

Celebrate Balboa Park

Updated: November 1, 2014

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
December Nights 2014 & 2015	The annual holiday festival will serve as the opening and closing ceremonies for the 2015 Balboa Park Centennial and two of four City Centennial Signature Events.	Balboa Park Conservancy are currently organizing the elements of the events.	City/Balboa Park Conservancy	Ongoing
Festival of Trees 2014	The San Diego Floral Association leads off Balboa Park's Exposition Centennial during the Balboa Park December Nights "Festival of Trees". This year's theme "The Panama Canal Opens - San Diego Welcomes the World" kicks off the "Garden Party of the Century" - with fresh Noble fir trees decorated by local floral clubs and artisans.	December Nights 2014	San Diego Floral Association	Ongoing
Centennial Concert - Speckels Organ Society	Beginning with a Grand Processional march down the Prado led by bagpipers, this once-in-a-lifetime event will celebrate the 100th anniversary of the concert that dedicated the Spreckels Organ and launched the Panama-California Exposition. Dr. Carol Williams has assembled musicians and singers to represent past and present on this never-to-be-forgotten occasion.	New Year's Eve - Wed, December 31, 7:00pm – 9:30pm	Speckels Organ Society	Ongoing
San Diego Road Race Centennial Living History Car Show and Antique Car Tour	The purpose of the show is to celebrate the centennial of the San Diego Exposition Road Race which was held in Point Loma on January 9, 1915 as an early event of the Panama California Exposition in 1915. It is being held in Balboa Park and in the vicinity of the San Diego Automobile and Air & Space Museums to encourage locals and tourists to see the car show and visit these and other museums and attractions in Balboa Park.	Event planned for January 10, 2015 10 am - 3 pm. Organized by the La Jolla and San Diego Regional Groups Horseless Carriage Club of America. In the P & R Ground Use Permit process.	La Jolla Horseless Carriage Club	Ongoing
Garden Party for the Century	This Spring Signature Event will highlight Balboa Park's gardens and horticultural history with a floral show, garden tours, expert consultations, demonstrations and entertainment. The celebration will kick off April 24 (Arbor Day) and highlight gardens on the West and East Mesas each weekend until May 9 (the day before Mother's Day).	In the planning stages with an Ad-Hoc Committee made up of P & R, SD Floral, SD Botanical, Spanish Village, Master Gardeners, Balboa Park Cultural Partnership, and Friends of BP. Will send out invite letter to other BP organizations with a horticultural theme.	City/Friends of Balboa Park/SD Floral/SD Botanical/Master Gardeners/Balboa Park Cultural Partnership	Ongoing
Twilight in the Park and Music in the Park for the Centennial	Expansion of the existing Twilight in the Park program with the goal of bringing free music, dance and theater performances to the Plaza de Panama, the Spreckel Organ Pavilion and gardens areas throughout 2015. We will also reachout to all the County High School's performing bands to compete in spring 2015 for a chance to perform on the Organ Pavilion stage during summer for a "Battle of Bands". In addition, the goal is to also bring free music every weekend on the Plaza de Panama and one evening during summer when the museums stays open late.	Scheduling performers.	City (P & R)/Twilight in the Park Organization	Staff time to organize activites.

Celebrate Balboa Park

Updated: November 1, 2014

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
A Century of Dance - City of San Diego Civic Dance Arts	This variety dance show will feature the talents of San Diego's elite dance troupes, performing in various styles, including tap, jazz, lyrical, modern, musical theater, and hip hop. The show promises to be imaginative, surprising, and a visual treat for the whole family! Presented by the San Diego Civic Dance Arts program in conjunction with the San Diego Civic Dance Association. Celebrating over 70 years of Dance Education in San Diego. Founded in 1942, San Diego Civic Dance Arts has introduced hundreds of thousands of citizens to the art form of dance and has been lauded as the standard for which other city-wide dance programs nationwide measure themselves. As part of the City's Park and Recreation Department, San Diego Civic Dance Arts provides affordable dance training at 22 Recreation Centers throughout San Diego County as well as in several dance facilities in Balboa Park.	January 30, 2015 - February 15, 2015	City of San Diego Civic Dance Arts	Staff time to organize and hold activities.
Gauguin to Warhol: 20th Century Icons from the Albright-Knox Art Gallery	From Gauguin to Giacometti, Pissarro to Pollock, De Chirico to De Kooning, this exhibition presents highlights from the Albright-Knox Art Gallery's extraordinary collection of late 19th-century to contemporary art. Featuring 76 paintings and sculptures by a host of modern and contemporary masters, this traveling exhibition is organized by, and tells the story of, the Albright-Knox Art Gallery in Buffalo, New York, known to have one of the country's finest modern art collections.	October 4, 2014 - January 27, 2015	San Diego Museum of Art	Ongoing
7 Billion Others - Museum of Photographic Arts	A ground breaking, multimedia exhibition, 7 Billion Others brings voices and compelling video portraits from over 6,000 individual interviews filmed in 84 countries by nearly 20 directors. The six-month presentation, the first one scheduled in the US, will allow visitors to identify what separates and unites us by giving direct access to individuals as diverse as a Brazilian fisherman, a Chinese shopkeeper, a German performer, and an Afghan farmer. These interviews touch on our most visceral emotions and pose many thought-provoking questions and answers that speak to the human condition.	February – September 2015	Museum of Photographic Arts	Ongoing
2theXtreme—MathAlive! - San Diego Air & Space Museum	Experience Balboa Park's most exhilarating exhibition. Escape to an awesome world of Science, Technology, Engineering, Math and Innovation. From sports and dancing, to music and nature, students and families exercise their minds and bodies in a jam-packed journey of hands-on, interactive experiences that explore the FUN (and the Xtreme!) in the world of mathematics. 2theXtreme—MathAlive! shatters preconceived notions, opens minds and opens doors to the most critical skills needed for success and economic growth in 2015 and beyond.	January 24 – September 13, 2015	San Diego Air & Space Museum	Ongoing
The Discovery of King Tut: His Tomb, His Treasures, The Breathtaking Recreation - San Diego Natural History Museum	The Discovery of King Tut recreates the awe and marvel of the moment of discovery—enter an overwhelming treasure trove, discover new worlds and new wonders, learn about and study the treasures—it's an experience for all the senses. Using state-of-the-art technology, the exhibition recreates a piece of the fascinating, bygone exotic empire on the Nile.	Open October 11, 2014 to April 26, 2015	San Diego Natural History Museum	Ongoing

