

San Diego-California Club

499 WEST BROADWAY • SAN DIEGO 1, CALIFORNIA • TEL: FRANKLIN 9-0121

A Non-Profit Corporation, Organized in 1919, to Develop All-Year Tourist Travel to San Diego County by National Advertising and Publicity

June 9, 1952

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Honorable Mayor and Council
City of San Diego
Civic Center
San Diego 1, California

Gentlemen:

Your consideration of the development of a Municipal Rose Garden, in the area set aside for that purpose in Balboa Park, has come to our attention.

Every facility that can be provided for the enjoyment of visitors, enhances the fame of San Diego as a tourist resort, and increases the income of the community.

The two shuffleboard clubs in Balboa Park provide enjoyment and relaxation for more than a thousand devotees of roque, shuffleboard and bridge. The members of those two clubs, through local expenditure of money earned elsewhere, provide San Diego with a payroll equivalent to a factory with 200 employees.

Hundreds of visitors come to San Diego to spend time and money simply because of the Lawn Bowling greens in Balboa Park. Others spend winter vacations here because of the fine golf courses in Balboa Park. Sixty per cent of the visitors to the Zoo are tourists. Many Imperial Valley and Arizona people come here primarily to attend the Starlight Operas.

Anyone who has witnessed the throngs who attend flower shows knows that a Municipal Rose Garden, as proposed, will attract thousands who would otherwise not come to San Diego. Every such visitor will put new money into the trade channels of this community.

Respectfully,

SAN DIEGO-CALIFORNIA CLUB


T. F. Bomar
Managing Director

TFB:ds

DOCUMENT NO. **450673**

FILED **JUN 11 1952**

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

*Communication from
San Diego - California
Club Endorsing
Development of Munic-
ipal Rose Garden*

JUN 12 1952

*Filed
Kevin
Boal*