



## PRESS RELEASE

For Immediate Release

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### **DOWNTOWN INNOVATION CENTER ILLUMINATES BRIGHT ECONOMIC OPPORTUNITY IN DOWNTOWN**

*New Center from Downtown San Diego Partnership Provides Unparalleled View of Downtown Market to the Business Community at Large*

**SAN DIEGO – Jan. 19, 2022** – Downtown San Diego is the place to watch. As a top ten American city, San Diego is making a name for itself as a first-class urban center with a bright economic future following significant investment from new life-science and tech industries, among others. To support this growth, the Downtown San Diego Partnership is launching the Downtown Innovation Center, the premier resource to introduce Downtown as the right-choice location for future growth and opportunity in the San Diego region.

The Downtown Innovation Center is a modern and digital take on the scale model of the submarket that used to reside in the Downtown Visitor Center. The technology may be new, but the purpose of helping prospective tenants, customers and investors imagine what it would be like to be part of Downtown's vibrant community lives on.

Using the incomparable Liquid Galaxy platform, visitors will explore the unique story of Downtown through exciting projects under development and redevelopment, Downtown's labor pool and demographic data, available office space, tenant mix and any other information critical to a business or organization's success.

"We know Downtown San Diego has a bright future," said Betsy Brennan, President and CEO of Downtown San Diego Partnership. "With two-to-three million more square feet of creative office space coming to the market, an ever-growing talent pool, and the richness of our urban lifestyle, it prompts us to explore not only recovery but what kind of city we want to be in this new future. We know that any consideration of the region or the state isn't complete without looking at the unique and endless

opportunities Downtown San Diego provides. The Downtown Innovation Center is going to showcase that story to the world.”

The Liquid Galaxy platform turns that bright future into a compelling, data-driven narrative about why Downtown is the can't-miss market for the San Diego region. From a bird's eye view to immersive, in-depth analysis, the Downtown Innovation Center provides an insider's view of Downtown you won't find anywhere else.

“This center is the first of its kind specifically focused on attracting and retaining investment in our urban core,” said Chanelle Hawken, Downtown San Diego Partnership Board Chair. “We are confident that with this tool as the first stop for prospective investors and our next big names, Downtown San Diego will be putting its best foot forward.”

Boasting an ideal mix of a thriving business and workforce center alongside a vibrant residential community of skilled talent, entertainment, and amenities, Downtown's urban neighborhoods offer a true work, live, play lifestyle that's worth coming back to the office to enjoy. With no shortage of experiences for a rich urban lifestyle, businesses will find every resource they or their workforce could ever want or need at their fingertips.

Highlights for the market included in Downtown Innovation Center presentations include:

- More than 3.5 million square feet of office product anticipated during the next 3+ years
- More than 9,500 residential units are currently under construction or planned (that's 40% of the current inventory in Downtown)
- 77% of Downtown workers cite “better commute” for wanting to work Downtown

Experience first-hand the powerful narrative the Downtown Innovation Center can tell and how it will help shape the future of Downtown. For more information, visit [createthefuturesd.com/work/downtown-innovation-center/](http://createthefuturesd.com/work/downtown-innovation-center/).

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*The **Downtown San Diego Partnership** is a nonprofit organization that serves as the principal voice and driving force behind the economic and cultural prosperity of Downtown San Diego through membership, advocacy and public services. It also serves as the managing organization for several special districts including the Clean & Safe program that provide essential public services in the 275 blocks of Downtown. For more information, visit [downtownsandiego.org](http://downtownsandiego.org).*

### Thoughts from San Diego community leaders:

“At Cox, we are big believers in the power technology can have to connect people. The Downtown Innovation Center combines the power of storytelling with state-of-the-art technology and Cox is proud to be a sponsor. We look forward to seeing the connections and progress that will be made for the Downtown community with the launch of this new tool.” - Chanelle Hawken, Downtown San Diego Partnership Board of Directors Chair and Vice President, Government and Public Affairs, Cox Communications

“Downtown has seen tremendous growth over the last few years and the Downtown Innovation Center is a pivotal tool providing an in-depth look at the unique opportunities available, all in one place. The City is confident in the future of the Downtown market and how it will help shape the region as a whole.” - Councilmember Stephen Whitburn, District 3

“We now have an exciting storytelling tool to put our best foot forward and communicate that Downtown San Diego is an economic driver for our region. The Downtown Innovation Center is set to draw in new economic growth and aid in long-term resiliency for our City and region. This tool will undoubtedly attract new business and great jobs to San Diego.” - Councilmember Raul Campillo, District 7 and Economic Development and Intergovernmental Relations Committee Chair

“The Downtown Innovation Center is critical to our goal of tenant attraction and retention within our urban neighborhoods. We know firsthand Downtown has the kind of amenities, supply, and opportunity for growth that you won’t find in any other submarket in the region and this tool will help us showcase that in a meaningful way.” - Sumeet Parekh, Committee Representative, Downtown San Diego Partnership Clean & Safe Commercial Enhancement Program (CEP) and Managing Partner, HP Investors

“At CBRE we’ve seen firsthand how the technology behind the Downtown Innovation Center is a gamechanger for telling compelling stories to our target markets. It allows prospective capital and prospective tenants to the Downtown market to get a bird’s eye view of the entire market in one room. Additionally, we can overlay developments so we can watch San Diego grow for years to come.” - Matt Carlson, Executive Vice President, CBRE

“Union Bank is committed to reinvesting in our communities. Through our support of the Downtown Innovation Center we know we are promoting the future of economic vitality in Downtown. We’re excited to see how Downtown’s urban neighborhoods will continue to thrive and flourish thanks to the conversations that happen in this space.” - Jason Bowser, Managing Director, Regional Manager, Union Bank

“The Downtown Innovation Center is the first tool of its kind to mobilize data to highlight the diverse range of business and real estate opportunities available Downtown. Whether meeting with San Diego prospects or local businesses interested in expansion, we are able to showcase the evolution of our urban core through the massive developments and expanding industries that offer greater access to

opportunities for more San Diegans. This tool will help further enhance how we tell our region's innovation story on a global scale." - Mark Cafferty, President & CEO, San Diego Regional EDC

"As the leading advocate for the life science industry in California, we recognize the importance of this highly informative and visual storytelling experience at the Downtown Innovation Center. This new tool will deepen our connection to the vibrant community of Downtown and attract meaningful investment to drive industry success across the city and region." - Joe Panetta, President & CEO, BIOCUM