Celebrate Balboa Park

Updated: November 1, 2014

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
Balboa Park Exposition Designers 1915–1935 - Marston House Museum & Gardens/San Diego Save Our Heritage Organization	In partnership with the San Diego AIA Preservation Committee, the work of over 20 of the most significant architects, designers, and landscape architects of the two expositions will be showcased, from the well-known Bertram G. Goodhue, Carlton Monroe Winslow, Frank P. Allen, Jr., and Richard Requa to the lesser-known (but as integral to each Exposition's design) Paul Thiene, Juan Larrinaga, and A. K. Tamai. This exhibition of drawings and photographs will be accompanied by publications, lectures, and architectural tours.	February – November 2015	Marston House Museum & Gardens/San Diego Save Our Heritage Organization	Ongoing
Centennial Railway Garden - San Diego Model Railroad Museum	Consisting of a model of Balboa Park in 1915, the Centennial Railway Garden exhibit will feature a spectacular use of new technology, sustainable energy practices, and sculptural art. An innovative smart phone application will operate exhibit lighting, sounds, streetcars, and models of park structures. Exhibit Designer Robert Treat, whose experience includes 12 years as an animation director at Disney, and David Reed, the landscape architect responsible for many park projects, have created a "Miniature Balboa Park" that highlights the contributions of John D. Spreckels and the San Diego railways to the success of the Panama-California Exposition in 1915.	SDMRM received a Right of Entry from P & R - Ground breaking to be scheduled with a completion by January 2015. January 2015 – June 2016	San Diego Model Railroad Museum	\$295,000
San Diego Invites the World: The 1915 Expo	The definitive commemorative exhibition of the 1915 Panama-California Exposition is set in a framework of innovation as an event and as a showcase of innovations in commerce, industry, agriculture and arts/culture during that era. Both celebratory and educational, the exhibition will demonstrate the legacy of the 1915 Expo that put San Diego on the map, created the nation's largest urban cultural park, promoted Southern California as a land of optimism and opportunity, and fostered internationalism. Visitors will "Make & Take" plaster casts of the Spanish colonial architectural façade and electronically record what they would place in a 2015 time capsule to be buried at the close of 2015.	January 2015	San Diego History Center	Ongoing
Self-Taught Genius: Treasures from the American Folk Art Museum	Self-Taught Genius – Treasures from the American Folk Art Museum will then travel across the country, and Mingei International Museum will be the only west coast museum to show the exhibition. The exhibition will feature masterpieces in a variety of forms including textiles and needlework, ceramics, sculptural and carved figures, drawings, paintings, furniture, and much more, dating from the 18th century to the present. Rare treasures reflecting highly personal narratives, these works have been omitted from many presentations of American art, yet they offer crucial commentary within the ongoing national conversation. Self-Taught Genius reveals the challenges and triumphs of America as it emerged and enhances an understanding of our evolving national identity.	May 14 – August 17, 2014	Mingei International Museum	Ongoing
Spanish Village Art Center History and Retrospective Art Show- Spanish Village Art Center	Visitors are invited to explore the 80-year history of Spanish Village Art Center through a walking tour that allows them to peer into interesting nooks and crannies of this unique place and joining a scavenger hunt to discover the Center's rich art and architecture.	January 2015	Spanish Village Art Center	Ongoing

