San Diego Healing Arts Festival

The **Alternative Healing Network** is a 501(c)(3) that promotes the use of "integrative" healing arts (the combination of Eastern and Western medicine) and improves access to care in underserved communities. We have established free temporary clinics ("Integrative Health Nights") in City Heights and Southeast San Diego that offer comprehensive treatments in acupuncture, massage, chiropractic and other alternative techniques. We have also recently opened a permanent 'sliding-scale' health center on Adams Avenue in Normal Heights with all the proceeds going to fund our free clinics. Here patients decide how much they can afford for treatment based on self-reported income levels.

In order to promote the use of these techniques, we have been hosting community outreach events that bring music (one of the greatest healing forces in the World) together with Eastern and Western health practices. Since 2004, our largest annual event has been the "**San Diego Healing Arts Festival**". Here we use music and dance to entice the community towards healthy lifestyle choices and awareness of better health practices. We offer sample treatments and information on acupuncture, massage, chiro, nutrition and more through our over 75 exhibitors. In our "Workshop Area", participants can experience our free classes in yoga, qi gong, and other meditative arts. The "Demo Zone" offers dance, capoeira, tai chi and other more active healing arts. We also host a "Kid's Zone" that focuses on healthy practices for families such as art and music therapy, Family nutrition and yoga for kids.

This year marks the sixth anniversary of our event (Note: the 2005 event was canceled due to scheduling conflicts.) Each year we have experienced substantial growth in attendance and number of exhibitors (2004=2500 guests/ 30 exhibitors, 2006=5500 guests/ 45 exhibitors, 2007=12,000 guests/ 60 exhibitors, 2008= 18,000 guests/ 75 exhibitors, 2009= 22,000 guests/ 80 exhibitors.) This year we are expecting 25-30,000 guests throughout the day and approximately 100 exhibitors.

We have learned a lot through the growing pains of our expansion last year onto the adjacent Federal parking lot. We understand there were some glitches in our usually well- run machine on the day of the event with regards especially to Traffic, Parking, Trash, and Security. With every great step forward there will be a few overlooked details that could help this event run much smoother. After meetings with SDPD – Traffic and Park and Rec Administration, we are planning to have better signage off the CA-163 and I-5 directing patrons to the over-flow parking lots at City College. We had set up a shuttle bus system from overflow lots, but these were hardly used. We will also greatly enlarge our "Bike Valet" service, wish was full at 250 bicycles by noon. There will be better communication this year between our team and SDPD-traffic. We will also have a larger police presence on site as well as a larger private security team, as opposed to relying on volunteers. We will also be hiring "Gorilla Services" in addition to our "Labor Ready" team to clean the park after the event.

We will keep a "one-way" firelane around the outer ring of the Federal Lot at all times and staff the walkways between the lot and the field at all times with "crossing-guards" in case of emergency vehicle usage. We hope to park our artists and vendors in spaces along the first row of the field, along the canyon edge leading down to Starlight Bowl, and in the Western portion of the federal lot past the main entrance to the lot. We want to work with the Park on this and minimize our impact on other park activities and organizations.

Thank you for your support of integrative health in the community.

