d o w n t o w n SAN DIEGO P A R T N E R S H I P

ANNUAL REPORT

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Special thanks to the talented Scott Murphy, of SD Discover Photography, for capturing and sharing so many of the incredible photographs used in this report.

A NOTE FROM OUR CHAIRMAN & CEO

Dear Members,

As President John F. Kennedy once said, "Change is the law of life and those who look only to the past or present are certain to miss the future."

This year, Betsy Brennan joined the team as President & CEO of the Downtown San Diego Partnership. With an eye for the future and the ability to bring together stakeholders from across the region to focus on getting things accomplished, Betsy has hit the ground running in Downtown San Diego. Under the direction of our new leader, the Downtown Partnership made progress on the ambitious annual agenda set by our dedicated Board of Directors. Alongside our partners, community members, elected leaders, and you – our members – our organization has made achievements on each of the five goals outlined in this report.

The following information highlights the outstanding accomplishments of our team in 2018 – and sets the stage for continued efforts to promote economic prosperity and cultural vibrancy in San Diego's urban center. However, we certainly could not do it alone. Without our members, we would not be able to make such a significant difference in Downtown San Diego every year. We appreciate your commitment to our growing community and your unwavering support of our organization in 2018. We look forward to making strides and tackling challenges with you again in 2019. Thank you.



Craig Benedetto Chairman of the Board Downtown San Diego Partnership



× Brennan

Betsy Brennan President & CEO Downtown San Diego Partnership

CREATE THE FUTURE.

Your hub for all things work & play. Our innovative startups, community spaces, world-class restaurants, and perfect weather provide a meaningful place to work and an exciting place to live.

2018 GOALS & OBJECTIVES



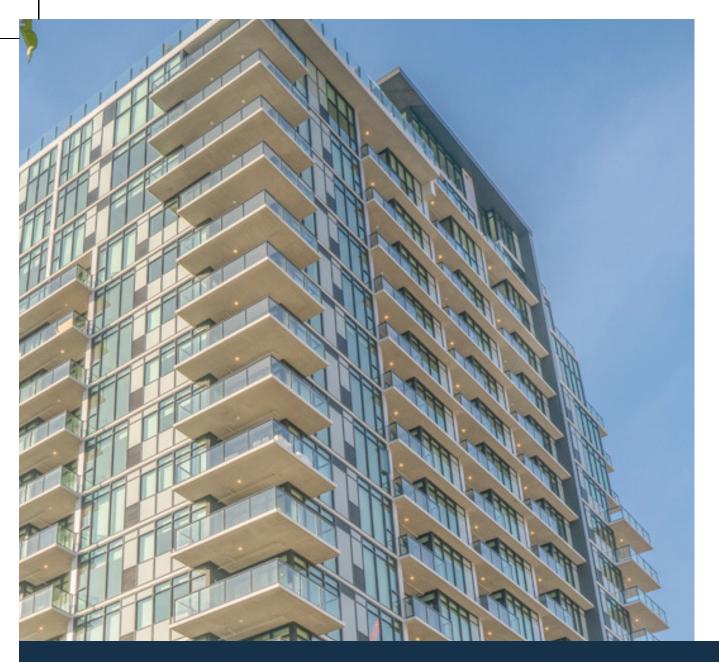
Drive Economic Development



Expand Member Engagement



This report details the Downtown San Diego Partnership's progress on these five goals, as well as other achievements reached in 2018.



GOAL 1

ENHANCE DOWNTOWN SERVICES & REDUCE HOMELESSNESS

Improving the quality of life for every member of our Downtown community is a top priority for the Downtown San Diego Partnership. Reducing homelessness in a comprehensive and compassionate way is integral to creating a thriving urban center. The following is a list of our efforts in 2018.



ENHANCE DOWNTOWN SERVICES & REDUCE HOMELESSNESS

- Reconnected 796 homeless individuals with loved ones through the Family Reunification Program in calendar year 2018, bringing the total number of people aided by the program to 2,373.
- Secured a \$394,000 grant from the San Diego Housing Commission to continue operating and expanding the Family Reunification Program to serve even more housing-insecure individuals and families.
- Received a \$27,500 community enhancement grant from the County of San Diego to provide services for Downtown's homeless community members.
- Connected in a one-on-one manner with more than 4,000 homeless individuals on the streets of Downtown provided direct resources, made referrals to service providers, fostered relationships, and collected valuable information.
- Expanded our homeless outreach team to four people three full-time employees and one part-time employee.
- Received the Community Collaboration Honoree Award for our Family Reunification Program at the 2018 UPLIFT Tribute, hosted by UPLIFT, a local nonprofit organization (Urban People Living in Faith & Trust).
- Honored with the Public-Private Partnership Award at the San Diego County Taxpayers Association's 23rd Annual Goldens award dinner for collaborative work with the San Diego Housing Commission, City of San Diego, County of San Diego, Travelers Aid, Sharp Healthcare, and private donors. Our homeless outreach team accepted the award for their accomplishments through the Family Reunification Program.





