



Preservation

Presence

Promise

SAFEGUARD
THE
LEGACY

Friends
of BALBOA
PARK



Balboa Park

It's an urban oasis. A cultural mecca. A National Historic Landmark. A world-renowned tourist destination. A recreational hub for the entire

city. It's home to 15 museums, numerous gardens, leading performing arts organizations and the celebrated San Diego Zoo. It has hosted two world's fairs, the U.S. military and countless special events.

Balboa Park is a source of civic pride and in many ways, the soul of San Diego.

But the challenges of our 21st-century city are significantly greater than those of previous decades. At 14 million visitors, annual park attendance is more than seven times that of the first year of the 1915–16 Panama-California International Exposition, which gave rise to many of Balboa Park's landmark buildings; it is twice that of the 1935–36 California Pacific Exposition.



Friends of BALBOA PARK

Time, like the footsteps of its millions of admirers, has eroded Balboa Park's splendor, chipping away at its infrastructure, overwhelming its landscaping and exposing its limitations in a county that is now home to some 3 million people. By 2030, when San Diego County's population is expected to reach nearly 4 million, the demands on the park will be unsustainable, and Balboa Park itself may well be unrecognizable, *unless we take action now.*

It is through the foresight, determination and generosity of previous generations, who cherished the treasure in their midst,

that Balboa Park has survived to become a centerpiece of our city, embodying the best that San Diego has to offer. Our efforts today can extend their legacy, ensuring that the park, as we know it, endures as a vital place in the lives of our children, grandchildren and generations to come.





Introducing the Friends of

The Friends of Balboa Park was born out of the same commitment to civic-minded philanthropy that motivated our forebears. Founded in 1998 by a group of longtime park volunteers, we are dedicated to Balboa Park as a whole, initiating park-wide projects that transcend individual institutions and address human-scale needs.

Our vision is measured in acres and decades, manifested in activities that honor Balboa Park's celebrated past, enhance its current place in the life of San Diego, improve access and lay the groundwork for a secure future. Our greatest successes are not always the most conspicuous: quietly identifying and meeting a need, seamlessly integrating a new feature into a historic setting, partnering with other organizations and



public agencies to raise the park's profile and give its interests a voice in city government.

Balboa Park

Our accomplishments include raising funds to:

- restore historic fountains
- install touch-screen information kiosks
- improve lighting and save energy
- improve dog safety at Nate's Point Dog Park
- convene educational forums
- provide specialized park tours
- install benches and trees
- produce informative publications.

Our Gateway Initiative, an outgrowth of needs expressed in market surveys, historic reports and conversations with the public, encompasses a series of interconnected special projects that will enhance the ways in which visitors of all ages access and experience Balboa Park.



Whenever Balboa Park comes up for discussion, we have a seat at the table. Working publicly and behind the scenes, we are among its most dedicated stewards, steadfast guardians and fervent advocates.



Accelerate our Momentum

Chances are, the last time you visited Balboa Park, something that needed improvement caught your eye, and you thought to yourself, *Someone should do something about that.*

The Friends of Balboa Park are that “someone,” but to carry out our work, we urgently need your support.

With public resources more scarce than ever before, the Friends of Balboa Park are positioned to take up the slack and get things done. Your generous tax-deductible membership contribution will help us secure Balboa Park’s future and meet the demands of the coming decades, ensuring that the park’s plazas, gardens, paths and walkways not only connect us to our history but reach forward to embrace future generations.



*Photos Courtesy:
House of Hospitality Association, Friends of Balboa Park, and CWA, Inc.*

Friends of BALBOA PARK

As a member of the Friends of Balboa Park, you will have the satisfaction of knowing that you are leaving an important legacy in the park and will also enjoy the following benefits:

Member \$35

Invitation to our annual reception for new members and a subscription to our quarterly newsletter.

Naturalist \$50

All the basic Member benefits, plus invitations to special quarterly members-only tours with park experts and a copy of our *Balboa Park Resource Directory*.

Arborist \$100

All the Naturalist benefits, plus a copy of *A Walk in Balboa Park: Self-Guided Walking Tour* by Pam Crooks.

Protector \$250

All the Arborist benefits, plus our signature umbrella emblazoned with the Friends of Balboa Park logo.

Conservator \$500

All the Protector benefits, plus a copy of *The Magic of Balboa Park*, a coffee table photo book by Andrew Hudson.

Kate Sessions \$1,000

All the Conservator benefits, plus a unique commemorative tile.

George Marston \$2,500 (Corporate)

All the Kate Sessions benefits, plus a custom-framed art piece and invitations to your employees to take part in our new member reception, special tours and volunteer opportunities.



We all are heirs to Balboa Park's past. We all have a stake in its future. Please invest in our city's greatest treasure by making your commitment to the Friends of Balboa Park today.

Yes, I'd like to *befriend* Balboa Park!

NAME(S) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____

Here is my tax-deductible membership contribution of:

- | | |
|---|---|
| <input type="checkbox"/> \$ 35 Member | <input type="checkbox"/> \$ 500 Conservator |
| <input type="checkbox"/> \$ 50 Naturalist | <input type="checkbox"/> \$1,000 Kate Sessions |
| <input type="checkbox"/> \$100 Arborist | <input type="checkbox"/> \$2,500 George Marston |
| <input type="checkbox"/> \$250 Protector | (Corporate) |

Check Enclosed Credit Card

NAME ON CARD _____

CREDIT CARD NO. _____

EXPIRATION DATE _____ VISA _____ MC _____

Please make checks payable to Friends of Balboa Park.
Or you may join online at www.friendsofbalboapark.org.

Thank you, but it is *not* necessary to send me these member gifts: _____



Friends
of **BALBOA PARK**

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DETACH HERE AND SUBMIT TO MAKE A DONATION