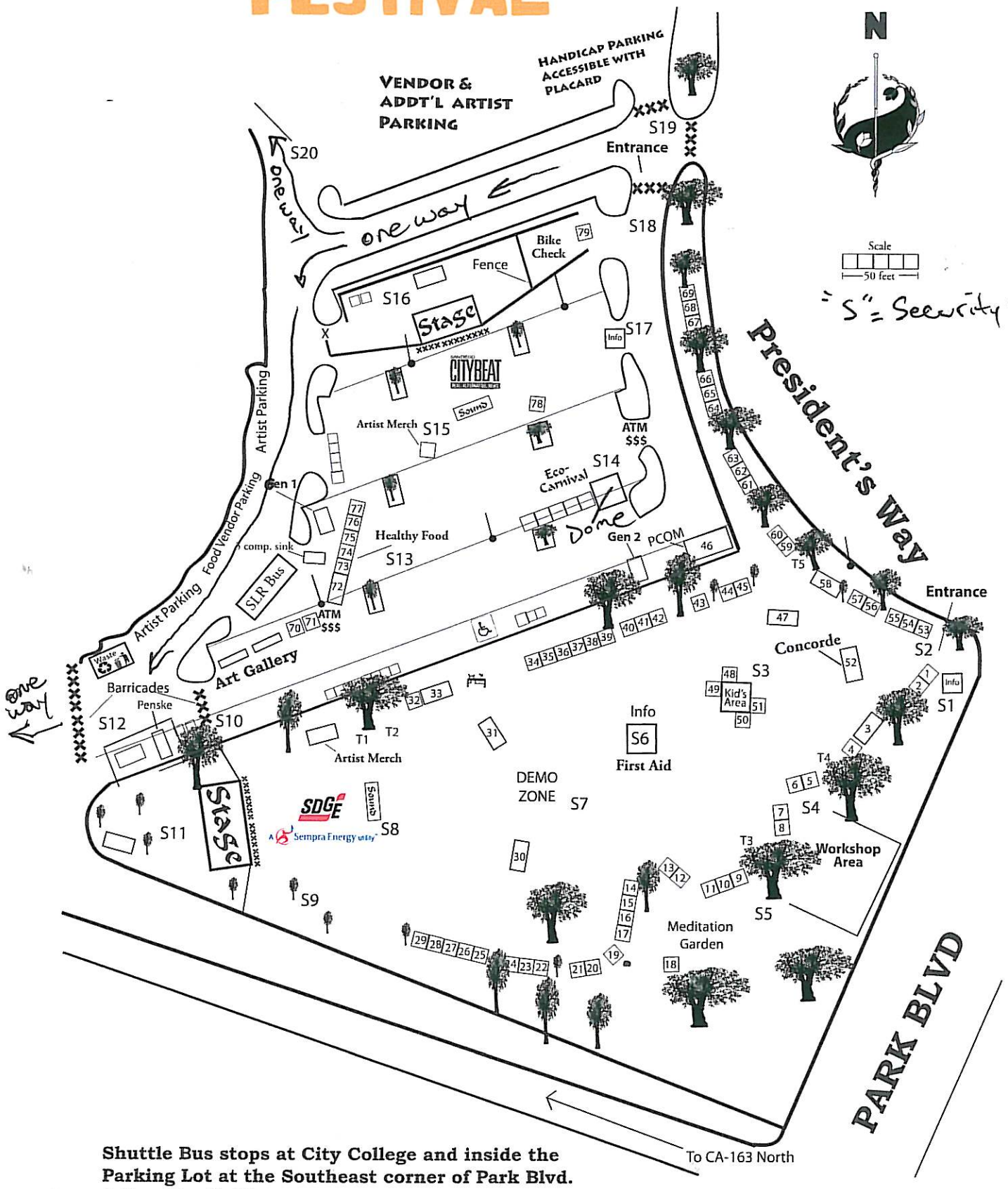
Sincerely,

Ryan Altman, L.Ac./ Executive Director/ Event Coordinator
Alternative Healing Network – www.althealnet.org – 619-261-1418 - cell
Adams Avenue Integrative Health 3412 Adams Ave. San Diego, CA 92116 619-546-4806 – office

5th Annual San Diego

HEALING ARTS FESTIVAL

2009 Site Layout



Shuttle Bus stops at City College and inside the Parking Lot at the Southeast corner of Park Blvd. & President's Way.

Rodrigues, Mike

From: Ryan Altman [althealnet@yahoo.com]
Sent: Friday, November 13, 2009 1:00 PM
To: Lowery-Mendoza, Susan
Cc: Rodrigues, Mike
Subject: Re: Healing Arts Festival 2010 - Balboa Park Options?
Attachments: sitemap10_STAFF_large.pdf

Dear Susan and the BPC,

I again apologize for the problems and negative impact on park activities our event may have caused in the past. As you know, we have been diligently working to remedy all the mishaps and oversights brought on by our expansion of last year's Healing Arts Festival into the Federal Parking Lot. We are forging new partnerships with MTS (Public Transit), Caltrans (Highway and Road Signage for overflow lots), and Gorilla Services (Trash/Clean-up) as well as committing less to our entertainment budget, guaranteeing that we only have one (not three) MID-Range (not large) headliners for our event. We have already reserved a pair of overflow lots at City College that will allow shuttles to bring our attendees as well as all Parkgoers and workers to the corner of Park & President's. Along with an increased security force of SDPD and an enlarged Bicycle valet area, this should all help to alleviate trash, traffic, and congestion problems from past years.

While we would all love to keep this event free and open to the public, the only feasible way that I see to guarantee a smaller turnout would be to fence in the venue and rely on fire marshall capacity limitations (probably between 10-15,000) to keep our attendance numbers manageable. Attached is an updated parking and venue plan that shows where we propose to fence in the field and parking lot. A nominal $5 entry fee should still make this event accessible to most while helping us limit the capacity for the event.

I hope this compromise would be acceptable to the Balboa Park Committee and I would love to be able to present this in full detail to them, however I have just heard that they intend to be dark in December. To wait through the holidays for a chance to present to the BPC would be impossible as our sponsor opportunities are dwindling every day and this event has a total cost of well over $50,000. It is my hope that Balboa Park staff and the Chair of the BPC can work together to approve this plan in lieu of a full board meeting before Thanksgiving.

Please allow us the opportunity to keep this event in Balboa Park, where it has grown and thrived for five years. We also hope to partner with more of the neighboring institutions of the park and create "Partnerships in Health" with all the museums and theaters. We would love the opportunity to bring "integrative" health to all staff and volunteers while also allowing the theaters and museums exhibitor opportunities at our event. We welcome your questions, suggestions, and thoughts on this and hope to hear from you soon.

Sincerely,

Ryan Altman, L.Ac./ Executive Director
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