ENHANCE DOWNTOWN SERVICES & REDUCE HOMELESSNESS

- Conducted monthly homeless counts in Downtown San Diego, alongside local volunteers, to collect data and publicly 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, Veterans Village of San Diego, San Diego Housing Commission, La Maestra Clinic, Mental Health Systems, McAlister Institute, San Diego Rescue Mission, 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 (RTFH) to coordinate Downtown's annual point-in-time count and survey, WeAllCount.
- 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.
- Worked with San Diego Union-Tribune reporters and photojournalists to raise awareness about homelessness in San Diego.
- Participated in the 12th Annual Project Homeless Connect, hosted by the San Diego Housing Commission. This one-day fair, held each January in San Diego, brought together nearly 400 volunteers and 90 service providers to assist more than 800 homeless individuals.
- Continued efforts to educate volunteers on responsible ways to donate meals, goods, and time to those in need in the urban core.
- Partnered with the City of San Diego, the San Diego Padres, and local philanthropists to erect a fence around Tailgate Lot to create a safe and clean pathway for e3 Civic High students to walk from the 12th & Imperial trolley stop to the San Diego Central Library.
- Created a flexible, in-house power-washing team to target various hotspots to promote cleanliness and walkability across Downtown.

GOAL 2

DRIVE ECONOMIC DEVELOPMENT

The region's top three economic drivers are technology, tourism, and the military. As economic and demographic trends attract more companies to urban centers, Downtown San Diego – and the entire region – must continue to grow in a thoughtful and inclusive manner. Here are some of the ways we worked toward this goal in 2018.



DRIVE ECONOMIC DEVELOPMENT

• Attended the 28th Annual South County Economic Development Summit, hosted by the South County Economic Development Corporation.

02.

- Hosted the first-ever Downtown Developer & Large Property Owner Roundtable a discussion on upcoming development, marketing talent, creating public space, and attracting business in our urban core.
- Met with developers to review project proposals, provide feedback, and help develop a balance between commercial and residential developments.
- Attended the 64th Annual International Downtown Association Conference in San Antonio, Texas, to learn about the seven distinct areas of professional practice used to shape vibrant urban districts which anchor the well-being of towns, cities, and regions around the world.
- Represented the Downtown Business Improvement District in Walnut Creek, CA, and learned best practices for urban communities during the West Coast Urban District Forum.
- Submitted a letter of support for UC San Diego's grant application to the U.S. Economic Development Administration for their Regional Innovation Strategies Program proposal for the creation of an innovation network to deepen UC San Diego's engagement with the community and strengthen our regional innovation ecosystem.



DRIVE ECONOMIC DEVELOPMENT

• Launched the third year of the Collaboratory for Downtown Innovation (CDI) – a City of San Diego grant-funded initiative designed to support and strengthen Downtown's growing tech ecosystem.

o Hosted quarterly 6- to 8-week workshops for more than 100 entrepreneurs that focused on customer development for ideation and early-stage planning.

o Participated in the following community events and groups to help encourage the growth of startups and entrepreneurs in San Diego: USD Idea Lab for Social Impact, UC San Diego's The Basement, Startup Leadership Program, HeraHub Quick Pitch Competition, Fokcus City Highlights, and Mission Edge's SAIL Mentor Program.

o Gave a presentation to more than 100 people on Turning Hobby into Business at the UC San Diego Women's Conference.

o Presented at the UC San Diego Ignite Conference on SOS Startup Ecosystem.

o Served as a lead organizer for the Startup Week Community Resource Fair – an event held in Downtown's Civic Center Plaza during San Diego Startup Week.

- Brought together leaders for entrepreneur programs at USD, UC San Diego, PLNU, and SDSU to create the University Coworking Club.
- Organized convenings with stakeholders from the San Diego Regional EDC, Connect, UC San Diego, CleanTech SD, Startup San Diego, San Diego Venture Group, EvoNexus, and SEED San Diego for the Entrepreneur Resource Group.
- Hosted an evening event during San Diego Startup Week for keynote speakers, presenters, sponsors, and VIP attendees.
- Helped organize Techstars Startup Weekend, presented by Grow with Google and hosted by Downtown Works.
- Partnered with MindHub, a tech incubator, to visit Tijuana and help students craft pitches for the University of San Diego's annual pitch competition.

02.

