

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 Downtown.*

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 representing a variety of business sectors including real estate, technology, banking, general contractors, engineers, architects, developers, law, education, insurance, defense, nonprofit, tourism, and more.

## **2021 PRIORITIES**

- *Reenergize Downtown San Diego's Economy*
  - Attract investment, create, and identify resources, and lead recovery planning for the benefit of Downtown businesses, stakeholders, and residents
- *Health, Safety and Housing*
  - Enhance the public's health and safety through public services, while advocating for resources and commitments to better assist our unsheltered population

- *Champion and Nurture a Downtown Experience for All*
  - Expand our organizational impact to better tell the story of a welcoming Downtown through effective marketing, placemaking, programs, and services
- *Organizational Excellence and Prioritizing Equity*
  - Prioritize internal activities that will continue to build a strong foundation and a lens of equity and social justice upon which the Downtown Partnership can pursue its external goals

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.

## **LEVELS & BENEFITS**

Downtown Partnership members receive unparalleled access to benefits, exposure to special programming, 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.

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

### **Associate | \$1,200 & Nonprofit | \$500**

- Designed for an independent business owner looking to connect to San Diego's business community and build a network.
  - Company listed in member section of 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
  - Exclusive semi-monthly membership updates highlighting the latest initiatives the Downtown Partnership is championing to support Downtown, public policy advocacy, members-only events and resources for members from members
  - 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 listed with live link, and logo in member section of 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
  - Exclusive semi-monthly membership updates highlighting the latest initiatives the Downtown Partnership is championing to support Downtown, public policy advocacy, members-only events and resources for members from members
  - 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 in member section of DSDP website
  - Company name listed on Partnership printed or digital major event programs
  - Company name called out in the annual report
  - 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
  - Exclusive semi-monthly membership updates highlighting the latest initiatives the Downtown Partnership is championing to support Downtown, public policy advocacy, members-only events and resources for members from members
  - Weekly e-newsletter highlighting projects and happenings taking place in Downtown San Diego

## **Founders 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 for consideration to serve as a Board of Director
  - Founders Circle member listing on signage in the DSDP office, events and scrolling on the home page and membership benefits page of the website

- Personalized company listing with narrative profile, live link, and logo in member section of DSDP website
- Invitation to the exclusive and complimentary Founders Circle Speaker Series
- First choice on major event sponsorship opportunities
- Company name listed on Partnership printed or digital major event programs
- Company name called out in the monthly membership update e-blast and annual report
- 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
- Exclusive semi-monthly membership updates highlighting the latest initiatives the Downtown Partnership is championing to support Downtown, public policy advocacy, members-only events and resources for members from members
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**Membership Application:** <https://downtownsandiego.org/apply/>

**Underrepresented Business Enterprises Membership Details:** <https://downtownsandiego.org/membership-opportunity-pilot-program-underrepresented-business-enterprises/>

## 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.

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

For additional details and to sign-up visit: <https://downtownsandiego.org/events/committees/>

## EVENTS & PROGRAMS

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.

To view the events and programming visit: <https://downtownsandiego.org/events/2021/>

### **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 [City Center 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.

To view our Annual Reports and meet our team members: <https://downtownsandiego.org/about/>

### **DSDP REACH**

[Twitter](#) followers: 14,000

[Facebook](#) followers: 12,000

[Instagram](#) followers: 13,000

[YouTube](#)

Weekly Newsletter Open Rate: 45%

Database: 12,000 and consistently growing

[www.downtownsandiego.org](http://www.downtownsandiego.org)