



COMIX-CON MUSEUM

The Magic of Comic-Con All Year Round

Balboa Park Committee Workshop – October 1, 2020

WHAT YOU KNOW ABOUT COMIC-CON:

THE WORLD'S PREMIER POP CULTURE EVENT.



A man dressed as Superman stands in the foreground, looking slightly to his right. He is wearing a blue suit with a red and yellow 'S' shield on his chest and a red cape. Behind him is a large, ornate sign for 'Gaslamp Quarter' in San Diego. The sign is illuminated and features a stylized font. In the background, there are brick buildings and other people, suggesting a busy event. The overall scene is set during the day, with some artificial lighting visible.

WHAT YOU KNOW ABOUT COMIC-CON:

**THE WORLD'S PREMIER
POP CULTURE EVENT.**

**AND IT ONLY HAPPENS
IN SAN DIEGO.**

WHAT YOU MIGHT NOT KNOW:

**COMIC-CON IS A NONPROFIT DEDICATED TO
EDUCATION THROUGH POPULAR ARTS.**



THE IMPACT

OF COMIC-CON IS HUGE:

135,000+

Attendees

1,000+

Exhibitors

\$140 MILLION

Economic Impact

>62%

Audience Age 17–34

2,000

Panels & Programs

6,000

Volunteers

5 MILLION

Social Media Followers

176 BILLION

Media Impressions

62,000

Hotel Bookings

BUT THE

MAGIC OF COMIC-CON

IS SO MUCH MORE.

