Friends of Balboa Park

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FALL 2017 Newsletter
A Ride into the Future

Friends of Balboa Park has become known for so many great achievements around Balboa Park since our founding in 1999. From our capital improvements to our field trip programs to our community events, we have been proud to play a small yet meaningful role in connecting your love of the park with your desire to see it celebrated and properly stewarded. Never ones to rest on our laurels, we recently determined that the next chapter in our history should be one of our grandest: acquiring and restoring the historic Balboa Park Carousel (see page 3).

Why did Friends decide to embark on this new venture, one seemingly different from those we have embarked upon in the past? First, the preservation and operation of the historic Carousel perfectly aligns with Friends’ purpose: honoring Balboa Park’s past while enhancing its current allure. Second, we have been proud to play a small yet significant role, a role we are honored to accept. Third, the promise of a new revenue source that depends on the commitment of a new generation of stewards, a role we are honored to accept. Above all, however, we accept this new responsibility because of you. Since news of the beloved 107-year-old Balboa Park Carousel depends on the commitment of a new generation of stewards, a role we are honored to accept. Above all, however, we accept this new responsibility because of you. Since news of Friends’ potential role in the Carousel’s future started to emerge late last year, the outpouring of support has been overwhelmingly positive. The community’s faith in Friends of Balboa Park was a defining reason for the Board of Directors’ decision to move forward on the Carousel, further demonstrated in the success of the “quiet phase” of our capital campaign, led by the dedicated volunteer leadership team of Ann Wilson and Kathy Anderson Kim. In fact, early support amongst lead benefactors generated enough donations to enable us to make the required down payment on the Carousel and finalize the transaction on June 30.

Now the work truly begins. We still have to achieve key fundraising milestones towards the Carousel over the next twenty-four months. Every gift will make a difference, no matter the size. See page 4 for details on how you can be part of the Carousel’s continued legacy in Balboa Park.

Transitions

In all the recent excitement surrounding the Carousel, we are reminded of sadness in a recent loss. In May, Board Chairman Tom Scott suddenly passed away (see below). His positive voice are missed by all, but his contribution to Friends of Balboa Park will endure. In the aftermath of Tom’s passing, we are fortunate to benefit from the depth of leadership on our Board of Directors, embodied by new Chairman George Hardy. Unexpectedly thrust into this role, George has already helped us make great strides in his early tenure. Our new partnership in the leadership of the organization should reassure all supporters of Friends of Balboa Park at a time of extraordinary transition.

In Memoriam: Tom Scott

It is with great sadness that we note the recent passing of Tom Scott, a cherished member of the Friends of Balboa Park family.

A passionate champion of Balboa Park with a kind demeanor, Tom made an indelible mark on our efforts during his time with Friends. Elected to the Board in 2014, Tom served on the Executive and Finance Committees, and chaired the Investment and Governance Committees. Tom was a pivotal leader in Friends’ achievement of its endowment goals in 2015. In late 2016, he helped secure donations towards one of his favorite projects in The Park: enhancement of the space surrounding the giant Moreton Bay Fig Tree. Tom was elected Chairman of the Board in January 2017, and quickly became a champion for seeking greater collaboration with other park organizations – a legacy of cooperative spirit that will be carried on by Friends of Balboa Park.

If you wish to honor Tom’s memory and legacy, his family encourages donations in his name to Friends of Balboa Park.
Friends Acquires Balboa Park Carousel

In what became the worst-kept secret in San Diego, the news is official: Friends of Balboa Park has acquired the historic Balboa Park Carousel!

After a nearly year-long due diligence effort steered by a committee of experts, and months of early-phase fundraising that secured donations towards an initial payment, Friends unveiled the news on July 25, 2017, to a crowd of hundreds that grew to thousands on National Carousel Day. The purchase had the strong endorsement of the City of San Diego and the early financial support of numerous donors (see page 4), without whom the acquisition would not have been possible.

For nearly a century, the Carousel had been one of very few privately-owned assets in Balboa Park. Since 1977, the Carousel had been owned by the Steen-Folsom Family, whose principle, Bill Steen devoted himself to its meticulous care and operation. “I am on the verge of retirement,” Bill said, “so I decided to sell the Carousel to an organization that would appreciate and maintain it for future generations. I am grateful for the opportunity to work with Friends to help preserve one more shining gem in the ‘Jewel of San Diego’ for people from around the world to enjoy.”

The Steen family has been the biggest benefactor to date, making the Carousel available to Friends of Balboa Park at a “bargain sale” price, $1 million below market value, while also agreeing to a generous two-year payment plan.

