 fiberglass rabbit statues. One hundred and fifty years ago, the area that is now the Gaslamp Quarter was nicknamed "Rabbitville" after its chief inhabitants. The Rabbitville public art installation honored the pioneering spirit of legendary founder, Alonzo Horton, who transformed Rabbitville into modern Downtown San Diego. Fifteen artists were commissioned to paint and decorate the unique canvases that were on display to the public this year.

Movies in the Park

As part of our on-going efforts to activate Downtown parks and public spaces, we hosted two Movies in The Park festivals. The first took place during the 48th Annual Comic-Con International convention and featured costume-clad attendees enjoying Guardians of the Galaxy at Fault Line Park. The second event was hosted in October and featured Hocus Pocus, games, treats, and even tricks (inside a pop-up haunted house) at Pantoja Park.



VOLUNTEERING

The Downtown Partnership is committed to making Downtown San Diego a better place for every resident, visitor, and employee. Hosting volunteer events offers our community members a chance to give back to the neighborhoods we care for so deeply.

The Downtown San Diego Clean & Safe partnered with many local businesses and organizations in 2017 to beautify our urban community. We generated 637 hours of volunteer time alongside more than 200 volunteers (including District Three Councilmember Chris Ward!) from organizations like Equity Residential, Urban Visions, EMMES, and Goal Structured Solutions. Efforts included painting, landscaping, and trash collection.

Additionally, the Clean & Safe program partnered with E3 Civic High to encourage volunteerism and offer internships to high schoolers in an effort to introduce students to available career options in the community.





CLEAN & SAFE: 2017 BY THE NUMBERS

01

MAINTENANCE AMBASSADORS STATS

- Emptied trash cans 102,653 times
- Removed 69,098 stickers
- Pressure washed sidewalks 14,260 times
- Removed graffiti 6,388 times
- Filled doggie bag stations 3,494 times
- Trimmed 1,316 trees
- Dumped 938 tons of trash

02

SAFETY AMBASSADOR STATS

- Security Checks: 132,473
- Business Visits: 36,036
- Welfare Checks: 26,836
- Impeding Sidewalk Access: 17,292
- Directional Assistance: 10,255

COMIC-CON INTERNATIONAL STATS

- Picked up 44,581 flyers, posters, and stickers (about 39 times more than an average weekend)
- Pulled 4,990 bags of trash (about five times more than average)
- Removed 29.39 tons of trash (about two times more than average)
- Cleaned graffiti 311 times (about two times more than average)

2017 CLEAN & SAFE FINANCIALS





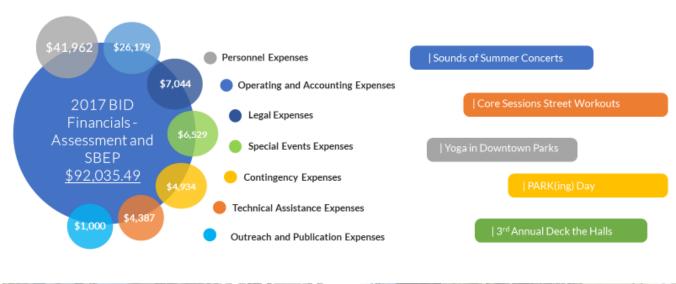


DOWNTOWN SAN DIEGO PARTNERSHIP BUSINESS IMPROVEMENT DISTRICT

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 businesses, community members, and city partners to promote positive change in our neighborhood. You are a member of the Downtown BID if you have a business license and are located within the borders of Ash to E Streets and First to Tenth Avenues (with the exception of Fourth and Fifth from Broadway to E).

The Downtown San Diego Business Improvement District hosted the following in 2017:

- Twice this year, we offered Core Sessions free workout events in our community. We closed the street for five
- hours and substituted cars for spandex-clad fitness enthusiasts. In collaboration with local gyms like Balanced
- Fitness & Health, Pure Cycling, and Yoga One, we provided guided yoga, bootcamp, spin, and crossfit classes. The
- events also included a fitness expo with vendors like Reebok, Core Hydration, and Nutrimart.
- In February, we learned best practices for urban communities during the California Mainstreet Conference in
- Monterey. Discussion and learning sessions covered topics including homelessness, placemaking, and marketing.
- To celebrate PARKing Day an international event in which parking spots are transformed into public parklets we
- collaborated with eight BID businesses to establish pop-up parks across our community.
- For the holidays, we closed B Street between Sixth and Seventh Avenues to traffic and made space for the third
- annual Deck the Halls. Santa came for pictures and we lit trees, sponsored by the Home Depot. Donut Bar brought
- out free donuts and hot cocoa, and Stout made you feel like you were home for the holidays.





2017 CHAIRMAN'S CIRCLE MEMBERS

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AMERICAN MEDICAL RESPONSE

ASHFORD UNIVERSITY

BANK OF AMERICA

BOSA DEVELOPMENT CORPORATION

BROWN LAW GROUP

CALIFORNIA APARTMENT ASSOCIATION

CARLETON MANAGEMENT. INC.

CARRIER JOHNSON + CULTURE

CAVIGNAC & ASSOCIATES

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SAN DIEGO GAS & ELECTRIC

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THE MANSOUR GROUP

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CORPORATION

2017 SUSTAINING MEMBERS

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