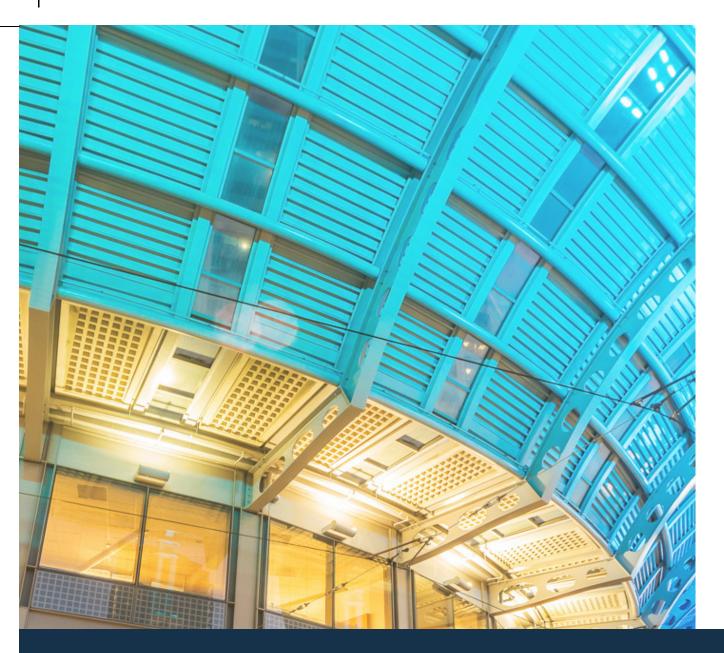
DRIVE ECONOMIC DEVELOPMENT

- Established a Downtown Mobility Ad Hoc Committee to discuss mobility options (ex: the current operations and potential future expansion of Free Ride Everywhere Downtown - FRED), as well as other transportation issues facing our urban community.
- Created an informational bulletin on dockless bikes and scooters to educate community members and local businesses on the regulations needed to safely and responsibly operate the vehicles.
- Co-authored an op-ed on dockless bikes and scooters with Colin Parent, Executive Director and General Counsel of Circulate San Diego.
- Served on the Downtown Planning Management Group to advocate for innovative parking solutions in our neighborhoods.
- Attended tours of San Diego City Council Districts One and Three, Balboa Park, the San Ysidro Port of Entry, Old Town Trolley Tour, Hornblower Cruise, and the Sycamore Landfill.
- Participated in broker-led market tours to get the most up-to-date information on commercial, residential, and office space throughout Downtown San Diego.
- Attended the Industry Forum at Naval Base Point Loma to learn about the SPAWAR redevelopment opportunity and circulated the RFI to developers.
- Worked closely with Stockdale Capital Partners and the City of San Diego to ensure the purchase of Horton Plaza encompassed a vision to reimagine a blighted property in the heart of Downtown.









GOAL 3

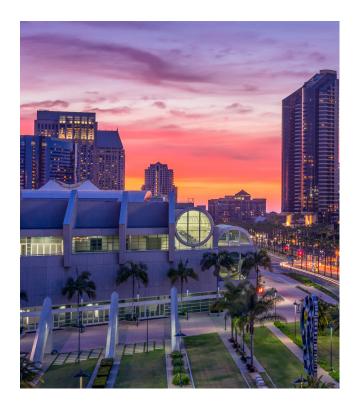
ADVOCATE FOR DOWNTOWN

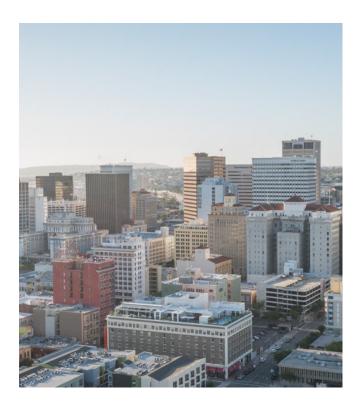
Supporting initiatives that will boost Downtown San Diego's growth and development is key to creating a first-rate urban core. The following outlines how we advocated for our community this year.

03.

ADVOCATE FOR DOWNTOWN

- Successfully advocated for an increase in resources dedicated to mental health services and worked with the County of San Diego and the Community Research Foundation to secure funding for an additional 20 Psychiatric Emergency Response Program (PERT) clinicians in fiscal year 2019.
- Joined the Regional Task Force on the Homeless (RTFH) and actively engaged with the San Diego Housing Commission and the City of San Diego to support innovative approaches (such as the Transitional Storage Facility and Temporary Bridge Shelters) to address the homelessness crisis facing our region.
- Pushed for increases in the number of FRED vehicles and an expansion to the current boundaries of the program.
- Joined the Housing YOU Matters coalition a nonpartisan, broad-based group working together to find solutions for making homes at all price points more economically feasible to develop.
- Collaborated with local stakeholders to support efforts to expand and modernize the San Diego Convention Center, create a dedicated funding source for homelessness, and repair roads through the YES! For A Better San Diego ballot initiative.
- Successfully secured a \$12,500 grant from the Bank of America Charitable Foundation for both our Family Reunification Program and our Women of the Partnership leadership group.
- Successfully supported AB 3171, which resulted in the establishment of the Homeless Emergency Aid Program in the State's 2018-19 Budget Act. Collaborated with the City of San Diego and RTFH, as each entity submitted applications to the State of California for their respective \$14.1M and \$18.8M allocations of funding.