Celebrate Balboa Park

Updated: November 1, 2014

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
Balboa Park at 100	Exhibition explores the past, present, and imagined future of Balboa Park through art, science, and urban geography. Participating artists from Southern California will create works that directly respond to memories of Balboa Park over time, and in the form of site-specific installation, photography, painting, sound, and video.	January 23 - March 1, 2015	San Diego Art Institute	Ongoing
Garden of Unity: San Diego's Japanese Legacy Documentary	In partnership with the Japanese American Historical Society of San Diego, Japanese Friendship Garden will debut its first documentary examining the historical events that have shaped the Japanese American community in Balboa Park over the course of 100 years from the 1915 Tea House to the present day, Japanese Friendship Garden. This documentary will include interviews and oral histories of local civic leaders and community members to preserve history and raise awareness of the Japanese American community. A year-long exhibition will feature the rare photos and artifacts captured in time of the different Japanese organizations existing in the Park. Planned related events include a film premier, screenings, and lecture series. A website with archived interviews will also be available for viewing.	Jan-15	Japanese Friendship Garden	Ongoing
The Alumni Project: Celebrating Seven Decades of Dance	San Diego Civic Youth Ballet is reaching out to 70 years of participants to create an alumni program and restore the history of the organization. In 2015, these efforts will culminate in the collaborative Alumni Performance in the Casa del Prado Theater. The collaborative performance will invite and engage SDCYB alumni dating back to 1945 to attend and participate. The program will be supplemented by a material history of the organization that will be on display for visitors beginning in 2015.	Jan-15	San Diego Civic Youth Ballet	Ongoing
Imagine	Innovators are on the cutting edge, creating new products, developing solutions, and introducing ideas. The Fleet's new exhibition, Imagine, aims to inspire the spirit and practice of innovation. Visitors can use collaboration to create a musical masterpiece, employ perseverance to make a stop-motion animated video, observe the way their heartbeat affects the behavior of a sculpture, and bring their own imaginary invention to life in a combination tinkerer's workshop/artist's studio. Hands-on, interactive exhibits that use unique materials, sounds and light will captivate both kids and adults and inspire innovative thinking and creative actions.	Winter 2015	Ruben H. Fleet Science Center	Ongoing

Elevate Balboa Park

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
Adopt a Plot	Friends of Balboa Park and the Park and Recreation Department have teamed to create an "Adopt-A-Plot Program." This partnership allows individuals or groups to volunteer and adopt a garden within the historic central core of Balboa Park to elevate and help maintain the gardens now and through the end of next year. When an adoptee group reaches 100 hours of total volunteer hours, the volunteers in the group will all receive a commemorative lapel pin: 100 years – 100 hours Centennial Volunteer. There will also be a onetime volunteer pin for those volunteers with limited time.	15 of 30 plots/gardens have been adopted. Ongoing landscape enhancement and planting projects throughout the Park.	City/Friends of Balboa Park	2,250 Volunteer Hours since July 2014 totaling \$50,063 Equivalent.
Expansion of the Japanese Friendship Garden and Tea Pavilion - Japanese Friendship Garden	The expansion will include a traditional tea house, a pavilion for three hundred patrons, outdoor amphitheatre and meandering paths that are handicap accessible. As part of the "living" museum the new landscape will consist of a tea and herb garden, a cherry tree grove, camellia and azalea garden as well as a waterfall and streams. The full eleven acres has been completely integrated in the Master Plan Design by Professor Takeo Uesugi.	Completion in 2015.	Japanese Friendship Garden	\$7 million
Botanical Building Renovation - Balboa Park Conservancy	The Conservancy has embarked on a campaign to raise \$3 million to restore the Botanical Building to its original splendor and enhance its place as a centerpiece within Balboa Park. Key elements will include restoration of the building as looked in 1915.	In the design phase and designing Gardens and waterfeatures inside. In preliminary discussions for the issuance of a Right of Entry Permit with the Park and Recreation Department. Ground breaking TBD, but expect to continue through 2015.	City/Balboa Park Conservancy	3 Million
Plaza De Panama Enhancement and Activation	Placing amenities in the plaza for activation and public use. Project initiated by the City and Projects for Public Spaces.	In the final stages of design and plan implementation.	City, Balboa Park Conservancy, and Projects for Public Spaces.	\$120,000
Light The Park	SDG&E and the City of San Diego are hard at work to make Balboa Park one of the most sustainable parks in the country as it approaches the centennial celebration in 2015. We have launched a new effort to install highly efficient LED lighting along the Park's central walkway, from the end of the Laurel Street Bridge, through the Plaza de Panama to the fountain outside the San Diego Natural History Museum. In addition to being more energy efficient, the lighting will create a memorable experience for park visitors by spotlighting the museums and other landmarks in a variety of brilliant colors. We are also replacing the exterior pathway and parking lot lights throughout the park with new LEDs. This overall effort is expected to save the City of San Diego approximately \$50,000 annually in energy and maintenance costs.	Scheduled completion end of November 2014	City (ESD, P & R, Facilities)/SDGE	\$744,000
Cabrillo Bridge Retrofit - Caltrans	During 2014 and 2015 Cal-Trans continues retrofitting the 1915 Cabrillo Bridge. The purpose of this project is to improve the structural integrity, to help ensure the safety of the traveling public passing under the structure and across the bridge, and to provide safe access for maintenance staff inspecting the bridge. The bridge, the historic gateway to Balboa Park, was built for the 1915 Panama-California Exposition. It is considered to be one of the earliest examples of a Spanish Colonial Style closed (hollow) spandrel arch bridge in the United States. The bridge is an integral part of Balboa Park, which is listed as a National Historic Landmark. The bridge itself is also listed on the National Register of Historic Places, is on the California Register of Historic Resources and has been a landmark listed by the City of San Diego.	Scheduled to complete December 2014	CalTrans/City	38 million
Largest Free Public Wi-Fi on the West Coast - Balboa Park Online Collaborative	Through efforts of the Balboa Park Online Collaborative, in cooperation with the City of San Diego, and the office of Council President Todd Gloria, Balboa Park will be the home to one of the largest Free Public Wifi networks on the west coast. The network will extend from the California Tower east to the Bea Evenson Fountain and south to the Spreckels Organ Pavilion to the Pan-American Plaza, and will keep Balboa Park guests connected to information, social networks and the Balboa Park mobile website at BalboaPark.org.	Estimated project completion is January 2015	Balboa Park Online Collaborative/City(City TV)	\$425,000

