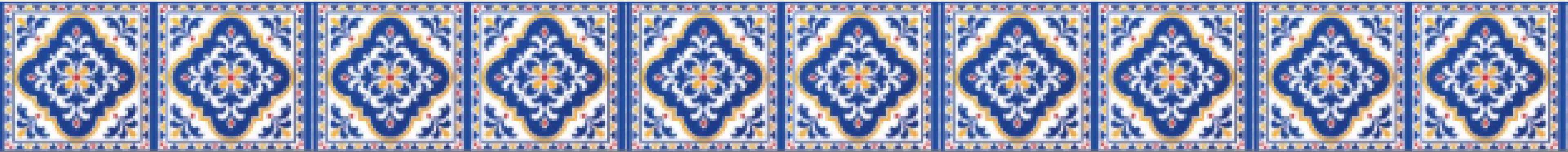


America 250 Event with Southwest Airlines

In the Plaza de Panama
October 24, 2026



What we heard:

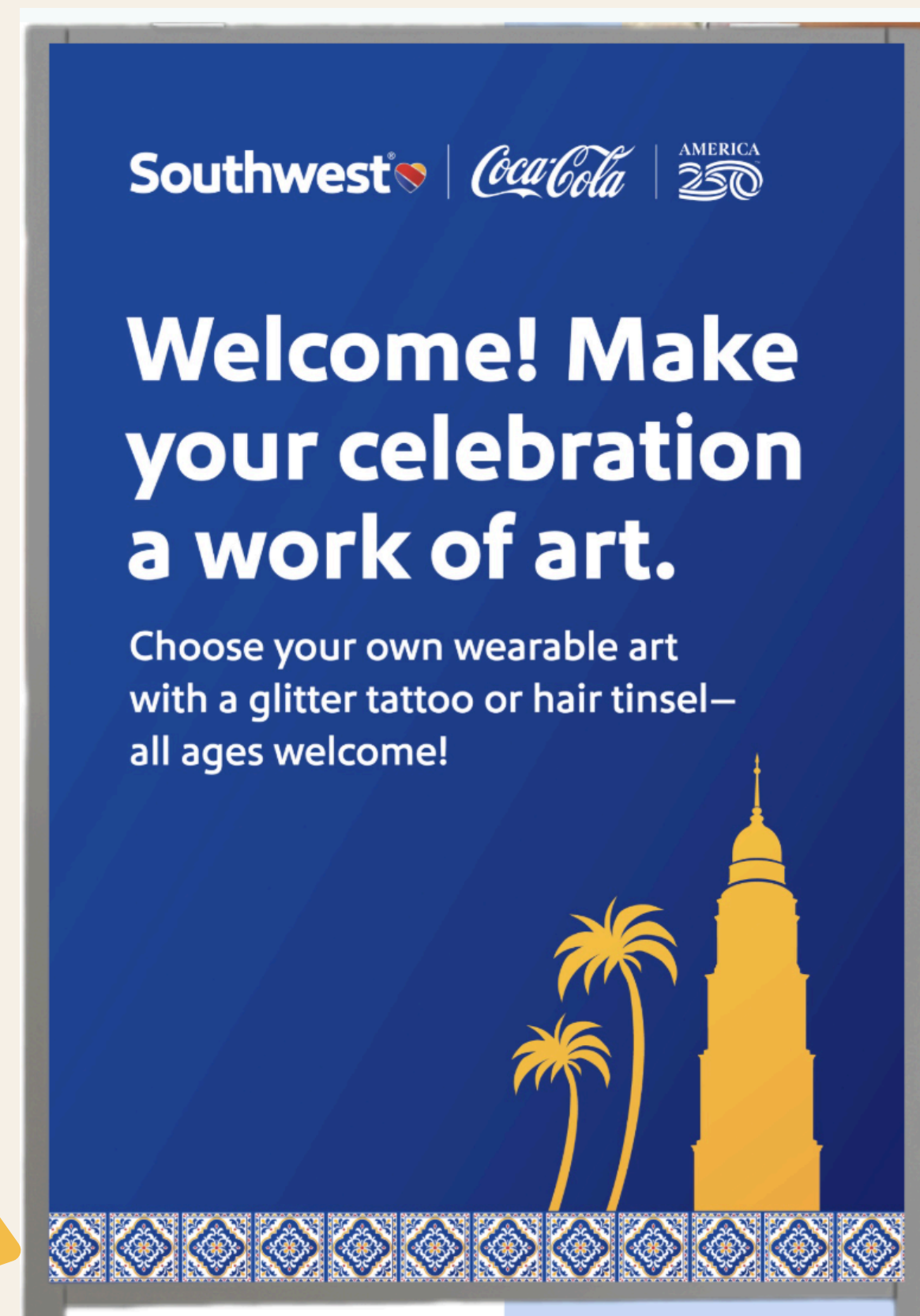
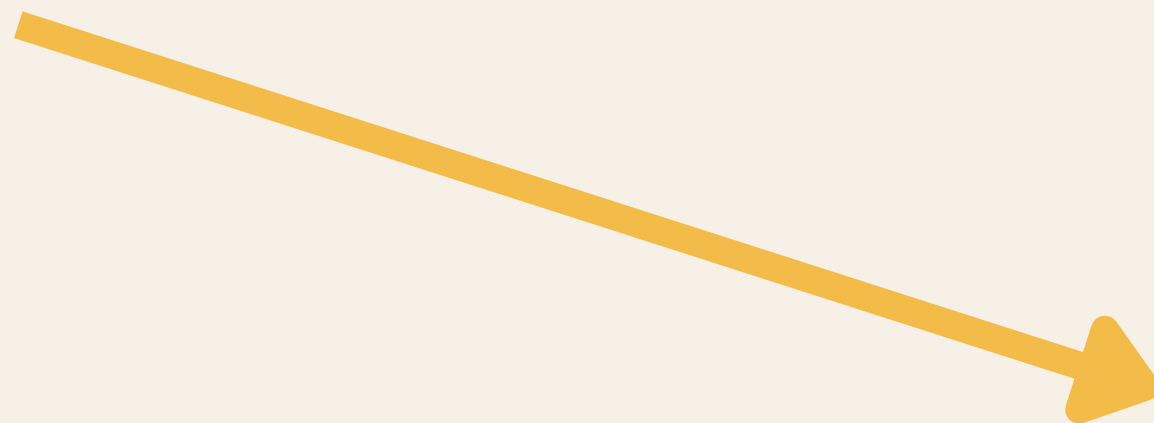
When we last discussed this event – the **Balboa Park Committee** emphasized three priorities:

- Respect Balboa Park's visual identity
- Celebrate and incorporate Balboa Park's history
- Engage Balboa Park's community partners

The revised approach to respecting Balboa Park's visual identity



Talverna tiles are now incorporated into all event signage



The revised approach to respecting Balboa Park's visual identity

the California Tower is now integrated into the core event visuals and brand moments



With these integrations,
the event promotes
Balboa Park both at the
event and on social media.

All visuals and branding
elements now have a
distinct tie to Balboa Park.



The revised approach to celebrating and incorporating Balboa Park's history

Adding signage that explores Balboa Park's part in American history



1917–1918

America Goes to War

During World War I, portions of Balboa Park were converted into naval training facilities and a military hospital.

The park shifted from celebration to service almost overnight.

1935

Hope During the Great Depression

Instead of giving up during difficult economic times...

San Diego held another World's Fair.

The California Pacific International Exposition celebrated innovation, science, art, culture, and optimism while helping stimulate the local economy.

World War II

Balboa Park again answered America's call.

Buildings became military hospitals.

The park housed military operations and training activities as San Diego became one of America's most important military cities.

Today

Today Balboa Park welcomes millions of visitors each year.

Its museums, gardens, performing arts organizations, and public spaces continue the original vision:

A place where everyone belongs.

The revised approach to celebrating and incorporating Balboa Park's history

Adding signage that explores American innovations at Balboa Park in history

The 1915 exposition wasn't just highlighting architecture. It showcased:

- aviation
- automobiles
- telecommunications
- agriculture
- irrigation
- engineering
- architecture
- international trade

The 1915 exposition celebrated the opening of the Panama Canal and featured demonstrations of technologies such as long-distance telephone service, aviation, and automobile manufacturing.

