

## Event Narrative for the San Diego Science Festival- Science Expo

1. Name of Event: San Diego Science Festival- Science Expo
2. When
  - a. Dates: Set-up: April 3, 2009; Event Date: April 4, 2009
  - b. Time: Set-up April 3 from 2:00 pm – 8:00 pm; Event April 4 from 10:30 am – 6:00 pm; All event dismantling and park clean-up will begin as soon as event closes and will be completed by 9:00 am April 5
  - c. Moratorium: No
3. Where: Botanical Building Lawns, El Prado (from Lilly Pond to Cascades), Bea Evenson Fountain Area, Village Place (south of Old Globe Way) and South Carousel Parking Lot. See map attached.
  - a. Road Closures: The end of Village Place south of Old Globe Way
  - b. Parking Lot Closures: South Carousel Parking Lot
  - c. Bridge Closure: No
4. Estimated Attendance: 15,000 people scattered throughout the day, primarily children and their parents
5. Amplified Music? Yes (some music acts, some speakers)
  - a. Other Prolonged Noise Impacts? None
  - b. Acts on a local or national level? Both
  - c. When do you plan to conduct event sound check? 9:30 am April 4
6. Do you plan to apply for an Alcohol Permit? No
7. Partnering with a park entity? Yes
  - a. Which one(s)?: Pursuing relationships with the Fleet Science Museum, the San Diego Natural History Museum and the San Diego Museum of Art. We also hope to pursue relationships with the Air and Space Museum, the Auto Museum and others. Since the theme of the event is the Science of You and the focus is the science all around us, we would welcome relationships with any interested group.
8. Public Benefit Non-Profit? Non-profit
9. Have completed noticing Park Institutions? All institutions will be notified upon permit approval.
10. Are there performances at the
  - a. Old Globe: likely 2:00 pm matinee performance and 8:00 pm evening performance
  - b. Starlight: none
  - c. Organ Pavilion: unknown
11. Other special events of more than 500 people occurring concurrently?  
Location(s) in the Park Science Fair at Balboa park Activity Center – 1000 people throughout the day, Shoe fair at War Memorial Building Lawn - 200 people, Walk for Recovery (Westside to Central Mesa, travels across the Cabrillo Bridge, turns right at Pan American Road, exits at Presidents Way, travels north on the sidewalk along park Blvd around the Natural History Museum and back down El Prado to the Westside.) Complete by 10:00 a.m. with festival concluding at 12 noon - 300 people, Flower Show at Casa del Prado room 101 and patio - 250 people, Tartan Day @ HPR Lawn area - 250 people
12. Will you be making a donation to Balboa Park, a facility or institution located in the Park or outside the Park? No

13. Other unique event features not covered above? Yes

a. We will bring as many people as possible to the event via our transportation plan. There will be a few elements of the Science Expo that we will be hosting at locations near the park, but not in the park. For example, we will host organizations like Bot Ball and FIRST Robotics at City College. We will encourage through our marketing plan that attendees park at these outlying locations and then take our free shuttles to the park. We will also have a system in place to bus students and their parents from a variety of City School locations. We are investigating the possibility of a wrist-band system that would give individuals who take our shuttles and buses some sort of special privileges at the Science Expo. For those individuals who do not use our transportation, we would sell wrist-bands for a nominal fee and then donate the proceeds of these wrist-band sales to the Park. This plan is still under-development and would depend on a variety of factors including the extent of our collaborative partnerships with park institutions.

b. The San Diego Science Festival will include over 200 separate events, which will take place all over San Diego County. The apex of the Festival is the Expo that we would like to have at Balboa Park.