



News from
Councilmember Todd Gloria

City of San Diego ▪ District Three

MEDIA RELEASE

For immediate release: November 29, 2010

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Planning Continues for Balboa Park's 2015 Centennial Celebration
Planning Mission and Objectives Included in Recently Released Study

SAN DIEGO, CA (November 29, 2010) – Councilmember Todd Gloria today provided the latest update on the centennial celebration of the 1915 Panama-California Exposition, which will be recognized in Balboa Park in 2015.

A committee established and funded by the San Diego Tourism Marketing District (TMD) to kick-start the planning process for a centennial celebration of the 1915 Exposition has delivered its findings and recommendations. The document, titled "Planning Framework, 2010-2015" was presented to the Board of Directors of the Tourism Marketing District at its regular monthly meeting on Friday, November 19 at the Bahia Hotel.

"This document represents the critical next step necessary in planning for a 2015 celebration of the 1915 Exposition in Balboa Park," said Lorin Stewart, executive director of the San Diego Tourism Marketing District. "This is a road map for those who will take up the task of actually planning the Celebration. It provides a clear mission, guiding principles, and specific objectives for the work that will come next."

The stated intent of the document is to provide a logical and integrated path to achieve the mission of the 2015 Centennial Celebration, and should serve as a *blueprint* for organizing the 2015 event. The Planning Framework is the result of the work of the TMD Steering Committee for the 2015 Centennial Celebration and was funded by a \$50,000 grant from the TMD. The Steering Committee commissioned a study, conducted over the summer of 2010. The study attempted to amalgamate nearly a decade of ideas, opinions and documents addressing a long-anticipated centennial event in Balboa Park to celebrate the milestone 1915 Exposition: the event that many say put San Diego on the world map.

The final document is based on over 40, one-on-one interviews with Balboa Park stakeholders that "sought to capture aspirations, perceptions, ideas, concerns, challenges, and products, as well as planning, organizational and institutional histories relevant to 2015," as defined in methodology outlined in the document. San Diego Mayor Jerry Sanders and City Councilmember Gloria were interviewed along with numerous other stakeholders who provided a broad representation of park organizations, institutions and tenants, as well as individuals involved in local government, the tourism industry, local philanthropic organizations, community groups, and local media.

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“I sincerely appreciate the approach the TMD Steering Committee has taken relative to delivering an exciting event focused on Balboa Park,” said Mike McDowell, a member of the committee and CEO of the San Diego Lodging Industry Association. “While the vision for 2015 includes a festival atmosphere that will appeal to locals, we were reminded that the original

Exposition in 1915 was to spur economic growth and we believe that to be a very worthy goal for this centennial event.”

The study recommends several immediate next steps in order to meet the timeline necessary for a 2015 event. These next steps include identifying an Executive Director, establishing a Host Committee, securing preliminary funding significant enough to begin serious planning, and negotiating of an operating agreement (Memorandum of Understanding) with the City.

Additional specific findings and recommendations included in the Planning Framework:

- The formation of a separate not-for-profit corporation to serve as a Host Committee;
- The duration of the event should be one year, from December 31, 2014, through December 31, 2015;
- The financing should be 66% contributed (philanthropic, sponsorship) revenue, and 34% earned income;
- The core programming will be the principal responsibility of the Balboa Park cultural institutions;
- The geographic focus of the event(s) will be Balboa Park with selected other regional venues;
- The development and implementation of a comprehensive circulation, parking, bicycle/pedestrian access plan;
- That the visitor experience be “awesome.”

The San Diego Tourism Marketing District is a nonprofit mutual benefit corporation dedicated to improving tourism and hotel room night consumption in the City of San Diego. The specific purpose of this private, non-profit corporation is to create a positive economic, fiscal, and employment impact on the lodging businesses in the City of San Diego through the effective and judicious allocation of its revenue and resources to measurably successful tourism promotion, marketing and advertising programs. For specific information about the TMD’s efforts, please contact Lorin Stewart at 619-209-6108.

The Planning Framework document can be found on the TMD website at <http://www.sdtmd.org/newsletter-notices> and the City Council District 3 website at <http://www.sandiego.gov/citycouncil/cd3/communities/balboa.shtml>

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