

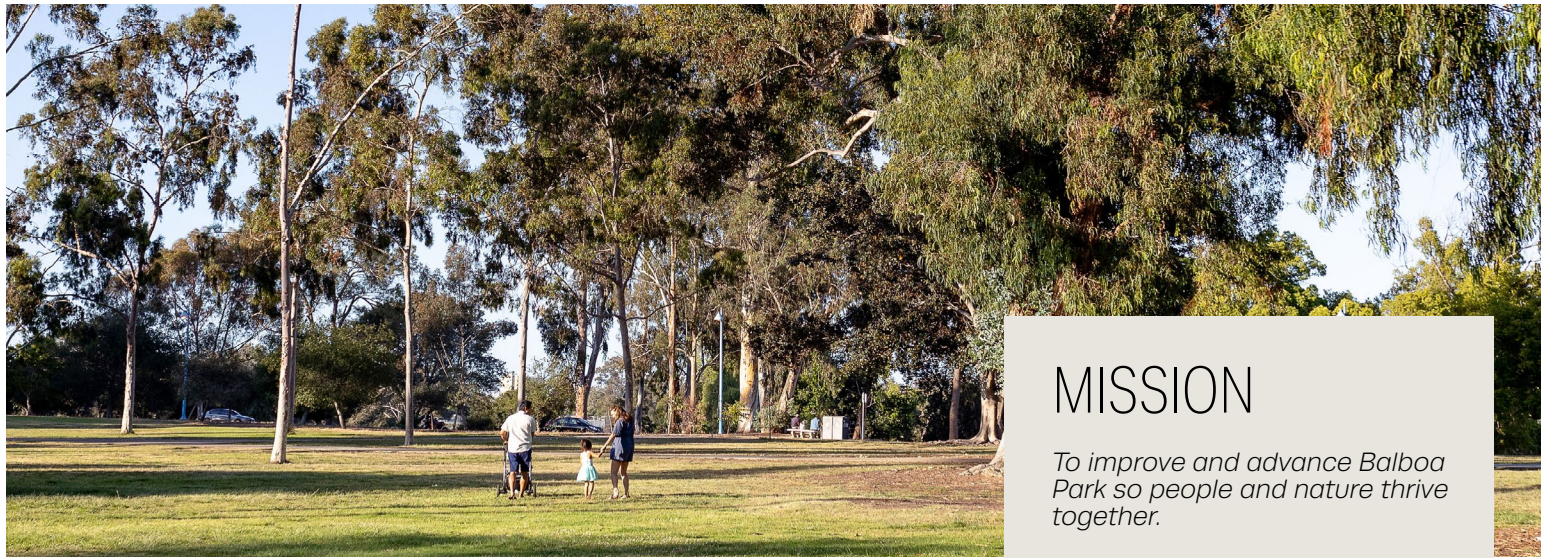
IMPACT REPORT

July 1, 2022–June 30, 2023



**FOREVER
BALBOA
PARK**

1549 El Prado, Suite 1
San Diego, CA 92101
info@balboapark.org
(619) 331-1920
ForeverBalboaPark.org



Since its inception, Balboa Park has stood as the focal point for our community, providing a space to showcase San Diego's cultures and landscapes to visitors from around the globe. More so, it serves as an oasis to enjoy nature, to make memories with loved ones, and to connect with diverse cultural experiences. There is a clear link between thriving communities and thriving parks. Forever Balboa Park uplifts our community with thoughtful leadership by providing exceptional volunteer services, engaging families and visitors, caring for historic park attractions, and tending to the park's gardens, trails, and trees. As we continue our mission to improve and advance Balboa Park, we are filled with gratitude for the milestones we have accomplished.

In this report, you will learn more about the ways in which Forever Balboa Park has championed initiatives, projects, and programs that enriched the park during the 2022–23 fiscal year. Our achievements are thanks to the strong community of people who care so much about Balboa Park. We are continually impressed by the supporters who lend their time, expertise, and resources to make Balboa Park a better place. Our work is fueled by a network of volunteers and donors. Our combined efforts ensure Balboa Park, its natural landscapes and attractions, and our region, continue to prosper. Thank you for your support!