**IT'S OBSERVING
THE SPARK OF CREATIVITY.**





**IT'S MEETING
YOUR HERO.**

**IT'S THE FREEDOM TO
EXPRESS YOURSELF.**





**IT'S DIGGING INTO THE
SCIENCE OF SCI-FI.**

**IT'S THAT PRIZED ITEM TO
COMPLETE YOUR COLLECTION.**

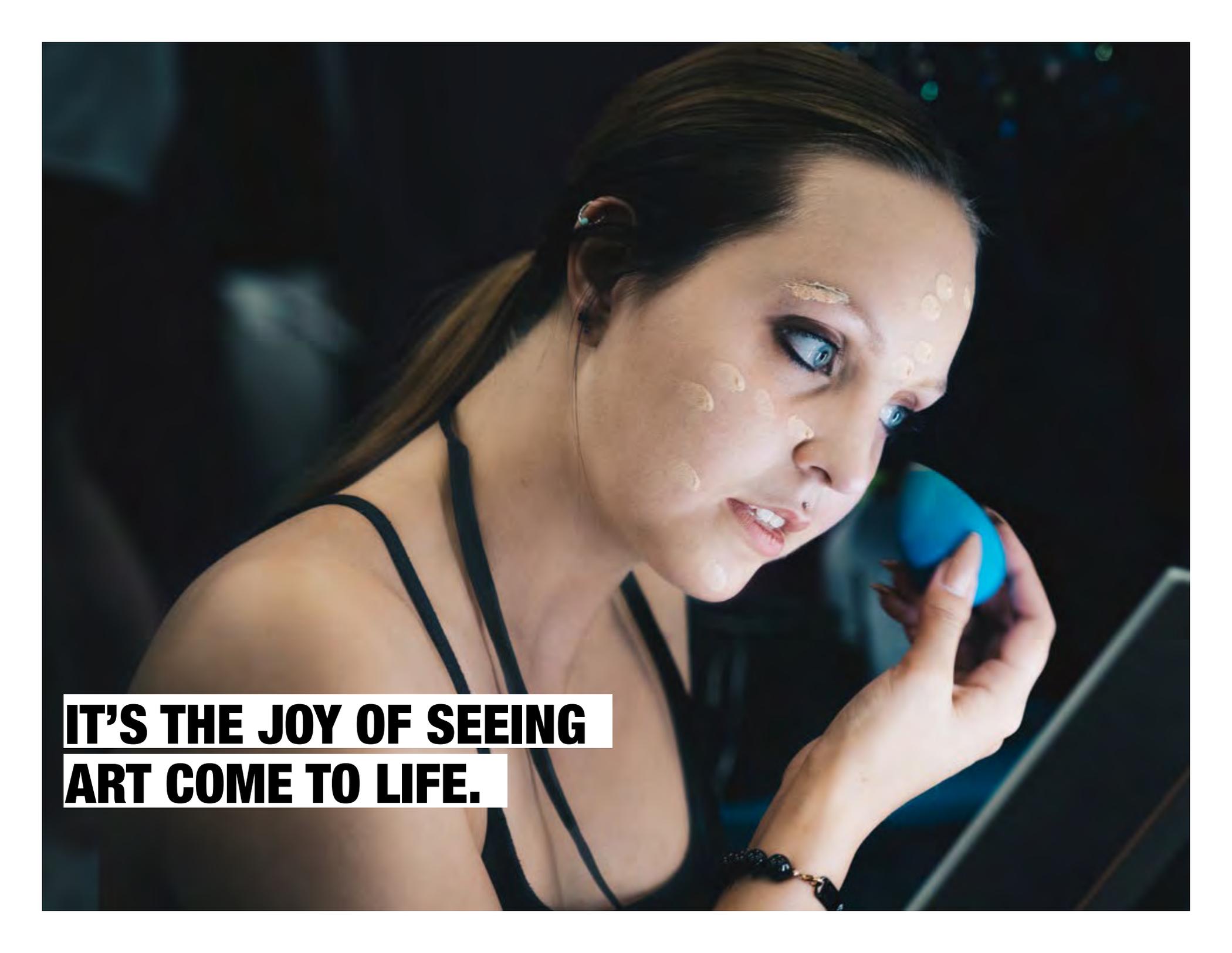


**IT'S DEBUTING YOUR PASSION
PROJECT TO THE WORLD.**



A person wearing a VR headset is the central focus, holding a glowing spherical controller. The scene is dimly lit with blue ambient lighting, and other people are visible in the background, some looking towards the VR user. The overall atmosphere is futuristic and immersive.

**IT'S ESCAPING OUR REALITY
TO EXPLORE A NEW ONE.**

A woman with long dark hair, wearing blue contact lenses and gold face paint on her forehead and cheeks, is holding a blue egg. She is looking at the egg with a focused expression. The background is dark with some blurred lights.

**IT'S THE JOY OF SEEING
ART COME TO LIFE.**



**IT'S BEING THE FIRST
TO SEE WHAT'S NEXT.**



**IT'S THE WORLD'S MOST CREATIVE
MINDS GATHERED IN ONE PLACE.**

**AND IT'S A PLACE WHERE
EVERYONE IS INCLUDED.**



BUT IT ONLY LASTS FOUR & A HALF DAYS A YEAR.
WHAT IF WE COULD CHANGE THAT?



