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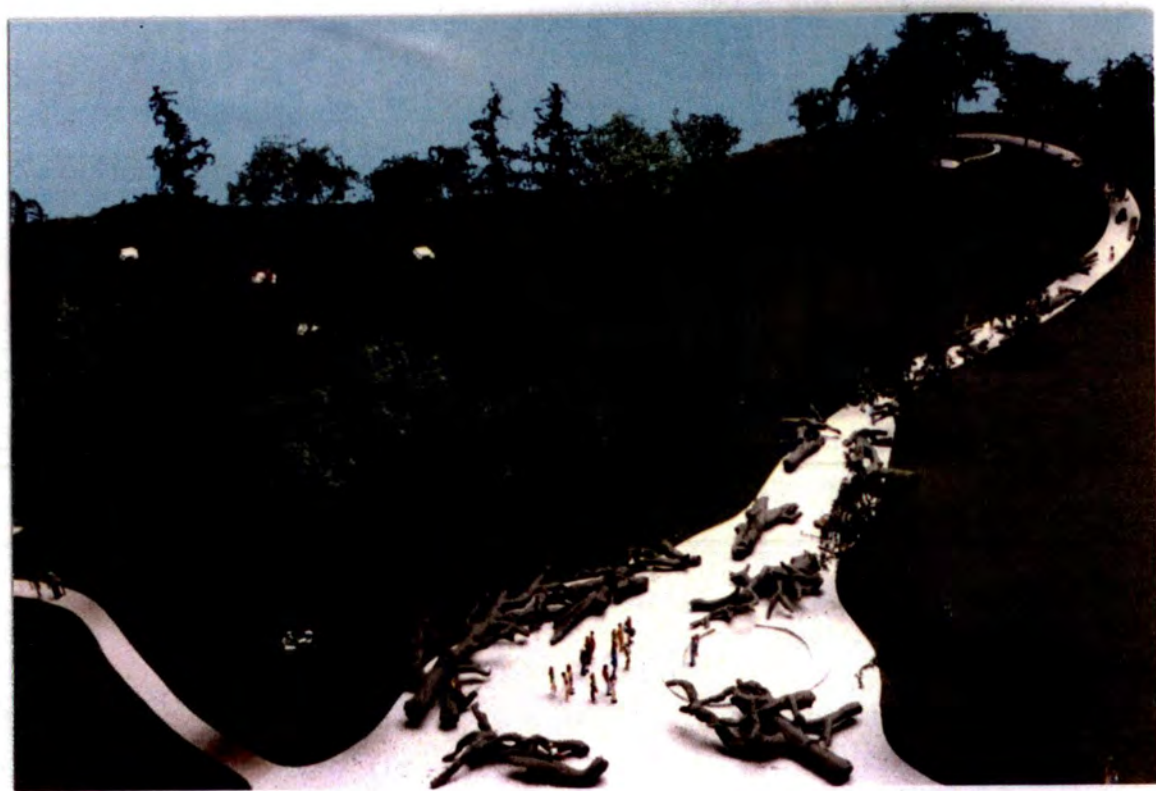
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San Diego AIDS Memorial

Project Proposal

SAN DIEGO AIDS MEMORIAL

AIDS Memorial Task Force Proposal **Table of Contents**

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SUMMARY

TIME LINE:

PHASE 1: (2 years) November 1991 - December 1993.

PHASE 2: (1.5 years) January 1994 - June 1995.

PHASE 3: (6 months) July 1995 - December 1995.

PHASE 4: (9 months) January 1996 - September 1996.

PHASE 5: (3 months) October 1996 - December 1996.

PHASE 6: (1 year) January 1997 - December 1997.

PROJECT FUNDING OVERVIEW.

	EXPENSES	PERIOD OF EXPENSES	%/of FUNDRAISING GOAL
Project:	\$ 288,008.	(5 years: 1993-97)	60 %
Contingency:	17,149.		3.5%
Project Fundraising Expenses:	58,056.	(6.2 years: 1991-97)	12 %
Project Coordination & Admin. Expenses:	69,316.	(5 years: 1993-97)	14.5%
Endowment for SDAM maintenance:	61,544.	(ongoing: life time)	10 %
TOTAL PROJECTED BUDGET:	\$ 494,073.		

CONTRIBUTIONS TO DATE: < 15,873. >

FUND RAISING GOAL: \$ 478,200

FUNDING STRATEGY.

Contributions:	26%
Government Grants:	20%
Foundations:	20%
In-Kind Services & Materials:	34%

SAN DIEGO AIDS MEMORIAL PROJECT

Overview: 3-Year Time Line*

January 1994 - December 1996

[illegible]

PHASE	COST PER PHASE	TASKS	1994				1995				1996			
			1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Phase 5 3M	P: 155,000.	Fundraising Goal @: \$ 49,690. Installation: Pre-fab Elements. Installation: Design Elements.												
	C: 9,300.													
	F: 5,963.													
	A: 5,700.													
	T: 175,963.													
Phase 6 1997	P: 34,530.	Fundraising Goal @: \$ 70,425. Installation: Landscape Elements. Dedication Ceremony.* Establish Endowment w/\$ 60,000+ Inspection & Close-Out.												
	C: 2,072.													
	F: 6,478.													
	A: 6,000.													
	T: 49,080.													
CODES:	P: Project C: Contingency F: Fundraising A: Admin/Coord T: Total	PROJECT FUNDRAISING EDUCATION												
*	PROJECT COMPLETION IS BASED ON MEETING OUR 4-YEAR FUNDRAISING GOAL OF \$ 478,200.													

AIDS MEMORIAL TASK FORCE

Working Draft: 5-Year Work Plan

January 1992 - December 1996

MISSION

"As a remembrance for those who have succumbed to AIDS, those touched by AIDS, those who give themselves in response to AIDS, and most importantly, *those who are living with AIDS*," the San Diego AIDS Memorial Task Force is committed to the creation of an AIDS tribute/memorial permanently located in Balboa Park, sponsored by the private sector and given to the City of San Diego.

GOAL # 1: COMMUNITY EDUCATION.

To assist in educating our community about AIDS, and to identify and inform related and interested community groups, organizations, boards, committees, and individuals about the AIDS tribute/memorial and its relevancy to the AIDS crisis and to the people of San Diego City and County.

