



REPORT

THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: November 1, 2022

REPORT NO: 101

ATTENTION: Park and Recreation Board
Agenda of November 17, 2022

SUBJECT: Proposed Naming of Botanical Building East Wing Garden

SUMMARY

Issue – Should the Park and Recreation Board recommend approval of the proposed naming of Botanical Building East Wing Garden to the Betty J. Beyster East Wing Garden?

Department Recommendation – Recommend approval of the proposed naming of the East Wing Garden to the Betty J. Beyster East Wing Garden.

Fiscal Impact – There is no fiscal impact associated with this action.

Water and Energy Conservation Status – Not Applicable.

Environmental – Not Applicable.

BACKGROUND

The Balboa Park Botanical Building was constructed for the 1915 Panama-California International Exposition and is one of three buildings intended to be a permanent addition to the park. The Botanical Building is a contributing element to the National Historical Landmark District, which includes much of the Central Mesa. The Botanical Building is also designated as a historical resource at both the State and local levels. These historical designations require the building to be maintained and preserved in accordance with adopted preservation standards.

Beginning in January 2022, the City's Parks and Recreation and Engineering and Capital Projects (E&CP) Departments initiated a \$21.5 million capital improvement project to restore the historic Botanical Building and surrounding gardens.

This is a two-phased effort, with E&CP and its third-party contractors currently working on Phase 1, and Forever Balboa Park raising funds and implementing Phase II. Phase I includes a complete restoration of the building to its original 1915 design, recreating arched openings with Palladian windows and large doors, state-of-the-art lighting, new irrigation systems and plants, and new building

additions on the north façade of the building providing additional work space for City staff. The timeline for completion is in late 2023.

The scope of Phase II includes the reconstruction of the original pergola located in the west garden near the Museum of Art, walkways, exterior landscaping irrigation systems and two exterior fountains. The project timeline for Phase II is to be determined.

DISCUSSION

A Donor Acknowledgement and Naming Opportunities Program was created to aid Forever Balboa Park in its fundraising efforts for Phase II. Naming of City Assets is addressed in Council Policy 900-20. The policy addresses the procedures and requirements of naming or renaming City assets.

Fifteen naming opportunities were recommended for approval by the Parks and Recreation Board in January 2021 and later approved by the City Council in July 2021. Each opportunity listed below will be given one name.

Naming Opportunities include:

- Welcome Gallery
- North Annex
- Multi-purpose Room (West)
- West Wing Gardens (Interior)
- West Patio
- West Fountain Plaza (Exterior)
- West Gardens (Exterior)
- Potting Shed Area
- Central Rotunda
- North Entrance Lobby
- Multi-purpose Room (East)
- East Wing Gardens (Interior)
- Historic Pergola (Reconstruction)
- East Fountain Plaza (Exterior)
- East Gardens (Exterior)

Consistent with Council Policy 900-20, an agreement between the City and Forever Balboa Park is required for receipt of donations and naming opportunities associated with this project. The agreement formalizes the naming process and identifies roles and responsibilities for approval of the potential donors and gift ranges. The fifteen City assets have corresponding gift values between \$225,000 and \$8,000,000.

| City Asset / Naming Opportunity | | Silver Level \$ 225,000 - \$ 499,999 | Gold Level \$ 500,000 - \$ 2.9M | Platinum Level \$ 3.0M - \$ 8.0M |
|---------------------------------|--|---|------------------------------------|-------------------------------------|
| 1 | West Gardens (Exterior) | | | |
| 2 | East Gardens (Exterior) | | | |
| 3 | Multi-Purpose Room (Interior - West) | | | |
| 4 | Multi-Purpose Room (Interior - East) | | | |
| 5 | Potting Shed (Exterior) | | | |
| 6 | West Wing Gardens (Interior) | | | |
| 7 | East Wing Gardens (Interior) | | | |
| 8 | West Fountain Plaza (Exterior) | | | |
| 9 | East Fountain Plaza (Exterior) | | | |
| 10 | West Patio (Interior) | | | |
| 11 | Historic Pergola Reconstruction (Exterior) | | | |
| 12 | North Entrance Lobby (Interior) | | | |
| 13 | Welcome Gallery (Interior) | | | |
| 14 | North Annex (Exterior) | | | |
| 15 | Central Rotunda (Interior) | | | |

The table above shows gift ranges for each location. Estimated gift levels are: Silver Level \$225,000 – \$499,999; Gold Level \$500,000 – \$2.9 million; Platinum Level \$3 million –\$8 million. The naming opportunities and their associated gift levels may change in the upward or downward direction depending on the capacity of the philanthropic community to support the project and its costs.

In late 2022, Forever Balboa Park has received a philanthropic gift at the “Gold Level” from Betty J. Beyster in exchange for naming the Botanical Building’s East Wing Garden as the “Betty J. Beyster East Wing Garden.”

The City reserves the right to rename any City asset for any reason at any time, including if a resident, organization or business for which a City asset is named is determined to be disreputable, becomes disreputable or does not otherwise support the Guiding Principles set forth in Council Policy 900-20.

Following input from the City’s Parks and Recreation Board, the proposal will be routed to the City’s Deputy Chief Operating Officer for final approval.

Other Recommendations

The Historical Resources Board’s Design Assistance Subcommittee reviewed the proposed donor acknowledgement program and naming opportunities program and advised they appear to be consistent with the Secretary of the Interior’s Standards.

In January 2021, the Balboa Park Committee voted unanimously to recommend approval of the Naming Opportunities and Donor Acknowledgement program.

In January 2021, the Park and Recreation Board voted unanimously to recommend approval of the Naming Opportunities and Donor Acknowledgement program.

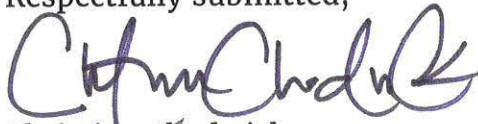
In March 2021, the City Council's Environment Committee voted unanimously to recommend the full City Council approve the Naming Opportunities and Donor Acknowledgement program.

In July 2021, the City Council voted unanimously to approve the Naming Opportunities and Donor Acknowledgement program and directed future naming approvals to be approved by the City's Deputy Chief Operating Officer overseeing the Parks and Recreation Department.

ALTERNATIVES

1. Recommend approval of the proposed name of the Botanical Building's East Wing Garden to the Betty J. Beyster East Wing Garden; or
2. Do not recommend approval of the proposed name of the Botanical Building's East Wing Garden to the Betty J. Beyster East Wing Garden.

Respectfully submitted,



Christina Chadwick

Assistant Deputy Director

CC/cd

Attachments: A. Agreement between City of San Diego and Forever Balboa Park for Naming Rights Opportunity for Botanical Building Restoration
B. Council Policy 900-20

cc: Kristina Peralta, Deputy Chief Operating Officer
Andy Field, Director, Parks and Recreation Department
Mike Tully, Deputy Director, Parks and Recreation Department
Council District 3 Office