

April 19, 2016

Vicky Hera  
Balboa Park Area Manager - Special Events/Recreation  
City of San Diego - Park & Recreation Department  
2125 Park Blvd.  
San Diego, Ca 92101  
619-235-1169

Dear Ms. Hera:

I would like to request the BPC approval to have the Environmental Systems Research Institute, Inc. "Esri" User Conference Closing Event return to Balboa Park on June 30, 2016. The event will be from 5:30 PM-10:00 PM. Set up will begin at 9:00 AM and be completed by 11:59 PM.

Can this please be added as an agenda item for the monthly BPC meeting on May 5, 2016?

Please let me know if I need to submit anything else to the BPC or to San Diego Park & Rec,

Thank you,

**Michele Cole**  
**Head of Events Marketing**  
Environmental Systems Research Institute, Inc. "Esri"  
380 New York Street | Redlands, CA 92373 | USA  
T 909 793 2853 x1414 | [mcole@esri.com](mailto:mcole@esri.com) | [esri.com](http://esri.com)

**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 – **Esri's User Conference Party**

2. When –

– loading/unloading June 30<sup>th</sup> and (3) stalls Pepper Grove North Lot for vendor loading/unloading June 30<sup>th</sup>

c. Bridge Closure- **No**

4. Estimated Attendance – **10,000**

5. Amplified Music – **Yes**

a. Other prolonged noise impacts? **No**

b. Acts on a local or national level? **Local**

c. When do you plan to conduct event sound checks? **4pm**

6. Do you plan to apply for an Alcohol Permit? **Yes, alcohol will be served in the museum venues under existing alcohol contracts. Will be seeking to have alcohol in Patio B**

7. Partnering with a park entity? **Yes**

a. Which one(s)? **the San Diego Museum of Art, The San Diego Natural History Museum, Prado Restaurant, Reuben H. Fleet Science Center, Museum of Photographic Arts, Model Railroad Museum and**

a. Date(s) – **Thursday, June 30, 2016**

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

Event time: **Thursday, June 30, 2016 5pm-10pm**

Set up: **Wednesday, June 29, 2016 @ 7pm and day of event at**

Load out: **Thursday, June 30, 2016 clear by midnight**

c. During the Moratorium (Memorial Day – Labor Day) - **Yes**

t 10am

ical Lawns, Patio B, Bea Evenson

3. Where (Provide map(s) showing location & site plan) – **Botanical Fountain, Cascades, El Prado**

a. Road Closure(s)- **No**

b. Parking Lot Closure(s)- **Partial closure of Casa de Balboa F Thursday, June 30<sup>th</sup> for catering trucks, (3) stalls in the Botanical loading/unloading June 30<sup>th</sup> and (3) stalls in the Prado Ground North I**

Parking Lot (21) stalls Monday, June 27<sup>th</sup>-

Bldg. parking lot for vendor

at 5:00pm-10:00pm Monday, June 27<sup>th</sup> at

the History Center

8. Public Benefit Non-Profit? **No**

9. Have completed noticing Park Institutions? **I have spoken with all groups who we will be contracting with and have notified the BPCP.**

10. Are there performances at the:

a. Old Globe – **Yes, (the Old Globe has been notified. In previous years we have been able to successfully mitigate their concerns and work closely with them to make sure the event did not pose a noise issue to their patrons. This year the Sculpture Garden will not be used, which should alleviate any noise concerns. In addition all ESRI staffers will not park in the Alcazar Lot and majority attendees arrive by bus.**

b. Organ Pavilion – Yes, Twilight Concerts 6:15-7:15pm

11. Other special event of more than 500 people occurring concurrently? No

a. Location(s) in the Park:

12. Will you be making a donation to Balboa Park, a facility or institution located in the Park or outside the Park? Unsure

a. How much – Unsure

b. Who – Unsure

13. Other unique event feature not covered above? This event was previously held in Balboa Park 2011-2014.

# Botanical Garden

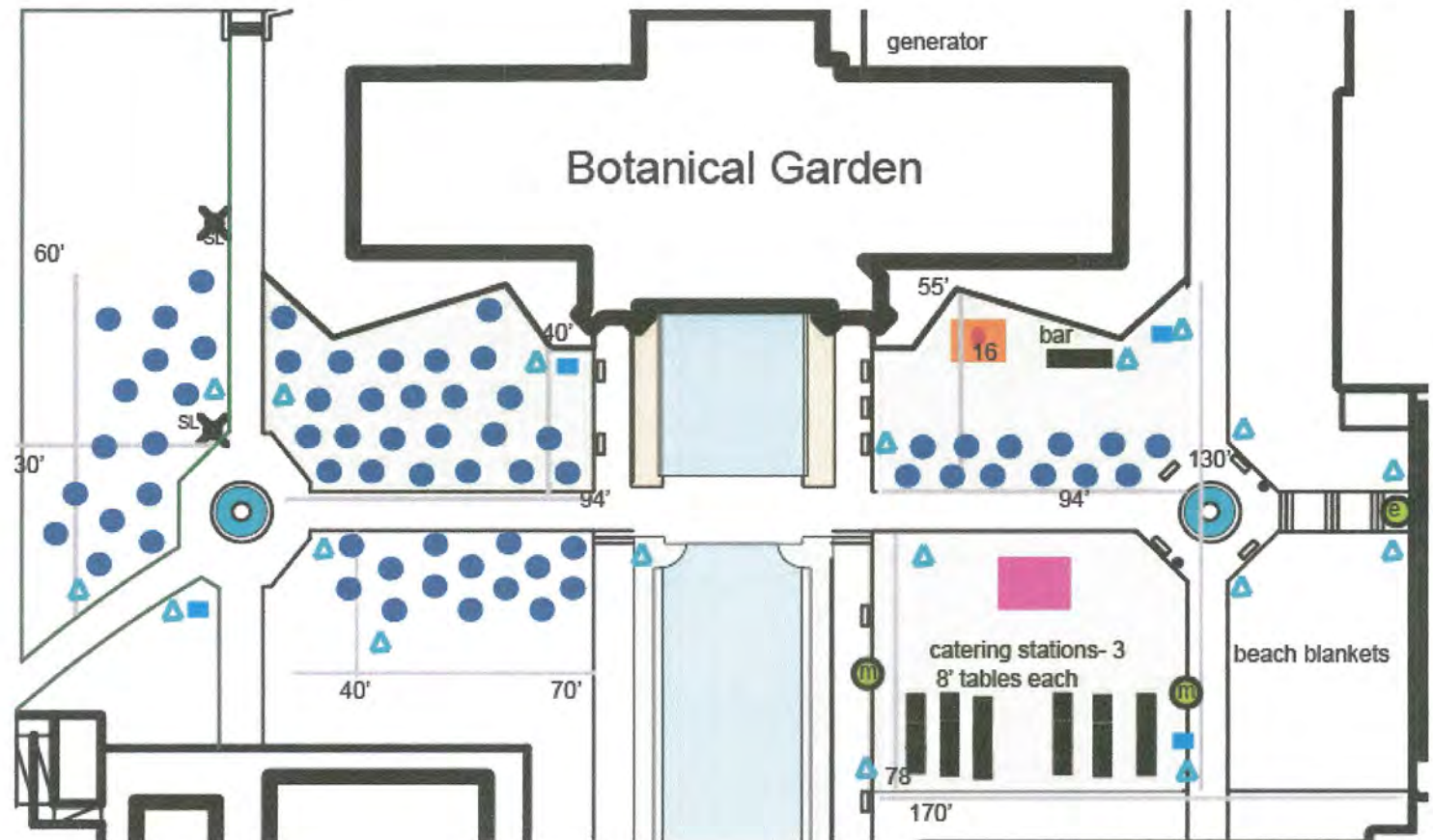
## Raphael's:

2: 6' tables with black linen  
4: item D791  
1: 4' table with black linen  
26: 8' tables with black linen  
65: 48" table with black linen and 6 chairs each (390 chairs total) (please add an additional 16 chairs for one of the 10x20 tents for entertainers)