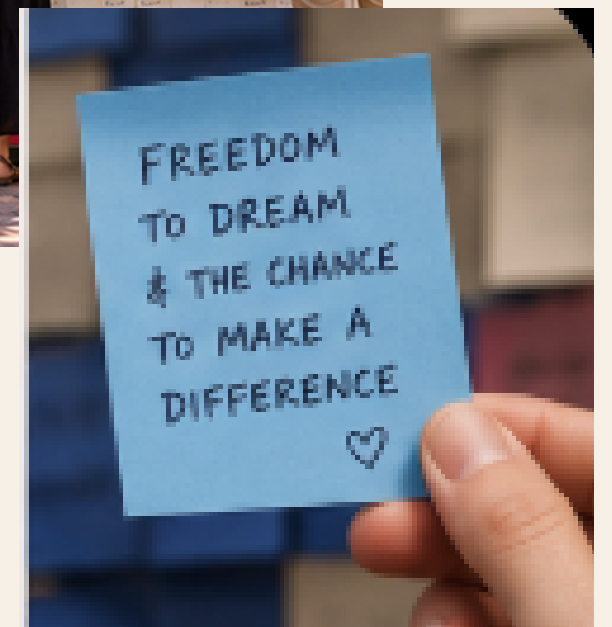


The revised approach to celebrating and incorporating Balboa Park's history

"250 Years • 250 Stories" Interactive Community Booth

Invite visitors to answer:
What does America and Balboa Park mean to
you?

*People write responses on Post-Its and hang on
a wall, creating the American flag*





The revised approach to engaging Balboa Park's community partners

We have made an effort to meet with all institutions who have a footprint in Balboa Park, and have asked them to be involved with this exciting event!

To date, the following organizations have expressed interest:

- San Diego History Center
- San Diego Model Railroad Museum
- The Old Globe Theatre

We will continue working with these groups and others who express interest, to find meaningful ways for them to get involved with this event.



Draft Rendering of Community Partner Booths



Balboa Park Passport

Potential passport activities include:

- Visit the San Diego History Center's America 250 exhibition.
- Visit the San Diego Model Railroad Museum.
- Speak with one of the community partners and learn about upcoming programming.
- Name one of the five remaining structures built for the 1915 Panama–California Exposition.
- Find the California Tower and learn why it has become an icon of Balboa Park.
- Visit the Old Globe and learn about one of its historically themed productions or America's theatrical heritage.





BALBOA PARK PASSPORT

EXPLORE. DISCOVER. CONNECT.

★ Complete these activities around the Park! ★

1  VISIT THE SAN DIEGO HISTORY CENTER'S AMERICA 250 EXHIBITION.	2  VISIT THE SAN DIEGO MODEL RAILROAD MUSEUM.	3  SPEAK WITH ONE OF THE COMMUNITY PARTNERS AND LEARN ABOUT UPCOMING PROGRAMMING.
4  NAME ONE OF THE FIVE REMAINING STRUCTURES BUILT FOR THE 1915 PANAMA–CALIFORNIA EXPOSITION.	YOU'RE EXPLORING Balboa Park! ★	5  FIND THE CALIFORNIA TOWER AND LEARN WHY IT HAS BECOME AN ICON OF BALBOA PARK.
6  VISIT THE OLD GLOBE AND LEARN ABOUT ONE OF ITS HISTORICALLY THEMED PRODUCTIONS OR AMERICA'S THEATRICAL HERITAGE.	 BONUS! SNAP A PHOTO OF YOUR FAVORITE SPOT IN BALBOA PARK.	STAFF INITIAL HERE

★ COMPLETE
& CLAIM! ★

Show your completed passport at the Southwest booth to receive a giveaway (while supplies last) — like a hat, tote bag, and more!



Ice Cream Float Giveaway

A simple, free treat that adds a little extra joy to a day spent exploring Balboa Park :)



Family-Friendly Games

Southwest would still like to include classic games and activities such as Ring Toss, Plinko, etc.

Connected to the spirit of the Balboa Park Expositions – celebrating the joy, discovery, and friendly competition that have brought generations together in the Park.



Community Mural

This interactive mural celebrates Balboa Park as one of San Diego's most iconic cultural, historic, and civic landmarks, alongside other places that help define the city's identity.



We're so thankful to the Committee for their trust in Forever Balboa Park to bring an event to life that **Integrates Balboa Park's Identity, History, and Community Groups.**

We hope you agree that this event will add visitor value, and make people say **"That was a great day in Balboa Park"**

We will continue to work collaboratively with park institutions and stakeholders to ensure we are respecting normal operations, maintaining public access, and that protecting and enhancing this amazing park is at the center of every decision.