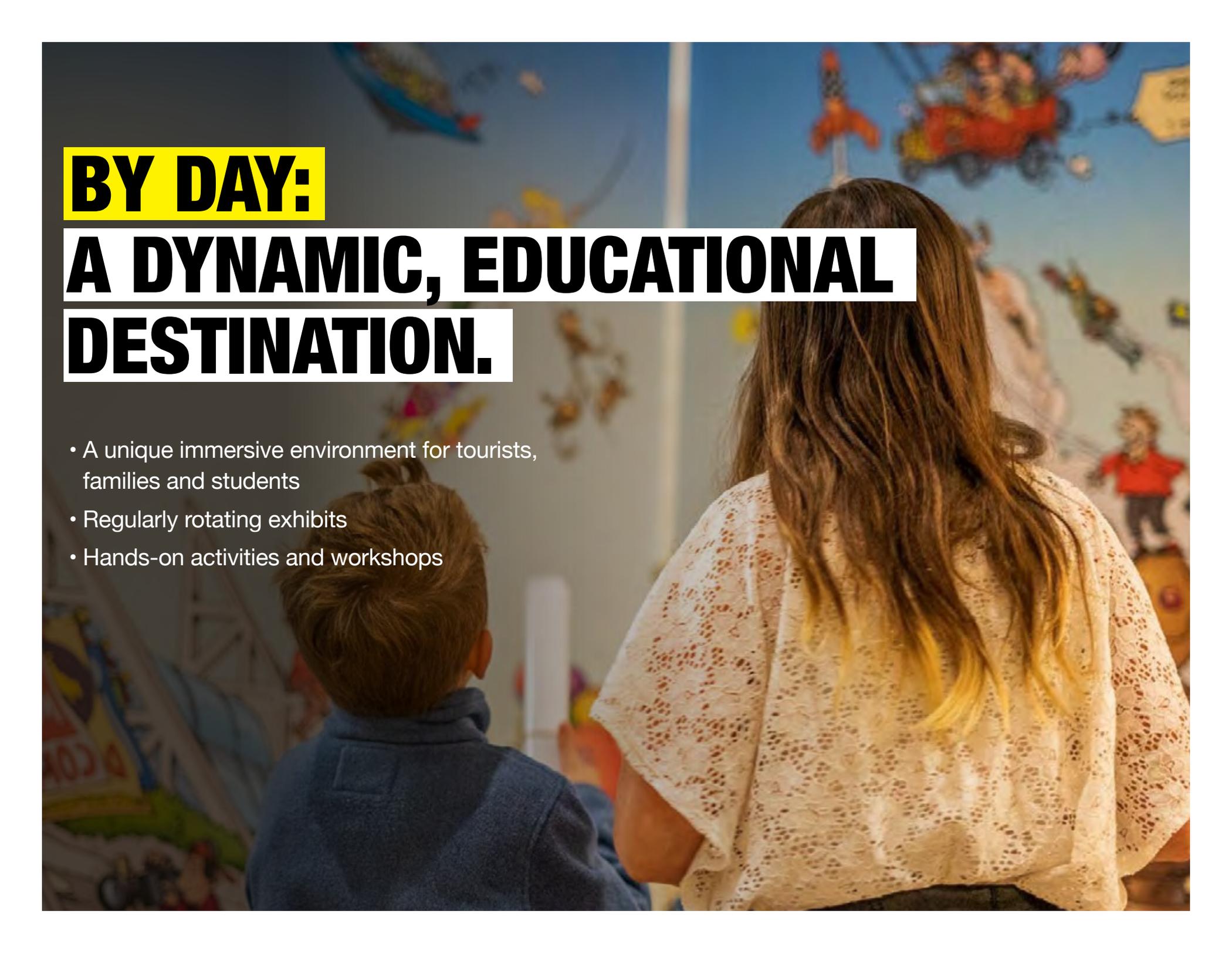
COMIC-CON MUSEUM
THE MAGIC OF COMIC-CON
ALL YEAR ROUND.



**AND
SO MUCH
MORE.**

**ALL THE PASSION,
CREATIVITY, AND
IMAGINATION OF
COMIC-CON
IN A MUSEUM
UNLIKE ANY OTHER.**



A woman with long brown hair, wearing a white lace top, and a young boy in a blue jacket are seen from behind, looking at a large, colorful, interactive display. The display features various characters and objects, including a red car and a blue boat, set against a light blue background. The scene is brightly lit, suggesting an indoor museum or gallery setting.

BY DAY:

A DYNAMIC, EDUCATIONAL DESTINATION.

- A unique immersive environment for tourists, families and students
- Regularly rotating exhibits
- Hands-on activities and workshops



BY NIGHT:

A UNIQUE SOCIAL

EXPERIENCE.

- Pop culture community hub
- Dynamic space for special events
- A place to eat, drink, create and play
- Interactive movie nights, music, classes, gaming and more

