



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: January 3, 2020

TO: The Balboa Park Committee
Agenda of January 9, 2020

FROM Andrew Field, Director, Parks and Recreation Department

SUBJECT: A Request for a Commemorative Plaque for the Patrons of the Prado Icon Award

SUMMARY

Issues - Should the Balboa Park Committee recommend approval of a commemorative plaque for the Patrons of the Prado Icon Award?

Department Recommendation – Recommend approval of a commemorative plaque for the Patrons of the Prado Icon Award.

Other Recommendations – The recommendation of the Historical Resources Board’s Design Assistance Subcommittee will be presented verbally at the Balboa Park Committee meeting.

Fiscal Impact – None. Funding for fabrication, installation and maintenance of the proposed commemorative plaque will be the responsibility of the Patrons of the Prado.

Environmental – This activity is categorically exempt under CEQA pursuant to State CEQA Guidelines, Section 15301, Existing Facilities.

BACKGROUND

Balboa Park is home to numerous cultural institutions, many located along El Prado in the core of the Park. These institutions are open to the public but require an admission fee. San Diego residents are admitted free of charge on Tuesdays on a rotating basis.

The Patrons of the Prado is a 501 (c)(3) non-profit organization founded in 1997 with a mission to raise funds for ten cultural institutions along El Prado to increase educational access for school children as well as assisting to fund busses to bring school children to the institutions.

The ten institutions include:

- The Ruben H. Fleet Science Center
- The Mingei International Museum
- The Museum of Photographic Arts
- The San Diego History Center
- San Diego Junior Theater
- The San Diego Museum of Art
- The San Diego Museum of Man
- The San Diego Museum of Natural History
- The Old Globe Theatre
- The Timken Museum of Art

The Patrons of the Prado has an annual Icon Award for arts and culture. The winners of the Icon Award receive recognition in several ways (please see Attachment B). One form of recognition would be inclusion on the proposed commemorative plaque.

DISCUSSION

The Patrons of the Prado are proposing a commemorative plaque to be located on the West Arcade (north side of El Prado, west of the Plaza de Panama). The proposed commemorative plaque would be approximately 24 inches wide and 40 inches tall. The plaque would be made of bronze with raised polished lettering and a contrasting background compatible with other plaques found in the Park. The commemorative plaque would also contain space for honorees of the Icon Award; each year a new name would be added to the plaque. Please see Attachment B for additional information.

Park and Recreation Board Policy No. 1002 addresses “Gifts of Architectural Features, Works of Art and Commemorative Plaques for Public Parks or Other City-owned Land.” A copy of this policy is attached (please see Attachment A). The policy provides criteria for the Park and Recreation Board to evaluate proposals, which are as follows:

- a. Does it add to the attractiveness and/or usefulness of the park?

Staff analysis: Staff believes the plaque will add to the attractiveness of the Park.

- b. Does it commemorate an individual, group or event of general interest to citizens and tourists?

Staff Analysis: Staff believes the mission and accomplishments of the Patrons of the Prado will be of general interest to citizens and tourists.

- c. Is the individual, group or event worthy of commemoration to future citizens?

Staff Analysis: Staff believes the mission and accomplishments of the Patrons of the Prado is worthy of commemoration.

- d. Does a proposal for a tribute to a living person meet all criteria, and will “time” substantiate the memorial?

Not applicable.

- e. If the “feature” provides a service, are City funds needed for installation, and are they available?

Not applicable.

- f. Will proper maintenance be feasible?

Staff Analysis: Bronze is a very durable material that has not presented any maintenance issues in the past.

- g. Will the feature withstand vandalism and can its design be altered either to deter vandalism or make cleanup of vandalism easier?

Staff Analysis: As noted, bronze is a very durable material that has not presented any maintenance issues in the past.

- h. To what extent has the person, group or event been commemorated in other locations in the metropolitan area?

Staff Analysis: To our knowledge, the Patrons of the Prado has not been commemorated in any other locations in the Park or in San Diego.

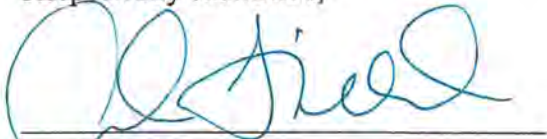
- i. Does the location proposed add significance to the memorial?

