



PRESS RELEASE

CONTACT:

Sarah Brothers

sbrothers@downtownsandiego.org

916-220-6161

DOWNTOWN SAN DIEGO PARTNERSHIP RECOGNIZES 2021 CREATE THE FUTURE AWARDS HONOREES

Awards Program Highlights Doers, Innovators Influencing Future of Downtown and Introduces New Tech Tool

SAN DIEGO – March 26, 2021 – Attendees of the 2021 Create the Future Awards got a glimpse into the future of Downtown San Diego and all that lies ahead for this market on the rise. This reimagining of the Downtown Partnership’s Alonzo Awards got a fresh new look and name to recognize the impact of its honorees who are working to turn their visions of what our Downtown can be into reality.

Inspired by the tradition of excellence demonstrated at The Alonzo Awards, the Create the Future Awards recognized some of Downtown’s best and brightest thanks to event sponsors SDG&E and the University of California, San Diego. Several new award categories were also added to recognize those who stepped up to help Downtown in its time of need and who are taking a page from Alonzo Horton himself to reimagine what our Downtown can be.

Attendees got a unique look at the global research trends working in favor of up-and-coming urban environments like Downtown San Diego and some of the best practices already at work to benefit Downtown neighborhoods from featured speaker Sofia Song, Global Cities Lead from Gensler. They also got a sneak peek from Tracy Murphy, President & Founder of IQHQ, of the Research and Development District - the milestone life science campus project transforming the waterfront, giving progress a home, and paving the way for the future of the life science industry in Downtown.

The program wrapped with a glimpse into the newest technology to tell the story of Downtown San Diego as the can’t-miss market in the San Diego region – [the Downtown Innovation Center](#).

Award Recipients:

- The **Downtown Champion | Government Partner of the Year Award**, sponsored by ACE Parking, was presented to San Diego City Clerk Elizabeth Maland for her unwavering dedication to our city and her work to make local government accessible in this new Zoom age.
- The **Downtown Champion | Small Business of the Year Award**, sponsored by Banner Bank, was presented to Pandemic Pizza to celebrate the success of their quarantine-inspired concept and its ability to spark joy during uncertain times through lovingly made comfort food.
- The **Grow Urban Award**, sponsored by Republic Services, was presented to e3 Civic High’s Urban Agriculture Program which is passing on values of sustainability and environmental excellence to the next generation of Downtown leaders.

- The **Diversity, Equity and Inclusion Award**, sponsored by Cox Communications, was presented to SDG&E for the success of the organization’s Supplier Diversity Program which was responsible for directing \$872 million in expenditures on goods and services to contracts with diverse suppliers in 2020.
- The **Innovation Award**, sponsored by Union Bank, was presented to Trust & Will for a banner year where they doubled their headcount, earned a 300% increase in purchases year-over-year, and closed a \$15 million Series B round.
- The **COVID-19 Response | Collaboration of the Year Award**, sponsored by Clark Construction, was presented to the County of San Diego, City of San Diego, UC San Diego Health, the San Diego Padres, and ACE Parking for their collaboration on the Petco Park Vaccination Super Station.
- The **Vic Kops Humanitarian Award**, sponsored by US Bank, was presented to Serving Seniors for their compassionate and comprehensive response to the urgent needs of San Diego County’s low-income seniors impacted by COVID-19.
- The **Volunteer of the Year Award**, sponsored by UC San Diego, was presented to Beth Callender and Pete Garcia for their generous donations of time and expertise on behalf of the Downtown Partnership Clean & Safe program’s Grow Urban initiative which aims to replace Downtown’s missing street trees.
- The **Founders Award**, sponsored by Holland Partners Group and Sekisui House, was presented to Perry Dealy for his career-spanning visionary leadership to better Downtown and the entire San Diego region.
- The **Create the Future Award**, sponsored by Procopio, was presented to RaDD, a District by IQHQ, for its work to pave the way for the future of life sciences in Downtown through an iconic waterfront district that will give progress a home.

Please [click here](#) to view the Create the Future Awards program for more information about each awardee, the featured speakers, and sponsors.

You can [click here](#) to watch videos from the Create the Future Awards program (available during the week of March 29).

###

*The **Downtown San Diego Partnership** is a member-based, nonprofit organization focused on representing Downtown San Diego as the leading economic, cultural, and government center of the region to more than 11,000 property owners and 400 business members. It also serves as the managing organization for several special districts that provide essential public services in the 275 blocks of Downtown. For more information, visit downtownsandiego.org.*