Objectives	Strategies	Committee or Individual	Cost \$\$\$	Time Line
1.1 Gather information to identify concerns & issues around the AIDS Memorial Project.	1.1.a Identify and meet with non-partisan organizations that provide services to individuals & families affected by HIV/AIDS, including but not limited to: • San Diego Community Research Group (CRG) • AIDS Foundation San Diego • Corporate Forum on Aids Awareness • Heart Strings San Diego • Hemophilia Council of SD-AIDS Project • SMART Research Foundation • AIDS Chaplaincy Program 1.1.b Identify and meet with activist organizations, including but not limited to: • Act-Up San Diego • AIDS Being Alive-San Diego Inc. • GLAAD/SD	AMTF Executive Committee Governmental Planning	-0-	August 1991- Dec.1993

Objectives	Strategies	Committee or Individual	Cost \$\$\$	Time Line
1.2 Build support within the Gay & Lesbian community for the memorial project. 1.3 Provide HIV/AIDS education to community groups, organizations and committees. 1.4 Build support from other organizations that may have a direct or indirect benefit from the SDAMP.	1.2.a Identify and meet with key organizations within the Gay & Lesbian community, including but not limited to: • Lesbian & Gay Men's Community Center • The Lesbian Health Project 1.2.b Identify & communicate shared goals, varied approaches and reciprocal benefits between the AMTF and HIV/AIDS education, service & activist organizations . 1.3.a Form partnerships with HIV/AIDS education, service & activist organizations to identify where AMTF can assist these agencies in community education. 1.3.b Schedule speaker's time on agendas of community groups, boards, committees, Rotary, Lions Club, etc. 1.3.c Distribute information or hold Q/A forums at school events, neighborhood fairs, community events, etc. 1.4.a Identify and meet with Key representatives from advocacy organizations for public art, landscape architecture, the environment, including but not limited to: • Com. Organization of Visual Artists (COVA) • Sierra Club	Publicity		January 1994 through December 1996

GOAL #2: PUBLIC/PRIVATE ENDORSEMENT AND APPROVAL.

To seek and acquire endorsement and/or approval from public officials, public agencies, other related and concerned public entities, and private citizens.

Objectives	Strategies	Committee/Individual	Cost \$\$\$	Time Line
2.1 Acquire a minimum of 10 honorary sponsors.	2.1.a Identify & contact no less than 30 individuals to endorse the project & contribute their name to the project.	Government Planning Publicity	-0-	Nov 1991-Sept 1993
2.2 Secure project endorsement from City of San Diego.	2.2.a Work closely with various City Manager's departments within the City to identify potential concerns and solutions. 2.2.b Present project for approval and/or project endorsement before related City departments, committees, boards, and commissions, etc., including but not limited to: o Facilities Committee o Park and Recreation Board o Human Rights Commission o Commission for Arts & Culture	Government Planning		Nov 1991-Dec 1996 October 13, 1993 October 21, 1993
2.3 Secure project endorsement from County of San Diego.	2.3.a Present project for project endorsement before related County departments, committees, boards, and commissions, etc., including but not limited to: o Regional Advisory Board on AIDS o HIV Care Coalition			October 11, 1993
2.4 Secure project endorsement from community committees, organizations and user groups as related to the selected site.	2.4.a Present project for endorsement before related and concerned entities, including but not limited to the Balboa Park Committee.			
2.5 Conduct telephone polls each quarter to determine private individual support or opposition to the project.	2.5.a Publish a telephone poll in <i>Bravo! News Magazine</i> utilizing a polling service to receive calls from 1000 persons responding to the question: "Do you approve an Aids Memorial in San Diego?" 11/93 RESULTS: 72.3 % YES 27.7% NO	Oversight	In-Kind	Publish 11/18/93 Poll 11/18-22/93 Tally % 11/23/93

GOAL #3: FUNDING.

To seek in-kind contributions of services, materials and equipment from individuals, private businesses and corporations; and to generate funding support from private donors, non-profit and corporate foundations, and public granting entities to finance design, construction, extraordinary maintenance, and administrative expenses in support of the AIDS Memorial Project.

Objectives	Strategies	Committee/Individual	Projected Cost	Time Line
3.1 Produce 1 fundraising event to generate seed monies to activate project.	3.1.a Contact individuals and/or organizations to make a contribution or sponsor an event.	Fundraising	2,945.	December 1991
3.2 Design a Financial Plan with strategies to generate project funding for the following: ● Specifications for Infrastructure. ● Specifications for Design Elements. ● Site Preparation. ● Installation of Infrastructure. ● Installation of Pre-fab Elements. ● Installation of Design Elements. ● Installation of Landscape Elements. ● Permits, Licenses, Inspections, Contingency. ● Coordination & Administrative. ● Fundraising. ● Endowment for extraordinary maintenance.	3.2.a Develop budgets for the following areas of need: ● project construction. ● coordination & administrative. ● fundraising + PR/Marketing.	Finance	-0-	June-November 1993
3.3 Generate \$ 478,200 in contributions (26%) government grants (20%) foundations (20%) and in-kind (34%) services/materials in Phases 2-6: PHASE 1: \$ 15,873 contributions 1991-93. PHASE 2: 35,000 by September 30, 1994. PHASE 3: 106,135 by December 31, 1995. PHASE 4: 216,950 by September 30, 1996. PHASE 5: 49,690 by December 31, 1996. PHASE 6: 80,425 by December 31, 1997	3.3.a Research & identify potential funding sources at local, state & national levels, including the following related areas: ● public art. ● architecture & design. ● humanities. ● public parks. ● environment. ● transportation.	Fundraising	58,056.	January 1994 through December 1996
	3.3.b Launch Fundraising Campaign with Ground Breaking Ceremony by the Honorable Mayor of the City of San Diego.	Governmental Planning Fundraising Publicity		March or April 1994

Objectives	Strategies	Committee/Individual	Projected Cost	Time Line
3.4 Secure 34% (\$166,000) of project budget through full or partial in-kind services & materials or at-cost materials, including:	3.4.a Identify & request in-kind or at-cost contribution of materials, use of equipment and/or labor from local businesses, including: ● plant nurseries. ● printing, reproduction & graphics. ● drafting & signage. ● construction. ● electrical. ● soil & rock. ● rentals & leasing. ● restaurants & catering. ● advertising & publishing. ● university design programs.	Oversight	In-Kind	Jan-Dec 1994
3.5 Submit a minimum of 6 grant applications per year between January 1994-October 1996 to public agencies for 20% (\$97,600) of project costs or \$32,545 per year.	3.5.a Hire a grant writing consultant to research/prepare/submit funding applications. 3.5.b Research & identify government grant programs within related agencies, including but not limited to: ● National Endowment for the Arts. ● National Endowment for the Humanities. ● National Recreation & Park Association.	Oversight Consultant Consultant	% or TBD	December 1994 Jan 1994-June 1996
3.6 Submit a minimum of 6 funding applications per year between December 1993-October 1996 to private foundations for 20% (\$97,600) of project costs or \$32,545 per year.	3.6.a Research & identify corporate funding sources through The San Diego Community Foundation, <i>The Chronicle of Philanthropy</i> , and other resources.	Consultant		Dec 1993-Dec 1996
3.7 Produce a minimum of 12 fundraising events, projects, campaigns etc. or 4 per year (1 per Quarter) between January 1994 and December 1996 to generate approximately 11% (\$52,000) of the overall project budget through individual contributions (\$17,333 per year).	3.7.a Contact CONVIS and community organizations to determine current events & avoid conflict in scheduling. 3.7.b Identify fundraising options, including letter campaign, product sales (reproduction of model) percentage of box office, showcase event, host series, special events, i.e. ground breaking, celebrations, etc.	Publicity Fundraising	58,056	Jan 1994-April 1997
3.8 Secure 15% (\$75,000) of project budget via single contributions of \$25,000 each from 3 corporate sponsors or individual donors.	3.8.a Identify national/international corporations based in San Diego & contact for project sponsorship. 3.8.b Contact PR/marketing firm for in-kind services to partner a client with the project.	Fundraising Publicity		
3.9 Create an Endowment for project maintenance.	3.9.a Schedule project dedication ceremony for Spring/Summer 1997 and continue fundraising efforts until Endowment reaches \$60,000+.	Government Planning Finance		Spring 1997

GOAL #4: MARKETING AND PUBLIC RELATIONS.