Staff Analysis: The Patrons of the Prado benefits school children, as well as ten institutions located on El Prado in Balboa Park. The location on the West Arcade is along El Prado, amongst the institutions that benefit. Therefore, the location adds to the significance.

ALTERNATIVES

1. Recommend approval of the proposed commemorative plaque with modifications.
2. Do not recommend approval of the proposed commemorative plaque.

Respectfully submitted,



Andrew Field
Parks and Recreation Director



Prepared by: Charles Daniels
Park Designer, Administrative Services

AF/cd

Attachments: Park and Recreation Board Policy No. 1002
Patrons of the Prado Proposal and Graphics

cc: Council District 3 Office

PARK AND RECREATION BOARD POLICY

SUBJECT: Gifts of Architectural Features, Works of Art and Commemorative Plaques for Public Parks or Other City-owned Land

BACKGROUND: Public parks have as a primary function, the provision of outdoor recreation in spacious, landscaped surroundings. Special architectural features, such as water elements, sculpture, and other works of art add significantly to the parks by the enjoyment derived from experiencing the beauty of the feature. All features must be consistent with applicable Park Master Plans and General Development Plans.

PURPOSE: The purpose of this policy is to establish criteria for design, placement and acceptance of architectural, artistic and commemorative features within parks or other City-owned land, and to maintain same.

- POLICY:**
1. The City of San Diego shall encourage community groups and individuals to donate "special features" which will add to the interest and attractiveness of the parks, or be of service to patrons of the parks, i.e., drinking fountains, benches.
 2. Proposals for "special features" and their locations shall be reviewed by the Park and Recreation Board and submitted by them to the City Council with recommendations in accordance with Council Policy 100-2 (City Receipt of Donations).
 3. Proposals for special features shall be coordinated for review with the City of San Diego Commission for Arts and Culture.
 4. A "special feature" may serve as a recognition to an individual or group; living or dead, who have made a significant contribution to a specific park or community; commemorate an historic occasion; or acknowledge interest of a group or individual in a park.
 5. All "special features" proposed as memorials shall add to the attractiveness or usefulness of the park area or be of unusually significant historical value.

POLICY: (Continued)

No. 1002

6. The initial costs of development and placement of a decorative memorial or commemorative feature shall be borne totally by private funds. Costs may be shared by the City if the "feature" provides a service to park patrons. The City will assume ownership and maintenance, if accepted, and place in a public park. The City will not assume responsibility for replacement of "features" removed due to vandalism or lost to theft. Proposed "special features" which pose an unusual risk of vandalism, theft or extraordinary maintenance due to design or location, shall not be approved unless the private sponsors make financial arrangements, satisfactory to the City, for replacement, repair or removal of the "feature" due to vandalism, theft or extraordinary maintenance.

7. "Living Memorials," features or facilities which (in addition to their inherent beauty) provide an opportunity for active recreation, shall be encouraged.

8. The Park and Recreation Board shall evaluate each individual memorial feature on the following basis:

a. Does it add to the attractiveness and/or usefulness of the park?

b. Does it commemorate an individual group or event of general interest to citizens and tourists?

c. Is the individual, group, or event worthy of commemoration to future citizens?

d. Does a proposal for a tribute to a living person meet all criteria, and will "time" substantiate the memorial?

e. If the "feature" provides a service, are City funds needed for installation, and are they available?

f. Will proper maintenance be feasible?

g. Will the feature withstand vandalism and can its design be altered either to deter vandalism or make the cleanup of vandalism easier?

POLICY: (Continued)

No. 1002

h. To what extent has the person, group, or event been commemorated in other locations in the metropolitan area?

i. Does the location proposed add significance to the memorial?

SUBSTANTIATION:

Park and Recreation Board Minutes of 5/12/65

Park and Recreation Board Minutes of 3/15/77

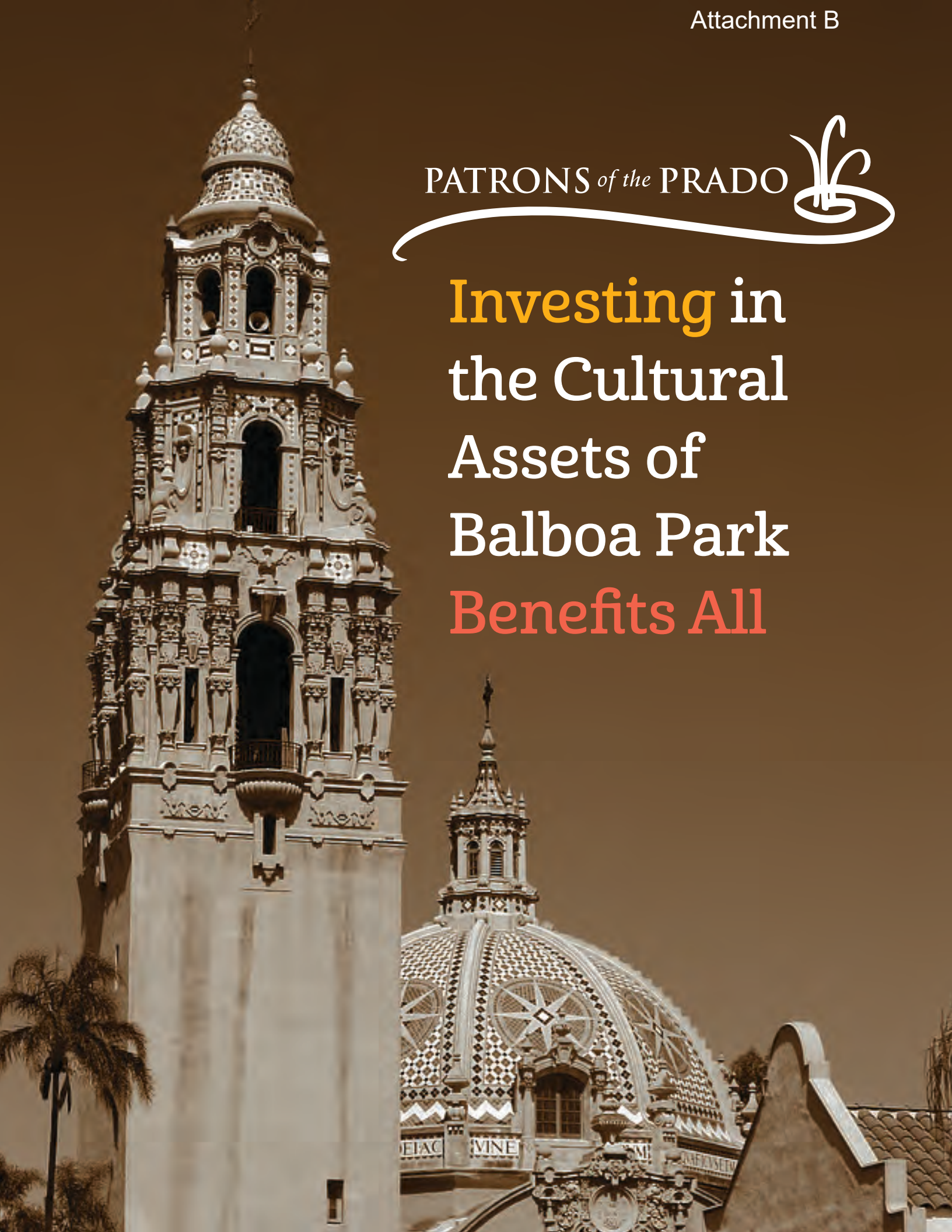
Park and Recreation Board Minutes of 5/19/94

Public Facilities and Recreation Committee Minutes of 6/22/94

PATRONS *of the* PRADO



Investing in
the Cultural
Assets of
Balboa Park
Benefits All



Agenda

1.

Introductions

2.

Mission & Overview of Patrons Impact on
San Diego Community

3.

Goals & Criteria for Patrons' Icon Award
for Arts & Culture

4.

Options for placement of plaque &
preferred location

5.

Budget & Timing for installation

6.

Thank you for your support
of our mission!

We are an all-volunteer 501c3 nonprofit organization founded in 1997.

We are passionate about our mission.

Our Mission

Patrons of the Prado is committed to raising funds to benefit ten arts, science and cultural centers on the Prado in Balboa Park, and for programs that provide educational access for San Diego school children to the world-class treasures of Balboa Park, inspiring cultural fluency for future generations.



is committed to raising valued **UNRESTRICTED FUNDS TO BENEFIT 10 ARTS, SCIENCE & CULTURAL INSTITUTIONS ON THE PRADO IN BALBOA PARK** to support them in fulfilling their missions.