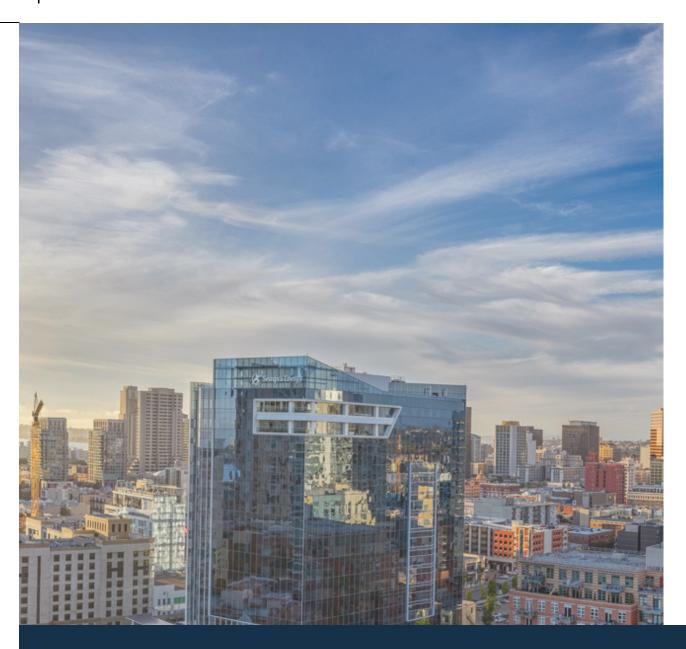
ADVOCATE FOR DOWNTOWN

- Traveled to Sacramento in March for the San Diego Regional Chamber of Commerce's Delegation Mission.
- Participated in the annual San Diego Regional Chamber of Commerce's Delegation Mission to Washington, D.C. in October.

03.

- Submitted Congressional budget requests to maintain federal funding for the U.S. Department of Housing and Urban Development (HUD).
- Supported AB 2372, California's Sustainable and Affordable Housing Act, which (beginning January 1, 2019) will allow cities and counties to offer a new calculation system for residential density near public transit.
- Participated on Circulate San Diego's Policy Committee, which works to promote transportation and sustainable growth policies that improve the quality of life for all people.
- Joined the Tax-Free Water Coalition and cooperated with stakeholders throughout the State legislative session.
- Represented the Partnership on the San Diego Regional EDC Board of Directors, Chamber of Commerce Board of Directors, and San Diego Taxpayers Association Board of Directors.
- Actively engaged with the Port of San Diego as the Harbor Drive Mobility Study evolved, and worked with the group to support the Seaport redevelopment project.
- Participated in LEAD Impact, LEAD Advance, and LEAD Influence sessions, offered by the San Diego Regional Chamber of Commerce, alongside prominent San Diego leaders.





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 epicenter has to offer. Check out the progress we made this year.







- Launched a brand for Downtown San Diego through strategic activation and established an identity for our community.
- Created and published createthefuturesd.com a new website that highlights growing companies, creative office space, technology, and the Downtown lifestyle.
- Worked with Visual Urban Contemporary Art and their network of local artists to paint 30 utility boxes in City Center and the Columbia District with a cohesive Downtown aesthetic.
- Digitally distributed branding and marketing assets to key Downtown stakeholders and community groups.
- Distributed Downtown-branded totes, shirts, coffee mugs, water bottles, hats, and the Downtown Guide throughout the Downtown San Diego community at numerous events and meetings.
- Grew digital reach through targeted social media advertising and proactive influencer partnerships.
- Contracted with IVC media to promote online presence.
 o Increased following on all social media platforms: Facebook, Instagram, and Twitter.
 o Created a business spotlight video focused on three growing and innovative Downtown businesses;

o Advertised for major Downtown community events that drew thousands of attendees: Gaslamp Sessions, Yoga Under the Sails, and the Taste of Downtown.

• Hosted meetings with the San Diego Regional Economic Development Corporation (EDC) and key Downtown stakeholders to address marketing needs and create cohesive collaboration between the Partnership's branding efforts and those of the EDC.

04.

