A photograph of a city skyline at sunset, with the sun low on the horizon and its light reflecting on the water. The sky is a mix of orange, yellow, and blue. The water in the foreground is calm, showing clear reflections of the buildings and the sun. The overall mood is serene and urban.

**“The time may soon come when planners, designers, developers, and others will recognize and act on the simple notion that the spaces between buildings are as important to the life of urban man as the buildings themselves.”**

*\_Serge Chermayeffe and Christopher Alexander,  
Community and Privacy*

# Year of the Public Realm 2007

*Waterfront, Parks, Facilities & Connectivity*



SAVE

“The Future of San Diego-  
WHERE Your Dollars Will be Spent” Presentation

Anne Marie Mowatt      March 15<sup>th</sup> , 2007



# Redevelopment Results: 32 Years

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**Homes**

**13,000**



**Office/Retail**

**6.6 million sf**



**Hotel Rooms**

**6,500**



**Infrastructure**

**\$433.6 million**

## Financial Investment : 32 Years

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- **\$8.0 billion** = private investment
- **\$900 million** = public investment
- **9:1** private to public ratio

# Benefit to City of San Diego: 32 Years

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**\$475 million** - to City's General Fund

- ❖ Property Tax
- ❖ Sales Tax
- ❖ Transient Occupancy Tax

**11%** annual return on investment for the City

# 2006

## A Year of Progress and Challenges

- **Community Plan Approval**

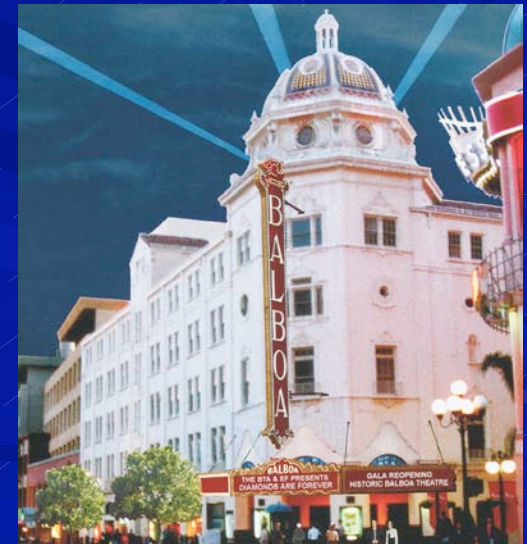


- **Western Waterfront**

- **Prioritization of Affordable Housing**

# 2006 Signs of Progress

- Parks and Infrastructure
- Balboa Theatre
- New Retail
- Residential
- Affordable Housing



# Creating Great Public Spaces



**Central Park , NYC**



**Millennium Park, Chicago**



**Golden Gate Park  
San Francisco, CA**



**Pioneer Courthouse Square  
Portland, OR**

# 2007 - A Proactive Year

## Filling in Downtown's DNA

- Parks and Infrastructure
- Waterfront
- Balboa Theatre
- New Office Space
- Connectivity
- Affordable Housing
- Social Issues
- Schools



# Community Involvement Essential

- Public Involvement
- Citizen Input
- Outreach Plans for 2007
  - “Coffee with Nancy” Series
  - Community Conversations
  - Series of Educational Forums
  - Downtown/Regional Collaborations



Join First in a series for 2007

**Nancy Graham**  
CCDC President

Join CCDC President Nancy Graham for an informal community conversation about downtown issues and projects.

Friday, February 2, 8:00 a.m.  
CCDC Downtown Information Center  
225 Broadway, First Floor

**Coffee with Nancy**  
series

Please respond to [events@ccdc.com](mailto:events@ccdc.com) or call 619-533-7148  
[www.ccdc.com](http://www.ccdc.com)

# Looking Ahead – The Next Five Years

## Centre City Tax Increment Projection



# Financial Picture

- Capital Project Priorities
- Long-Term Financial Projections

# DIVERSITY

A panoramic view of the San Diego skyline from the waterfront. The image shows several prominent skyscrapers, including the San Diego Convention Center and the San Diego City Center, under a blue sky with scattered white clouds. The water in the foreground is a deep blue, and the overall scene is bright and clear.

NEVER UNDERESTIMATE THE POWER OF THE WATERFRONT

Downtown San Diego

# CCDC's Award Winning EO Program

- 2005 Urban Developer of the Year- Black Contractors Association
- 2005 Advocate of the Year – Latino Business Owners Association
- 2005 Best Outreach Event or Series: Submarine Sandwiches for Subcontractors - SDSDC
- 2005 Small Business Advocate of the Year- SDSDC
- 2006 Advocate of the Year - GSDBDC

# CCDC's EO Participation Objectives (Advisory Goals)

Consultant Contracting- 20% of contract dollars to go to small and emerging firms (for contracts of \$25,000 and higher)

Public Works Contracting- SCOPE (for contracts of \$250,000 or more)

Vendor Purchasing- 20% of all expenditures to go to small and emerging firms

Development Agreements- 20% overall project dollars to go to small and emerging firms

Employment- Equal Opportunity Employer

# Outreach Strategies to Enhance EO

General Outreach Strategies include:

- Regional Outreach Events
- Public Agency Consortium
- Greater San Diego Business Development Council
- San Diego Supplier Development Council
- Community/Trade Journals
- Community/Trade Associations- events and website
- Daily Transcript/eBidboard Online Plan Rooms
- Workshops/Trainings
- “Doing Business With CCDC”
- CCDC’s Marketing/Communications Department

# Reporting EO

An important component of the Corporation's Equal Opportunity Program is maintaining statistics and evaluating the EO Program by presenting formal written reports to the Board of Directors.

