



News from

## Council President Todd Gloria

City of San Diego ■ District Three

### NEWS RELEASE

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#### **Newest Addition to Balboa Park: Wi-Fi Coming Soon** *Council President, Park Organizations Fund the Enhancement*

SAN DIEGO, CA (August 15, 2013) – Council President Todd Gloria and representatives from the Balboa Park Conservancy and Balboa Park Online Collaborative today announced that expanded Wi-Fi will soon be available for an improved visitor experience in the Park.

**“Expanding Wi-Fi is a smart investment for Balboa Park,”** said Council President Gloria. **“In addition to being convenient for Park users, it allows for a stronger connection between visitors and Balboa Park’s events, institutions, and attractions through technology.”**

For the first time, free Wi-Fi access will be available in the Central Mesa from the Spreckels Organ Pavilion to The San Diego Museum of Art. This permanently expanded Wi-Fi hot spot will enhance visitor engagement with a number of park attractions and will encompass the newly created public space in the Plaza de Panama, where visitors can enjoy free online access from the comfort of the tables and chairs recently set up there by the City.

The new Wi-Fi access will enable Balboa Park cultural organizations to engage visitors via mobile tools, such as smart phone apps, social media sites, and interactive games, and to provide visitors with instant free access to online information about attractions, programming, and amenities. The Wi-Fi access also positions Balboa Park institutions and event organizers to more easily broaden their reach beyond the Park. For example, the Spreckels Organ Society can now move forward on a plan to offer webcasts of the free Sunday concerts in the Organ Pavilion.

Council President Gloria and the Balboa Park Conservancy collaborated to fund the expanded Wi-Fi. Using funds generated by his office budget savings, the Council President contributed \$15,000 to the effort. The Balboa Park Conservancy completed the project with an allocation of \$5,000.

The Balboa Park Online Collaborative, which is charged with increasing the online capabilities of park institutions and co-manages [www.balboapark.org](http://www.balboapark.org), provided the technological expertise for setting up the expanded Wi-Fi hot spot and integrating it into existing public Wi-Fi areas in Balboa Park.

**“This is exactly the kind of park enhancement our collaborative efforts are capable of bringing to fruition. We are extremely grateful to Council President Todd Gloria and his office, as well as to the Balboa Park Online Collaborative, for enabling us to address the growing expectations of both park visitors and park entities regarding access to and use of mobile technologies,”** said Carol Chang, President of the Board of the Balboa Park Conservancy.

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**Balboa Park Conservancy** is a public benefit, non-profit 501(c)3 organization dedicated to preserving and enhancing San Diego’s Balboa Park for future generations. Formed in 2010, the Conservancy is responsible for raising funds, developing public-private partnerships, and collaborating with Balboa Park stakeholders to implement capital projects and address deferred maintenance needs in the Park. The Conservancy, through partnership with the City, facilitates the identification and prioritization of projects for the Park and brings resources together to ensure implementation. For more information visit <http://www.balboaparkconservancy.org>.