

D O W N T O W N
SAN DIEGO
P A R T N E R S H I P



Mission: *The mission of the Downtown San Diego Partnership is to promote an economically prosperous and culturally vibrant urban center.*

LEADERSHIP. ADVOCACY. RESULTS.

The Downtown San Diego Partnership is a membership organization that supports development, stimulates business and economic growth, and advocates for improvements that enhance Downtown San Diego's quality of life. We are a member-based, 501 c 6 nonprofit organization with more than 350 members representing a variety of business sectors including real estate, technology, banking, general contractors, engineers, architects, developers, law, education, insurance, defense, nonprofit, tourism, and more.

As a member, you will have the opportunity to network and connect with the business community and receive unique access to and information on the latest projects, developments, and events taking place in Downtown San Diego.

Member Benefits

Downtown Partnership members receive unparalleled access to benefits, exposure to special events and monthly networking functions, and additional opportunities unmatched by any other local membership-based organization. Join today to share ideas, strengthen ties, find new opportunities, and make meaningful connections.

We are here to help you make the connections and access the resources you need to succeed. We keep a finger on the pulse of Downtown San Diego by tracking demographics, vacancy rates, and development activity to help you understand the market. Armed with small and large-scale business experience, our team understands your perspective and has the know-how to get things done throughout our urban core.

Downtown San Diego Partnership | 2019 Goals

- **DRIVE ECONOMIC DEVELOPMENT**
- **REDUCE HOMELESSNESS & ENHANCE QUALITY OF LIFE**
- **ADVOCATE FOR & MARKET DOWNTOWN**
- **DIVERSIFY MEMBERSHIP & INCREASE ENGAGEMENT**

We offer a variety of levels of membership at various rates on an annual basis. Please see the Member Benefits details below for more information about our various levels of membership and member-exclusive opportunities.

Chairman's Circle | \$10,000

- Designed for large companies with more than 50 employees looking to connect with San Diego's business community – advocacy at the local level, invitations to connect with business leaders and government officials, actively involved in DSDP programs/events, while receiving elevated exposure through various DSDP platforms.
 - Eligible to participate as a Board of Director
 - Chairman's Circle member listing on signage in the DSDP office and at all DSDP events
 - Personalized company listing with narrative profile, live link, and logo on the DSDP website
 - Invitation to the exclusive and complimentary Chairman Circle Breakfast Series
 - First choice on major event sponsorship opportunities
 - Company name listed on Partnership printed programs - Installation Dinner, Alonzo Awards Dinner
 - Company name called out in the annual report and e-newsletter
 - Opportunity to showcase company in the "Member Spotlight" & "Member Monday"
 - Company promotion via Social Media and DSDP Newsletter
 - Priority to chair DSDP Committee (based on active participation)
 - Opportunity for multiple employees to participate in several committees
 - Invitation to multiple employees to attend all member socials
 - Weekly e-newsletter highlighting projects and happenings taking place in Downtown San Diego

Sustaining | \$5,000

- Designed for mid-size businesses with 15-50 employees looking to connect with San Diego's business community – advocacy at the local level and opportunities to raise awareness around company through elevated exposure on DSDP platforms.
 - Personalized company listing with narrative profile, live link, and logo on the DSDP website
 - Company name listed on Partnership printed programs - Installation Dinner, Alonzo Awards Dinner
 - Company name called out in the annual report, and e-newsletter
 - Opportunity to showcase company in the "Member Spotlight" & "Member Monday"

- Company promotion via Social Media and DSDP Newsletter
- Priority to chair DSDP Committee (based on active participation)
- Opportunity for multiple employees to participate in several committees
- Invitation to multiple employees to attend all member socials
- Weekly e-newsletter highlighting projects and happenings taking place in Downtown San Diego

Corporate | \$3,000

- Designed for small companies with less than 15 employees looking to connect with San Diego’s business community and receive opportunities to raise awareness around company.
 - Company listing with live link, and logo on the DSDP Website
 - Opportunity to showcase company in the “[Member Spotlight](#)” & “Member Monday”
 - Company promotion via Social Media and DSDP Newsletter
 - Priority to chair DSDP Committee (based on active participation)
 - Opportunity for multiple employees to participate in several committees
 - Invitation to multiple employees to attend all member socials
 - Weekly e-newsletter highlighting projects and happenings taking place in Downtown San Diego

Associate | \$1,200

- Designed for an independent business owner looking to connect to San Diego’s business community and build a network.
 - Company name on the DSDP Website
 - One individual to represent your company for membership and attend DSDP events
 - Invitation for one individual to attend all member socials
 - Opportunity for one individual to participate in several committees
 - Weekly e-newsletter highlighting projects and happenings taking place in Downtown San Diego

Nonprofit | \$500

- Company name on the DSDP Website
- One individual to represent your company for membership and attend DSDP events
- Invitation for one individual to attend all member socials
- Opportunity for one individual to participate in several committees
- Weekly e-newsletter highlighting projects and happenings taking place in Downtown San Diego

[Membership Sign-up Form](#)

Committees

Members have the opportunity to participate on a variety of committees dedicated to bolstering Downtown San Diego. Whether your interest lies in public policy, placemaking, or events, we have a platform for you to share your ideas to shape the future of our community. *(see attachment for details)*

- Downtown Planning & Public Policy
- Events & Membership
- Finance & Audit
- Placemaking & Marketing
- Political Action Committee (PAC)
- Homelessness Ad Hoc Committee
- DSDP Foundations

Events

From side-splitting dinners to members-only mixers and roundtables, the Downtown Partnership plans and produces dozens of can't-miss events each year. Our events have earned a solid reputation for their excellence, relevance, and sheer entertainment value.

- Kickoff Mixer | January
- Installation Dinner | March
- Member Orientation | April
- Contractors, Developers & Designers Mixer | May
- Golf Tournament | June
- Summer Mixer | July
- Member Orientation | September
- Alonzo Awards Dinner | October
- Member Holiday Party | December
- Lunch & Learns

Downtown Property-Based Improvement District (PBID)

The Downtown Partnership manages the Downtown Clean & Safe Program through the PBID, which oversees the enhanced maintenance and safety services in the following Downtown neighborhoods: City Center, Columbia District, Marina, Gaslamp Quarter, East Village, and Cortez. The Partnership receives funding from property assessments on owners within the 275-block PBID to administer the program.

Downtown Business Improvement District (BID)

The Downtown Partnership receives City funding to manage the Downtown BID, providing resources to create a vibrant destination for shopping, dining, nightlife, and tourism from First Street to Tenth Avenue and Ash Street to E Street.

More About the Downtown San Diego Partnership

The Downtown San Diego Partnership was founded in 1993 when the San Diego Downtown Association and San Diegans, Inc. merged into one entity. The Downtown Partnership strives to create a distinct, world-class urban destination that captures the essence of San Diego at work and play. Partnership members are committed to creating a vital and vibrant urban center that benefits the entire San Diego region.

DSDP Reach

Twitter followers: 12.5K (<https://twitter.com/SDPartnership>)

Facebook followers: 10,500 (<https://www.facebook.com/DowntownSanDiegoPartnership>)

Instagram followers: 6,450 (<https://www.instagram.com/downtownsandiego/>)

YouTube: (<https://www.youtube.com/channel/UC3Y7uREpTWTc3bIG4fuYDcg>)

Weekly Newsletter Open Rate: 45%

Database: 12,000 and consistently growing

www.downtownsandiego.org