**Set-up Time: 10:00am**  
**please set-up all food tables (8' and 6' first!)**

**Trash:**  
20 cans

**Signs:**  
2 menu





# Casa Del Prado Patio B

**Raphael's:**

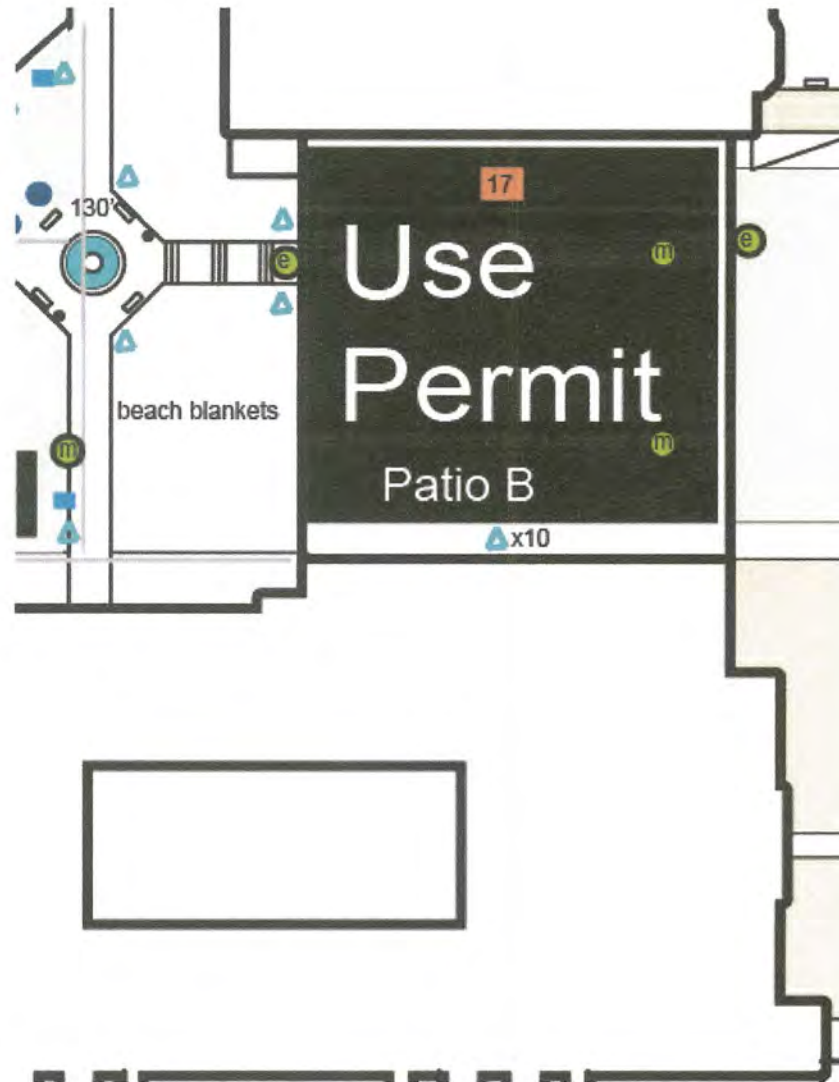
see individual layouts

**Trash:**

see individual layouts

**Signs:**

4 entrance/ exit





# Cascades

## Raphael's:

10: 10x10 festival tents, all with back walls, 6 side walls, 2 front walls

4: raised signage poles each for 10x20 section of tent

20: 8' tables with black linen

14/ 18 chains Stanchions for 4 lines in front of tents

40: 36" table with black linens and 4 chairs each (160 chairs total)

