The Public can join the CEP Committee Meeting via the following options

➢ Join Zoom Meeting via Computer
➢ [https://zoom.us/j/330503073](https://zoom.us/j/330503073)
➢ Mobile access Download Zoom App:
  ❖ +16699009128,,330503073# / Meeting ID: 330 503 073
➢ Dial in option:
  ❖ +1 669 900 9128 US/ Meeting ID: 330 503 073
➢ CEP Committee Meeting packet can be found at [https://downtownsandiego.org/clean-and-safe/pbid-meetings-reports/](https://downtownsandiego.org/clean-and-safe/pbid-meetings-reports/)

3:30 CALL MEETING TO ORDER

• Non-Agenda Public Comment
• Introductions

SPEAKER TOPIC: COVID-19 RESPONDS AND UPDATES (DSDP Staff)
• Betsy Brennan, President & CEO – DSDP During and After COVID-19
• Alonso Vivas, Sr. VP and Executive Director - Clean and Safe COVID-19 Responds
• Marshall Anderson, VP of Government Affairs – Federal and State Legislation

CHAIR UPDATE
• CEP Committee Work Plan Review – ACTION / Jason Wood
• CEP Budget Reallocation for FY20 – ACTION / Jason Wood
• COVID-19 affected Downtown and County Projects – DISCUSSION / Jason Wood

DIRECTORS UPDATES
• COVID-19 CEP Responds - Alex Gutierrez
  ➢ Innovation Center- Equipment, Installation, and Activation / Justin Apger
  ➢ CEP Marketing Recovery Campaign / Sarah Brothers
  ➢ Streetscape Projects
    ❖ Broadway Median Conceptual Design / Alex Gutierrez
    ❖ C Street Landscaping Beautification / Alex Gutierrez
    ❖ Cultural Walk Signage Design / Sean Warner

OTHER BUSINESS
• Updates from Commercial Properties Representatives – DISCUSSION / Jason Wood

CEP Committee Meeting Dates

FY21
➢ July 22, 2020 at 3:30pm
➢ October 21, 2020 at 3:30pm

ADJOURN
Committee: Commercial Enhancement Program (CEP)   Standing _X_  Permanent ______

**Primary Committee Purpose:** To guide CEP staff in creating programs that assist in retaining and attracting tenants to all CEP parcels.

**Committee Size:** 9-13 Committee members

**Committee Chair:** Jason Woods - Principal at Cisterra Development

**Committee Members:** Dan McCurdy, Betsy Brennan, Greg Bowman, Matt Carlson, Ashley Gosal, Christine Takara, Rob Lankford, Stacy Meronoff, Jeff Givens, Sumeet Parekh, Lawrence Howard

**Characteristic:** Representatives of Downtown commercial properties above 50,000sqft

**Downtown Staff:** Alex Gutierrez (Director of Special Districts)

**Meeting schedule:** Quarterly meetings per fiscal year; starting in July ending in April.

**Committee Responsibilities:**
1. **Legal:** To ensure that all contractual requirements are being interpreted appropriately and followed to prevent any legal action against the organization.
2. **Collaboration:** Provide an opportunity for Committee members to take an active role during and after meetings to move the goals of the Commercial Enhancement Program forward.
3. **Advocacy:** Advocate for infrastructure improvements, such as sidewalk repairs etc... to ensure CEP staff are focused on the priorities of the CEP representatives.

<table>
<thead>
<tr>
<th>Specific Products or Results Expected</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Marketing and Communication: Position the Downtown market for success now and in the future by updating the Create the Future Campaign and implementation of the Downtown Innovation Center.</td>
<td>FY20 Q4</td>
</tr>
<tr>
<td></td>
<td>FY21 Q1</td>
</tr>
<tr>
<td>2. Beautification: Implement projects that increase curb and property appeal for current and future commercial tenants.</td>
<td>FY20 Q4</td>
</tr>
<tr>
<td></td>
<td>FY21 Q1 &amp; 2</td>
</tr>
<tr>
<td>3. Events: Property and Downtown amenities mixer and tour</td>
<td>FY21 Q-TBD</td>
</tr>
<tr>
<td>4. Report Planning: Prepare annual performance reports to deliver to all the CEP Committee and stakeholders.</td>
<td>FYQ3 (annual report)</td>
</tr>
</tbody>
</table>
# CEP Project Outline
## FY20 Budget

<table>
<thead>
<tr>
<th>Projects</th>
<th>FY20</th>
<th>FY20 %</th>
<th>Adjusted FY20</th>
<th>Adjusted FY20 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing and Website</td>
<td>$20,000</td>
<td>9%</td>
<td>$58,000</td>
<td>26%</td>
</tr>
<tr>
<td>Demographic Study</td>
<td>$25,000</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovation Center Technology</td>
<td>$25,000</td>
<td>11%</td>
<td>$25,000</td>
<td>11%</td>
</tr>
<tr>
<td>Innovation Center Construction</td>
<td>$10,000</td>
<td>4%</td>
<td>$10,000</td>
<td>4%</td>
</tr>
<tr>
<td>CEP Property Mixer</td>
<td>$5,000</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CEP Property Investor Tour</td>
<td>$8,000</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C Street Landscaping Beautification</td>
<td>$18,000</td>
<td>8%</td>
<td>$25,000</td>
<td>11%</td>
</tr>
<tr>
<td>B Street Improvements (FY21 Q2)</td>
<td>$16,423</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety Ambassador (FY21 Q1)</td>
<td>$20,000</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadway Median Conceptual Design (FY20 P1) (FY21 P2)</td>
<td>$46,423</td>
<td>21%</td>
<td>$46,423</td>
<td>21%</td>
</tr>
<tr>
<td>Cultural Signage Walk RFP</td>
<td>$25,000</td>
<td>11%</td>
<td>$25,000</td>
<td>11%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$218,846</strong></td>
<td><strong>98%</strong></td>
<td><strong>$189,423</strong></td>
<td><strong>85%</strong></td>
</tr>
</tbody>
</table>

