



PRESS RELEASE

For Immediate Release

CONTACT:

Sarah Brothers

sbrothers@downtownsandiego.org

916-220-6161

Downtown San Diego Partnership Presents New Take on Installation Celebration

Event Celebrates Board of Directors and New Strategic Plan With Night of Discovery at the New Children's Museum

SAN DIEGO –Sept. 29, 2023 –

The Downtown San Diego Partnership hosted nearly 400 attendees for the commencement of an exciting new chapter for the organization with the completion of its new strategic plan and a new look for its signature Installation Celebration.

The new event highlighted the organization's incoming Board of Directors and invited attendees to rediscover the unique things about Downtown San Diego that enhance the quality of life for residents, employees, and visitors, including projects led by the Downtown Partnership. The Rediscover Downtown Celebration held in The New Children's Museum was a resounding success, drawing approximately 400 attendees, including elected officials, business owners and community leaders.

The event, sponsored by Cox Communications and San Diego Gas & Electric, was also a platform to share the Downtown Partnership's vision for the future of Downtown San Diego and discuss the forthcoming strategic plan that will guide its efforts over the next five years. As part of the organization's commitment to continuously improve the Downtown experience, the 2023 strategic plan outlines a dynamic approach to making tangible, positive changes in the community. The new framework is structured around four external goals:

- Champion a welcoming and resilient community.
- Actualize the full potential of Clean & Safe.
- Create America's outdoor Downtown.
- Guide and promote economic prosperity.

"Because of the advocacy of our organization and so many of you, we know that this is only the beginning of the exciting things we can do to make Downtown more clean, more safe, more vibrant, and more fun," added Betsy Brennan, President & CEO of the Downtown San Diego Partnership. "I'm happy to share that our Downtown report card is at the most hopeful it has been throughout the major disruptions we experienced over the past several years."

The success of the Rediscover Downtown Celebration serves as a testament to the Downtown Partnership's collaboration with partners, members, and stakeholders to turn strategic vision into a vibrant reality.

###

*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 provides enhanced services in the 275 blocks of Downtown. For more information, visit downtownsandiego.org.*