

Subject: DSDP Time-Sensitive Call To Action | YES! For A Better San Diego

Dear Downtown San Diego Partnership Members,

As you know, our Board of Directors voted this year to formally support the *YES! For A Better San Diego* initiative. The campaign managers have asked us to help in their efforts to collect the remaining signatures required to get the measure on the November ballot. Your help to collect signatures is critical.

If each of our members **collects 50 signatures**, we can do more than our part to ensure the initiative is included on the ballot this November. Please reach out to colleagues, friends, family members, and all registered San Diego voters who have not yet signed a petition to place the measure on the ballot.

Downtown Partnership staff members are on hand **today through Friday, June 29**, to drop off AND pick up petitions for you and your organization. We will also have petitions available to sign in our office, 401 B St, Suite 100, 92101. Staff will be available to walk you through the signature gathering process as well, if needed. Signed petitions can also be turned in on **Saturday, June 30, between 9:00 a.m. and 6:00 p.m.** at 6070 Mt. Alifan Dr, Suite 402, San Diego, 92111.

This important measure proposes a 42-year increase to the City of San Diego's visitor tax and is expected to generate \$3.78 billion to expand the San Diego Convention Center; \$2.02 billion for homelessness services; and \$604 million for street improvements.

Please feel free to reach out to our office with any questions. **If you are able to assist us in this time-sensitive effort, please respond to this email.** If we do not receive an email from you, we will follow up with phone calls regarding this urgent matter. Thank you very much for your support in getting *YES! For A Better San Diego* on the November 2018 ballot.

Best,
Betsy Brennan & Craig Benedetto