

# Event Narrative

Esri User Conference Party  
Balboa Park  
July 11, 2013

## Who is Esri?

Esri is the leader in GIS (Geographic Information Systems) mapping software. This Redlands based company has conducted their User Conference in San Diego for over 15 years. The User Conference draws over 14,000 visitors to San Diego and has an overall economic impact to the region of over \$68 million dollars (according to the San Diego Convention Center).

## What is the User Conference Party?

The User Conference Party is a time for Esri users to get together and socialize. This family friendly event draws approximately 8000 people.

## Why Balboa Park?

In 2011, Esri decided to have their User Conference Party at Balboa Park (July 14, 2011). They rented six museums, and the event was concentrated in these contracted spaces. Building on this concept, in 2012, they contracted with key institutions combined with outdoor space, allowing Esri's guests to see the Park at it's best, experiencing museums, historic buildings, and outdoor areas. For 2013, we ask to duplicate the 2012 plan with modifications. (The main modification being that in 2012 we utilized Patio A. We would not be seeking use of this area this year as we recognize that last year it was a problematic for the user groups in the Casa del Prado building.)

## When is the event?

The event will be July 11, 2013 (a Thursday evening). We would begin setting up at 10am, with the event from 5:30 - 9:30 pm. Clean-up and tear down would begin immediately after the event and would be done by midnight.

## Where exactly is the event?

The event will be inside several institutions:

- San Diego Natural History Museum
- Reuben H. Fleet Science Center
- San Diego History Center
- Museum of Photographic Arts
- Model Railroad Museum
- House of Hospitality (all rooms rented, including full restaurant rental)

- San Diego Museum of Art

There are also a number of outdoor areas:

- Botanical Garden lawns: catering service, entertainment, tables and chairs
- Casa del Prado (patio B only): catering service, alcoholic beverages, entertainment, tables and chairs
- Cascades area (including the fountain between the Fleet and the NAT): catering service, tables and chairs, entertainment
- El Prado (from the fountain, ending at the House of Hospitality): entertainment (non-amplified), water stations

## **Event Impact**

### **Parking**

- Esri guests will be shuttled from the convention center to the event. A transportation coordinator will be contracted to manage all transportation issues for the 8000 guests. Shuttle stations will be coordinated with Park and Rec and the San Diego Police Department. Special Event Traffic Controllers (SETC's) will be a critical part of the overall transportation plan.
- We are requesting 32 parking spaces spread between the Casa de Balboa Lot, Botanical Lot, and Fleet Lot. These spaces would be used for catering trucks, a catering area, and dumpsters. Given that there are approximately 2100 parking spaces (not counting the Zoo Lot or the Inspiration Point Lot), we would be taking up less than 2% of all of the available parking spaces at the Park.

### **Impact to the Park**

- Use of public spaces on a non-holiday Thursday evening are generally light.
- The event will not block access for the public.
- Permitting the outdoor spaces allows for more control of Park cleanliness, allowing us to place recycling and trash containers in the outdoor spaces as well as empty and care for existing Park trash cans.
- Permitting the 32 parking spaces allows for trash removal and legal catering truck parking.
- Permitting the outdoor spaces allows for concentration of the crowd away from existing Thursday evening events (performances at the Old Globe Theatre Complex and performance at the Organ Pavilion as part of the Summer Concert Series).
- Amplified sound is requested for performers, but this is to add to the overall Park atmosphere, and not to drown out or overpower what already exists. Performers, like acoustic guitar players, harpists, string quartet, would be amplified to allow their sound to carry slightly through the venue. (Think about sound carrying from the west side of the fountain at Cascades to the entrance of the Fleet Science Center. The goal is not a rock concert, it's atmosphere.)

### Impact to the Institutions

- There are six museums that will benefit from this event with a full venue rental.
  - San Diego Natural History Museum
  - Reuben H. Fleet Science Center
  - San Diego History Center
  - Museum of Photographic Arts
  - Model Railroad Museum
  - San Diego Museum of Art
- The Prado Restaurant/ CRG Catering will receive a full restaurant buyout, venue rental, and catering contract for the event (including indoor and outdoor spaces).
- The Old Globe Theatre will be having shows in all three spaces that night. Audacity Events will meet with staff to mitigate concerns and put together a plan that will lessen impact to Old Globe performances. The proposed plan concentrates the crowd (and noise) away from the Old Globe Theatre Complex. In 2012, we successfully worked with the Globe staff, including checking in with them several times throughout the event to ensure that there were no significant noise impacts to their performances.
- Museums that are not part of this rental contract will not be negatively impacted, as the event occurs after (or close to after) operating hours.