MARKET DOWNTOWN

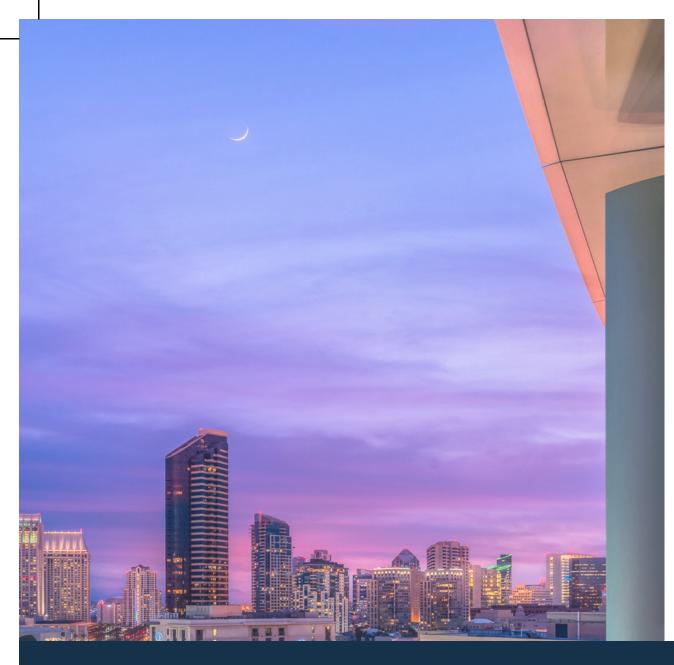
- Increased community education of Downtown Partnership and Clean & Safe efforts through a proactive, online communication approach.
- Developed #KeepSDCleanAndSafe and increased frequency of Clean & Safe-focused Twitter posts to promote awareness of the hard work of our Safety and Maintenance Ambassadors.
- Created and distributed an informational bulletin on dockless bikes and scooters to provide community members with rules, resources, and contact information for local dockless bike and scooter operators.
- Worked with the San Diego Downtown News team to publish a monthly column in the paper to share stories about our organization, members, achievements, and happenings in our community.
- Developed a successful communications strategy that ensured coverage of Partnership events and initiatives by local newspapers, television stations, and online news outlets.
- Partnered with the San Diego Union-Tribune, KUSI, Voice of San Diego, and other key media outlets to increase awareness about growth, amenities, and new projects in Downtown San Diego.
- Secured more than 200 media impressions during 2018 (102 online publications, 65 print impressions, 32 television appearances, and three radio segments), totaling nearly \$300,000 of earned media promotion.
- Tested new events in several Downtown neighborhoods, including a gardening event, an outdoor movie, and a game night.
- Collaborated with the Gaslamp Quarter Association and POP/ARCH to develop conceptual designs for a pedestrian plaza on Island Avenue between 4th and 5th Avenues.
- Secured \$198,000 in fiscal year 2019 Downtown Parking District funds for improvements in the Columbia District.
- Worked with the City of San Diego's Parks and Recreation Department on the second year of Movies in the Park. Showed three movies and provided games and activation in Fault Line Park and Pantoja Park this summer.
- Implemented new neighborhood banners in Downtown's Cortez and City Center neighborhoods. These banners incorporated the Downtown San Diego branding elements and enhanced the identities of each neighborhood.



MARKET DOWNTOWN

- Held San Diego's first-ever West Coast Oktoberfest event, in partnership with Music Box, in the Columbia District. Craft brews, Bavarian pretzels, and traditional German music were just a few of the exciting elements at this event.
- Continued the Sounds of Summer concert series for the fifth year in a row. In collaboration with GigTown, US Bank, EMMES, and Irvine, held 13 free concerts in City Center, the Columbia District, and East Village. Food, games, and free swag were featured at select concerts.
- Installed new hanging baskets and corner planters in the Cortez neighborhood to enhance beautification efforts in the area.
- Renewed membership to the International Downtown Association in an effort to keep learning from national and international counterparts.
- Became a member of the California Downtown Association in order to continue to learn from our state counterparts.
- Hosted a pop-up dog park for PARK(ing) Day, an international event that turns parking spaces into activated public spaces.
- Ensured the new placemaking permit (created in 2017) was approved by City Council. This permit is the first of its kind in our region and has simplified the process of permitting projects like planters, tree lights, and furniture in pedestrian plazas.
- Worked alongside The Free Ride Inc. and Civic San Diego to promote the use of Free Ride Everywhere Downtown (FRED) and encourage businesses to advertise on FRED vehicles.
- Brought together the I.D.E.A. District and Salvation Army to create, fund, and install Window Stories, a permanent art installation in East Village that activates the area and encourages residents and visitors to enjoy free local art.





GOAL 5

EXPAND 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.



05. EXPAND MEMBER ENGAGEMENT



- Membership with the Downtown San Diego Partnership provided individuals and companies with the
 opportunity to network and connect with elected officials, business executives, and community leaders
 all while receiving unique access to and information on projects and happenings in Downtown San
 Diego.
- Convened thousands of meeting, conversations, and events that brought civic and private sector leaders, businesses, property owners, and residents together to tackle opportunities and challenges in Downtown San Diego.
- Our committees and ad hoc committees brought together members to engage, participate, and lend their voice and expertise on a broad range of strategic initiatives. In 2018, these groups included: o Audit Committee
 o Bylaws Ad Hoc Committee
 - o Clean & Safe Organizational Structure Ad Hoc Committee o Downtown Mobility Ad Hoc Committee o Downtown Planning & Public Policy Committee o Events & Membership Committee o Finance Committee o Nomination Ad Hoc Committee
- Hosted two Chairman's Circle Member forums, sponsored by SDG&E, which provided our top-tier members with the opportunity to hear, firsthand, from business executives and elected officials on topics relevant to Downtown. These forums featured: o Senate President Pro Tempore Toni G. Atkins, CA District 39 o Stockdale Capital Partners (Campus at Horton) & BOSA Development (777 Front Street)
- Opened our innovative and collaborative office space to many community groups and businesses to host annual meetings, socials, and presentations.