The 1910 Herschell-Spillman Carousel is one of the most original, well-preserved menagerie carousels in the world. It still runs on the original General Electric motor and – a century later – continues to showcase the classic “brass ring game,” rare today in the United States. Carousel Manager Bill Brown – who joined Friends’ staff upon the acquisition – has maintained the Carousel since 1972, ensuring the craftsmanship and operation unique to an antique amusement ride have been maintained at the highest level.

Friends of Balboa Park’s ownership of the Carousel aligns perfectly with our mission to preserve and maintain the Park for future generations. The acquisition poises Friends to not only ensure the Carousel’s uninterrupted operation and eventual restoration, but also offers a source of additional earned income that can fund Friends’ continued capital improvement projects throughout Balboa Park.

The Carousel is Friends of Balboa Park’s largest undertaking yet, and we need the public’s support in finalizing the purchase and preservation of this extraordinary park icon (see Capital Campaign feature on page 4). With the community’s support, Friends looks forward to further elevating the Carousel’s historic profile in the community spotlight and introducing it to a whole new generation.

National Carousel Day Kicks Off Big News

On July 25, Friends celebrated National Carousel Day in Balboa Park, making the official announcement of the acquisition of the Carousel by Friends of Balboa Park. An estimated crowd of over 4,000 people helped us celebrate the Carousel’s long history of providing fun and cherished memories to generations of San Diego families and visitors from around the world. In addition to free carousel rides all day, activities included face-painting, circus performers, music, carousel-related merchandise, and tasty food.

We thank for our event partners, including AlohaBug Photography, Save Starlight/America’s Finest Sound, Nana’s Heavenly Hot Dogs, SwaTV, Famosa Mexican Street Food, Kathryn the Grape, EDCO, Diamond Environmental Services, Steampunk San Diego, Two Rivers Strategies, Fern Street Circus, William Virchis, and City of San Diego’s Park and Recreation Department.

And we are thankful for all of the wonderful volunteers that made the day so successful.

Join us for National Carousel Day next year on July 25, 2018!
Friends of Balboa Park has officially embarked on a $3 million campaign for the Balboa Park Carousel! This major fundraising effort – the largest in our organization’s history – is an opportunity for every member of the public to contribute to Friends’ efforts to preserve and enhance the Carousel.

**Campaign Goals**

- Complete the purchase of the Carousel, by meeting the payment schedule over the next two years agreed upon between Friends and the Steen family
- Preserve and restore our historic and unique treasure to its original glory and protect it
- Develop the adjacent public spaces, including beautification of the area surrounding the Carousel in a manner that honors its location in the park’s historic district
- Establish a maintenance fund, ensuring the Carousel will have a robust and secure reserve for its maintenance in perpetuity

*Please make your tax-deductible donation today, and help us make a real difference for the historic Balboa Park Carousel!*

For more information, call (619) 232-2282 or visit [www.balboaparkcarousel.org](http://www.balboaparkcarousel.org)

**Capital Campaign Donors as of August 15, 2017**

**$200,000 +**
- J.W. Sefton Foundation

**$100,000 - $199,999**
- Legler Benbough Foundation
- Walter J. & Betty C. Zable Foundation

**$50,000 - $99,999**
- Peter LaDow
- Dorothea Laub

**$25,000 - $49,999**
- The Colonel Frank C. Wood Memorial Fund at the San Diego Foundation
- The Parker Foundation
- Carole Sachs
- San Diego Woman’s Club
- Darlene Marcos Shiley

**$15,000 - $24,999**
- Downing Family Foundation
- Cynthia Furlong
- Ruth Hayward
- Reuben H. Fleet Foundation at the San Diego Foundation
- Bill & Lori Walton

**$10,000 - $14,999**
- Ellen Browning Scripps Foundation
- Doug Kerner; Higgs, Fletcher and Mack (in-kind)
- Mike & Marilyn Kelley
- Harley Sefton

**$5,000 - $9,999**
- Ben & Nicole Clay
- Gayle Breitbard Klusky
- Neil Waltz

**$1,000 - $4,999**
- John & Melissa Bolthouse
- Dr. John & Libby Carson
- Vicki Cooke
- Lorraine Frigolet;
- Compass Rose, Inc. (in-kind)
- George Hardy
- Jim & Carmen Hughes
- Kathryn & Michael Kim
- David Marshall; Heritage Architecture and Planning (in-kind)
- Elizabeth Moore
- Betty Peabody
- Arlene Simpson
- Alan & Nancy Spector
- The Thomas C. Ackerman Foundation
- Nancy Vaughan

