Celebrate Balboa Park
Exposition Centennial Update

- The City of San Diego's framework for 2015 Exposition Centennial in Balboa Park.

- The three key categories for initiatives designed to lay the groundwork for the next 100 years of Balboa Park:
  - Elevate
  - Celebrate
  - Promote
The framework’s goals to Elevate, Celebrate and Promote Balboa Park will be accomplished through civic partnerships with non-profit and corporate organizations.

Today’s update will focus on elements in all three categories.
Celebrate Balboa Park
Exposition Centennial Update

Elevate:

- Adopt-A-Plot Program is a partnership with the City and the Friends of Balboa Park.
- Individuals, families, organizations and businesses are invited to volunteer and help enhance key gardens throughout Balboa Park.
- Once Adoptee groups reach a total of 100 volunteer hours, each member will receive a commemorative 1915-2015 souvenir “100 years 100 hours” lapel pin.
Celebrate Balboa Park
Exposition Centennial Update
Celebrate Balboa Park
Exposition Centennial Update

Adopt-A-Plot
Celebrate Balboa Park
Exposition Centennial Update

❖ Elevate:
  • “Light the Park” Project is scheduled for completion before December Nights 2014.
Elevate:

- In 2015, the Park will have one of the largest free public wifi networks on the west coast.
Celebrate Balboa Park
Exposition Centennial Update

❖ Elevate:

• Balboa Park’s Food and Beverage Concessions Request for Proposal (RFP) is available with a deadline of Oct 16th.
Celebrate Balboa Park
Exposition Centennial Update

- Elevate:
  - The Park’s way finding and informational signs are in the process of being restored throughout the Park.
Celebrate Balboa Park
Exposition Centennial Update

Celebrate:

• Besides December Nights 2014 and 2015, the City will also sponsor a spring celebration starting on Arbor Day 2015 and ending on May 9, 2015 with the Garden Party for the Century.

• Focusing on Balboa Park’s rich horticultural history, the May 9th event will feature a floral show, garden information, tours of historic gardens, demonstrations, and entertainment.
Celebrate Balboa Park
Exposition Centennial Update

December Nights
Arbor Day
Garden Party
Celebrate Balboa Park
Exposition Centennial Update

Exposition Centennial Kickoff in December 2014
Celebrate Balboa Park
Exposition Centennial Update

Promote:

- City is exploring signage opportunities inside the park to mark the centennial.
- Collaboration between Balboa Park Online Collaborative, Balboa Park Marketing/Conservancy, and the Balboa Park Cultural Partnership are in the process of developing a website for Balboapark.org for the Exposition Centennial.
- Year long guide will highlight projects, events and promotions throughout the Park.
Celebrate Balboa Park
Exposition Centennial Update

❖ Promote:

• Community outreach, phone inquiries and stakeholder meetings.
  • 105 proposals, projects, ideas or event concepts.
  • 183 stakeholder meetings.
  • Over 100 phone inquires
  • 113 business days beginning on April 14, 2014.
Celebrate Balboa Park
Exposition Centennial Update