

2015 BALBOA PARK CENTENNIAL CELEBRATION STEERING COMMITTEE

- **BEN CLAY** – 2015 CENTENNIAL CELEBRATION HOST COMMITTEE, CO-CHAIR; BALBOA PARK CONSERVANCY BOARD
- **NIKKI CLAY** – 2015 CENTENNIAL CELEBRATION HOST COMMITTEE, CO-CHAIR
- **CAROL CHANG** – BALBOA PARK CONSERVANCY BOARD; REUBEN H. FLEET SCIENCE CENTER, BOARD CHAIR
- **PETER ELLSWORTH** – LEGLER BENBOUGH FOUNDATION, PRESIDENT
- **TOM FETTER** – SAN DIEGO ZOOLOGICAL SOCIETY, FORMER BOARD CHAIR
- **MICHAEL HAGER** – BALBOA PARK CULTURAL PARTNERSHIP, BOARD CHAIR; S.D. NATURAL HISTORY MUSEUM, CEO; BALBOA PARK COMMITTEE
- **MIKE MCDOWELL** – SAN DIEGO LODGING INDUSTRY ASSOCIATION, CEO; BALBOA PARK COMMITTEE, VICE CHAIR
- **NADIA MOSHIRIAN** – OFFICE OF SAN DIEGO COUNTY SUPERVISOR PAM SLATER-PRICE

2015 BALBOA PARK CENTENNIAL CELEBRATION STEERING COMMITTEE (CONT)

- **MINNIE RZESLAWSKI** – HISPANIC CHAMBER OF COMMERCE BOARD
- **LORIN STEWART** – SAN DIEGO TOURISM MARKETING DISTRICT, EXECUTIVE DIRECTOR
- **JOE TERZI** – SAN DIEGO TOURISM MARKETING DISTRICT, EXECUTIVE DIRECTOR

SUPPORTING CITY STAFF

- **GERRY BRAUN** – OFFICE OF SAN DIEGO MAYOR JERRY SANDERS
- **VICTORIA HAMILTON** – COMMISSION FOR ARTS AND CULTURE, EXECUTIVE DIRECTOR
- **STEPHEN HILL** – OFFICE OF SAN DIEGO CITY COUNCIL MEMBER TODD GLORIA
- **CAROLYN WORMSER** – CITY OF SAN DIEGO OFFICE OF SPECIAL EVENTS, DIRECTOR

BALBOA PARK 2015 CENTENNIAL CELEBRATION

HISTORY

January 1, 1915 President Woodrow Wilson touched a Western Union telegraph key in Washington, D.C. This spark flooded Balboa Park with electric illumination and set off a fireworks display.

The Panama - California Exposition was underway.





MISSION STATEMENT

Inspirational expression of values intended to unite behind a sense of purpose.

Celebrate “A Year of Creativity” that brings together innovative experiences with art, culture, nature, technology and science.



OBJECTIVE 1 – Visitors to the Centennial Celebration will enter as visitors and emerge with a sense of ownership through creating memories, learning and returning.



OBJECTIVE 2 – Institutions and governance will expand our tradition of collaboration within Balboa Park, regionally and internationally, to animate the environment



THE FRAME – Spectacular central event transforms the entire museum campus into an astonishing show space.

Zone 1: California Tower to Plaza de Panama - History

The Story



ZONE 2: Plaza de Panama to Spreckels Organ Pavilion - A celebration of creativity



ZONE 3: Plaza de Panama to Reuben H. Fleet Center - The natural world and how science helps us understand it



ZONE 4: Spreckels Organ Pavilion to Air & Space Museum - Technology, innovation and our flight to the future

FINALE: Spreckels Organ Pavilion - Fireworks



THE FRAME – Individual institutions in the park demonstrate their unique perspective on the shared Balboa Park 2015 Centennial Celebration theme, harmonizing each with the whole



SPONSORSHIPS – Temporary sponsored Culture Pavilions to celebrate the extraordinary in the next hundred years. How will your corporation “Create the Extraordinary”?



DIGITAL EXPERIENCE STRATEGY – Internet, social networking, mobile technology and constant interactivity



INFRASTRUCTURAL BENEFITS – The Balboa Park 2015 Centennial Celebration cannot pay for long overdue infrastructure improvements but it can serve as a catalyst



"When all these elements combine in one glorious symphony of motion, light and sound, to tell the inspiring heritage story of San Diego in a totally unexpected way, you have an 'emotional souvenir' that visitors will treasure for a lifetime."



NEXT STEPS

- Formalize Host Committee
- Develop MOU with City of San Diego
- Recruit & Retain Management Team
- Work with Cultural Institutions to Initiate Programming Plan
- Formulate Budget & Revenue Plan



PROGRAMMING CATEGORY IDEAS

- Opening Ceremony
- Welcome Pavilion
- Overarching Blockbuster Events
- International Components
- Thematic Temporary Venues
- Regional Sanctioned Events
- Cultural Institution Blockbuster Exhibits
- Park-wide Special Events for Locals
- Academic Components/Scholarly Symposium
- Recreation/Sporting/Youth Events
- Closing Ceremony/Begin Zoo Centennial Celebration

The vision for the Balboa Park 2015 Centennial Celebration is a call to “Create the Extraordinary”. By commemorating the heritage of the last one hundred years with the creation of spectacular central events throughout the entire museum campus, residents and visitors alike will have an opportunity to experience Balboa Park and San Diego in a new and compelling way.

While the planning for the Balboa Park 2015 Centennial Celebration has yet to be finalized, we believe that there is a unique opportunity to redefine the park as a “new attraction” for San Diego that will pay dividends not only in 2015 but for years to come.

We have reviewed the ambitious plan prepared for the Balboa Park Cultural Partnership by BRC Imagination Arts. We have also reviewed visitor industry studies and attraction attendance data.

Based on the BRC concept, we have projected visitor demand and hotel room nights generated by a celebration of this magnitude. The first level assumes a Regional promotional effort aimed at drawing short-haul visitors from the Western Region United States. The second level assumes a National promotional effort aimed at drawing long-haul visitors from across the United States.

Calendar Year 2015	LEVEL I Western Region U.S.	LEVEL II National U.S.
Room Nights Forecast ¹	300,000	600,000
Direct Spending of Trip	\$ 139,000,000	\$ 278,000,000
Total Economic Impact of Travel	\$ 330,800,000	\$ 661,600,000
Estimated Hotel Room Revenue	\$ 45,120,000	\$ 90,240,000
Estimated TOT at 10.5%	\$ 4,737,600	\$ 9,475,200
Estimated SDTMD Assessment 2%	\$ 902,400	\$ 1,804,800

¹NOTE: Per the SDCCC (visitsandiego.com/pressroom) ComicCon International consumed 126,000 room nights in July 2010 and overall 2010 citywide room night production was reported at 737,820 room nights.

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