15: 24" belly bar with black linens

**Set-up Time: 10:00am  
please set-up all food tables (8' and 6' first!)**

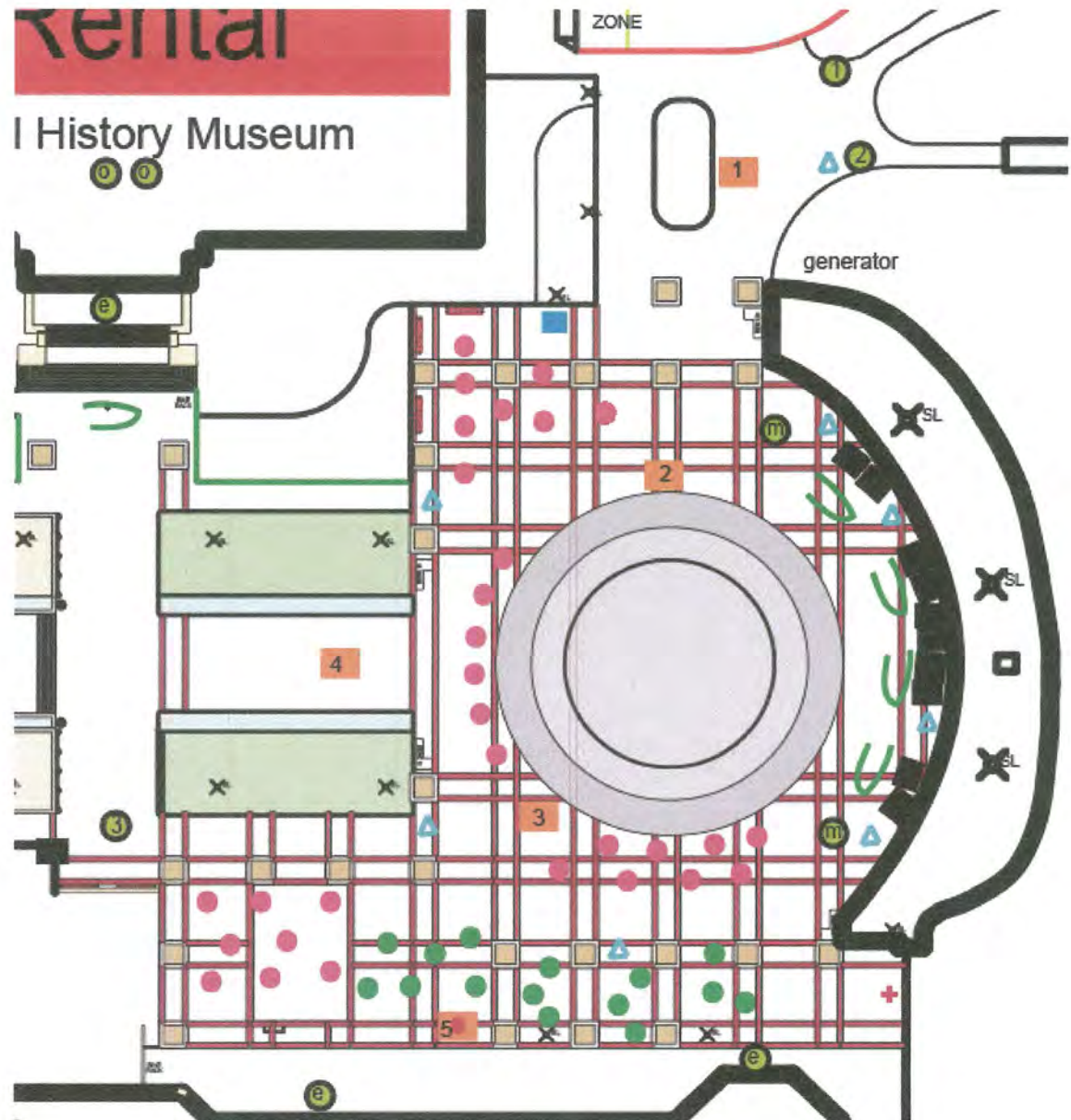
## Trash:

8 cans

## Signs:

2 welcome Esri Guests

4 banners for tented sections (above) and 1 banner for open tented section





# El Prado

## Raphael's:

8: 6' table with black linen

Set-up Time: 10:00am

## Trash:

4 cans