Elevate Balboa Park

Updated: November 1, 2014

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
New Balboa Park Documentary - San Diego History Center	In honor of the 2015 Centennial Celebration of the Panama-California Exposition in Balboa Park, the San Diego History Center and Electric Ivy Creative Group are co-producing a modern, high-quality 30-minute documentary film on the history of Balboa Park. The San Diego U-T is the film's premier media sponsor, donating research support and marketing exposure.	The film will premiere on December 9th at the Balboa Theatre in downtown San Diego. Copies will be distributed to all Balboa Park institutions and to all San Diego County third grade teachers. Opportunities for the public to view the film will be announced; it will be available on SanDiegoStory.com.	San Diego History Center/U-T San Diego	Ongoing
California Tower Reopening - Museum of Man	San Diego's iconic cultural landmark, Balboa Park's California Tower, has been closed to the public for 80 years. In January 2015, the doors to the tower will reopen and park guests will once again have access to 150-foot tower and the best view in San Diego. The tower was built in 1915 in celebration of the Panama-California Exposition. But, following the second exposition in 1935, the doors were closed to the public. The Museum of Man has spent the last three years working hard to get the permits and necessary construction done to reopen the tower for 2015. Starting in January, guided tours will once again be led up the narrow spiral staircase to the breathtaking 360-degree view of all of San Diego, Mexico and beyond.	Tower Reopening to the Public in January 2015.	City(Facilities, Public Works, P & R)/Museum of Man	\$750,000
Way Finding and Informational Sign Restoration	Restoration of 38 way finding and informational signs along Park Blvd, Central Mesa and the West Mesa of Balboa Park. These signs are the first impression of the Park visitors see when entering.	Park Blvd near completion - Project will be ongoing through 2015.	City (P & R)/Friends of BP	\$45,000
Balboa Park Food and Beverage Concession - Park Wide	RFP to enhance and reactivate the food concession options at Village Grill and throughout the Park. This new RFP includes the ability to bring Food Trucks to the Park to attract San Diegans into the Park in the day and evening, as well as, healthier food choices.	RFP application process closes Oct 16, 2014. It will require review by Real Estate Assets Department prior to awarding the contract.	City (Real Estate Assets/P & R)	Ongoing
Cabrillo Bridge Guard Houses (West Entrance of Cabrillo Bridge)	Repair of structure on both Guardhouses and reconstruction of missing ornamentation on top.	Right of Entry Permit in process awaiting DSD approval. Anticipated start date Nov 2014.	City/Friends of Balboa Park	\$70,000
Interpretative Signage for Historic Structures	Through research and coordination with four Balboa Park Historians, develop (6) building signs placing them within the historic context of the Park. The goal is to highlight the remaining buildings and gardens from the 1915 Expo and help interpret the unique history of the Park.	Research on 3 signs complete. Remaining three are currently in the research stage. Estimated completion early 2015.	City (P & R)/Friends of Balboa Park	\$20,000
Coast to Cactus Exhibit - Natural History Museum	The Natural History Museum is finishing construction on Coast to Cactus, a 9,000 square foot, \$9 million dollar permanent exhibition that takes visitors through the amazingly varied habitats of Southern California. In Coast to Cactus visitors will tour from the beach to the mountains and the deserts, exploring the rich animal and plant life through the region with immersive, life-sized dioramas, interactives and live animals. The exhibit also explores how humans have become key players in these habitats, affecting the natural processes and changing relationships of animals, humans and landscapes. The grand opening of Coast to Cactus is scheduled for January 17, 2015, just in time for the 2015 celebration.	Exhibition opening January 17, 2015.	Natural History Museum/Philanthropic	\$9 Million
Lily Pond Ballustrade Refinishing	Refinish the concrete balustrades in front of the Botanical Building between both Ponds.	Anticipated start date December 2014.	City/Friends of BP	\$45,000
Landscape lighting for Planter beds around the Lily Pond	Install uplighting to specimen palms and cycads around the Timken and Casa Del Prado. Will also provide additional lighting for pedestrians around the Lily Pond.	Scheduled to be installed November 2014	City/Balboa Park Trust	\$12,000
Centennial Walkway - San Diego Zoo	New Sewer and water lines from Village Place Manhole to Zoo. Renovation of landscapes and hardscapes (on Zoo Leasehold).	Scheduled to commence Oct/ Nov 2014	City/ San Diego Zoo	\$600,000