- Highlighted Chairman's Circle, Sustaining, and Corporate level members through a weekly Member Spotlight.
- Kept members informed on events, information, and happenings taking place through a weekly newsletter, sponsored by Cox Communications. Members were also kept in the loop regarding trends in tech and real estate through a monthly Tech & Real Estate Review, sponsored by Ace Parking.
- Held our member socials at various restaurants and establishments located throughout Downtown to support and collaborate with local businesses.
- Promoted and supported members accomplishments, events, and activities on our social media networks.
- Added 31 new members in 2018: o Chairman's Circle members – 1 o Sustaining members – 4 o Corporate members – 12 o Associate members – 7 o Nonprofit members – 7
- Exceeded annual budgeted membership revenue by \$17,693 (3%).
- Continued to host can't-miss events. From the 56th Annual Alonzo Awards Dinner to networking events and informative panels, there was no shortage of opportunities to get involved with the Downtown Partnership.
- Surpassed net income projections from all annual events by \$47,794 (15%).
- Honored the following people, projects, and organizations with Alonzo Awards in 2018:
 o The Vic Kops Humanitarian Award was given to Bob McElroy, President & CEO of the Alpha Project.
 o Block D Makers Quarter was awarded the Sustainable Business Practices Award.
 o Shield A.I. received the Build Your Business Award.
 o The Made to Move Awardwas presented to Bird, Lime, Ofo, and Razor.
 o H.G. Fenton Company received the Create the Vibe Award.
 - o The Make Your Place Awardwas given to Punch Bowl Social, HP Investors, and Flocke & Avoyer.
 - o The Innovation Award went to Shift Apartments and LMC A Lennar Company.
 - o The Volunteer of the Year Award recognized Bill Geppert.
 - o Peter Seidler and Dan Shea received this year's Founders Award.
- Partnered with U.S. Bank and their employee development network to host beautification and cleanup events in East Village and Marina.

05.





EXPAND MEMBER ENGAGEMENT

- Hosted an array of events, including: o 2018 Kickoff Mixer | Hosted by Higgs Fletcher & Mack o Annual Installation Dinner | Sponsored by California Strategies
 - o Developers & Designers Mixer | Hosted by Cavignac & Associates
- o Annual Golf Tournament | Sponsored by NRG o Summer Soiree | Hosted by Shift
- o 56th Annual Alonzo Awards Dinner | Sponsored by Stockdale Capital Partners
- Hosted the fifth annual Yoga on the USS Midway in partnership with Scripps Health, where we opened up the flight deck to 1,100 people for a morning of free yoga, meditation, and reflection.
- Teamed up with the San Diego Convention Center to host the first-ever Sunset Yoga Under the Sails, which drew more than 800 yogis and 20 wellness vendors for an evening of yoga in the newly remodeled Sails Pavilion.
- Invited members of the community to explore Downtown's culinary scene at the 26th Annual Taste of Downtown. The event offered tasty treats from more than 40 restaurants through our urban core, all thanks to our event sponsor: Banner Bank.
- Welcomed Betsy Brennan as the Partnership's new President & CEO with a rooftop party at The Rey, hosted by Wood Partners, where we were joined by members, friends, community representatives, and civic leaders.
- Promoted health and wellness within the Downtown community by continuing to host Free Yoga in the City – a program that offered free weekly yoga classes in different locations throughout our urban core.

2018 HIGHLICHTS DSDP

Another year is coming to a close, and at the Downtown San Diego Partnership, we are celebrating our achievements and looking ahead to the opportunities and challenges the new year presents. Check out a few of our favorite achievements in 2018.

HIGHLIGHTS

DSDP WELCOMES NEW CEO

This year, the Downtown Partnership selected a new President & CEO from a vast pool of 400 candidates from across the country. A friend and colleague to many in San Diego, Betsy Brennan obtained her Juris Doctor, with a specialization in land use, at the University of San Diego. From 2002 to 2008, she worked for San Diego's first-ever City Council President, Scott Peters; first as a Community Outreach & Policy Advisor, then as Chief of Staff. During this time, Betsy was integral in the transition to a strong-mayor form of government. She also has held executive roles at San Diego State University, Cal Poly San Luis Obispo, and Tahoe Forest Health System.

FREE COMMUNITY YOGA EVENTS

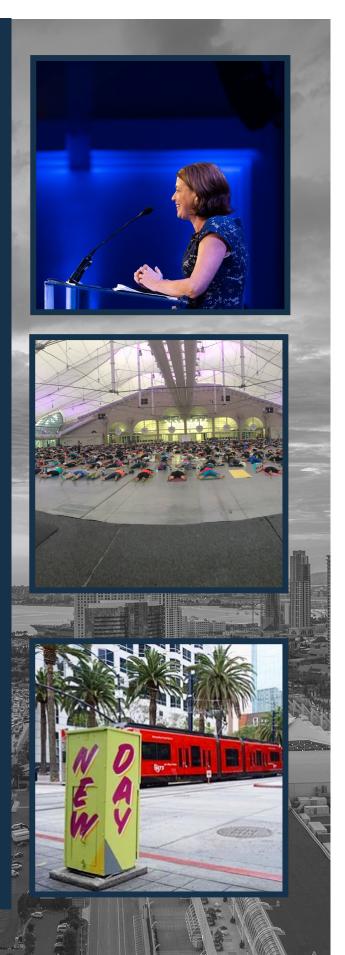
All hands on deck! In May, we sold out the fifth annual Yoga on the USS Midway – our most popular event to date. By 8:00 a.m. on a beautiful Saturday morning, more than 1,100 yogis boarded the historic aircraft carrier and lined up their mats for a free, one-hour yoga session. Attendees ranged from six months to 90 years old and included all yoga skill levels. We were joined by both San Diego natives and people from all over the world for this annual event! In August, the Partnership joined forces with the San Diego Convention Center to host the first-ever Sunset Yoga Under the Sails. This free community yoga event drew more than 800 people to the newly renovated Sails Pavilion at the Convention Center. As the sun set behind the bay, state-of-the-art LED lights illuminated the sails, making for a one-of-akind Zen experience.

