

March 12, 2012

Dear Balboa Park Committee,

On behalf of my client, Esri, I am requesting a waiver to have a special event during the Moratorium.

Esri is a company that produces GIS mapping software. They are the largest employer in Redlands, CA. Every year, they have their User Conference in San Diego at the Convention Center. This week-long conference is a major event with a positive economic impact on several downtown businesses. As a part of this event, Esri has the User Conference Party, which is a celebration for the attendees and their families. In 2011, they hosted that party at Balboa Park. The event was held exclusively inside the museums. They rented five establishments and used the Prado as their exclusive caterer for the event. With approval, we did place professional entertainers at key pathway locations to add ambience to the event and keep the crowd moving.

This year, Esri would once again like to have their User Conference Party at Balboa Park. The event is scheduled for July 26, 2012 (a Thursday evening). Esri will once again be looking to contract with Park Institutions (some contracts are in place, some are in negotiations). We are currently pursuing contracts with: The Reuben H. Fleet, the NAT, the Prado, MOPA, Model Railroad Museum, SD MART, and History Center. While the Hall of Champions facility is not engaged in the event, their staff is contracted to serve as special event staff for the evening.

This year, Esri is also requesting the use of some outside spaces.

- We would like to reserve parking spaces in the Casa de Balboa parking lot for catering trucks (moving in on Monday, July 23 and departing Friday, July 27)
- We would like to reserve parking spaces in the Botanical Garden lot and the Fleet lot for dumpsters (arriving July 26 and departing July 27)
- We would like to put trash cans and recycling containers (clear stream style) on any path where Esri guests would be walking (on El Prado, in the Cascades area, and in the Botanical Garden area). Along with the ability to place trash and recycling cans, we want permission to empty the current park trash and have our clean up team come through once the event concludes.
- We would like to be able to bring in professional entertainers on El Prado and in any area approved per the waiver. (Last year, we had our entertainers perform around the current park entertainers-- and it really worked out well!) We would like to have our entertainers on slightly raised platforms (small stages-- think 6' x 6' in approximate size-- a raised platform that is approximately 20" off the ground). Also, we would like the ability to have amplified sound as appropriate. (Entertainers would include a saxophone player, classical guitarist, opera singer, harpist). Access to El Prado would remain open to all Park visitors, giving anyone visiting the Park that night clear path of travel through the Park.
- We would like to be able to set up tables, chairs, catering stations, and beverage stations in a few key park areas (in these areas, we would also want to bring in

appropriate lighting as needed-- this lighting would require us to bring in small whisper generators):

- Botanical Garden lawns (fenced off-- no public access, only Esri guests)
- Cascades (around the fountain -- no fencing. This area would remain open to the public. Only Esri guests would be given food at the catering stations.)
- We would like to use the Casa del Prado area patios (A and B if possible!) for tables, chairs, catering stations and beverage stations. We would like to limit access of these areas to Esri guests only. We will apply for a Facilities Use permit for these areas.

We will be working with a transportation company to bring the 8000 guests to the Park from the Convention Center. This transportation method was employed last year to great success.

Having an event waiver would definitely create a more appealing and entertaining environment for Esri. It would also enable us to be more responsible in our care of the Park and our relationships with non-participating institutions.

I would request that you grant this waiver based on the following:

- Several Park institutions are positively impacted by this event, obtaining full rental fees on a Thursday night when they generally do not book events.
- A waiver will grant us the ability to take care of the Park as it relates to cleanliness, allowing us to place trash cans and ensure that no burden is placed on Park and Rec staff after the event concludes.
- Esri understands the existing activities in the Park. While the party will be occurring after hours for most institutions, there will be performances occurring at the Old Globe and at the Organ Pavilion. Esri will work with Park and Rec and engage SETC's if necessary to coordinate the bus drop off area in the Plaza de Panama. I have already had a preliminary meeting with the Old Globe. They have expressed their concerns in regards to excessive traffic near their area as well as excessive noise in the Art Museum Sculpture Garden and the Plaza de Panama. A waiver will allow us to concentrate the crowd away from the Old Globe and limit the distracting foot traffic and ambient noises that impact their performances.

Thank you for considering this request for a waiver.

Sincerely,  
Allison Rynne  
Audacity Events  
619-252-9883  
[arynne@hasaudacity.com](mailto:arynne@hasaudacity.com)