To facilitate media contacts and project information in support of the educational and fundraising efforts of the AIDS Memorial Task Force toward realization of the AIDS Memorial Project.

Objectives	Strategies	Committee/Individual	Cost \$\$\$	Time Line
4.1 Generate print media coverage.	4.1.a Prepare media contact list with publishing deadlines for local print media, including but not limited to the <i>Union-Tribune</i> , <i>Bravo! News Magazine</i> , <i>Uptown</i> , and <i>Gay and Lesbian Times</i> .	Publicity	-0-	Ongoing
	4.1.b Maintain communications with the media and notify of all project-related events.			
	4.1.c Prepare & submit a feature story on the project.			
4.2 Utilize local audio-visual media to generate project visibility.	4.2.a Submit public service announcements to local radio stations announcing project event.	Publicity Oversight	-0-	Ongoing
	4.2.b Appear on local radio & television talk shows to discuss project and its relationship to the AIDS crisis, i.e. "Fight Back Against HIV/AIDS" radio program (KCEO-AM 1000).			
4.3 Prepare media information package.	4.3.a Prepare copy of concerns surrounding project & draft copy responding to concerns for inclusion in media package.	Oversight Publicity staff	In-Kind	Dec 1993 - Jan 1994
	4.3.b Develop copy and seek in-kind services/materials/printing for preparing package.			
4.4 Facilitate a Press Conference for the Ground Breaking Ceremony (scheduled for April 1994).	4.4.a Schedule appearances, coordinate set-up/strike of sound system etc., and prepare/distribute media packages.	Publicity Staff	In-Kind	Feb-April 1994

Objectives	Strategies	Committee/Individual	Cost \$\$\$	Time Line
4.5 Produce miniatures & images of project model.	4.5.a Clarify copy right issues of project design and reproduction rights. 4.5.b Research cost of producing high-quality reproductions (2D or 3D) of the project model. 4.5.c Identify marketing strategy and method of selling or "gift" concept, including 60/40 % shared costs/shared return. 4.5.d Explore ideas of combining marketing, fundraising and education with reproduction of project design, i.e. Bookmarks w/image of project on 1 side + facts about AIDS on the other side.	Oversight Publicity Fundraising	TBD	Dec 1993 - Feb 1994

GOAL #5:**PROJECT IMPLEMENTATION.**

To secure a site in Balboa Park and to initiate and complete design/construction of the AIDS Memorial Project at Cypress Point in Balboa Park.

Objectives	Strategies	Committee/Individual	Cost \$\$\$	Time Line
5.1 Identify project site.	5.1a Identify preferred general location & select no less than 6 potential sites addressing the following considerations: • political viability • available parking • utilities • restroom facilities • proximity to non-quiet areas or activities • linkages to other park areas • easy accessibility • available to entire San Diego community • built in qualities of "place" • potential to attract visitors/Tourists from outside San Diego City and County.	Site Sub-Committee	-0-	November 7, 1991 - April 6, 1992
	5.1b Identify specific site within general location, initiate communications & negotiate acquisition or use		NFS: City-Owned public park land	Dec 1992 - Dec 1993
5.2 Create project design.	5.2.a Set project design criteria and draft competition guidelines.	Michael Sweesy, ASLA	In-Kind Consltng.	December 1992
	5.2.b Identify members of the selection panel with the intent to select persons qualified in the following areas: Architecture & design Arts and culture Community advocacy Cultural perspectives Landscape architecture Living with AIDS Site Sub-Committee	Site Sub-Committee	In-Kind Services	December 1992
	5.2.c Finalize guidelines & issue competition Request for Qualifications (RFQ).	Oversight	In-Kind Consltng.	January 1993
	5.2.d Facilitate Selection Panel to select Design Team from RFQ submittals.		In-Kind Services	April-May 1993
	5.2.e Provide a Cash Award to the winning Design Team.	Finance/Fundraising	2,000	June 1993

Objectives	Strategies	Committee/Individual	Cost \$\$\$	Time Line
5.3 Confirm Cypress Point in Balboa Park as project site for proposed design.	5.3.a Solicit approval and/or endorsement of project site by related public entities (see GOAL #2).	Government Planning	-0-	July-Dec.1993
5.4 Acquire professional coordination & administrative assistance to manage all aspects of the project to completion.	5.4.a Meet with City Manager staff to identify potential staff assistance from the City.	Oversight Government Planning	In-Kind Admin.	January 1994 through December 1996
	5.4.b Hire a part time coordinator to work closely with the Task Force, the Design Team and City staff.		69,316	Jan 1994 - Dec 1996
5.5 Break ground (April 1994) for project construction.	5.5.a Prep Task Force for Phase 2 .	Staff Government Planning		Jan - Mar 1994
	5.5.b Issue invitations to public officials, sponsors, speakers & general public.			
	5.5.c Prepare & issue publicity for Ground Breaking Ceremony (see GOAL #4).	Publicity Staff	In-Kind	
	5.5.d Facilitate committees, volunteers and logistics for ground breaking ceremony.	Staff		
	5.5.e Host Ground Breaking Ceremony .	Executive Publicity Oversight		April 1994
5.6 Develop Project Specification Package.	5.6.a Generate funds to cover Phase 3 costs.	Fundraising Staff	35,000	Jan - Sep 1994
	5.6.b Contract w/Design Team to implement design.			
	5.6.c Secure necessary permits & licenses.			
5.7 Issue Construction Bid Call.	5.7.a Prepare & issue RFQ for construction bids.	Oversight Staff		
	5.7.b Draft contracts.			
	5.7.b Generate funds to cover Phase 4 costs.	Fundraising	106,135	Oct 1994 - Dec 1995
5.8 Site Preparation & Infrastructure.	5.8.a Generate funds to cover Phase 5 costs.	Fundraising Staff	216,950	Jan - Sept 1996
	5.8.b Coordinate project & facilitate communications.			
5.9 Above-Ground Installation.	5.9.a Generate funds to cover Phase 6 costs.	Fundraising Staff	49,690	Oct - Dec 1996
	5.9.b Coordinate project & facilitate communications.			
5.10 Inspection & Close-out.	5.10.a Schedule, Punch-List inspections & close-out.	Staff		Jan-March 1997
	5.10.b Close Out project construction.			
5.11 Dedication Ceremony.	5.11.a Coordinate logistics for Dedication Ceremony .	Staff		Spring 1997
	5.11.b Prepare & facilitate publicity & PR.			
	5.11.c Invite public officials, sponsors, speakers & general public.	Publicity Government Planning Oversight		

GOAL #6: REPLACEMENT & EXTRAORDINARY MAINTENANCE.