Elizabeth C. Babcock

Elizabeth C. Babcock, PhD
President & CEO
Forever Balboa Park



Doug Kerner

Doug Kerner
Chair, Board of Trustees
Forever Balboa Park

MISSION

To improve and advance Balboa Park so people and nature thrive together.

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Thank you to Jack Carpenter, Amy Dawson, and Monica Mroz for their recently completed board service.

Revitalizing Park Treasures



BOTANICAL BUILDING AND GARDENS

Fiscal year 2023 was a milestone year for the Botanical Building and Gardens restoration project.

Construction Began Following Structural Review
Phase 1 restoration of the Botanical Building began, led by the City of San Diego.

Forever Balboa Park Makes Progress on Capital Campaign

100% board giving for the campaign

42.4% increase in donations year over year

25% of campaign donors are new to Forever Balboa Park



DOROTHEA LAUB BALBOA PARK CAROUSEL

Structural restoration **strengthened the carousel building and returned the building to its original profile.** The restoration project was nominated for an Orchid Award through the San Diego Architectural Foundation. With enhancements complete, the Carousel is poised to enchant families for another 100 years.

The Capital Project Included:

- ▶ 4 New Roof Levels Installed
- ▶ 9 Non-Historic Eaves Removed
- ▶ 6 Clerestory Windows Replaced

sPARK Awards CELEBRATING INNOVATION

The inaugural sPARK Awards celebrated innovation, collaboration, and sustainability in Balboa Park.

- ▶ Awardees included **Girl Scouts San Diego, Mingei International Museum, and San Diego Urban Timber**
- ▶ 170+ attendees
- ▶ \$5,000 prize for each awardee by San Diego Foundation
- ▶ 16 community nominations considered

Learn more about the event at
ForeverBalboaPark.org/spark-awards





STEWARDING THE PARK

Volunteers work in the park
362 DAYS A YEAR

450 VOLUNTEERS
 13% increase from fiscal year '22

24,421 VOLUNTEER HOURS
 16% increase from fiscal year '22

CACTUS & ROSE GARDEN RESCUE

Volunteers replanted cactus pups and battled chilli thrips, resulting in healthier gardens.

ENRICHING THE VISITOR EXPERIENCE

COMMITMENT TO ACCESSIBILITY

The first of many bilingual signs were installed to welcome all audiences.

Visitor Services Volunteers
SERVED 518,131 VISITORS
 & led **104 free park tours** with **2,300 attendees.**

2,000+ FREE RIDES
 The Balboa Park Carousel celebrated its 100-year anniversary in the park during a free National Carousel Day celebration on July 25.

Improving all 1,200 acres of Balboa Park



ENHANCING SUSTAINABILITY

Installation of a new HVAC system at the end of fiscal year '23 resulted in 17% current energy savings in the House of Hospitality.

CONNECTING PEOPLE WITH TRAILS

60+ MILES OF TRAILS
 Inventoried and mapped with GIS to identify areas of improvement for future projects.

26TH ST TRAIL RESTORED
 With the California Conservation Corps, providing an essential link from Golden Hill to the rest of Balboa Park.

- ▶ **74% increase** in trail's use from 2022 to 2023
- ▶ **2,250 linear feet** of trail improvements, including **4 footbridges** and **27 oaks** planted

CARING FOR NATURE

Tree Steward volunteers monitor **22 ZONES**, across 1,200 acres

90 TREES Planted in fiscal year '23

825 TREES Planted since 2017

36,365.91 lbs. of CO2 sequestered/year

164.98 lbs. of pollutants removed annually

PLANT IT FORWARD

An annual educational event that encourages the community to contribute to the region's urban forest. Made possible by SDG&E.

- ▶ Community members planted **8 trees** in Golden Hill Park.
- ▶ **2,250** people reached in person and online
- ▶ **150** free tree saplings given to the community

YOUR SUPPORT

The following individuals and organizations generously supported Forever Balboa Park with donations, grants, and pledges to support mission-driven initiatives from July 2022 to June 2023.