AND... our **Bucks4Buses** program provides **EDUCATIONAL ACCESS** for **SAN DIEGO SCHOOL STUDENTS** to the world-class treasures of Balboa Park – inspiring cultural fluency for future generations.

The 10

1. Fleet Science Center
2. Mingei International Museum
3. Museum of Photographic Arts
4. San Diego History Center
5. San Diego Junior Theatre
6. San Diego Museum of Art
7. San Diego Museum of Man
8. San Diego Museum of Natural History
9. The Old Globe
10. Timken Museum of Art



Buck4Buses



Allocations since 2012: **\$744,540**

School Children transported to Balboa Park in the past two years: **94,350**

Unrestricted Grants to Our Beneficiaries



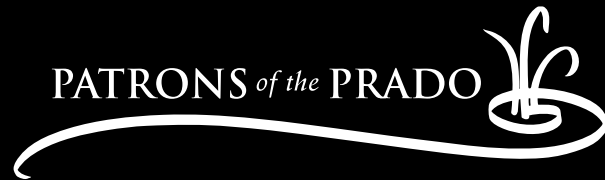
Allocations since 1998: **\$3,679,855**



Total Contributions to Cultural Arts in Balboa Park

\$4,424,395

— CRITERIA FOR —



ICON Award

for Arts & Culture

Patrons of the Prado honors iconic leaders who have championed and advanced the vitality of the arts, science and culture of our ten Balboa Park beneficiary organizations for the greater cultural good of the San Diego community.

The award is formally presented at the Patrons of the Prado Masterpiece Gala with the honoree(s) present.

Who is eligible to submit a nomination?

Nominations are accepted only from members of Patrons of the Prado. Patrons ICON Awards Committee issues the call for nominations, collects all nomination forms, and reviews all forms for eligibility from Patron members.

- Beneficiaries may be asked informally if they have someone they suggest be considered. This promotes greater engagement with each organization and opens doors to new prospective donors for Patrons.

How will the honoree be selected?

The ICON Award Committee will review nominations based on each nominee's eligibility and contribution to the advancement of the arts, science and culture in Balboa Park, the San Diego community and beyond. The winner will exhibit the benchmark of success described in each awards' criteria. The selected Honoree will be submitted to the Board of Directors for approval no later than the November board meeting.

Selected Honoree will be invited to be honored by December 1. In case of conflict or inability to accept the Award, the committee will present an alternate Honoree to the Board for approval. Honorees will be confirmed before December 31 each year.

What does the honoree receive?

- Recognition at the annual Masterpiece Gala
- Name on Gala Save-the-Date and Invitation
- Name placement on in-perpetuity plaque along the Prado in Balboa Park
- Recognition On Patrons Website
- In Gala Press Release announcing award
- Social Media Post
- E-newsletter announcement with profile

Nominee Submissions

Nomination will be available for submission online August 1. Nominations end September 30. Committee will review in October and present selection to the Board no later than the November board meeting.

This nomination form will address how the nominee supports arts, science and/or culture through leadership, long-term commitment, impact, community needs and involvement, and encouraging others to support the arts.

For individual(s) the nomination must show:

- A consistent and on-going commitment to support, sustain & promote arts & culture/science/arts organizations.

- Financial donations and underwriting support and/or generous in-kind professional support and assistance.
- A demonstrated a commitment to or focus as a volunteer in Balboa Park arts, science and/or culture organizations.

For an organization or business the nomination must show:

- A demonstration of long term support for arts and culture in Balboa Park..
- Financial donations and underwriting support and/or generous in-kind professional support and assistance.
- Examples of the way the nominee has leveraged their position in the community to support or advance the impact of arts and culture in Balboa Park, and the ways these contributions have positively impacted the community.
- The organization has encouraged employees to serve as Board members or volunteers with arts and culture organizations in the Park.