To establish an endowment to provide replacement and extraordinary maintenance costs of the San Diego AIDS Memorial at Cypress Point in Balboa Park, with earned interest earned contributed to AIDS related programs and research.

Objectives	Strategies	Committee/Individual	Cost \$\$\$	Time Line
6.1 Identify potential maintenance concerns, costs and restrictions.	6.1.a Meet with Recreation & Park staff to identify regular maintenance provided by City.	Oversight		Spring 1992
6.2 Identify the ongoing and extraordinary maintenance elements based on the project design.	6.2.a Review winning design with Design Team and identify potential for extraordinary maintenance.			Summer 1993
6.3 Establish a maintenance Endowment Fund with a minimum of 20% of project cost.	6.3.a Research & initiate proceedings to transition Task Force to an Endowment.	Fundraising Publicity	80,425	Jan 1994-Jan 1996
	6.3.b Continue fundraising efforts to generate 20% (\$60,000+) of project construction cost for the maintenance endowment fund.			Jan-Dec. 1997

#

Synopsis

NAME & TITLE: JOYCE SELBER, Cultural Planner
PUBLIC ARTS VISIONS FOR ENVIRONMENT

YEARS EXPERIENCE: Twelve (12) years as an educator and fifteen (15) years in arts administration and cultural planning, with specialized skills in local arts agency management and public art program planning/project management. As an artist, Ms. Selber is a theatre director, writer, and video producer.

EDUCATION: M.F.A. (Master of Fine Arts-Theatre) University of Texas at Austin
Post-Baccalaureate Studies (Theatre) University of Houston
B.A. (Bachelor of Arts-English, Literature) Northeast Louisiana State College

EXPERIENCE AND QUALIFICATIONS: Ms. Selber is an experienced cultural planner, educator and organizational manager providing executive leadership and consultant planning services to the arts and cultural communities. Principal of PUBLIC ART VISIONS FOR ENVIRONMENT (PAVE) Ms. Selber specializes in research/development/implementation of cultural plans and community-responsive programs, project management, and workshop facilitation. Previously an arts administrator in both Texas and California, she is experienced in working with public agencies and diverse interest groups in cultural planning and program development for large, medium and small-size cities.

Ms. Selber is also experienced in arts facilities management, fundraising and land-use planning. She is the consulting cultural planner for PAZAR Associates, Inc. on a multi-use development project in southern California, and development consultant with Twenty-First Century Harlem toward establishing a multi-use community cultural center in Southeast San Diego.

Ms. Selber serves as a consulting facilitator for the L.A. Arts Recovery Program, a response initiative by the Los Angeles Cultural Affairs Department to the April-May 1992 rebellion in the streets of Los Angeles. In 1990, Ms. Selber served on Mayor Tom Bradley's Arts Advisory Committee and Nexus Subcommittee on Public Art toward development of a Cultural Master Plan for the City of Los Angeles. While Executive Director for the Arts for the City of Pasadena, California, Ms. Selber developed agency annual plans, coordinated/managed the City's Grants-in-Aid Program and developed initial stages of the City's Public Art Program. Ms. Selber was directly responsible for facilitation/ coordination of the Campbell/Campbell/Irwin public art *Courtyard Project* for the City's new Police Building and Jail, a major construction project within the Civic Center Master Plan.

As Arts Administrator for the City of San Diego (1986-1989), Ms. Selber provided executive leadership for the Public Arts Advisory Board in administering the City's State/Local Partnership Program with the California Arts Council (CAC) and implementation of the City Arts Plan, including developing the Public Art and Outreach Grants Programs, producing the City's first Bicultural Exchange Program with the City of Tijuana, Baja, Mexico, and forming the Chicano Park Murals Committee. Public art projects activated during this period included *Canyon Passage*, *Night Vision* and *City Gates* Master Plan, a 12-year public art partnership between the City of San Diego and CALTRANS. Ms. Selber's initiatives in San Diego spearheaded opportunities for public dialogue and laid the groundwork for developing a citywide public art master plan, cultural exchange and equity in funding.

Ms. Selber served as special staff to the Mayor's Cultural Arts Task Force and was instrumental in forming the San Diego Commission for Arts and Culture. She coordinated advocacy, built coalition within the arts constituency, organized the task force profile, and provided research/management leadership to the Task Force, responsible for transforming the arts office from a departmental program into the fully empowered San Diego Commission for Arts and Culture. Ms. Selber was identified as "One of 88 San Diegans to Make a Difference in 1988" by *San Diego Magazine* and was recognized by Mayor Maureen O'Connor for "significant contributions to the arts" as the City's first Arts Administrator. In 1980-81, Ms. Selber was a member of the San Diego City/County Arts Planning Team responsible for research and development of a regional arts planning document, *A Preliminary Approach to Arts Planning in the San Diego Region*.

While in Texas, she created "Act Your Age" a nationally recognized intergenerational theatre project and "The Jabberwocky Players," a theatre touring troupe performing for young audiences. She co-founded "Very Special Arts*Texas" a state-wide organization providing arts programs and advocacy for artists who are differently-abled.

Ms. Selber is a lecturer in the Theatre Department at California State University Northridge, where she teaches *Creative Dramatics* (process facilitation) to upper-division Liberal Studies students.

INTERNAL REVENUE SERVICE
District Director

Department of the Treasury

c/o McCaslin Industrial Park
2 Cupania Circle
Monterey Park, CA 91754
Attn:EOG-4

Date: **SEP 17 1983**

Employer Identification Number:
33-0536902
Case Number:
953180062
Contact Person:
B. Thornton
Contact Telephone Number:
(213) 725-7002

San Diego Living AIDS Memorial
1043 University, #252
San Diego, CA 92103

Accounting Period Ending:
October 31
Form 990 Required:
yes
Addendum Applies:
no

Dear Applicant:

Based on information supplied and assuming your operations will be as stated in your application for recognition of exemption, we have determined that you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

If your sources of support or your purposes, character or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to you or for your use are deductible for Federal estate and gift tax purposes, if they meet the applicable provisions of Code sections 2055, 2106 and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fund raising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, Published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter, we have indicated whether you must file Form 990, Return of Organization Exempt from Income Tax. If yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed on the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If the heading of this letter indicates that an addendum applies, the enclosed addendum is an integral part of this letter.

Because this letter could help resolve any questions about

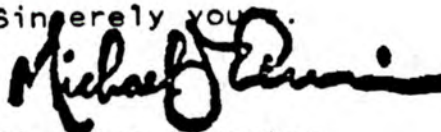
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San Diego Living AIDS Memorial

your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number appear in the heading of this letter.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Michael J. Quinn". The signature is stylized with a large, looped "M" and a cursive "Quinn".

District Director

947(CG)

September 14, 1993

In reply refer to
34016 1JY

SAN DIEGO LIVING AIDS MEMORIAL
C SCHMITT
1043 UNIVERSITY #252
SAN DIEGO CA 92103

Purpose	:	CHARITABLE
Code Section	:	23701d
Form of Organization	:	Association
Accounting Period Ending	:	September 30
Organization Number	:	9766412

You are exempt from state franchise or income tax under the section of the Revenue and Taxation Code indicated above.

