

A photograph of the Downtown San Diego skyline at dusk. A tall, modern building with many lit windows is the central focus. To the left, a cable-stayed bridge is partially visible. The sky is a deep purple and blue. The text 'DOWNTOWN SAN DIEGO PARTNERSHIP' is overlaid in white, sans-serif font.

DOWNTOWN SAN DIEGO PARTNERSHIP

ANNUAL REPORT

20
19

Our Mission:

To promote an economically prosperous and culturally vibrant urban center.

WWW.DOWNTOWNSANDIEGO.ORG

- Facebook: facebook.com/downtownsandiegopartnership
- Twitter: twitter.com/SDPartnership
- Instagram: [@downtownsandiego](https://instagram.com/downtownsandiego)
- LinkedIn: linkedin.com/company/downtown-san-diego-partnership

Special thanks to Scott Murphy, of SD Discover Photography, for capturing some of the photos used in this report.

WELCOME

Dear Members,

At the end of every year, our staff, along with our dedicated Board of Directors, undergoes a careful process of deciding our goals and setting a rigorous agenda for the year ahead. With a mission to promote an economically prosperous and culturally vibrant urban center, our team focused on four main goals in 2019:

- **Drive economic development**
- **Reduce homelessness and enhance quality of life**
- **Advocate for and market Downtown**
- **Diversify membership and increase member engagement**

With these goals in mind, and with the support of a broad base of community partners, we expanded our homeless outreach team, advocated for key development projects, implemented placemaking projects that enhance the everyday urban experience, continued to provide world-class maintenance services, and so much more.

The information contained in the following pages of this report provides just a snapshot of the amazing work the Partnership and Clean and Safe staff have successfully performed all year long. We hope you will join us in celebrating these accomplishments and continue to creatively address the new challenges ahead.

As we close out 2019, we're not just wrapping up the end of another year and moving on to the next; we're setting the foundation for what will define an entirely new decade.

We're excited for the opportunity to implement bold new ideas to grow and improve Downtown San Diego in a way that makes all San Diegans proud.

The successes of the past year could not have happened without the commitment of all our members and partners, and we are eager to collaborate, once again, on creating the future of a vibrant and prosperous Downtown San Diego in 2020.

Sincerely,



Betsy Brennan
President & CEO

A handwritten signature in cursive script that reads "Betsy Brennan".



Sumeet Parekh
HP investor, LLC

A handwritten signature in cursive script that reads "Sumeet Parekh".

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Drive Economic Development

More than 100,000 jobs are currently attributed to Downtown San Diego. With the population of our urban core expected to more than double by 2030, every year presents new opportunities to support the businesses, organizations, and industries that lay the foundation for a prosperous present and a vibrant future. Here are some of the ways we worked toward this goal in 2019.



Engaged leaders at the state and local levels to realize projects that will be a catalyst for Downtown's business growth and livability.

Represented the Downtown San Diego Partnership in Washington D.C., Sacramento, Atlanta, and in San Diego at regional board, commission, and committee meetings.

The Partnership advocated for a number of successful items, including:

- An update to Transit Priority Area Parking Standards
- Amendments to the Centre City Planned District Ordinance
- Regulations on dockless mobility devices
- SB 669 - which provides safe drinking water in disadvantaged communities
- AB 1164 - which directs the Department of General Services to commence the disposal process for The Downtown State Building
- The City's Mixed Zoning Package and moderate income housing regulations
- The Sidewalk Vending Ordinance
- H.R. 2398 - which provides greater housing opportunities to homeless veterans
- H.R. 4307 - which incentivizes investment along transit lines.



The Partnership also successfully opposed an effort to dramatically increase in-lieu fees, which would have greatly impacted the city's ability to develop more units across all income levels.



Reduce Homelessness & Enhance Quality of Life

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. From expanding the footprint of our homeless outreach team to beautifying Downtown gateways, here are a few ways our team worked to improve everyday experiences in our urban core.

Supported the County Board of Supervisors in approving a \$54.7 million funding increase for behavioral health services.

\$712.9 million mental health and substance abuse disorder budget includes:



\$25.3 million for enhanced mental health outpatient walk-in services and Assertive Community Treatment services.



\$12.4 million to fund housing for homeless families, disabled individuals, and affordable housing projects.