Elevate Balboa Park

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
10 LEED Certified Buildings in Balboa Park by 2015	Together with the City of San Diego (Environmental Services Department, Park & Recreation, Public Works Facilities Division), San Diego Gas & Electric, San Diego Green Building Council and our cultural institutions, the Balboa Park Cultural Partnership is working to bring a total of 10 LEED projects to historic Balboa Park! The partnership with SDG&E and the City of San Diego has allowed Balboa Park institutions to implement 300 energy efficiency projects, saving 8.6 million kWh, 79,653 therms and \$1.3 million annually. (Savings are captured on a per project basis actualized annually. Savings are recorded for the first 12 months only.)	Projected completion by January 2015.	City (P & R, Facilities, ESD)/Balboa Park Cultural Partnership/Various Organizations/SDGE	\$300,000
El Cid Balustrades	Complete restoration of the deteriorating Balustrade (wooden railing) and making the walkway ADA accessible.	Anticipated start date is Mid November 2014.	City/Friends of BP	\$85,000
ADA Improvements	Improving and increasing accessibility throughout the Park.	Scheduled for November 2014	City (Streets and P&R)	2,876,000 Million
Old Globe Way Renovation - San Diego Zoo	San Diego Zoo's Old Globe Way project will improve ADA access, lighting, and parking to the north side of Balboa Park as part of their parking structure construction within the Zoo.	Currently under construction through July 2015	San Diego Zoo/City/Philanthropic	2 Million
Commission for Arts and Culture Restoration Projects in Preparation for the Centennial in Balboa Park Balboa Park	Conservation treatment of El Cid sculpture by Anna Hyatt Huntington, Conservation treatment of La Tehuana sculpture by Donal Hord, Conservation treatment of John D. Spreckels bust by James Tank Porter, Conservation treatment of House of Hospitality Doorway by Rosa Hanks, Conservation treatment of David C. Collier bas-relief by Frederick Schwegardt, Conservation treatment of four bronze sculptures and accouterments by Ruth Hayward: Kate O. Sessions, Alonzo Horton, Ephraim Morse and George White Marston, Conservation treatment of The Four Cornerstones of American Democracy fountain by Frederick Schwegardt	Conservation treatments performed by Griswold Conservation, LLC	City (Commission)	\$38,060
Commission for Arts and Culture Restoration Projects in Preparation for the Centennial in Balboa Park Balboa Park	Conservation treatment of Progress of Man mural by Belle Baraceanu, Condition assessment and conservation treatment of The Pacific Rim and the Far East map, Condition assessments of March of Transportation and Ascent of Explorer II murals (conservation treatment pending available funding)	Conservation treatments/condition assessments performed by Balboa Art Conservation Center	City (Commission)	\$31,610
Commission for Arts and Culture Restoration Projects in Preparation for the Centennial in Balboa Park Balboa Park	Restoration of Night Visions installation by Roberto Salas, Restoration of Bird Frieze installation by Raul Guerrero, Fabrication of barrier and installation of signage for Progress of Man mural, Restoration of fountain basin of La Tehuana (project pending available funding), Painting of basin of The Four Cornerstones of American Democracy fountain.	Restoration performed by David Jurist	City (Commission)	\$24,450
Elevator Modernization Project	Modernizing and enhancing (8) existing elevators in Balboa Park: 1 - Casa Del Prado, 2 - Old Globe, 4 - San Diego Art Museum, & 1 - Air and Space Museum.	Project completion scheduled for January 2015.	City (Facilities)	\$1,829,350
Spreckels Organ Society - Drive to 5,000 Pipes	The Spreckels Organ Society's Drive to 5,000 campaign seeks to restore to the Spreckels Organ the designation of the world's largest outdoor pipe organ.	Project completion scheduled for January 2015.	Spreckels Organ Society	\$65,000

