

Information Priority List For Individuals Presenting Special Event Proposals To the Balboa Park Committee: Presentations Will Be Limited to 5 Minutes

1. Name of Event – Bloom Bash – Art Alive 2019

2. When – April 2019

a. Date(s) – April 12, 2019

b. Time (including Set-up & Break-down)-

Set-up – April 11 – 7:00 am – 10:00pm

Set-up – April 12 – 7:00 am – 7:00pm

Event – April 12 – 7:00pm – Midnight

Breakdown- April 13 – Midnight – 6 am

c. During the Moratorium (Memorial Day – Labor Day) - No

3. Where (Provide map(s) showing location & site plan – Plaza De Panama North of Fountain - Plan Attached

a. Road Closure(s)- No

b. Parking Lot Closure(s)- No

c. Bridge Closure- No

4. Estimated Attendance – 1400

5. Amplified Music – Yes – only on April 12

a. Other prolonged noise impacts? No

b. Acts on a local or national level? No

c. When do you plan to conduct event sound checks? April 12 – 5pm

6. Do you plan to apply for an Alcohol Permit? Yes

7. Partnering with a park entity? No

a. Which one(s)?

8. Public Benefit Non-Profit? Yes

9. Have completed noticing Park Institutions? Yes

10. Are there performances at the:

a. Old Globe – Yes – Indoor Only

b. Organ Pavilion – Not sure

11. Other special event of more than 500 people occurring concurrently?

a. Location(s) in the Park – Not sure

12. Will you be making a donation to Balboa Park, a facility or institution located in the Park or outside the Park? No

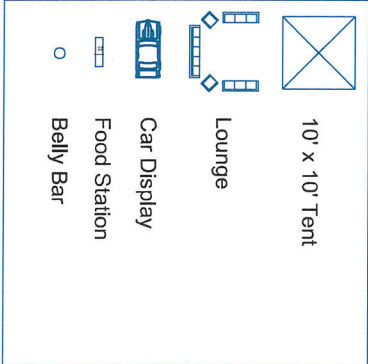
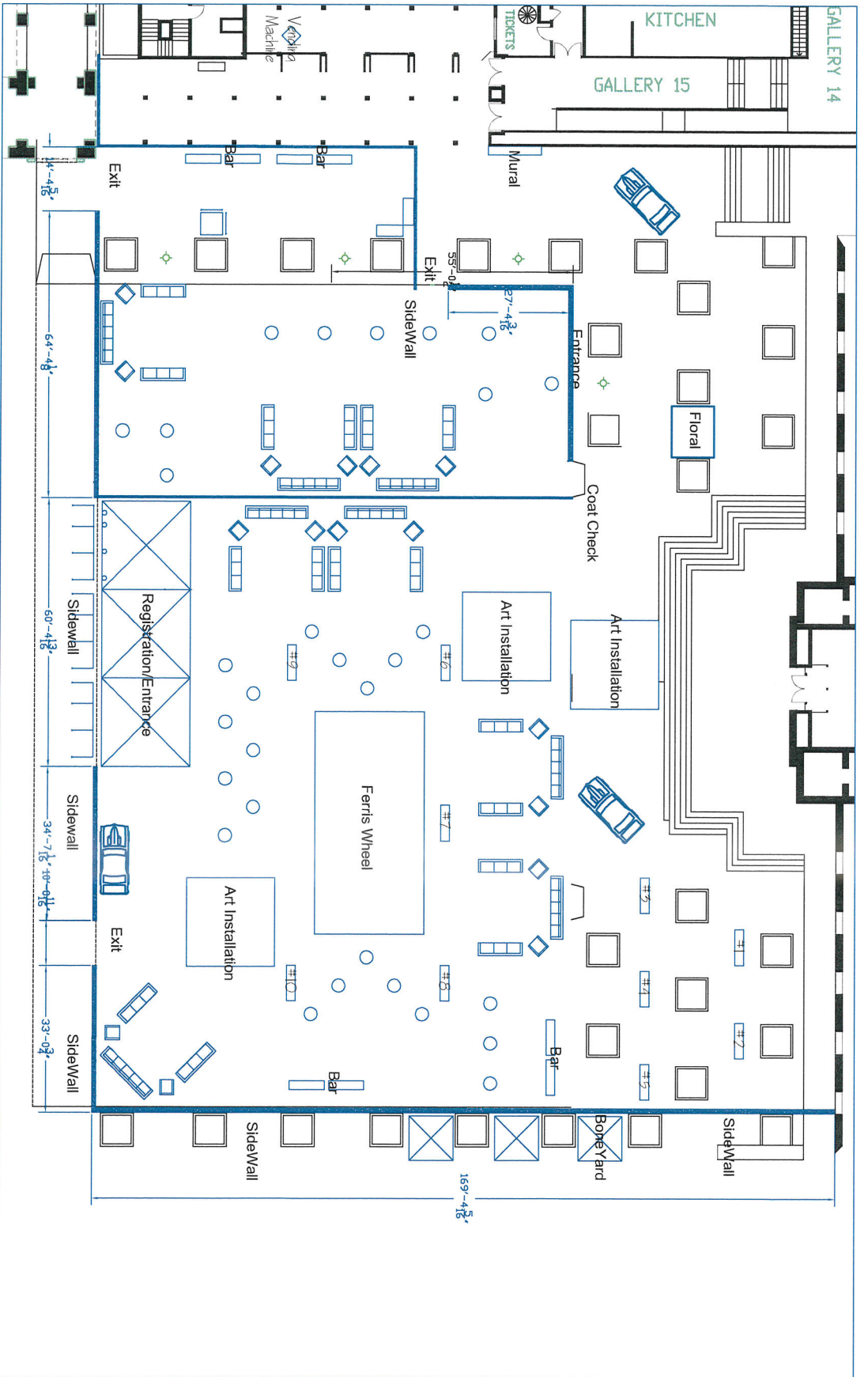
a. How much –

b. Who –

13. Other unique event feature not covered above?

Art Alive is The San Diego Museum of Art's signature fundraiser and annual floral exhibition. Bringing the Permanent Collection to life in a uniquely beautiful way, Art Alive 2019 will feature more than 100 exquisite floral interpretations of famous works of art, and three bloom-filled days of special events. Bloom Bash is the Museum's festive kick-off party for the Art Alive fundraising weekend. In 2018, we had record attendance on all fronts and we need to expand the footprint of the Bloom Bash event. We have always permitted the plaza for our entry process and event perimeter for this event, however this coming year; we would like to expand food drink and additional activities into the plaza to accommodate our growing audience. This plan would necessitate the removal of the living room furniture as well as the tables and umbrellas along the west side. This new space will include:

- Enlarged entry process for the event
- Lounge Seating
- Large bars serving hosted spirits, beer and wine
- Food Stations
- Art installations - details are TBD
- 3 sponsor vehicle displays
- Ferris Wheel - 48' long x 25' wide x 48' high



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SDMA Art Alive 2019

REVISIONS:

V1: August 15, 2018

SPECS:

Date: April 12, 2019
Location: SDMA
Room(s): All over
Designer: Stefanie Bandett
CAD: Phillip Ambule