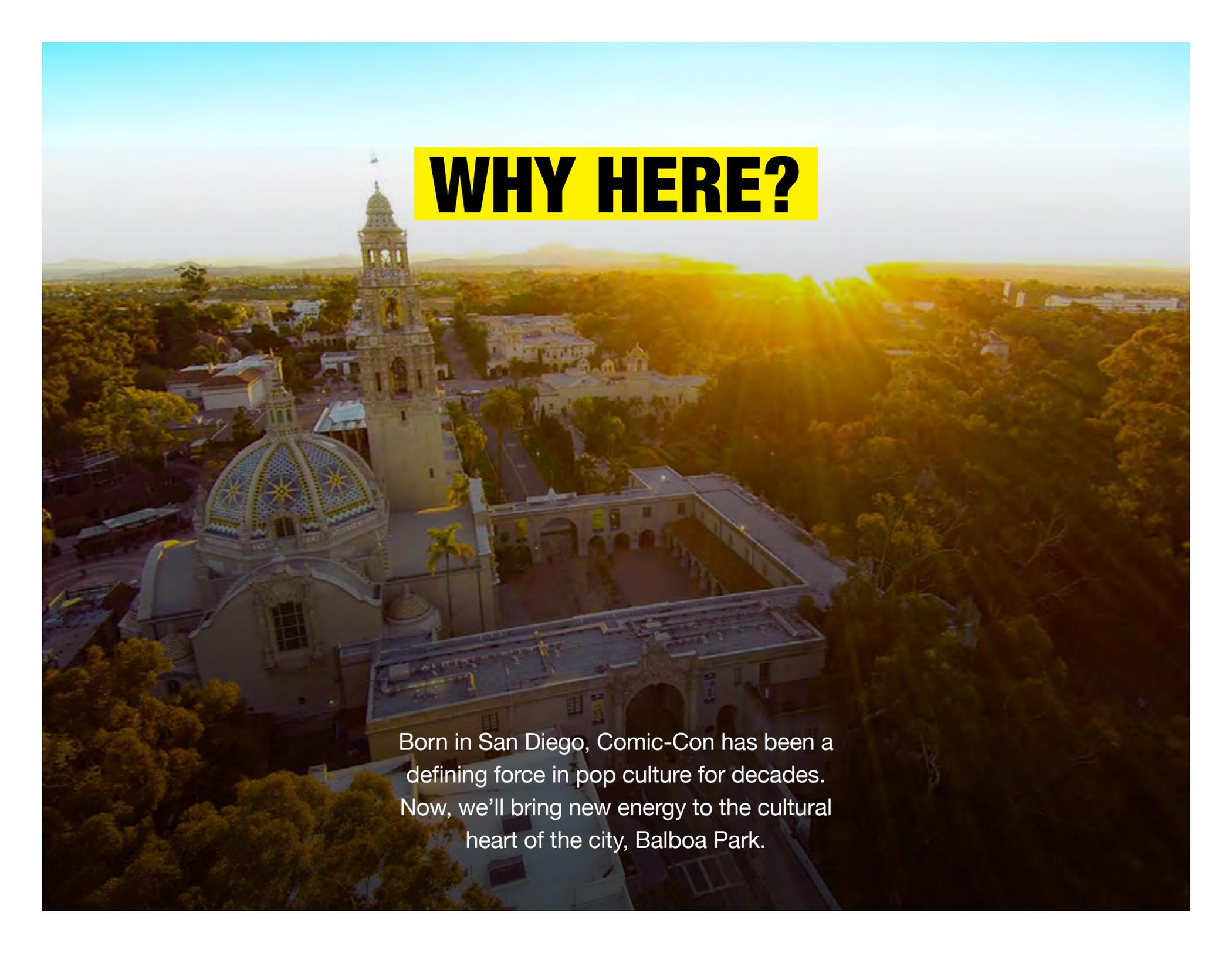
ALWAYS:

VIRTUALLY ACCESSIBLE,

ANYWHERE IN THE WORLD.

- Live streams of Museum programs
- Digital extensions of Museum education programming
- Engagement with global fan community to shape Museum content and programming





WHY HERE?

Born in San Diego, Comic-Con has been a defining force in pop culture for decades. Now, we'll bring new energy to the cultural heart of the city, Balboa Park.



WHY NOW?

The city of San Diego has given us
68,000 square feet to make it a reality.

Just imagine the possibilities.