Nominee Eligibility Criteria

- One honoree may be selected each year.
- The honoree may be an individual, a couple, an individual representing an organization or an organization or business.
- Honoree must have demonstrated a continuity of support for the arts in Balboa Park, particularly for one or more of our ten beneficiaries.
- Honoree should share similar values and respect within the community as that of Patrons of the Prado members and our beneficiaries.
- In order to preserve the prestige of the award, membership may elect to not select an honoree in any given year.
- Patrons of the Prado active members, their spouses and family are not eligible.
- Paid vendors are not eligible. However, vendors who offer their services with a significant donor-in-kind benefit to Patrons of the Prado and/or our beneficiaries are eligible.
- The proposed honoree will be presented for approval by Patrons Board of Directors by the Patrons President and ICON Award committee.
- If a proposed honoree declines the honor in any given year they shall not be considered again for a period of 5 years, unless the Patrons Board feels their reason for declining merits an earlier second nomination.
- An honoree can only be awarded once.

— OVERVIEW & PLACEMENT —

PATRONS *of the* PRADO 

ICON Award Plaque



PATRONS *of the* PRADO

ICON AWARD FOR ARTS & CULTURE

Plaque Design Overview

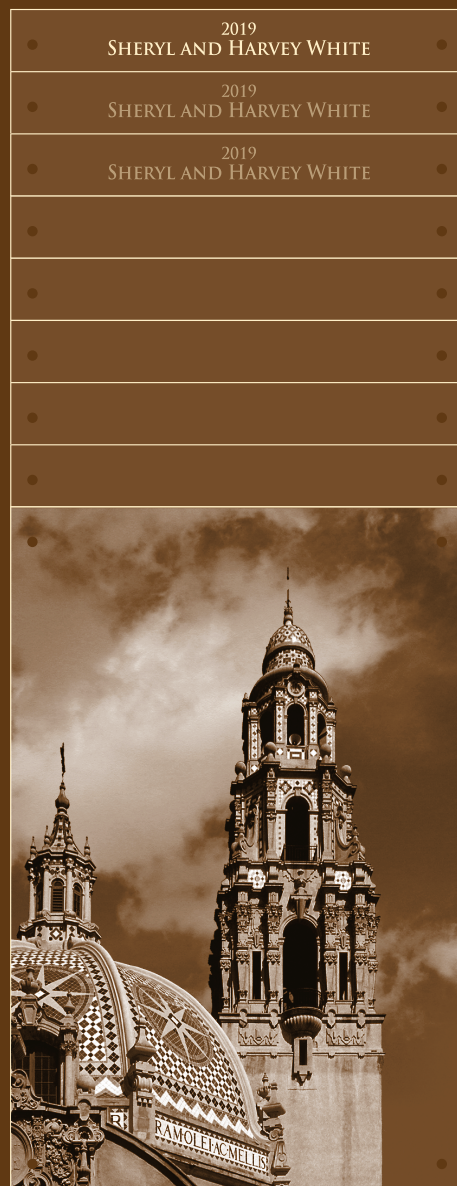
The bronze plaque has been formatted at 24" x 40". The size can be adjusted as needed for park restrictions, wall proportions, etc.

The design format includes 20 years worth of perpetual nameplates to be added annually over time.

Design incorporates a photo engraving of the California Tower to cover approximately half of the nameplate area.

This adds interest to the plaque at launch and helps balance the design until the space for the nameplates is needed.

After 10 years, the photo engraving would be removed so the remaining years of nameplates could be added.



Patrons of the Prado honors iconic leaders who have championed and advanced the vitality of the arts, science and culture of our ten Balboa Park beneficiary organizations for the greater cultural good of the San Diego community.



MISSION STATEMENT

Patrons of the Prado is committed to raising funds to benefit ten arts, science and cultural centers on the Prado in Balboa Park, and for programs that provide educational access for San Diego school children to the world-class treasures of Balboa Park, inspiring cultural fluency for future generations.

BENEFICIARIES

Fleet Science Center
 Mingei International Museum
 Museum of Photographic Arts
 San Diego History Center
 San Diego Junior Theatre
 San Diego Museum of Art
 San Diego Museum of Man
 San Diego Natural History Museum
 The Old Globe
 Timken Museum of Art

1

Preferred Placement

This photo shows the plaque mounted on the West wall of the Prado's North portico facing the Plaza de Panama.

There is an existing memorial plaque installed in this area and we are proposing installing our plaque in the same vicinity.



— PATRONS OF THE PRADO: *ICON AWARD PLAQUE* —



Placement Map

The red circle on this photo/map shows the area around the corner of the North portico.

- 1** Preferred Location
- 2** Secondary Location
- 3** Existing Plaque Location



Thank You



PATRONS *of the* PRADO 