



BALBOA PARK COMMITTEE OF 100

Working to preserve Balboa Park's historic architecture, gardens, and public spaces since 1967

1649 El Prado, Suite 2 • San Diego CA 92101

BALBOA PARK COMMITTEE OF 100 STRATEGIC PLAN 2021-2025 SEPTEMBER 2021

MISSION STATEMENT

The Balboa Park Committee of 100 focuses on preservation and restoration of buildings, gardens and public spaces in Balboa Park.

OBJECTIVES

The Board of Directors seeks to represent all San Diegans and works with other Balboa Park organizations, stakeholders and the general public to maintain and preserve the park. C100 works through committees that include board members as well as other C100 members.

COMMITTEE GOALS, 2021-2026

• PROJECTS and ADVOCACY

2021-22

- Complete installation of bear statues and flagpoles on roof of Auto Museum.
- Lead a parkwide art project, "Bears Picnic," featuring artist-embellishments of Auto Museum bear statue duplicates in partnership with AIGA San Diego and park institutions.
- Complete exterior restoration of Municipal Gym (Palace of Electricity and Varied Industries, 1935).
- Paint the exterior of the Comic-Con Museum (Federal Building, 1935).
- Take positions on relevant Balboa Park issues.
- Advocate for activation programs in Pan-American Plaza.
- Endorse the establishment of a Design Assistance Committee.

- Monitor Parks & Recreation's "Framework for the Future" and Balboa Park Cultural Partnership's "One Experience" initiatives.
- Encourage "growing the park," e.g. integrating San Diego High School physically and programmatically into the park.

2023-2026

- Plan and build Firestone Singing Fountain.
- Advocate for rehabilitation of Pan-American Plaza north parking lot into pedestrian-only space park space.
- Support painting remaining Palisades buildings via the creation of the "Balboa Park Bucket of Paint Club."
- Encourage the restoration and reopening of Starlight Bowl.
- Participate in parking and mobility improvements efforts.
- Advocate for a city parks bond measure and other funding sources for the park.

• **ARCHIVES and COMMUNICATIONS**

2021-22

- Lead public communications efforts.
- Publish three newsletters per year.
- Manage social media accounts and website.
- Complete transfer of all content from c100.org to balboaparkcommitteeof100.org
- Migrate all archive materials to C100 database.
- Partner with AIGA San Diego to hold 2021 poster contest celebrating Auto Museum murals and hold a 2022 poster contest.

2023-26

- Grow archival collections.
- Encourage the development of a parkwide internship program.
- Publish California Pacific International Exposition book.
- Support parkwide archives collaboration.
- Prepare a video focusing on the 1935-36 California Pacific International Exposition and restoration of the Palisades.

• **MEMBERSHIP and FUNDRAISING**

2021-22

- Plan annual meeting event in 2022.
- Select Bertram Goodhue and Gertrude Gilbert recipients for 2021 and 2022.
- Organize bears/flagpoles completion event.

- Raise \$300,000 for Municipal Gym project.
- Organize Municipal Gym completion event.
- Diversify board membership.
- Grow membership and sponsorships by both individuals and companies/institutions.
- Launch monthly tour of Palisades with Balboa Park Visitors Center.
- Launch speakers bureau.
- Organize periodic social events.
- Engage Advisory Council in fund-raising efforts.
- Launch GoFundMe campaigns to paint park buildings .

2023-2026

- Raise \$2 million for Firestone Singing Fountain from public and private sources.
- Establish student membership program in collaboration with Balboa Park Visitors Center.
- Monitor other Balboa Park organizations' activities.

• **FINANCE and ADMINISTRATION**

2021-22

- Review insurance policies.
- Complete and annually update strategic plan.
- Manage C100 office.
- Hold in-person board meetings with Zoom connections for offsite participants.

2023-26

- Consider future of Casa de Balboa office options.
- Continue to pursue further collaborations with other park organizations.

APPROVED BY BOARD OF DIRECTORS, SEPT. 20, 2021