Promote Balboa Park

Updated: November 1, 2014

Name of Project	Project Description	Current Status	City/Philanthropic/Private	Est. Cost if Known
2015 Website Creation	The Balboa Park Online Collaborative, in partnership with the Balboa Park Conservancy, the Balboa Park Cultural Partnership, and the City of San Diego have come together to create a website to showcase the projects, partnerships, exhibitions, performances and events that will Elevate, Celebrate, and Promote the anniversary of the 1915 Panama-California Exposition.	Completion and roll out October 13, 2014	City/BP Conservancy/BP Online Collaborative, & BP Cultural Partnership	Ongoing
Exposition Centennial Special Exhibits	Exhibits will include history of the 1915 Panama - California Exposition and the four remaining buildings created for the exposition - Cabrillo Bridge, California Tower, Botanical Building, and the Spreckels Organ and Pavilion. Artifacts and memorabilia will also be featured. Working in collaboration with Balboa Park Conservancy, Heritage Architecture, and the Park and Recreation Department.	Developing and coordinating historic exhibits at the Central Library in March, City Administration Building in June, and a year long exhibit at the San Diego Airport.	City (P & R)/BP Conservancy/Philanthropic/Airport	Ongoing
San Diego County Fair and the City of San Diego Partnership in 2015	On September 24, 2014 The theme for the 2015 San Diego County Fair was announced by Mayor Kevin Faulconer and 22nd District Agricultural Association President, Frederick Schenk during a news conference at the Del Mar Fairgrounds. Next year's theme for the Fair will be "A Fair to Remember, A Celebration of World's Fairs and Balboa Park." It will commemorate the centennial anniversary of the 1915 Panama – California Exposition and the theme of the Fair will unite the largest event in Southern California and fourth largest Fair in North America with a National Historic Landmark and San Diego treasure known as Balboa Park.	Continual coordination throughout 2015.	City/SD County Fair	Ongoing
Exposition Centennial Banners in Balboa Park	Banners will be placed in the parking lot of Balboa Park in 2015. The banners are doubled sided/side by side mounted to light poles in key parking lots.	December 2014.	City/Friends of Balboa Park/SDGE/SD History Center	\$5,000
\$1 Million Donation - James Irvine Foundation	The James Irvine Foundation has generously donated \$1 Million dollars to Balboa Park. The money will be used to expand and strengthen the free public Wi-Fi throughout the park, develop visitor-centered mobile apps, and interactive kiosks throughout Balboa Park.	Completion in 2015.	James Irvine Foundation/Balboa Park Online Collaborative/Balboa Park Cultural Partnership/Balboa Park Conservancy	\$1 Million
Long-Term Strategic Plan	The Tourism Marketing District is creating a plan to establish Balboa Park as a tourist and cultural destination that attracts visitors from nearby regional markets.	Completion in 2015.	San Diego Tourism Marketing District	\$2 Million



MAYOR KEVIN L. FAULCONER
CITY OF SAN DIEGO

FOR IMMEDIATE RELEASE
Monday, Oct. 13, 2014

CONTACT:
Craig Gustafson at (619) 453-9880 or cgustafson@sandiego.gov

NEWS RELEASE

Faulconer, Gloria Release Plans for 2015 Centennial to Elevate, Celebrate and Promote Balboa Park

*Yearlong Activities Will Rekindle Local Love for Balboa Park, Improve it for Next
100 Years*

San Diego, CA – To commemorate the 100th anniversary of the 1915 Panama-California Exposition, Mayor Kevin L. Faulconer, City Council President Todd Gloria and several organizations with ties to Balboa Park have come together to create a 2015 Balboa Park Centennial that **elevates, celebrates** and **promotes** the park in 2015 and ensures it remains a treasure for all San Diegans for the next 100 years.

“In 2015, San Diegans are going to fall in love with Balboa Park all over again,” Mayor Faulconer said. “We’ve brought people together to create and promote dozens of activities and improvements that will rekindle civic pride in our city’s crown jewel. This inclusive, community-driven Centennial is a reflection of how much San Diegans treasure Balboa Park and how invested they are in preserving it for future generations.”

The 2015 Balboa Park Centennial will **ELEVATE** the park by making several significant improvements, such as new LED lighting along El Prado, free public WiFi throughout the park, the reopening of the historic California Tower and the expansion of the Japanese Friendship Garden.

“Just as the 1915 Panama-California Exposition spurred development of permanent assets in Balboa Park, the 2015 Centennial is a catalyst for increased investment that will preserve our park and ensure its vitality for the next 100 years,” Council President Gloria said.

The Centennial will **CELEBRATE** Balboa Park with the December Nights holiday event serving as the opening and closing ceremonies, a spring signature event focused on the park's gardens and horticultural history, several special exhibits like *The Discovery of King Tut*, a Centennial concert in the Spreckels Organ Pavilion on New Year's Eve and more.

“Balboa Park is the place to be in 2015,” said Deborah Klochko, chair of the Balboa Park Cultural Partnership and executive director of the Museum of Photographic Arts. **“Our institutions have over 100 exhibitions and programs planned, including *Gauguin to Warhol* at the San Diego Museum of Art, *Ingenious! The World of Dr. Seuss* at the History Center, *The Discovery of King Tut* at the San Diego Natural History Museum and *7 Billion Others* at the Museum of Photographic Arts. It will be a fantastic yearlong Centennial with plenty of activities for San Diegans and visitors alike.”**

Balboa Park Conservancy President Carol Chang said, **“The Balboa Park Conservancy is pleased to partner with our park colleagues to celebrate the 2015 Centennial. We're particularly looking forward to everyone joining us at December Nights, which will kick off this year of excitement in Balboa Park.”**

The Centennial will **PROMOTE** Balboa Park with a new website featuring details about what's going on in 2015, new high definition cameras throughout the park to broadcast Centennial events, a partnership with the San Diego County Fair and a long-term strategic marketing plan to promote the park as a premiere cultural destination, among other things.

The 2015 celebration officially begins with December Nights on Dec. 5, 2014.

The following Fact Sheet provides specifics about what the City of San Diego and other organizations have done or plan to do to **ELEVATE, CELEBRATE** and **PROMOTE** Balboa Park in 2015.

###

2015 BALBOA PARK CENTENNIAL FACT SHEET

ELEVATE, CELEBRATE, PROMOTE

Next year marks the 100th anniversary of the 1915 Panama-California Exposition, an event that drew millions of spectators to Balboa Park and put San Diego on the world map. To commemorate that event, the City of San Diego and several organizations and institutions with ties to Balboa Park have come together to **ELEVATE, CELEBRATE** and **PROMOTE** Balboa Park in 2015 and ensure it remains a treasure for all San Diegans for the next 100 years.