This decision is based on information you submitted and assumes that your present operations continue unchanged or conform to those proposed in your application. Any change in operation, character, or purpose of the organization must be reported immediately to this office so that we may determine the effect on your exempt status. Any change of name or address must also be reported.

In the event of a change in relevant statutory, administrative, judicial case law, a change in federal interpretation of federal law in cases where our opinion is based upon such an interpretation, or a change in the material facts or circumstances relating to your application upon which this opinion is based, this opinion may no longer be applicable. It is your responsibility to be aware of these changes should they occur. This paragraph constitutes written advice, other than a chief counsel ruling, within the meaning of Revenue and Taxation Code Section 21012(a)(2).

You may be required to file Form 199 (Exempt Organization Annual Information Return) on or before the 15th day of the 5th month (4 1/2 months) after the close of your accounting period. Please see annual instructions with forms for requirements.

You are not required to file state franchise or income tax returns unless you have income subject to the unrelated business income tax under Section 23731 of the Code. In this event, you are required to

September 14, 1993

SAN DIEGO LIVING AIDS MEMORIAL

Corporate Number 9766412

Page 2

file Form 109 (Exempt Organization Business Income Tax Return) by the 15th day of the 5th month (4 1/2 months) after the close of your annual accounting period.

Please note that an exemption from federal income or other taxes and other state taxes requires separate applications.

A copy of this letter has been sent to the Registry of Charitable Trusts.

J YORK

EXEMPT ORGANIZATION UNIT

CORPORATION AUDIT SECTION

Telephone (916) 369-4171

EO :

The Living AIDS Memorial Garden

DESIGN BACKGROUND

The artists, Joel Harms, Glen Schmidt and Mark Shelby of the Landscape Architectural firm, The Schmidt Design Group, Inc. developed the winning design proposal for the Living AIDS Memorial Garden. The entrance to the memorial begins at the "Memorial Gathering Space" located within a clearing of trees, and provides a flexible area in which to conduct garden ceremonies and memorial services. A paved area and adjacent lawn extend from a raised platform with two crescent walls. The south wall, facing the plaza identifies "the Living AIDS Memorial Garden" entrance title and provides an identification of the design medafor, while the north wall incorporates the quote; "But there are always tremors when a great tree falls" by Rajiv Gandhi.

This focal point for gatherings will accommodate fifty of more people and is surrounded by fallen trees; the garden metaphor of those that have succumbed to the disease. From the gathering space the visitor continues down the pathway and the fallen trees begin to thin and new living trees rise from the fallen. Along the pathway, amongst the trees, are messages reflecting the wisdom and knowledge of the fallen about the disease. These are inlaid into the base paving of the pathway. The pathway spirals up through a grove of trees, to skirt a small circle and terminates at the foot of a large enduring oak tree. This area, called the "Grassy Knoll" provides a elevated point for reflection and meditation. Two crescent walls encircle the terminus on which the quote; The creation of a thousand forests is in one acorn" by Horace is located. Rising from the mound, the "Enduring Oak" tree extends its branches in a protective canopy, shading this quiet space of solace and contemplation. Distant views of Balboa Park museums and zoo impart a natural, contemplative feeling to this space, setting a stage for mediation and thought.

Accessibility to the Living AIDS Memorial by all people is a key to its success. Security lighting is planned to light the area at night. Standards of accessibility for disabled visitors will also be accommodated within the design .

Passive recreational elements, such as existing picnic tables and walkways are retained in the design proposal. Large open spaces of lawn are still available on the site to provide many opportunities for people to sunbathe and relax.

If is the artists intent that the realization of the garden metaphor will provide greater understanding and education to those living with HIV/AIDS as well as the entire community of San Diego. It is also meant to provide a message of hope for an end to this terrible disease.

The following outlines the various features of the AIDS Memorial Design:

1. **The messages from the fallen (education)**
Education is one of the most important elements of the memorial and will be accomplished through the messages within the project. :

The "crescent wall" facing the entrance will provide the identity for the memorial. On this wall the name of the memorial and some verbiage describing the design intent will be included. As an example, the following may be included:

THE LIVING AIDS MEMORIAL GARDEN

The fallen tree lies in an open clearing. Once healthy and strong, weakened now by an unjust disease, the tree fell with a great tremor to the ground. Yet from the fallen tree comes renewed hope for life as branches reach to shade and nurture new seedlings. Deeply rooted, the young trees gain strength and hope each new day.

The Living AIDS Memorial Garden is dedicated to those who have succumbed to AIDS, those touched by AIDS, those who give themselves in response to AIDS, and most importantly, to those who are living with AIDS.

1993

On the other side of the raised platform on the face of the opposite wall we propose to include the following quote:

But there are always tremors when a great tree falls.

Rajiv Gandhi

On the wall at the east side of the site we propose to include the quote:

The creation of a thousand forests is in one acorn.

Horace

To strengthen the educational message, the artists propose setting inlaid letters into the paving of the path (adjacent to the fallen trees) creating a series of messages. The number of these messages will be determined later in the process, but it is anticipated that 10 to 20 will be distributed along the plaza and walk. These will be versus and quotations chosen by a group of AIDS patients brought together by the AIDS Memorial Task Force. These people with AIDS will research and recommend quotations or versus which provide the most inspiration and meaning to them.

2. Materials

Materials have been selected and consist of the following:

Walkway paving: The path will be constructed of a light tan or buff colored concrete in an acid wash finish creating a rough textural surface. The educational messages will be bronze letters imbedded into the concrete.

Walls / signage: The "crescent walls" will be constructed of the same concrete material as the path but with a smooth finish. The messages will also be bronze letters imbedded into the concrete.

Fallen Trees: The fallen trees will be selected from downed trees identified by the artists through a search of the county. Permission will be attained by the artists from the land owners and the trees will be collected during the construction process, transported and placed on site under their direction. The trees will be drilled and set onto a steel dowels which will be imbedded in concrete. The trees will be set over concrete and will not be in contact with the soil. The trees will be treated with a preservative to extend their life.

Grading and drainage: Grades will be lowered slightly in the northwestern corner of the site to create usable open space and to provide fill material for the mounding on the easterly portion of the project. The walkway will be crowned to allow water to run off quickly and to minimize moisture adjacent to the fallen trees.

Planting: All trees will be Oaks, *Quercus Virginiana* or *Quercus agrifolia*. Grass will be installed per Park and Recreation standards up to the edge of the walk.

Irrigation: A low flow spray system or flood bubblers will provide irrigation adjacent to the walk. This will keep the walkway and fallen trees dry. Larger rotor type heads will be installed 5 to 10 feet away from the walk to water the large lawn areas. All will meet Park and Recreation standards.

Lighting: Security lighting will be provided on pole fixtures along the walkway. These lights will meet all City of San Diego Park and Recreation and Engineering standards.

