



PRESS RELEASE

For Immediate Release

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DOWNTOWN PARTNERSHIP INTRODUCES SPIN-OFF COMPANY FOR COMMUNITY IMPROVEMENT SERVICES

Urban Strategy Services will support SDSU Mission Valley, BOSA Development and other clients in transforming neighborhoods and business areas

SAN DIEGO – March 11, 2024 – Leveraging its decades of experience taking care of high-traffic spaces and places, the Downtown San Diego Partnership announced its groundbreaking new venture, Urban Strategy Services, which will offer custom community improvement services to transform properties, neighborhoods and business areas.

USS already works with several large clients, including BOSA Development in San Diego and will begin with SDSU Mission Valley Enterprises to provide the newly opened SDSU Mission Valley River Park and development with a variety of critical services, including a park ambassador program, janitorial, security, hospitality and consultative services to maintain a welcoming atmosphere for guests.

“We know how much the team at SDSU Mission Valley Enterprises cares about our city and creating a space that will benefit our community for generations. This kind of leadership and community focus is what makes them the perfect partner for us,” said Justin Apper, USS Co-Founder and COO of the Downtown San Diego Partnership. “We firmly believe that many other organizations and businesses value their residents and neighborhoods the same way and will benefit from our experience and proven track-record. We’re thrilled to kickoff Urban Strategy Services with such critical work.”

“Urban Strategy Services is providing high-quality services that are helping to ensure SDSU Mission Valley is a safe and inviting place for all San Diegans,” said Gina Jacobs, Associate Vice President for Mission Valley Development. “We selected them because their experience is well suited for the type of inclusive and transformative community we are seeking to create.”

USS serves as a single vendor and contact for clients looking to improve or maintain excellent care of their property, neighborhood or business area. USS maintains a wide menu of services and packages for prospective clients including:

- **hospitality:** USS elevates the service and guest experience of any property by creating a comfortable environment for guests. We prioritize customer relations by welcoming every request with a friendly, helpful energy.
- **security:** With a dedicated team of professionals or *ambassadors* on standby, USS offers rapid response to emergencies such as vandalism, graffiti, and property damage, minimizing downtime and preserving the integrity of corporate or organizational assets.
- **janitorial services:** USS staff circulate through assigned areas to help maintain and correct issues by servicing restrooms, emptying receptacles, removing litter, graffiti, spills and stains and more.
- **landscaping:** From protecting ecosystems to activating spaces, our team can assist your business or organization with the maintenance, installation or development of a landscaping plan that includes unique features such as walkways, green areas, fountains, plants, ponds, trees, etc.
- **event operations:** USS's dedicated event staff help coordinate events, handling everything from planning to logistics, execution and cleanup. USS aims to ensure that each event runs smoothly and makes a positive, lasting impression with your customers and clients.
- **unhoused care services:** As an experienced, responsible steward of the larger San Diego community, USS approaches every situation involving the unhoused with care and compassion to create a safe and welcoming environment for clients.
- **customized solutions:** USS develops property management plans and revenue opportunities using app-based systems and data. USS works closely with each client to develop customized community improvement and property maintenance plans tailored to their specific needs, ensuring maximum efficiency and cost-effectiveness.

USS is the brainchild of Betsy Brennan, Downtown Partnership President & CEO and a former land-use attorney, and Justin Apper, Downtown Partnership COO and founding member of Mission Edge, one of the largest management consulting organizations for social enterprises and nonprofits in San Diego. While USS draws on best practices identified through the Downtown Partnership's management of special districts like the Downtown Property and Business Improvement District and City Center Business Improvement District, USS itself is a separate entity with its own dedicated service staff. USS is now available to public and corporate property owners and managers throughout the San Diego region. For more information about USS and its range of services, please visit downtownsandiego.org/urban-strategy-services.

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Urban Strategy Services is an innovative, independent spinoff company of the Downtown San Diego Partnership that provides custom community improvement services for public and private businesses and organizations. USS transforms properties, neighborhoods and business areas, so its clients can focus on their core work. For more information, downtownsandiego.org/urban-strategy-services.