**FY20 Budget**

| FY20 Budget | $222,846 | 100% | $222,846 | 100% |

**Under/ (Over)**

| Under/ (Over) | $4,000 | 2%  | $33,423 | 15%  |
About the Downtown San Diego Partnership (DSDP)

The Downtown San Diego Partnership serves as the leading advocate for the economic vitality and growth of Downtown San Diego. We are a member-based, nonprofit organization with nearly 300 members, representing a variety of business sectors including real estate, technology, banking, law, defense, insurance, communications, energy, and tourism. Our members are committed to creating a vital and vibrant urban center that benefits the entire San Diego region.

DSDP also operates the Clean and Safe (C&S) program, which aims to promote economic vitality through social welfare, bring about civic betterment, and further the common good and general welfare of the Downtown San Diego community within 275 blocks for Downtown San Diego. Clean and Safe effectively provides maintenance and safety services, including beautification efforts and a comprehensive homeless outreach program on behalf of property owners.

For additional information, please visit downtownsandiego.org

Objective

The Downtown San Diego Partnership successfully launched createthefuturesd.com in 2018 to promote Downtown San Diego’s businesses, residents, lifestyle and neighborhoods.

Utilizing this developed Downtown brand and assets, the purpose of this specific project is to increase awareness of the vibrancy of Downtown as a place to work and live, the business growth opportunities and create a greater sense of community through a more optimized createthefuturesd.com website. This project will help to promote our business owners, commercial property owners and Downtown San Diego Partnership members in a great time of need.

After the creation, these assets will be managed, marketed and deployed by the DSDP internal marketing team.

The Commercial Enhancement Program (CEP) funds this initiative for Downtown. CEP is a component of the Downtown San Diego Partnership Clean & Safe Program and is focused on enhancing downtown’s competitive profile in the San Diego commercial real estate market in the region and beyond.
Goals

• Improve awareness among regional brokers of Downtown office spaces and encourage them to show Downtown to tenants during tours.

• Inspire confidence in Downtown business and its commercial real estate market.

• Attract tenants to consider Downtown as a place to move their business and/or create a satellite office.

• Promote Downtown business owners, commercial property owners and DSDP members.

• Position the Downtown market for success now and in the future.
C Street
Landscaping Beautification
Project Overview
The Downtown Cultural Walk Signage program connects the civic core and theater district of today to historic architectural sites and notable figures of the past. The program seeks to enhance the streetscape environment and encourage exploration of our unique Downtown. Approximately 10 signs will be located along Broadway, C Street and B Street in City Center and the Columbia District.

Sign to be constructed of stainless steel finish or aluminum panels with primed/painted finish. Graffiti-resistant coating to be applied to all exposed surfaces. Sign to be anchored to existing concrete or brick surface.

Potential Sign Location Map
Signs to be located on the sidewalk adjacent to the buildings with a yellow star below. Refer to images on following pages.

Contact: Sean Warner, Director of Community Enhancement, Downtown San Diego Partnership
c: 619.723.8673
e-mail: swarner@improvedtsd.org
Potential Sign Locations

1 - One America Plaza
Northeast corner of Kettner Boulevard and Broadway. The sign will include images and information regarding the history of the station.

2 - First Allied Plaza
Southeast corner of Kettner Boulevard and Broadway. The sign will include images and information regarding the history and present day of Downtown San Diego.

3 - City National Building
South-side of Broadway between India and Columbia Streets. The sign will show historic images and information of the Army and Navy/YMCA building to the north.

4 - Chase Building
South-side of Broadway between Front and 1st Avenue. The signs will include information regarding the history of the Pickwick Hotel, Pickwick Stage Lines and Pickwick Broadcasting Corporation.

5 - Tower 180
North-side of Broadway between 1st and 2nd Avenues. The topic of interest for this sign will be the history of the Spreckels Theatre across the street. See image to right.
Potential Sign Locations

6 - Gensler Building
Adjacent to southwest corner of 3rd and Broadway. The imagery and photos for this sign will be the history of the U.S. Grant Building and Horton Plaza Park.

7 - Spreckels Office Building
Southeast corner of 6th Avenue and Broadway. The sign could include information regarding Spreckel’s legacy, historic photos of the building, and/or the history of the old trolley line that once ran in front of the building.

8 - Scripps Building
Southwest corner of C St and 6th Avenue.

9 - Copley Symphony Hall
Northwest corner of 7th Avenue and B Street. This sign will include historic images and information on the Symphony and the theatre.

10 - California Theatre
Location across from California Theater Building on south-side of C Street between 3rd and 4th Avenues. Image coming soon.