FEDERAL
BUILDING

201
FEDERAL
BUILDING



OUR RENOVATION PLAN

A 10-Year Vision for Major Renovations to the Federal Building

PHASE ONE

The Education Center





PHASE TWO

Main Level & Exterior



PHASE THREE

The Theater



PALISADES PLACEMAKING

Creative Reimagining of the Federal Building Front Lawn



HEALTH & WELLNESS

Outdoor Activities



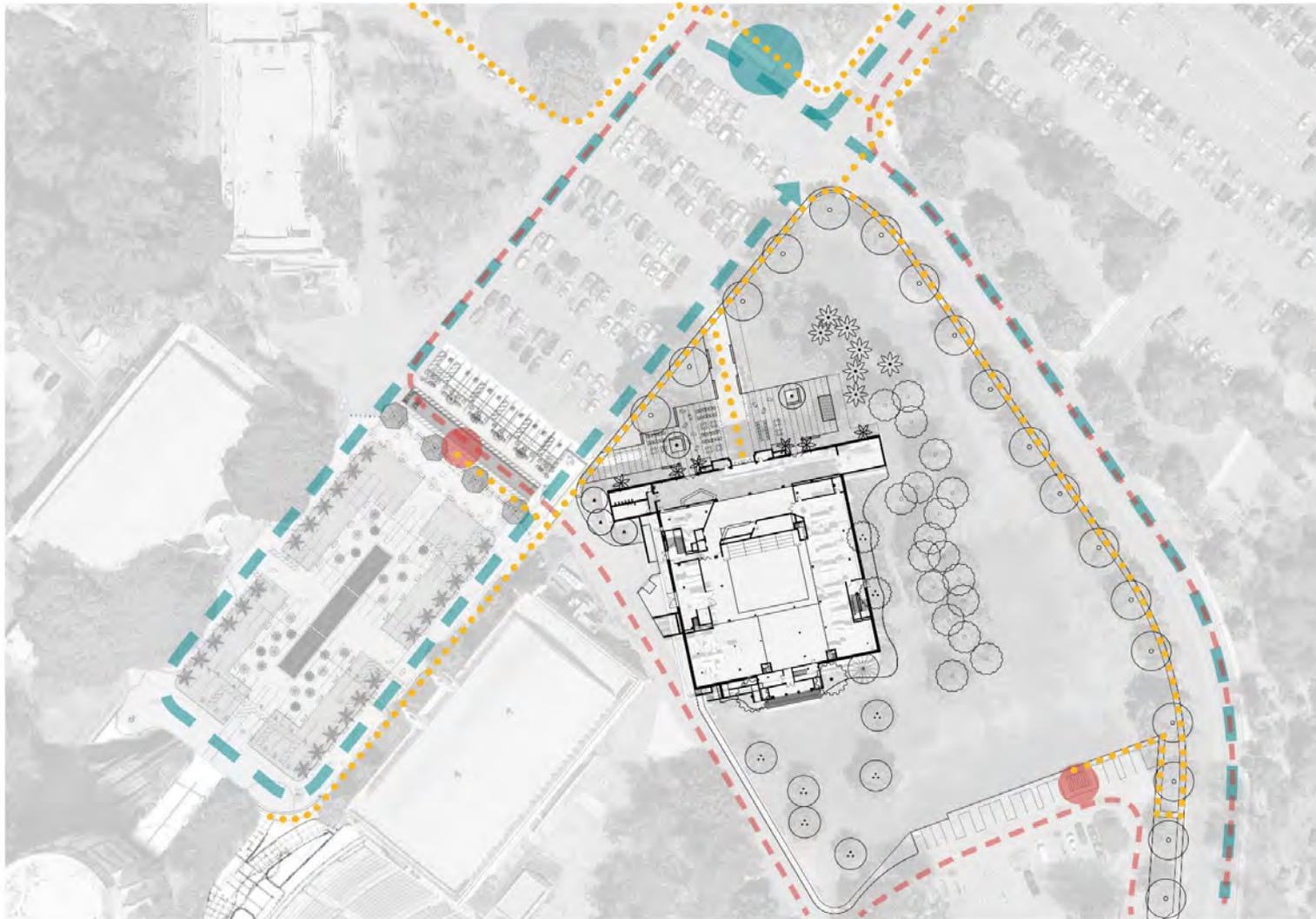
ART & CREATIVITY

Exhibit Extensions



COMMUNITY & CONNECTIVITY

Public Space



legend

-  lyft/uber/school bus stop
-  bus route
-  tram stop
-  tram route
-  pedestrian access route

WE HAVE THE SPACE.

WE HAVE THE VISION.

MOST IMPORTANTLY,

WE HAVE THE FANS.

BUT WE CAN'T DO IT ALONE.



SHARE

YOUR VISION

Comic-Con.org/Museum

A person dressed as Iron Man in a red and gold suit, pointing forward with a serious expression. They are in a crowded hallway with other people and a display of Iron Man merchandise in the background. A yellow banner with black text is overlaid on the image.

BE A PART OF THE MAGIC.

**IMAGINE WHAT WE CAN DO,
TOGETHER.**