3. **Fund Raising:**

The artists plan to develop a "first edition" art piece which will be used for fund raising. This piece of art (sculpture) will be inspired by the concept of the memorial. The art piece will be sold and proceeds will go toward financing the memorial. Additional fund raising will be accomplished through grant applications and private donations. A foundation is also planned to provide funds for on-going maintenance of the memorial.

The Living AIDS Memorial Garden

Probable Cost of Construction

Prepared by Schmidt Design Group, Inc.

September, 1993

ITEM DESCRIPTION	QUANTITY	UNITS	UNIT COST	TOTAL
CONSTRUCTION DOCUMENTS				
Const. drawing preparation and sub-consultant fees	1	Lump Sum	\$20,000.00	20,000.00
Reproduction and printing costs	1	Lump Sum	\$1,200.00	1,200.00
Permit / inspection fees	1	Lump Sum	\$1,500.00	1,500.00
SUBTOTAL				22,700.00
CONSTRUCTION				
Fine grading	84,000	Sq. Ft.	\$0.04	3,360.00
Concrete paving demolition	700	Sq. Ft.	\$1.50	1,050.00
Tree removal	1	Lump Sum	\$4,000.00	4,000.00
Grading operations	7,592	Cu. Yds.	\$4.00	30,368.00
Color / Concrete paving	13,000	Sq. Ft.	\$3.00	39,000.00
3/4" Bronze inscription letters in paving	1,500	Each	\$16.00	24,000.00
Fallen trees / Placement	42	Each	\$1,000.00	42,000.00
Entry Platform / Quote wall with bronze letters	1	Lump Sum	\$25,000.00	25,000.00
Mound / Quote wall with bronze letters	1	Lump Sum	\$15,000.00	15,000.00
Lighting	1	Lump Sum	\$20,000.00	20,000.00
SUBTOTAL				203,778.00
IRRIGATION				
Lawn areas	1	Lump Sum	\$25,000.00	25,000.00
SUBTOTAL				25,000.00
PLANTING				
Soil prep./Fine grading	85,000	Sq. Ft.	\$0.05	4,250.00
Lawn-stolons	70,000	Sq. Ft.	\$0.06	4,200.00
Trees-24" Box	42	Each	\$240.00	10,080.00
Trees- 96" Box	1	Each	\$16,000.00	16,000.00
SUBTOTAL				34,530.00
SUBTOTAL				286,008.00
CONTINGENCY- 6%				17,160.48
GRAND TOTAL				303,168.48

Memorial sought in park for those claimed by AIDS

By CHERYL CLARK
Staff Writer

A group of San Diegans is raising money and political support to create a memorial in Balboa Park for San Diegans who have died of AIDS.

"We envision a fountain with a pool, a memorial statue or a grove of trees," said Tony Zampella, project coordinator. Zampella said the memorial may be designed for a strip between Marston Point and Sixth Avenue in the southwest corner of the park, and cost up to \$50,000.

The memorial would be the second fixed monument in California dedicated to people with AIDS. Ground was broken in September for a grove of trees in San Francisco's Golden Gate Park. The AIDS Quilt, a patchwork of thousands of pieces sewn in memory of people who have died of AIDS, tours the country.

A 25-member task force, including aides to several San Diego City Council members and Mayor Maureen O'Connor, has formed to plan the memorial.

Jack O'Brien, the artistic director of the Old Globe Theatre, and Kara Kobey, a Community College District trustee, also are supporting the project. Kobey's father, Monte, died of AIDS in 1989. He contracted the virus through a blood transfusion.

Several fund-raising efforts already are in the works. The first is planned by Dr. David McWhirter, medical director of the County Psychiatric Hospital, and Drew Mattison, a psychologist with a UCSD research project on AIDS. They are holding a benefit dinner Dec. 4.

Mattison said state Treasurer Kathleen Brown, Assemblyman John Vasconellos, D-Santa Clara, and June Reinsch, director of the Kinsey Institute, will be honored guests, and donations have already started coming.

"What is envisioned is a serene, quiet, comfortable place to sit and reflect, to remember and to be encouraged" that a cure will be discovered, Mattison said.

Council members John Hartley, Bob Filner, Ron Roberts and Tom Behr are in support of the concept of the memorial, as is state Assemblyman Pete Chacon, D-San Diego.

Mattison said the idea for the project originated with the late Dr. Brad Truax, chairman of the county Task Force on AIDS. He died of the disease in 1988.

"Brad saw this infection would capture and take more lives of heterosexual men and women and their children," Mattison said. He added that as Truax became sicker, he worried that those people would be forgotten.

Truax thought this would be a memorial "to all people — members of the human family — who die of AIDS," Mattison said.

"There has been so much suffering and so many young people dying of AIDS, we need something to help us through this," said task force member Michael Portantino, publisher of the *Uptown* and *Gay and Lesbian Times* newspapers. Portantino envisions a glen or grove with park benches, an altar and plaques bearing poems by Walt Whitman.

The City Council ultimately must approve the proposal. But first, a city committee and citizens panels that scrutinize any proposal for the park will consider every detail.

These include the city's Commission for Arts and Culture; the Parks and Recreation Board and two of its subcommittees, the Facilities Committee, a group of architects, and the Balboa Park Committee, a group of people interested in Balboa Park.

If the site is proposed for the park's central museum area, the Historical Sites Board also would review it.

If the monument is to be a building, the Planning Commission will review it. And the Public Facilities and Recreation Committee, composed of five members of the City Council, will also have its say.

A proposal to place a statue of Spanish explorer Vasco Nunez de Balboa near Spanish Village ran into some controversy earlier this year when members of one committee, Arts and Culture, said Balboa was responsible for centuries of European repression of Native Americans.

But five City Council members sitting on the Public Facilities and Recreation committee approved the 23-foot bronze statue last month, with consideration by the full council tentatively set for Dec. 2.

Ben Dillingham, an aide to Mayor O'Connor and a member of the AIDS memorial task force, said he favors the project. "I think it would be nice to have this memorial in Balboa Park," said Dillingham, whose lover died of AIDS several years ago.

Dillingham said the mayor has not expressed an opinion on the issue, but he thinks the project is doable. "Nothing is politically impossible," he said.

David Twomey, assistant director of the city's Parks and Recreation Department, thinks the AIDS memorial has merit. "It's certainly not something to reject out of hand," he said, adding that the city could reasonably assume maintenance costs.

Twomey said a fountain would not use very much water and would be relatively inexpensive to clean. A bronze statue of El Cid, which has been standing in the park for 50 years, recently cost the city \$5,000 to refurbish.

Zampella and several others in the gay community expressed concern that getting an AIDS memorial approved for Balboa Park might be difficult because of possible anti-gay sentiment.

Citizens' Panel to Plan First San Diego AIDS Memorial

By Pat Burke
Update Editor

SAN DIEGO — An ad hoc citizens committee co-sponsored by City Council Members Bob Filner and John Hartley will meet for the first time this month to plan a memorial to those who have died of AIDS.

Tony Zampella, volunteer executive coordinator for the project, said his goal "is to see this (built) before the mayor leaves office, because she's been supportive."