**$500 - $999**
- Grunow Construction
- Rick & Toby Gulley
- Kerri Kapich
- Kelly Family Fund at the San Diego Foundation
- Kathy Lazzaro
- Paul & Maggie Meyer
- Tom* & Bonnie Scott
- Lisa Vieira
- Bob Wallace

**$250 - $499**
- Roberta Hardiman
- Gail Kersgard

**$100 - $249**
- Pamela Baungart
- Jack & Jackie Carpenter
- Jerry Cesak

**$99 and under**
- Melinda Balkom
- Susan Batt
- Sarah Evans
- Patricia Green
- Kenneth & Janet Jaworski
- Gaila Jennings
- Howard & Susan Labow
- Richard & Wendy Ledford
- Cody Nelson
- Katherine Partain
- James & Cathy Potter
- Terri Reeves
- Ronald & Bonnie Sealey
- Lisa Sides
- Steven M. Smith
- Kathy Velchek

*Deceased

**$** **Coins for the Carousel**

Everyone can support the Carousel! Join our “Coins for the Carousel” campaign by picking up a special donation bank box at the Carousel ticket booth, fill it with coins, bills and checks, and bring it back to the Carousel. Every full donation box receives ten complimentary ride tickets. Get your school, neighborhood or business involved today!
2017 Annual Awards Luncheon

Honoring the Volunteers and Visionaries of Balboa Park

The Friends of Balboa Park’s 17th Annual Millennium Awards Luncheon will be held on Tuesday, October 17, 2017, 11 a.m. – 1:30 p.m. at the Balboa Park Club. This year’s theme is “A Magical Menagerie,” celebrating the Balboa Park Carousel.

2017 HONOREES

Millennium Award Honorees
HONORING THE FAMILIES THAT HAVE OWNED THE HISTORIC BALBOA PARK CAROUSEL OVER THE PAST CENTURY
Arlene Simpson, Virginia Long, and William Steen

Inspiration Award Honorees
HONORING DEDICATED VOLUNTEERS WITHIN BALBOA PARK
Melanie Flynn, San Diego Museum of Man
Barry Goldlust, San Diego History Center
Sheri Knox, San Diego Natural History Museum
Wendy Ledford, Globe Guilders of The Old Globe Theatre
Paul Meyer, Balboa Park Conservancy and Balboa Park Endowment

Betty Peabody Emerging Young Leader Honoree
HONORING A DEDICATED STAFF MEMBER OF A BALBOA PARK MUSEUM OR INSTITUTION FOR THEIR LEADERSHIP
Ira Bauer-Spector, San Diego Civic Youth Ballet

Field Trip Scholarships
Trips to Balboa Park provide meaningful opportunities to students and teachers of all grade levels to learn outside of the classroom. Trips during the 2016-2017 academic school year were made possible by: The WD-40 Fund at The San Diego Foundation, Price Philanthropies, Rice Family Foundation, Competitor Group, Inc., Herman and Carol Wong and other private donors.

With the community’s support, we were able to welcome over 3,200 students in about 55 busses, with a total budget just under $14,000. Of those totals, approximately 1,000 students were from a San Diego Unified School District 5th Grade class. Friends’ goal, in partnership with SDUSD, is to provide a learning opportunity outside of the classroom for all 5th graders.

Teachers and school administrators are encouraged to check out our website for scholarship opportunities and apply online. Applications are accepted year-round.

In Memoriam: Louise Hay

We are saddened to report the passing of Louise Hay, longtime major benefactor of Friends of Balboa Park and member of our Advisory Council.

Louise considered the park her front yard. She saw what needed to be improved and was willing to provide the resources. She was our unofficial “Park Monitor.” Louise funded Friends’ contribution to the lighting of Cabrillo Bridge LED lighting project, supported the information kiosks, the Sixth Avenue Playground, and improved landscaping. A special rose in the Inez Grant Parker Memorial Rose Garden was named in her honor.

From serving on the Friends’ Advisory Council, where she always insisted we leave our annual breakfast meetings on a cheerful, upbeat note to hosting special events for us in her home, Louise was there for us.

While we mourn her loss, we are grateful for her indomitable optimism when every conversation ended with her calming, “All is well.”

Tickets and sponsorship opportunities available at www.friendsofbalboapark.org
Moreton Bay Fig Tree Update

As announced earlier this year, Friends of Balboa Park is developing plans to create a more aesthetically appealing protective barrier around the giant Moreton Bay Fig Tree, located between the Natural History Museum and Spanish Village Art Center. Under the volunteer leadership of award-winning landscape architect and Friends Board Member Pat Caughey, artist renderings have been developed and presented publicly, and reaction thus far has been quite encouraging. Planning continues, with a targeted date for installation in 2018.