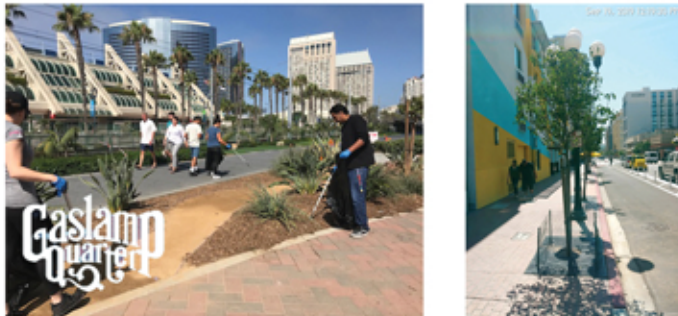
70 Psychiatric Emergency Response teams.



177 new mental health beds.

Gateways provide an important first and last look at Downtown.

Enhancing and beautifying these areas with trees, plants, and other landscaping make the Downtown experience more pleasant for those entering and exiting the urban core.



DOWN T SAN DIEGO WN



Brightening our neighborhoods through art.



Painted 10 utility boxes in partnership with Marina District residents.

Five utility boxes wrapped with historical images that tell a unique story about the people, events, and architecture of the Gaslamp Quarter.

In partnership with the Gaslamp Quarter Association and Gaslamp Historical foundation



Family Reunification Program

The Family Reunification Program is designed to reconnect homeless individuals with their families and loved ones across the country, enabling them to build much-needed support systems that are critical to ending the cycle of homelessness.



1,893

people have been aided by the Family Reunification Program since July 2017, when the program received a grant from the San Diego Housing Commission.

3,051

people have been reunited with loved ones since the program began in 2011.

30-49 years old

the average age of individuals that our homeless outreach team helps reunite with their support systems.

62%

of individuals served are men.

6 months

the length of time that more than half of those served through the Family Reunification Program are homeless.

Success Stories

JEFFREY

Two years ago, Jeffrey was released from jail. Without a housing plan, the only home he could return to would be the streets of Downtown San Diego. The Clean & Safe homeless outreach team met Jeffrey on the streets and described the Family Reunification Program to him. While his family wasn't able to provide housing at the time, the team managed to connect with Jeffrey's friend living in Palm Desert, California. Due to the friend's generosity, Jeffrey was housed long enough for his family to arrange accommodations to support him in Kansas City, Missouri. The coordination from the Family Reunification team, the overwhelming kindness from his friend, and the support of his family ultimately gave Jeffrey the fresh start he deserved. Two years later, Jeffrey is now living on his own and working full time in Kansas City. He recently celebrated his two-year anniversary of sobriety. He texted us to say, "Tell the team how grateful I am and how much I appreciate the Family Reunification Program team for helping give me my second chance"



JACOB & ASHLYNN

Jacob and Ashlynn were homeless for approximately six months, with one of those months occurring in San Diego. During their time here, the SDPD Homeless Outreach Team (H.O.T) placed them in a triage bed at St. Vincent De Paul. While housed there, H.O.T. referred Jacob and Ashlynn to our Family Reunification Program and our team was able to successfully reunify them with Jacob's mom in Oregon. While conducting a yearly follow-up call, Jacob's mom said Jacob and Ashlynn are now happily married and living in Washington in a house they were able to purchase. They both have full-time jobs and Ashlynn went back to school. Jacob and Ashlynn also welcomed a beautiful baby girl into their family. Congratulations to them both on their amazing success!

Advocate for and Market Downtown

For Downtown San Diego to thrive as an urban center, we must create, embrace, and promote all the incredible opportunities our city's epicenter has to offer. This includes telling the story of who we are now and advocating for the initiatives that will help get us to where we want to be. The following outlines how we highlighted and advocated for our community this year.

ADVOCACY

Joined the Yes! For A Better San Diego coalition, a bipartisan group comprised of hotel and tourism industries, businesses, labor unions, and homeless service providers in support of the measure to expand and modernize the Convention Center and create a designated funding stream for homeless services and street repairs. The Downtown San Diego Partnership successfully advocated for the measure's inclusion on the March 2020 ballot.



Reinvigorated the Downtown San Diego Partnership PAC, a non-partisan and privately financed political action committee with a focus on candidates and initiatives that further the Partnership's mission to promote an economically prosperous and culturally vibrant urban center. The PAC supports ballot initiatives and legislative champions that will prioritize economic development, reduce homelessness, and market Downtown to attract, connect, and retain talent. The Partnership partnered with several urban BIDs to host a City Council District 3 Candidate Forum.

MARKETING



Generated an average of 4 traditional media mentions per month over the course of 11 months for Clean & Safe and DSDP. We were able to highlight and advocate for major programs and events like the expansion of our homeless outreach team, Horton Plaza Park, Park(ing) Day, Downtown development projects, and the Alonzo Awards.