The 2015 Balboa Park Centennial is designed to rekindle a local love of Balboa Park among San Diegans. It will **ELEVATE** Balboa Park with significant improvements that ensure it remains San Diego's crown jewel for generations to come. It will **CELEBRATE** Balboa Park with signature events, special exhibits and other unique programming throughout the year. And it will

PROMOTE Balboa Park with a long-term, strategic marketing plan that will establish it as a premiere cultural destination.

Highlights include a Centennial concert on New Year's Eve, free WiFi throughout the park, a spring series highlighting Balboa Park's gardens and horticultural history, nearly 300 energy efficiency upgrades including new colorful LED lights along El Prado, new food and beverage concessions, upgrades to the Japanese Friendship Garden and other historic facilities, and the grand reopening of the California Tower for the first time in 80 years, offering unparalleled panoramic views of San Diego.

The following sections detail what the City of San Diego and other organizations have done or plan to do to **ELEVATE**, **CELEBRATE** and **PROMOTE** Balboa Park in 2015. The groups or partners responsible for each element are also listed. Other groups and organizations are still invited to submit applications to the City for additional Centennial events.

ELEVATE

- **Adopt-a-Plot Program:** Invites individuals or groups to adopt a garden within the historic core of the park. These volunteers will improve and maintain the gardens throughout the year. *City of San Diego/Friends of Balboa Park.*
- **Expansion of Japanese Friendship Garden:** Includes a traditional tea house, a pavilion that seats 300 patrons, an outdoor amphitheater and accessible paths compliant with the Americans with Disabilities Act (ADA). *Japanese Friendship Garden.*
- **Botanical Building Renovation:** A \$3 million fundraising campaign is underway to restore the building to its original 1915 splendor. *Balboa Park Conservancy.*
- **Plaza de Panama Enhancements:** Placing amenities throughout the plaza to activate for public use. Currently in final stages of design. *City of San Diego.*
- **Light Up the Park:** Replaces current lighting with new energy efficient fixtures in key pedestrian areas and parking lots. Adds programmable Red, Green, Blue LED lights along El Prado to allow architectural color washes on buildings and activate the park at night. *City of San Diego/SDG&E.*
- **Cabrillo Bridge Retrofit:** Ongoing capital improvement and lighting project. *Caltrans/City of San Diego.*
- **WiFi Throughout the Park:** Balboa Park will have one of the largest free public WiFi networks on the West Coast. Expected to go live in January. *Balboa Park Online Collaborative/City of San Diego.*

- **New Balboa Park Documentary:** A 30-minute film on the history of Balboa Park that debuts in December. *San Diego History Center/U-T San Diego/Electric Ivy Creative Group.*
- **Reopening of the California Tower:** Closed to the public for 80 years, the doors to the tower are scheduled to reopen to park guests in January after three years of renovation. Provides a breathtaking, 360-degree view of San Diego. *Museum of Man/City of San Diego.*
- **New Signage:** Restoration of 38 way-finding and informational signs throughout the park. *City of San Diego/San Diego Foundation/Friends of Balboa Park.*
- **New Food and Beverage Contract:** The City has issued a request for proposals to enhance food concession options in the park. The new contract would allow food trucks. *City of San Diego.*
- **Cabrillo Bridge Guardhouses:** Repair of two guardhouses at the bridge's west entrance and reconstruction of missing ornamentation on top. *City of San Diego/Friends of Balboa Park.*
- **Interpretative Signage for Historic Buildings:** Creation of signs to highlight the remaining buildings and gardens from the 1915 expo. *City of San Diego/Friends of Balboa Park.*
- **Coast to Cactus Exhibit:** Construction of a 9,000-square-foot, \$9 million permanent exhibition that takes visitors through the amazingly varied habitats of Southern California. Opens in January. *Natural History Museum.*
- **Lily Pond Upgrades:** Refinish the concrete balustrades between the ponds and add landscape lighting for nearby planter beds. *City of San Diego/Friends of Balboa Park/Balboa Park Trust.*
- **LEED Certified Buildings:** Ten buildings within Balboa Park will be LEED certified by 2015. Various organizations in partnership with SDG&E and the Balboa Park Cultural Partnership are implementing nearly 300 energy efficiency projects to save \$1.3 million annually in energy costs.
- **Elevator Upgrades:** The eight elevators in operation throughout Balboa Park will be modernized and enhanced. *City of San Diego.*
- **El Cid Balustrades:** Restoration of wooden railing and improvements to make walkway ADA accessible. *Friends of Balboa Park/City of San Diego.*
- **Park-wide ADA Improvements:** Several areas of the park will receive ADA upgrades to make them more accessible, including Casa de Balboa, Museum of Man, Timken Art Gallery, Morley Field Tennis Club and the Hall of Nations. In addition, curb ramps will be installed to West El Prado. *City of San Diego.*

- **Old Globe Way Renovation:** Improve ADA access, lighting and parking to the north side of Balboa Park as part of the Zoo's parking structure construction. *San Diego Zoo.*
- **Art Restoration:** Various sculptures, murals and basins throughout the park are receiving conservation treatment through funding provided by the Arts and Culture Commission.

