

EDGE2015 Celebration

**Presentation for Natural Resources & Culture
Committee of the San Diego City Council**

January 30, 2013

EDGE2015: A New World Exposition

1915: Commemorates the Centennial of the 1915 Panama-California Exposition

+ 100: Celebrates a century of progress

+ **EDGE**: Positions our innovation economy for the next century

1915 + 100 + **EDGE** = **EDGE2015**

EDGE2015: A Committed Community Partner



- Invite the world
- Showcase San Diego
- Include every community

EDGE2015: A 365-Day Multiverse of Discovery

- An awe-inspiring, extraordinary visitor experience, highlighting the museums, galleries, and programs of Balboa Park and showcasing San Diego.



EDGE2015: Our Canvas

- **Venue:** the 1200 acres of stunning architecture, landscaping and public spaces found in the nation's largest great urban park.
- **Calendar:** A multi-year promotional campaign, leading up to 12 months of unforgettable visitor experiences starting December 31st, 2014.
- **Culture:** Inside their walls, 20-plus cultural institutions presenting continuous core programming.
- **Spectacle:** Throughout the rest of the park, extraordinary programs and special events.



Recent Implementation Milestones

- August County Supervisor Pam Slater-Price pledges \$40,000 for marketing video
- September Meet with Asst. Secretary for Education & Access, Smithsonian Institution, Wash. DC
- October **EDGE2015** Roll-out event, over 300 community leaders in attendance
- October Meet with Tourism Minister and Canal Zone Administrator, Panama

Recent Implementation Milestones

- November Published first 2015 e-newsletter to a database of over 1,000 contacts
- November Delivered an Unqualified Annual Audit to City of San Diego
- November SD City Council allocates \$300,000 from the Major Event Revolving Fund (MERF)
- November Council Districts 2,3,5 & 6 pledge \$145,916 from CPPS Funds

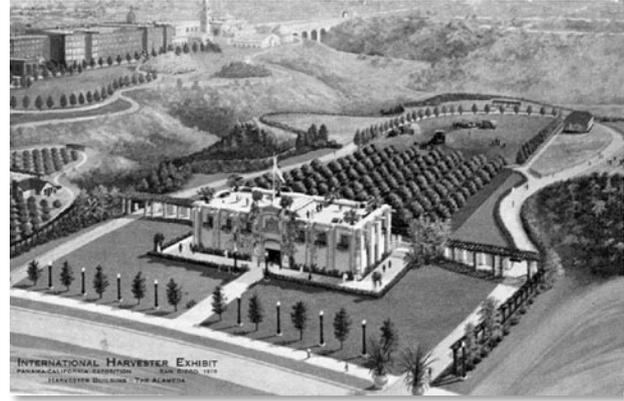
Recent Implementation Milestones

- November Initial Implementation Plan delivered to City of San Diego
- November Initial Venue Allocation Plan delivered to City of San Diego
- November Initial Master Calendar Framework Assumptions delivered to City of San Diego
- December Initial Sanctioning of Official Events Framework delivered to City of San Diego
- December Launched Community Outreach Survey through e-newsletter
- December SDG&E pledges \$100,000 to support Sustainability & Diversity programming

Initial Venue Allocation Methodology

Identification of Candidate Venues

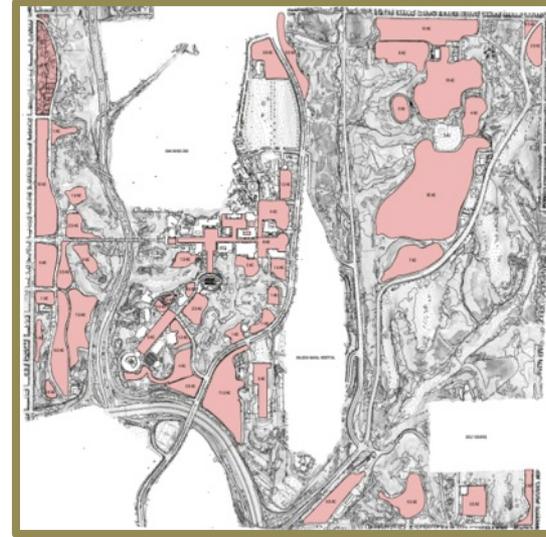
- Within Balboa Park - candidate sites:
 - are at least 0.5 acres in size,
 - exhibit a slope of less than 0.5 percent,
 - fall outside leasehold areas, and
 - have no horticultural sensitivity.