Successfully prepared 30 external presentations that allowed us to communicate the goals and projects of the Downtown Partnership as well as the Downtown narrative to a variety of audiences.

Hired an internal designer, which enabled us to create professional and cohesive DSDP marketing materials with consistent brand messaging and aesthetic.

Secured \$13k grant from Bank of America for Grow Urban and homeless outreach

Diversity Membership and Increase Engagement

The backbone of our organization is our members. Their commitment, involvement, and ideas are what shape our vision and propel us forward. This year, we delivered on this goal in a variety of ways with a fresh focus on innovative approaches that speak to an emerging generation of leaders.



Retained **87%** of members

Grew membership by **13%**

Increased member engagement and attendance at networking mixers by **10%**

Launched **4** new member focused series: Founders Circle breakfasts, open houses, lunch and learns, and a New Member Orientation

Hosted can't miss events including: Elected Official Meet and Greet (sponsored by SDG&E); Kickoff Mixer (hosted by SDG&E); Installation Dinner featuring KEVTALK (sponsored by HP Investors); Contractors, Developers, and Designers Mixer (sponsored by Cavnagac & Associates); Golf Tournament (sponsored by Clearway Energy); Summer Mixer (sponsored by Seaport San Diego, Seaport Village, and the Port of San Diego); 57th Annual Awards Dinner (sponsored by Holland Partner Group & North America Sekisui House, LLC); and the Holiday Party (sponsored by SDG&E).



Promoted health and wellness in the community through Yoga in the City, a free weekly yoga series sponsored by AMR, and Yoga Under the Sails, a one-of-a-kind yoga event sponsored by the San Diego Convention Center.



City Center Business District

The mission of the City Center Business District is to invest on the vitality of the district by prioritizing economic development and marketing the success of our businesses.



Expanded the City Center Business District's Board of Directors to include nine new members with the capacity to grow to 15. These seats represent five key industries in the district entertainment, hospitality, businesses/storefronts, technology startups, and residential



Hosted the Downtown Business Walk in February, in which we distributed postcards to nearly 900 businesses ahead of the walk

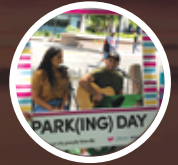


Hosted several strategic and successful events this year. This included a Comic-Con badge-holder discount, in which participating businesses in the district gave conference attendees a 10-15% discount, as well as the Sounds of Summer outdoor concert series, sponsored by US Bank.



Gave banners lining key streets a fresh, new, and branded look. Banners create neighborhood identity and help visually tell the story of City Center.

In collaboration with Circulate San Diego, Lyft, and Clean and Safe, the City Center Business District sponsored the musicians for Park(ing) Day, in which we set up a one-day parklet on B Street between 6th & 7th. This location was chosen as a test site for a future permanent parklet in City Center.



Teams met with business owners to conduct a survey and collected more than 70 business cards from owners and managers. 71% of those surveyed rated the community as a favorable place to do business.



CLEAN AND SAFE

Partnered with multiple groups to coordinate volunteer events throughout Downtown. Over the course of the year, more than 100 volunteers picked up trash, planted trees, and beautified areas in all of the Downtown neighborhoods

