



March 15, 2008

Dear Esteemed Members of the Board,

I'm writing to personally request permission to have a unique group of conservation geographers, scientists, educators, and business and government leaders from around the world at an event on August 7, 2008, at the San Diego Zoo and Balboa Park during the ESRI International User Conference. As you may know, this annual conference represents the largest professional community involved in geographic sciences, habitat management, land planning, parks and preservation, and related disciplines. This year we expect some 14,000 professionals to come to San Diego for the meeting. Included in their number are very special guests such as the conference keynote speaker, **Dr. Peter Raven from the Missouri Botanical Gardens** and other leaders from botanical gardens around the world. Other VIPs at our conference include **Dirk Kempthorne, Secretary of the Interior**; the **head of US Geological Survey**; and possibly the president of Rwanda.

We would like to acknowledge these leaders and everyone at the conference with a celebration venue that provides a special context for this community. The San Diego Zoo and Balboa Park is just that setting. The park is very special to me. I grew up with it. Our organization has supported our educational mission with software donations to the San Diego Zoo, the Wild Animal Park, the San Diego Public Library, the San Diego Archaeological Center, as well as various departments within the San Diego Universities.

I would love for the GIS community to experience these jewels of California culture. It is my hope that you will want the same for these visitors and will show your support by allowing our conference celebration to take place at the San Diego Zoo and Balboa Park on August 7, 2008.

I am grateful for your work.

Sincerely,

Jack Dangermond
President

Proposal Submitted by ACCESS Destination Services on behalf of ESRI

1. Name of Event: *ESRI International User Conference*
2. When
 - a. Date: **Thursday, August 7, 2008**
 - b. Time (Including Set up & Breakdown)
Set up: August 6, 8:00am – 5:00pm
Event: August 7, 5:00pm-10:00pm
Breakdown: August 8, prior to 8:00am
 - c. During a Moratorium: **Yes**
3. Where- Provide Map (s) Showing Location & Site Plan: **Area between Village Place, Park Blvd and Zoo Place, excluding North Carousel Parking Lot. See Map Below, page 4**
 - a. Road Closure: **None**
 - b. Parking lot Closure: **North Carousel Parking Lot and Spanish Village Parking Lot**
 - c. Bridge Closure: **None**
4. Estimated Attendance: **10,000**
5. Amplified Music? **Preferable but not necessary. We can relocate all amplified music to the Zoo and use only acoustic music in Balboa Park.**
 - a. Other Prolonged Noise Impacts? **No**
 - b. Acts on a local or national level? **Local Acts**
 - c. When do you plan to conduct event sound check? **The sound check will be August 7 (day of the event), typically from 2:00pm-3:00pm.**
6. Do you plan to apply for an Alcohol Permit? **Yes**
7. Partnering with park entity? **Yes**
 - a. Which one(s)? **We will be partnering with the San Diego Zoo and Spanish Village Art Center.**
8. Public benefit non-profit? **This event is for the International User Conference that has been held at the San Diego Convention Center for the past 12 years. ESRI has been recognized by the San Diego Convention Center as well as the Visitor's Bureau as a valuable source of revenue to the city of San Diego.**
9. Have completed noticing Park Institutions? **The mitigation of impact will be sent to all park institutions once the proposal is approved. In addition, the event will be listed in the park's six month update and weekly events Calendar of Events.**
10. Are there performances at the
 - a. Old Globe: **Yes**
 - b. Starlight: **Yes**
 - c. Organ Pavilion: **Yes – Twilight Concert**
11. Other special events of more than 500 people occurring concurrently?
 - a. Location(s) in the Park - **SDMA Screen on the Green (dates pending)**

12. Will you be making a donation to Balboa Park, a facility or institution located in the Park or outside the Park? **10% of the total permit fee will be donated to the Balboa Park/ Morley Field Recreation Council.**

13. Other unique event features not covered above? **Yes, as described below.**

Décor:

Each year a different theme or region is highlighted. Past themes have included: Irish nights, Chinese New Year, Beach Bash and Octoberfest just to name a few. Décor is minimal and is typically highlighted in interactive centerpieces and entertainers.

Entertainment:

Each year, we provide a variety of entertainers. In the past, we've used interactive entertainers such as: face painters, tarot card readers and caricature artist. There will be a series of musicians throughout the event. We typically have smaller bands that perform in the earlier hours of the event and then local headliners will perform in the Zoofari party area later in the event.

Rentals:

We provide all of the tenting, stages, tables and chairs for this event. We typically have seating for about 5000 people. The guests all flow into the event at different hours throughout the night. We have allotted for about 3000 seats in Zoofari Party area, leaving about 2000 seats to be placed in the North Carousel parking lot and surrounding areas. All rentals are set the day prior. We will provide ample security during the event and as soon as set-up begins.

Food and Beverage:

All food and beverage will be provided by the San Diego Marriott and Marina. They have handled this portion of the event for the past 11 years. Food is typically served in buffet lines and follows the theme selected.

Transportation:

The transportation plan will be to have two drop-off points. We will use the Zoo entrance as the north event drop-off location and would like to request a second drop-off point south of the North Carousel Lot. We would run a shuttle from the downtown area to the two drop-off points in Balboa Park and the Zoo parking lot.

ESRI International User Conference at Balboa Park