DOWNTOWN BRAND COMES ALIVE

After nearly two years of dedication, the Downtown San Diego brand came to life – on totes, shirts, hats, banners, utility boxes, guidebooks, and more. Empowering Downtown residents, employees, and visitors to become advocates for San Diego's urban center is vital to creating an authentic and impactful brand for our neighborhoods. Downtown San Diego is THE place to #createthefuture, and we are thrilled to be able to share our story both online (at createthefuturesd.com) and in the wild.

URBAN UTILITY BOX ART

Throughout 2018, we worked alongside Visual Urban Contemporary Art and their network of local artists to paint 30 utility boxes across Downtown San Diego. From the Columbia District to City Center, drab utility boxes were revamped with a bright, coordinated aesthetic that incorporates our new Downtown San Diego branding elements and unique neighborhood logos. Take a stroll through these neighborhoods to check out what a difference a little artwork makes in the community!



2018 CLEAN & SAFE HIGHLIGHTS

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 six of Downtown's neighborhoods: City Center, Columbia District, Cortez Hill, East Village, Gaslamp Quarter, and Marina. Clean & Safe crews perform maintenance duties in the public right-of-way, augmenting services provided by the City of San Diego. Safety crews work around the clock to safeguard 275 blocks in Downtown San Diego, as well as provide social outreach services and referrals. In 2018, our goal was the same as it is every year – to keep Downtown San Diego in tip-top shape for residents, businesses, employees, and visitors. Through hard work, compassion, and dedication, our incredible team was able to deliver on that goal yet again.

N RE LES

FAMILY REUNIFICATION PROGRAM

This year, the Clean & Safe Family Reunification Program received an additional grant from the San Diego Housing Commission to continue the important work of our homeless outreach team. The endowment (along with additional support from the County of San Diego, City of San Diego, Sharp HealthCare, Travelers Aid, and private donors) allowed our Homeless Outreach Coordinators to reconnect nearly 800 homeless individuals with their support systems throughout the country in 2018. 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:

S D H C SHARP.

DAVID

David served five years in the Army and an additional two years in the Army National Guard. The Army's motto is "Army Strong," so when David heard about a fellow soldier who was struggling in San Diego, he immediately traveled from Kansas to help support his friend. However, after it became clear that his friend needed more assistance than David could provide, David ended up without a place to stay and found himself homeless on the streets of Downtown. Once he learned about the Family Reunification Program while at St. Vincent's in East Village, David quickly met with the Clean & Safe Homeless Outreach Coordinators and Travelers Aid. The team secured a bus ticket for David, so he could return to Kansas to live with his mother and get back on his feet. A year later, we are happy to report that David is still housed with his family in Kansas.





ANGELO

Angelo, a visually impaired man, came to San Diego to stay with his cousin, who was set to help care for him. However, once Angelo arrived, he discovered that his cousin was unable to provide him with housing. Angelo was homeless for less than a week when he heard about the Family Reunification Program from the San Diego Center for the Blind. Our Homeless Outreach Coordinators were able to reconnect Angelo with his support system in Memphis. We did a one-year follow up and found that he is doing great – he even has his own place now! He rents out two of the rooms in the house for extra income and has a goal to save up enough to buy a house in Memphis for his children. Angelo thanked us for our help and said he looks forward to hearing from us again soon.

HIGHLIGHTS

CORTEZ | 10th AVE ENHANCEMENT

Along both sides of 10th Avenue, between Date Street and Beech Street in Downtown's Cortez community, our Clean & Safe Ambassadors installed 30 hanging baskets and 10 corner planters – transforming the corridor into a beautiful, welcoming walkway for both residents and visitors to enjoy.

EAST VILLAGE | WINDOW STORIES

This year, we collaborated with Beth Callendar of Callendar Works, Pete Garcia and David Malmuth of the I.D.E.A. District, and a team from the Salvation Army to convert the blank side of a building into an interactive piece of art. In collaboration with these partners, we helped to create, fund, and install Window Stories, a permanent art installation in East Village that activates the area and encourages residents and visitors to enjoy free local art in Downtown San Diego.