Grow Urban



Comic-Con Stats

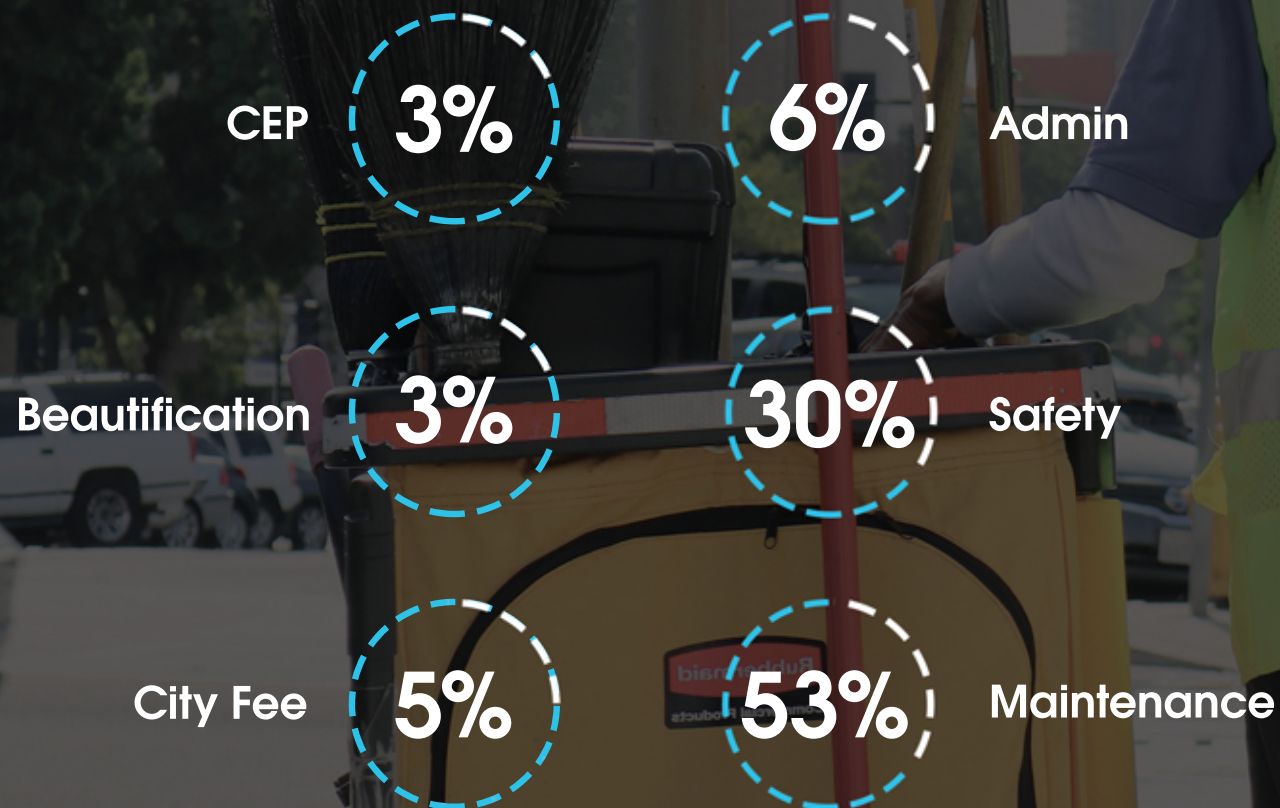


By The Numbers



Clean And Safe Financials

Total Budget: \$8,494,200



FOUNDERS CIRCLE MEMBERS

Ace Parking
American Medical Response
Bank of America
BOSA Development
California Apartment Association
Carleton Management, Inc.
Carrier Johnson + CULTURE
Cavignac & Associates
CBRE
City Wide Cleaning Services, Inc.
City Wide Group of Companies, Inc.
City Wide Protection Services, Inc.

Cox Communications
Cushman & Wakefield
Dentons US LLP
Dynalectric San Diego
EMMES Realty Services of California, LLC
Flocke & Avoyer Commercial Real Estate
Gafcon, Inc.
Gensler
Hensel Phelps
Hilton San Diego Bayfront
HP Investors, LLC
Irvine Company Office Properties

JMI Realty
Lankford & Associates, Inc.
Manpower San Diego
reproHAUS/signHAUS
San Diego Gas & Electric
San Diego Padres
Scoutred
Sheppard, Mullin, Richter & Hampton LLP
Sycuan Band of the Kumeyaay Nation
The San Diego Union-Tribune
Turner Construction
University Club atop Symphony Towers
Wakeland Housing and Development Corporation

SUSTAINING MEMBERS

Allied Universal
AT&T
LeBeau Realty & Associates
California Strategies, LLC
Clark Construction Group - California, LP
davisREED Construction, Inc.
Fox Sports San Diego
Higgs Fletcher & Mack LLP
JPI Companies

Kaiser Permanente
Kilroy Realty Corporation
LDG Commercial Real Estate
Lennar Multifamily Communities, LLC
Lockrul Construction
MA Engineers, Inc.
Manchester Financial Group
Pechanga Arena San Diego
Republic Services, Inc.

Kaiser Permanente
Kilroy Realty Corporation
LDG Commercial Real Estate
Lennar Multifamily Communities, LLC
Lockrul Construction
MA Engineers, Inc.
Manchester Financial Group
Pechanga Arena San Diego
Republic Services, Inc.

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An aerial night view of a city skyline. In the foreground, a large stadium with a distinctive white, tent-like roof structure is visible. To the left, a body of water reflects the city lights. The middle ground is filled with various urban buildings, including a prominent brick building with a circular logo. In the background, several tall skyscrapers are illuminated, standing out against a dark, cloudy sky with a hint of sunset or sunrise colors. A white rectangular box is superimposed over the center of the image, containing the text.

Thank you. We're proud to share these incredible accomplishments with you.

A photograph of the Downtown San Diego skyline at dusk. The sky is a deep purple and blue, with the city lights beginning to glow. Several tall buildings are visible, including a prominent one with a curved facade on the right. A bridge structure is visible in the foreground on the right side.

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

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