Initial Venue Allocation Methodology

Refining Candidate Venues

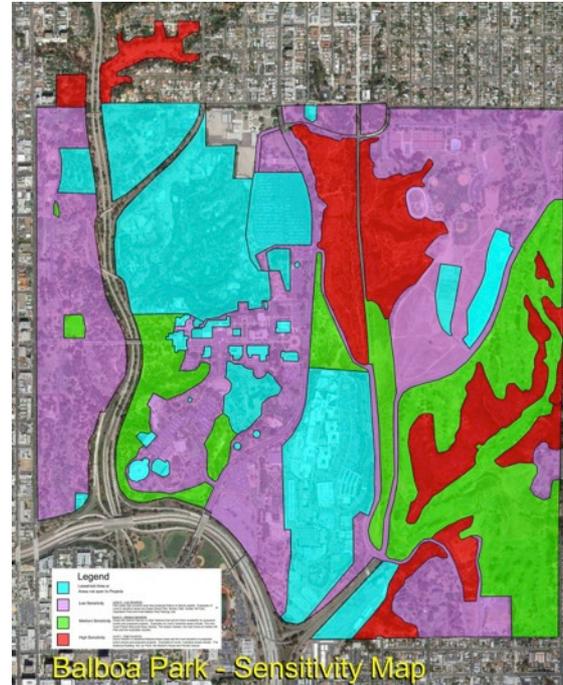
- Venues meeting the criteria identified above were reviewed by:
 - City Park and Recreation Department
 - BPCI Programming Committee
 - City Office of Special Events
 - Department of Real Estate Assets



Initial Venue Allocation Methodology

Identification of Uses

- Generally, it is anticipated that the principal 2015 events will be concentrated within the Central Mesa of Balboa Park, i.e., the area of the Park between the Cabrillo Bridge and Park Boulevard.
- Sites will eventually be designated for active, passive, front of house, back of house, regular programming, occasional programming, etc.



Initial Master Calendar Framework



- **EDGE2015** will have an official duration of 366 days, beginning December 31, 2014 and ending on December 31, 2015.
- **EDGE2015** events, activities and programs will vary in size, duration and content during the calendar year 2015.
- Not all events, activities or programs will occur every day.
 - Some events may have a single performance date and time, and some of these events may have limited capacity.
 - Most events will have a defined duration, such as: day, week, month, etc.

Initial Master Calendar Framework

- A significant number (50% goal) of **EDGE2015** events, activities and programs will be free of charge.
- Community, neighborhood and culturally diverse events will be encouraged.



Initial Sanctioning/Partnership Framework

- It is anticipated that the event location, theme, date, entertainment, ticket availability and charitable beneficiary are all items that will be determined by event organizers in collaboration with Balboa Park Celebration Inc.
- Events may be evaluated based on the following criteria:
 - Community value and involvement
 - Event concept
 - Event organizer's experience/previous success
 - Financial feasibility
 - Charitable component
 - Marketing & merchandising plans
 - Emerging/minority-owned/women-owned business vendor participation
 - Competition with existing **EDGE2015** events

EDGE2015 Programming Initiatives Balboa Park Cultural Institutions

Park Institution Initiatives

- Core programming for **EDGE2015** being provided by Balboa Park institutions
- Institutions have set a high bar for themselves
- **EDGE2015** is viewed as transformational event for Park
- Park-wide pass program developed by Balboa Park Cultural Partnership to launch later this year
- Planning grants awarded to 10 institutions by Balboa Park Celebration Inc.



