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Balboa Park and Barrio Logan Designated State Cultural Districts

**TWO CITY OF SAN DIEGO DISTRICTS ARE AMONG 14 SELECTED
 STATEWIDE FOR NEW PROGRAM CELEBRATING CALIFORNIA'S
 DIVERSE AND THRIVING CULTURAL IDENTITIES**

SAN DIEGO – The California Arts Council announced today that Balboa Park and Barrio Logan are among 14 premier, state-designated Cultural Districts highlighting California’s thriving cultural diversity and unique artistic identities within local communities.

Under a new California Cultural Districts program, a “Cultural District” is a well-defined geographic area with a high concentration of cultural resources and activities. Each of the districts will receive the designation for five years. Designation, under this pilot launch of the program, includes benefits such as technical assistance, peer-to-peer exchanges, branding materials and promotional strategy.

“State-level designation of Cultural Districts, with California’s diverse geography and regional variety, allowed for an entirely new and comprehensive look at our deeply valued cultural assets,” said Donn K. Harris, California Arts Council Chair. “Each community’s personal and generational commitment to these assets speaks of a state deeply invested in the places and people that celebrate local traditions and creativity.”

Selection for the California Cultural Districts was conducted through a multistep process, including an open call for initial letters of intent, a peer-panel review, site visits for semifinalists and an invited finalist application. Additional new districts will be eligible to apply for state designation in 2019 through a finalized certification process.

“For Balboa Park and Barrio Logan to receive state recognition for richly vibrant and authentic concentrations of art, culture and creativity is a natural outcome of the broad-based, long-term community investment in these neighborhoods,” said Dana Springs, executive director of the City of San Diego Commission for Arts and Culture. “Both Balboa Park and Barrio Logan are beloved by San Diegans and we’re so proud that the state is a new partner in the preservation, promotion and evolution of these San Diego-signature cultural districts.”

About Balboa Park

Originally established as “City Park” in 1868 and then renamed for Spanish explorer Vasco Núñez de Balboa, Balboa Park is a 1,200-acre urban cultural oasis. Its lush landscape features 16 ornamental and interpretative gardens, 65 miles of hiking trails, a public golf course and the San Diego Zoo. Historic buildings, which were constructed for the 1915 Panama California Exposition and the 1935 California Pacific International Exposition, showcase the park’s iconic architecture and are now home to 17 museums and numerous performing arts venues and organizations. Designated a National Historic Landmark in 1977, Balboa Park welcomes more than 14 million residents and tourists each year.

<https://www.caculturaldistricts.org/balboa-park>

About Barrio Logan

An urban enclave south of Downtown, with its monument sign arching over César E. Chávez Parkway since 2014, Barrio Logan embraces its Chicano and maritime heritage. Chicano Park, a National Historic Landmark, is where, in 1970, a group of Chicano studies students took a stand to fight for park space. It is home to the nation’s largest collection of outdoor murals (79), which depict scenes of collaborative strength and social justice. Community, arts and cultural events, including low-rider car shows, Azteca dance, drumming groups and the Barrio Art Crawl, celebrate Barrio Logan’s culture made richer by today’s artist collectives, galleries, authentic eateries and shops. Barrio Logan, which is located in the [San Diego Promise Zone](#), also exemplifies the powerful role a City of San Diego Maintenance Assessment District (MAD) can play in a community’s economic growth, revitalization and pride.

Established in 2012, the Barrio Logan MAD fosters community collaboration for projects that established and celebrate this area’s cultural heritage. <https://www.caculturaldistricts.org/barrio-logan>

About the California Cultural Districts program

The California Cultural Districts program aims to leverage the state’s artistic and cultural assets. Aligning with the mission and values of the California Arts Council, the districts will celebrate the diversity of California while unifying under an umbrella of shared values—helping to grow and sustain authentic grassroots arts and cultural opportunities, increasing the visibility of local artists and community participation in local arts and culture, and promoting socioeconomic and ethnic diversity.

California Cultural Districts

- Balboa Park Cultural District, San Diego-San Diego Region
- Barrio Logan Cultural District, San Diego-San Diego Region
- The BLVD Cultural District, Lancaster-Los Angeles Region
- The Calle 24 Latino Cultural District, San Francisco-San Francisco Bay Area Region
- Downtown San Rafael Arts District, San Rafael-San Francisco Bay Area Region
- Eureka Cultural Arts District, Eureka-North Coast Region
- Grass Valley-Nevada City Cultural District, Grass Valley-Nevada City-Gold Country Region
- Little Tokyo, Los Angeles-Los Angeles Region
- Oceanside Cultural District, Oceanside-San Diego Region
- Redding Cultural District, Redding-Shasta Cascade Region
- Rotten City-Emeryville Cultural Arts District, Emeryville-San Francisco Bay Area Region
- San Pedro Waterfront Arts, Cultural & Entertainment District, San Pedro-Los Angeles Region
- SOMA Pilipinas-Filipino Cultural Heritage District, San Francisco-San Francisco Bay Area Region
- Truckee Cultural District, Truckee-High Sierra Region