Once again, we thank donors Robert and Andrea Peach, Dorothea Laub and Betty Vale, for their early support of this park enhancement project. To give a gift towards this effort or to learn more, contact support@friendsofbalboapark.org.

New Historical Signage Installed

The Park Landmark Signage Program has been established to share the history and significance of many areas of Balboa Park. The two newest signs of the program (a partnership with the Park and Recreation Department) were recently installed. The Ford Building sign is located in front of the San Diego Air & Space Museum as well as the Zoro Garden Nudist Colony during the 1935 Exposition.

These signs were generously funded by the San Diego Air & Space Museum, the Community Projects Programs and Services grant recommended by City Councilmember Chris Ward, and the Community Reinvestment Program at the recommendation of County Supervisor Ron Roberts.

California Tower Speaker Update

As reported in the last edition of the Newsletter, Friends of Balboa Park is working to replace and upgrade the old 1940’s speakers from in the California Tower. Thanks to a recent grant from the Charles and Ruth Billingsley Foundation, acoustical studies are now underway. Total estimated project cost is $27,000 with completion scheduled for late 2018.

Balboa Park’s Deferred Maintenance Challenge

According to a recently released report from the City of San Diego, there is more than $120 million worth of deferred maintenance in Balboa Park. Thanks to the generous support of donors like you, Friends is proud to have partnered with the City’s Park and Recreation Department to have made more than $8 million in improvements throughout the Park since our founding in 1999. You can help chip away at Balboa Park’s deferred maintenance. Identify a project you care deeply about from our current and proposed projects and contribute to helping us maintain and enhance our extraordinary park. Visit our website for more information on projects: www.friendsofbalboapark.org.

Dedicate a Pumpkin

This fall, Friends of Balboa Park, in partnership with the City of San Diego Park and Recreation Department, invites the public an opportunity to dedicate a pumpkin in the Botanical Building for only $20 per dedication. The display will be available through November and dedications will be recognized at the main entry. Donations must be received by October 20, 2017. Claim your pumpkin today: www.FriendsofBalboaPark.org.
IN LOVING MEMORY

Daniel H. Bridge  
Mary F. Bridge  
Virginia Chisholm  
Mary Watson  
Alice Richardson Crowder  
Dean Crowder  
Milton "George" Evangolou, Jr.  
Jean Thompson  
Tom Goad  
Alan and Nickie Johnson

Emie Grimm  
Diana Brotherton-Ware  
Kathy Hattox  
John Hattox  
Guy T. Kiyoi  
Toshi Kiyoi  
Mariam Morad  
Dennis Murray  
Florence Louise  
Imlay Paul  
The Paul Family

Andres Jose Rojas  
Gonzalo Rojas  
Rosemaire Scanlan  
Tom Scanlan  
Tom Scott  
Avanti Flute Choir  
Joel Ewan and Carol  
Spelman-Ewan  
Patricia Fleming  
Shelby Goad  
Debbie Hall

John Kaufmann  
Milford Kime  
Linda Kiran  
Nancy and Ernie Kovacs  
Maureen Lamberti  
Pam Lester  
Paul and Maggie Meyer  
Bonnie and John Rush  
Susan Sharin  
Marie Tuthill

Rosetta and Mike Volkov  
Ellen H. Smith  
Roxanna Bohrer  
Ed Streicker  
Bob Wallace  
Arthur Trimble  
Joey Trimble  
Sandra ‘Sandy’ Burdett Phelps Wilson  
Ian and Jean Walker

Recognizing contributions and celebrating the lives of loved ones, honorees are listed above and acknowledgement cards are sent to their families, per the donor’s request.
2017 EVENTS

ANNUAL AWARDS LUNCHEON
Tuesday, October 17, 2017
11:00 a.m. – 2:00 p.m.
Balboa Park Club

HALLOWEEN FAMILY DAY
Saturday, October 28, 2017
11:00 a.m. - 4:00 p.m.
Park-wide including the Carousel

DECEMBER NIGHTS
Friday, December 1, 2017
3:00 p.m. - 11:00 p.m.
Saturday, December 2, 2017
Noon – 11:00 p.m.
Park-wide

31ST ANNUAL HOLIDAY POINSETTIA PARTY
Thursday, December 7, 2017
3:00 p.m. – 5:00 p.m.
Botanical Building

3 PER RIDE or 4 RIDES FOR $10

Summer open daily
11:00am - 5:30pm