Park Institution Initiatives

- Now in development:
 - Significant travelling exhibitions
 - Specially curated exhibitions
 - Programs on San Diego history, Balboa Park history
 - Family-oriented entertainment
 - Customized explorations of **EDGE2015** theme



EDGE2015 Programming Initiatives

Innovation Theme Pillar

- Experience the future through interactive programs from local companies, universities and communities

International & Cultural Celebration

- From our many cultures and nationalities, an ever-changing festival of history, tradition and performance

The World's Most Sustainable Urban Park

- An initiative by our sustainable-lifestyle innovators and cornerstone legacy project

San Diego ALIVE: Lifestyle on the EDGE

- In the spirit of the *NFL Experience*, an interactive entertainment zone built on our “Fun in the Sun” lifestyle



BRAVO! Balboa Park

- El Prado, the main thoroughfare of the cultural campus, will become the setting for an array of exhibition and entertainment experiences.



Smithsonian of the West

- Incredible exhibits from the Smithsonian Institution, including a Cirque du Soleil-created journey into the world of water

Arts

- A rich inclusive tapestry of every artistic genre

365 Days of Music

- Every day, something new

Economic Development

- Leverage the celebration to grow the economy

Community Engagement

- Engaging our unique neighborhoods, ethnicities and cultures

Marketing & Sponsorship Opportunities

Making EDGE2015 a Reality

- **Balboa Park Celebration, Inc., the City of San Diego's non-profit partner,** is developing comprehensive programming designed to attract national and international attention, plus generate funding for operations and management.
- Major sponsorships are being sought from national and international corporations, particularly those with local connections, to underwrite pavilions, exhibits, events, and performances.



San Diego

A Major Global Destination



- 30 million San Diego visitors
- 15 million Balboa Park visitors
- 2 billion media impressions

The EDGE2015 Partnership

Additional Impressions

- Recognition and exposure at off-site events
- Broadcast, print, & outdoor advertising
- Inclusion in promotional materials
- Networking event sponsorships
- All-inclusive hospitality passes
- Meet & Greet opportunities
- News conference inclusion
- Advertising on credentials
- Social Media promotions
- Branded premium items
- Website recognition
- Program inclusion
- Cross-marketing

Contact Us!

Sign up for our e-newsletter at:

www.edge2015.com

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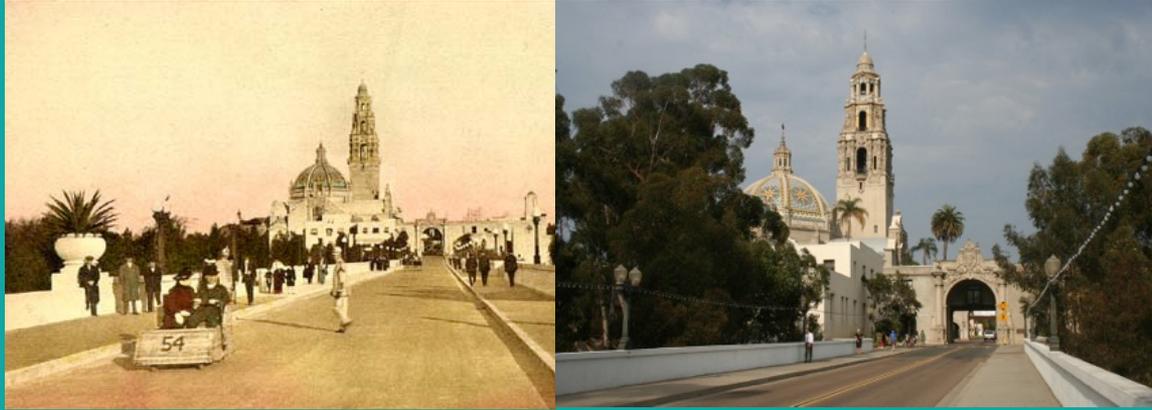
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Thank You!