Zampella envisions a \$50,000 project, but emphasizes, "I don't want to make it look like anything's been decided, because it hasn't."

Decisions, he said, will be made when the executive committee meets this month and a general meeting of a larger 25-30 member panel meets, tentatively, on October 16 at City Hall.

According to sources on council members' staffs, the ad hoc committee is Zampella's proposal, although Zampella shares credit for picking up the ball on the AIDS memorial concept with Nicole Ramirez-Murray. It is an idea that has been around since the death of Dr. A. Brad Truax.

Following Truax's death there were questions about what would be done with his ashes and whether a memorial would be built. Close friend Bridget Wilson worked with Ramirez-Murray and Drs. David McWhirter and Drew Mattison and City Council Member Bob Filner to explore putting up a plaque in memory of Truax. That project died when people called for transforming it into a general memorial to all who had died of AIDS. While people advocated the idea, they did not make a personal commitment to making it happen. Others questioned its cost.

Wilson lamented that there is still "nothing in San Diego to memorialize the person who brought awareness of AIDS to San Diego."

Truax, however, was honored in many ways while he was alive. Wilson reflected, "I think of all the awards he got, he was most pleased by Truax House," the residence for AIDS patients in Uptown.

In 1990, Ramirez-Murray revived the idea of a memorial to all who have fallen. He met with Filner to discuss a city memorial, preferably in Balboa Park. He envisioned a fountain or statue.

That idea got moving in a concrete way when Zampella submitted a formal proposal to Hartley and Filner during a luncheon held at W.D.'s in April. Under the proposal, an executive committee has been created. It is unusual in that it has three co-chairs.

Executive committee co-chairs are Fr. Nicholas Christlana, a founder of the Ecumenical Conference's AIDS Chaplaincy; Kara Kobey, a member of the Community College Board of Trustees and daughter of Monte Kobey, the founder of Kobey's Swap Meet who died of AIDS; and former state

Assembly Member Jeff Marston.

The other three executive committee members are Mayor Maureen O'Connor's Chief of Staff Ben Dillingham III; Ramirez-Murray, founder of the AIDS Assistance Fund; and City Human Relations Commissioner Barbara Crusberg. Under the proposal, the executive committee will set up the project's bank account.

Ramirez-Murray has helped get the project off the ground financially. When he stepped down as Empress of the Imperial Court earlier this year, the new Emperor and Empress donated \$1,000 to the project.

Among the many questions the executive committee and general committee will have to resolve is the legal identity of the memorial committee. It is currently an ad hoc citizens' group sponsored or endorsed by Hartley and Filner. For it to be a formal city board or agency, the entire City Council will have to approve the project.

An alternative is for the memorial to be a "gift to the city," Zampella said. Under that concept, the committee might be "umbrellaed" by a nonprofit agency, such as the Lesbian and Gay Men's Community Center or United Way.

Other obvious issues for the committee are the design and content of the memorial and its placement, as well as fund-raising.

Hartley and Filner are in the process of preparing invitations to people to join the general committee of the memorial. According to Zampella and City Council staff members, those invitations have not yet gone out. Zampella noted that due to city business, it has taken four months just to try to nail down initial meeting dates.

Zampella said the goal has been to have an executive committee and general committee that is nonpartisan and represents the entire AIDS-impacted community, not only the Gay community.

"Our dream is to have some place to go and remember our friends and families who have died of AIDS, a beautiful and quiet place in the park that will also always be a reminder to all San Diegans of the tragedy of AIDS and the lasting effect it has caused all our communities," said Ramirez-Murray.

"We must never, ever let them forget," he said.

According to Hartley and Filner staff members, a formal announcement and press statement on the project will be made after the executive committee meets.



County of San Diego

DIRECTOR
(619) 236-2237

DEPARTMENT OF HEALTH SERVICES

1700 PACIFIC HIGHWAY, SAN DIEGO, CALIFORNIA 92101-2417

October 28, 1993

Anthony Zampella
4120 30th Street, Suite 104
San Diego, CA 92104

Dear Mr. Zampella:

The purpose of this letter is to express the support of the San Diego County Regional Advisory Board on AIDS/HIV for projects such as the Living AIDS Memorial Garden. We are pleased with the project which will serve as a remembrance for those who have succumbed to AIDS, those touched by AIDS, those who give of themselves in response to AIDS, and those who are living with AIDS.

As your proposal points out, there is a great need in San Diego County for AIDS-related programs. We recognize your task force as a community resource capable of meeting the goals and objectives of your proposal.

Efforts, such as yours, to seek funding for our community are indeed admirable. Should your project be funded, and approved, the San Diego County Regional Advisory Board on AIDS/HIV would welcome any opportunity to be of further assistance.

On behalf of the San Diego County Regional Advisory Board on AIDS/HIV, thank you for taking the initiative in developing this project.

Sincerely,

Celia Lamke by Donna Rodriguez

CELIA LAMKE
Chair

CL:DR



SUSAN GOLDING
MAYOR

October 20, 1993

Living AIDS Memorial Task Force
1043 University Avenue, Box 252
San Diego, CA 92103-3392

Dear Task Force Members:

I want to take this opportunity to thank you for your continuing efforts to create a Living AIDS Memorial for the people of San Diego. I am deeply concerned that the number of people affected by this disease, either directly or indirectly, continues to increase. I hope for the day when, like polio and small pox, this disease will become a tragic, but not forgotten part of our history.

When I recently had the opportunity to view the winning design for the Living AIDS Memorial, I was profoundly moved. The artists put a great deal of emotion and creativity into their work and this is evident in their final design. This memorial will serve as a wonderful addition to the many cultural activities available in Balboa Park.

I am pleased to offer my endorsement of this worthy project. I wish you every success as you continue to work toward building a Living AIDS Memorial that will serve as a remembrance of the many people we have lost to this disease and an inspiration to those who remain.

Sincerely,

A handwritten signature in blue ink that reads "Susan Golding".

SUSAN GOLDING
Mayor

SG:ma

EDITORIAL

A Garden of Life for All

The concept of the Living AIDS Memorial Garden came to fruition on the tenth anniversary of the AIDS crises, in 1991. Coming together for this purpose were activists in the AIDS arena, representatives of different communities, and representatives of the public sector. This group of individuals felt that a centrally located memorial to this issue would heighten awareness, thereby creating the type of meaningful dialogue for those ill-informed about AIDS, while, at the same time, creating a place of solace and remembrance to those who have lost loved ones.

In consulting with many involved, there was general agreement that the natural grieving process had been missing in the human cycle concerning AIDS. This process is important in dealing with these types of issues. It is an additional tragedy that so many who die of AIDS leave a society that, for whatever the reason, does not want to accept, understand or acknowledge this disease as they do others.

While the proposed AIDS memorial will not change the circumstances surrounding AIDS, it will change the circumstances that many are forced to deal with. The potential for education and awareness, which is key to the suppression of AIDS, is much more likely to happen with a project of this magnitude.

