

1. DSDP recently sought a consultant for PBID renewal. I'm curious whether:
 - a. The PBID renewal consultant has been selected and who that might be?
Yes, the DSDP has engaged Civitas to lead our Property Business Improvement (PBID) district renewal. The contract is set to commence in May 2022.
 - b. Will there be a connection between the PBID renewal and strategic planning efforts?
Absolutely. The renewal consultant and strategic planning consultant will be expected to share information as both plans will inform one another.
2. What challenges to organizational sustainability have you currently identified?
The DSDP generates most of its revenue from membership and events as well as property assessments. Diversifying revenue streams to allow for growth is a top priority for the organization's sustainability, allowing us more flexibility to invest in our people and systems
3. What, if any, elements in the 2015 updated Imagine Downtown plan, does the Partnership wish to preserve in this new plan?
The DSDP intends to preserve the framework and overarching themes of the original 2015 Imagine Downtown plan. The strategic planning process should incorporate exercises that help the organization answer this question, as well as identify new ways we need to respond to our Downtown in a post-pandemic world.
4. Regarding the "necessary resources for staff to carry out programs" included in the final plan, what can you share about the team size, capabilities, and budget for execution of the strategic plan?
The knowledge, skills and abilities of our current team align with what we are performing currently. From a resource planning perspective, we are more interested in knowing what additional talent/employee headcount considerations we must consider if we add new programs, initiatives, etc.
5. Is there existing city and DSDP brand/audience/market/ research that will be made available to the consultants?
The DSDP has an established brand for the Downtown market with audience profiles that can be made available to the selected consultant. The DSDP also recently published the Downtown Demographics Study which is posted on the DSDP website.
6. What feedback from prospective and current commercial and residential development companies is available to the consultants?
The DSDP conducted marketing research in 2020 that surveyed the perceptions of some of these audiences which will be made available to the selected consultant. The DSDP will also encourage and facilitate outreach by the selected consultant to solicit new feedback from stakeholders.
7. What is your total budget for the completion of the scope detailed in the strategic planning RFQ?
The DSDP is accepting quotes of all ranges at this point and will focus on a submission's content and ability to deliver on the scope of work.

8. Do you have a budget in mind for the Downtown San Diego Partnership Strategic Planning work?
The DSDP is accepting quotes of all ranges at this point and will focus on a submission's content and ability to deliver on the scope of work.
9. Beyond internal stakeholders (planning team, board, staff, advisory board, committees, members, etc.), how deeply does the partnership envision involving government partners (city, county, etc.), residents and the general public in the planning process? Are there other stakeholders not listed above that will be integral to the process?
The strategic planning process should focus on the audiences the DSDP serves, which includes the internal stakeholders mentioned above, as well as property owners and community members. Partners of the DSDP should be taken into consideration to the extent in which their involvement is needed for the strategic plan. In addition, the renewal process for our Property Business Improvement District will be occurring simultaneously and we envision that data can and will be shared with the planning consultant which may be helpful and prevent duplication of certain outreach efforts.
10. Will the final plan need to be approved by any funding partners or just the board of directors?
The final plan will be approved by the DSDP Executive Board.
11. Should the proposal include graphic design services for the final plan deliverable, or will that be executed by the internal team?
We prefer that the design be managed and handled by the consultant, in consultation with the DSDP Marcomm team.
12. How large does the partnership anticipate the planning team to be? Or are you seeking a recommendation from the consultant?
The Planning team should be kept to a manageable size so as not to slow down efforts. A range which has worked well for us in the past is 4-6 members.
13. Do I need to be a member to submit a response?
You do not need to be a member of the DSDP to submit a response to this RFQ.