DOWNTOWN VOLUNTEER EVENTS

Every year, our Clean & Safe team partners with local businesses and organizations to put on community cleanup events in Downtown San Diego. In 2018, we hosted events with U.S. Bank, the East Village Association, the San Diego Police Department, and Downtown Fellowship In the heart of the growing East Village neighborhood, we worked alongside hundreds of volunteers to paint light poles, clean up trash, and remove graffiti.



CLEAN & SAFE: 2018 BY THE NUMBERS



- Dumped 757 tons of trash
- Removed 67,755
 stickers
- Trimmed 1,579 trees
- Removed graffiti 6,616 times
- Filled doggie bag stations 3,908 times
- Pressure washed sidewalks 17,950 times
- Emptied trash cans 93,261 times

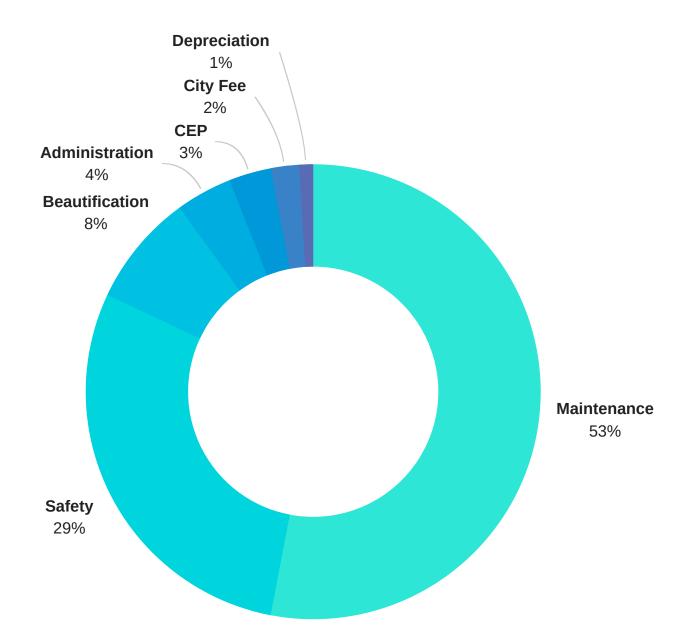
D2 SAFETY AMBASSADOR STATS

- Security Checks: 111,157
- Business Visits: 34,419
- Welfare Checks: 50,240
- Sidewalk Access
 Checks: 35,612
- Directional
 Assistance: 6,775

OB COMIC-CON INTERNATIONAL STATS

- Picked up 45,516 flyers, posters, and stickers (about 39 times more than an average weekend)
- Pulled 3,862 bags of trash (about five times more than average)
- Removed 33 tons of trash (about two times more than average)
- Cleaned graffiti 269 times (about two times more than average)

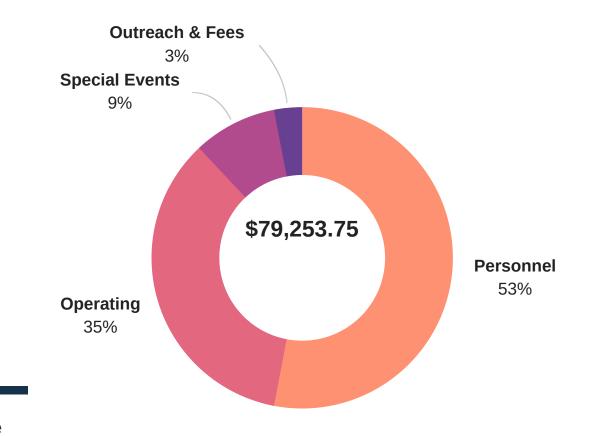
2018 CLEAN & SAFE FINANCIALS



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 Downtown's City Center. 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 third annual City Center Sessions a free workout event in the neighborhood was held this year. The Partnership collaborated with Horton Plaza Park, Vai Fitness, The Boxing Club, F45, and Yoga One to provide a variety of workout classes for the community.
- In March, the team represented the Downtown BID in Walnut Creek, CA, and learned best practices for urban communities during the West Coast Urban District Forum. Discussion and learning sessions covered various topics, including homelessness, placemaking, and marketing.
- During the fall, staff worked with Visual Urban Contemporary Art and their network of local artists to paint 10 utility boxes in City Center; all with a cohesive Downtown aesthetic that includes Downtown San Diego branding elements.
- New City Center neighborhood banners were created using the new Downtown San Diego branding elements. These banners can be found along the B Street corridor and on 5th, 6th, and 7th Avenues from A Street to C Street.
- For the holidays, B Street was decorated with festive bows and winter-themed banners.
- Staff started the process of replacing existing tree lights along the B Street corridor.
- Sounds of Summer returned for its third consecutive year with free concerts in City Center. The live, lunch-time performances featured local musicians playing original music and classic hits.
- In 2018, the Downtown Partnership became a member of the BID Alliance to collaborate and share ideas with other BIDs in the City of San Diego.



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We are proud to share these outstanding accomplishments with you, our members, in 2018. Cheers to a new year and continued efforts to promote economic prosperity and cultural vibrancy in San Diego's urban center. Thank you.