\$100,000+

Beyster Family
The Favrot Fund
Joseph Fisch and Joyce Axelrod
William E. Cole Family Foundation

\$50,000 — \$99,999

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Patricia Webb in honor of Nancy A. Spector
Linda and Daren Weckerly
Chris Weimer ^{*}
Abby and Ray Weiss
Carol L. Weiss
West Coast Management Services
Michelle White
Paloma White ^{*}
Allison and Nick Wiesler in honor of Mary Jane and Jim Wiesler
Kristin Wiggins
Nancy Wilkins-Diehr ^{*}
Elizabeth and Dennis Williams
Patricia and Larry Williams
Dr. James and Dollie Wilson
Michael and Gail Wilson in memory of Jodie Bauer
The Winicki Family in honor of Joseph Fisch
Tristan Wirtz ^{*}
Robert Milton Witty
Virginia M. Wofford
Joy Wolf ^{*}
Heidi Ann Wolin
Carol and Herman Wong
Linda Wong
Marilyn Woods in memory of Calvin Havekost
Cedar Woodward
Bonnie B. Wright
Kathleen J. Wright
Linda Wright ^{*}
Evelyn Jean Wright-Elson
Patrick Zondler in memory of Shirley Caldwell

Legend

** Our sustaining givers, those committed to a monthly recurring donation*

^o Our Conservator's Circle Members, those committed to multi-year giving at a level of \$1,000+/year

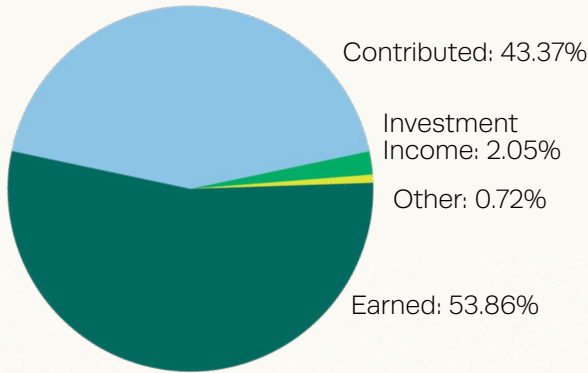
***** *San Diego Foundation*

o *Rancho Santa Fe Foundation*

For any corrections in your recognition name, please contact give@balboapark.org

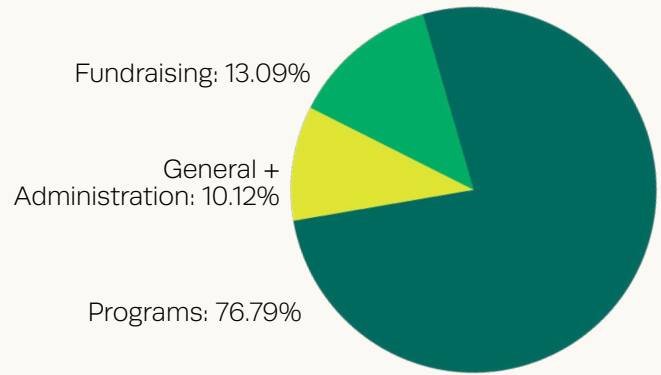
Investing in Forever Balboa Park

INCOME



Total Income: \$4,135,818

EXPENSES



Total Expenses: \$4,146,969



Assets

Current Assets	\$5,609,806
Endowment	\$2,346,127
Property and Equipment	\$3,230,044
Other Assets	<u>\$309,079</u>
Total Assets	\$11,495,056

Liabilities and Net Assets

Current Liabilities	\$948,060
Total Net Assets Without Donor Restrictions	\$4,975,822
Total Net Assets With Donor Restrictions	<u>\$5,571,174</u>
Total Liabilities and Net Assets	\$11,495,056

Net Assets

Net Assets at the Beginning of the Year	\$10,558,147
Change in Net Assets	<u>-\$11,151</u>
Net Assets at End of Year	\$10,546,996

Platinum
Transparency
2023

Candid.

Charity
Navigator



★ FOUR-STAR ★



1549 El Prado, Suite 1
San Diego, CA 92101
info@balboapark.org
(619) 331-1920
ForeverBalboaPark.org

Forever Balboa Park is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code, Tax ID #33-0849518.