CELEBRATE

- **December Nights 2014/2015:** The annual holiday festival will serve as the opening and closing ceremonies for the 2015 Balboa Park Centennial. *Balboa Park Conservancy/City of San Diego.*
- **Garden Party for the Century:** This spring signature event will highlight Balboa Park's gardens and horticultural history with a floral show, garden tours, expert consultations, demonstrations and entertainment. The celebration will kick off April 24 (Arbor Day) and highlight gardens on the West and East Mesas each weekend until May 9 (the day before Mother's Day). *City of San Diego/Friends of Balboa Park/San Diego Floral Association/Botanical Foundation/Master Gardeners/Balboa Park Cultural Partnership/San Diego Zoo/Fern Street Circus.*
- **Twilight in the Park:** Expansion of the existing Twilight in the Park program with the goal of bringing free music, dance and theater performances to Plaza de Panama, the Spreckels Organ Pavilion and garden areas throughout 2015. Performances are currently being scheduled. *City of San Diego/Twilight in the Park Organization.*
- **Centennial Concert:** This once-in-a-lifetime New Year's Eve event will celebrate the 100th anniversary of the concert that dedicated the Spreckels Organ and launched the 1915 Panama-California Exposition. It will begin with a grand processional march down El Prado led by bagpipers before various musicians and singers perform in the Organ Pavilion. Dec. 31, 2014, from 7 to 9:30 p.m. *Spreckels Organ Society.*
- **Centennial Railway Garden:** This exhibit features a model of Balboa Park as it was in 1915 and a spectacular use of new technology, sustainable-energy practices and sculpture art. January 2015 to June 2016. *San Diego Model Railroad Museum.*
- **The Discovery of King Tut:** Using state-of-the-art technology, this exhibition recreates a piece of the fascinating, bygone exotic empire on the Nile. Oct. 11, 2014, to April 26, 2015. *Natural History Museum.*
- **Living History Car Show and Antique Car Tour:** This show celebrates the centennial of the San Diego Exposition Road Race, which took place during the 1915 expo. It will be held

near the San Diego Automobile and Air & Space Museum on Jan. 10. *La Jolla Horseless Carriage Club*.

- **A Century of Dance:** This variety dance show will feature the talents of San Diego's top dance troupes performing in various styles, such as tap, jazz, lyrical, modern and hip hop. Jan. 30 to Feb. 15. *City of San Diego/San Diego Civic Dance Association*.
- **Spanish Village Art Center History and Retrospective Art Show:** Visitors will explore the 80-year history of the Spanish Village Art Center through a walking tour and scavenger hunt to discover the center's rich art and architecture. January 2015. *Spanish Village Art Center*.
- **7 Billion Others:** A groundbreaking, multimedia exhibition that brings voices and compelling video portraits from more than 6,000 individual interviews filmed in 84 countries by nearly 20 directors. February to September. *Museum of Photographic Arts*.
- **2theXtreme – MathAlive!:** This interactive exhibit focuses on science, technology, engineering, math and innovation with interactive experiences. Jan. 24 to Sept. 13. *San Diego Air & Space Museum*.
- **Balboa Park Exposition Designers 1915-1935:** This exhibit displays the work of more than 20 of the most significant architects, designers and landscape architects that worked on the 1915 and 1935 expositions. February to November. *Marston House Museum & Gardens/Save Our Heritage Organisation*.
- **Fall Signature Event:** To be announced. *City of San Diego*.

PROMOTE

- **Balboa Park Centennial Website:** This new interactive site will include information on all of the events, exhibits and park improvements that make up the 2015 Balboa Park Centennial. Go to balboapark.org and click on the "2015 Celebration" tab. *City of San Diego/Balboa Park Online Collaborative/Balboa Park Cultural Partnership/Balboa Park Conservancy*.
- **Special Centennial Exhibits:** Historic exhibits that explain the history of the 1915 Panama-California Exposition and the four remaining structures created for the expo. The exhibits will be at the Central Library, the City Hall lobby and the airport. *City of San Diego/Balboa Park Conservancy/Balboa Park Marketing*.

- **HD Cameras in the Park:** 14 high definition cameras are being installed to provide 24/7 views of Balboa Park. They will be used for promotional purposes and to broadcast Centennial events. *City of San Diego.*
- **San Diego County Fair:** The theme for next year's fair is "A Fair to Remember: A Celebration of World's Fairs and Balboa Park." Fair officials plan to create an exhibit on Balboa Park's history and promote the 2015 Balboa Park Centennial throughout their event. *San Diego County Fair.*
- **Historic Trolleys:** The San Diego Metropolitan Transit System will be wrapping one of its historic trolleys to promote the 2015 Balboa Park Centennial throughout the year. *MTS/SDG&E/City of San Diego.*
- **Centennial Banners:** Banners will be posted in and around Balboa Park to promote the centennial throughout the year. *City of San Diego.*
- **Long-term Strategic Plan:** The Tourism Marketing District is creating a plan to establish Balboa Park as a tourist and cultural destination that attracts visitors from nearby regional markets. The TMD has set aside \$2 million for this ambitious project.

###