Consultant Contracting      Development Agreements  
Public Works Contracting      Vendor Purchasing  
Employment

Semi-Annual Report : July 1 through December 31

Annual Report: July 1 through June 30 (fiscal year)

# COMPARATIVE ANALYSIS OF BUSINESS CONTRACTING ACHIEVEMENTS FY'06 ANNUAL EO REPORT

The chart compares FY 06 and prior years FY 04 and FY 05 Contracting Achievements. Certified firm consultant contracting decreased by two percent and vendor business contracting decreased by three percent from FY 05.

<u>CATEGORIES</u>	<u>FY 04</u>	<u>FY 05</u>	<u>FY 06</u>
<b>Public Works Projects</b> Expenditures Paid Out To Subcontractors and Vendors Divided By Total Expenditures Paid To Primes	\$1,132,826 of \$2,223,720 51% vs. 20% voluntary goal	\$934,148 of \$ 1,805,691 52% vs. 20% voluntary goal	N/A
<b>Public Works Projects</b> Expenditures Paid Out To EO Certified Subcontractors And Construction Vendors Divided By Total Expenditures Paid To Primes	\$652,632 of \$2,223,720 29%	\$130,980 of \$1, 805,691 7%	N/A
<b>Consultant Services</b> Expenditures Paid Out To EO Certified Consultants and Sub Consultants, Divided By Total Expenditures Paid To Consultants and Sub Consultants	\$2,079,661 of \$7,430,033 28%	\$2,108,582 of \$7,837,540 35%	\$2,079,661of \$7,430,033 33%
<b>Vendors Services</b> Expenditures Paid Out to EO Certified Vendors Divided By Total Expenditures Paid To Vendors	\$237,712 of \$945,748 25%	\$419,251 of \$1,287,781 33%	\$378,833 of \$1,289,911 30%

# Business Opportunities

NEVER UNDERESTIMATE THE POWER OF THE WATERFRONT

Downtown San Diego

# Doing Business with CCDC

- Register at [www.ccdc.com](http://www.ccdc.com) under "Business Opportunities"
- Set up a meeting with CCDC's Equal Opportunity Administrator
- Learn how to use the Website and Downtown Information Center (DIC) to prospect for new business
- Attend Trade/Community Association networking events
- Take a Downtown Bus Tour (1<sup>st</sup>/3<sup>rd</sup> Sat of each month)



# Doing Business with CCDC

- **Attend Paradise In Progress (3<sup>rd</sup> Thurs of each month**
- **Develop a Line Card, your :30 commercial, perfect your handshake**
- **Look for the latest plans and specs on eBidboard and the Daily Transcript Online Plan Room**
- **Attend Pre-Submittal/Pre-Bid Meetings**
- **June 22<sup>nd</sup>/23<sup>rd</sup> 2007- 4th Annual "Subs for Subs" event- CCDC's award-winning, premier networking forum/outreach event for the Region**
- **Network, Network, Network!**



# Upcoming Public Works Opportunities 2007

PROJECT LOCATION	ESTIMATED COST	BID DATE
▪ Children's Museum	\$2,000,000	March 07
▪ Little Italy Streetlights Phase II	\$1,600,000	April 07
▪ Core District Streetlights Phase II/ Litter Receptacles	\$1,200,000	May 07
▪ Cortez Family Center	\$2,100,000	May 07
▪ Quiet Zone	\$8,000,000	Summer 07
▪ Harbor Drive Pedestrian Bridge	\$16,000,000	June 07
▪ Cortez District Streetlights	\$2,300,000	November 07
▪ Park Boulevard/ At-Grade Crossing Improvements	\$5,000,000	Oct 07
▪ TOTAL	<u>\$ 38,200,000.00</u>	

# CURRENT CONSULTANT CONTRACTS

TYPE OF SERVICE	CURRENT PROVIDER	ISSUE DATE
■ Legal – Corporation	Lounsbery Ferguson Altona & Peak	March 2007
■ Plant Maintenance	Good Earth Plant Company	April 2007
■ Civil Engineering	Qualified List	May 2007
■ Archaeological	ASM Affiliates	June 2007
■ Architecture/Historic	Preservation Heritage Architecture & Planning	August 2007
■ Environmental (EIR)	Qualified List	January 2009
■ Economic Study	Keyser Marston	January 2009
■ Geotechnical	Qualified List	January 2009
■ Relocation	Qualified List	January 2009
■ Legal Condemnation	Qualified List	Issued by City Attorney
■ Legal Redevelopment	Qualified List	Issued by City Attorney
■ Legal Environmental	Opper & Varco	Issued by City Attorney
■ Building Maintenance	Community Building Services	May 2009
■ Environmental (Toxic)	Qualified List	May 2009
■ Website Maintenance	Red Door Interactive	May 2009
■ Historic Preservation Legal	Marie Lia	November 2009
■ Property Maintenance	N.N. Jaeschke, Inc.	February 2010

Please note above contracts are on a three year cycle.

# Downtown San Diego

[ccdc.com](http://ccdc.com)

[sandiegodowntown.org](http://sandiegodowntown.org)