Already, people have been brought to this issue who otherwise might not be involved and we have brought the issue to the center of real debate in this city. We feel that the proposed Garden is a beautification project that, if proposed for any other reason, would be accepted in the park. We see no reason that it should not be accepted with the important message of AIDS awareness attached to it.

The memorial garden is a metaphor for life, not death. The reality is that death is a part of life and both are represented as you walk along the path. The fallen trees represent the strength in our society that has fallen by mysterious ailments. As you move up the path you see the emergence of life. That life begins to over-power the entire garden, symbolizing the significance of the fallen trees. From every fallen tree comes life.

All of the money for this project will be raised by the AIDS Memorial Task Force—a non-profit tax exempt entity. All monies will come from private

donations, foundations or in-kind donations. None of the money will come from the City of San Diego.

Additionally, and perhaps more important, the Task Force made a commitment early on, in response to concerns, that none of the monies raised will compete directly with funds planned for the already impacted AIDS fundraising arena. Absolutely no monies will be sought from agencies that allocate, or plan to allocate, monies to the issue of AIDS.

This is a simple fundraising plan. If there is no interest in the project, then the project will not be funded. Simply put, no money will mean no project.

Construction of this project will not begin until the project is fully funded.

We refuse to accept the argument that anyone who donates to this project will be deterred from giving to other AIDS agencies. In fact, on the contrary, we believe that any project of this scope can only bring the kind of attention and awareness to the issue of AIDS which will translate into more involvement and opportunities for funds.

Most professional fundraisers will tell you that it is through more exposure that the fundraising environment improves. We believe the Garden will improve the fundraising environment for all agencies concerned with the issue of AIDS, as well as the potential for increased AIDS education.

The Living AIDS Memorial Garden, like the Names Project's AIDS Quilt, will bring a great deal of awareness and education of this issue to mainstream society. The only known way to curb the spread of this disease is through massive education. While most understand this, a massive educational effort has been slow to start. However, these educational efforts, when properly maintained, have been successful. This project will raise awareness, in a passive manner, that will have a positive impact on society as a whole.

Opponents have claimed that this project will attract graffiti and hate crimes to the area. The reality is that the crime is already in Balboa Park. This is a law enforcement issue. If the criteria for building facilities in the Park was based on our crime rate and control of graffiti, we would probably be at a standstill on all projects.

However, the Living AIDS Memorial Garden Task Force has considered these concerns, and our projected budget proposes expenses dedicated to these issues.

For example, our proposal calls for bolting down the fallen trees to the cement so that they can not be removed. Further, we propose treatment to

"graffiti proof" the trees, and we have proposed security lights be placed in the park for additional exposure and visibility of the entire area. If anything, these lights and other measures may very well discourage the criminal element.

Additionally, the Task Force has formed an AIDS Memorial Foundation that will be responsible for any extraordinary expenses that may occur. The Foundation is a non-profit, tax exempt, 501(c) 3 corporation and will oversee any maintenance not covered by the city under Park and Recreation Policy Number 1002.

The Living AIDS Memorial Garden is a remembrance for those who have succumbed to AIDS; those touched by AIDS; those who give of themselves to AIDS; and most importantly, those who are living with AIDS. This garden will be a place of solace and quiet reflection, education and awareness. As a part of the total picture of human quality, this Garden deserves the support of everyone!

Jeff Marston

Chair, AIDS Memorial Task Force

Joy Galloway
3935 First Ave.,
San Diego, Cal. 92103

November 24, 1993

Dear Council Members:

The San Diego AIDS Memorial Task Force has adopted a project goal which states that the Living AIDS Memorial should act "As a memorial for those who have succumbed to AIDS, and a tribute to those touched by AIDS, those who give themselves in response to AIDS, and most importantly, THOSE WHO ARE LIVING WITH AIDS". As a member of the Task Force it is my hope that the community of San Diego be made aware of, and educated about, the serious and difficult situation for those living with AIDS/HIV.

The Living AIDS Memorial is intended to be a gift from the AIDS Memorial Task Force and all who support the Task Force, to the City and citizens of San Diego. The intent, simply stated, is to create a place for the people of San Diego to gain personal strength and understanding of the AIDS crisis.

I believe it is the artists' intent that the realization of the garden metaphor will provide greater understanding and education to those living with HIV/AIDS as well as the entire community of San Diego.

Since education is one of the most important elements of the memorial it will be accomplished through the messages within the project:

The "crescent wall" facing the entrance will provide the identity for the memorial. The fallen tree lies in an open clearing. Once healthy and strong, weakened now by an unjust disease, the tree fell with a great tremor to the ground. Yet from the fallen tree comes renewed hope for life as branches reach to shade and nurture new seedlings. Deeply rooted, the trees gain strength and hope each new day.

On the other side of the raised platform on the face of the opposite wall might be the following quote:

"But there are always tremors when a great tree falls". Gandhi

On the wall at the east side of the site there may be this quote:

"The creation of a thousand forests is in one acorn". Horace

This concept, I believe, will serve the community of San Diego well. It will create a caring, dignified environment for those infected and affected by the disease. This living AIDS Memorial honors beauty in both life and death.....can we do less than support this concept?.....I think not!!!!

Sincerely,

Joy Galloway, Task Force Member

Joy Galloway

THE AIDS MEMORIAL TASK FORCE STEERING COMMITTEE

Jeff Marston, Chair
Anthony Zampella, Vice-Chair
Michael Sweesy, ASLA - Consultant
Robin Shifflett, ASLA- Consultant
John Laird, Co-ordinator
Aaron Borovoy, Co-ordinator
Chuck Schmitt, CPA-Treasurer
Joy Galloway
Nicole R. Murray
Kara Kobey
Jim Abbott
David Valladolid
Craig Silberman
Benjamin F. Dillingham, III
Fr. Nicholas Christiana
Dr. Michael Clark
Dr. Leslie Oshita
Jim Thompson
Bruce Callen
Bill Roberts

The AIDS Memorial Task Force consists of the following standing committees:

Finance/Fundraising
Publicity
Governmental Planning
Oversight

INTRODUCTION

The disease known as AIDS has affected the City of San Diego in many ways over the past twelve years. While there have been many challenges to overcome, today this disease is beginning to achieve the attention that it merits.

During this past twelve years of crisis, San Diego has become a cohesive force in the battle against AIDS. The public and private sectors have created an excellent partnership which benefits all San Diegans — a partnership that not only educates the public, but also provides care to those who need it.

Anyone involved in this disease will tell you that the most significant achievement that can be done to curb it is education. Education should not, by any means, be limited to those currently, or projected, to be affected by this disease. As we have seen over the past twelve years the high risk groups have changed dramatically. In fact, it is safe to say, that this disease will potentially affect all of us, either directly or indirectly, in the near future.

The idea of an AIDS memorial has been our idea of a vehicle to accomplish the current and future needs of the AIDS crisis. We feel this memorial has merit in dealing with the massive education and emotional needs that must be met in the years ahead.

We are continually soliciting leaders of the private sector to serve on the Task Force that can assist us in the creation an AIDS memorial in Balboa Park.

This proposal has the full support of the elected officials listed on the following page.

OBJECTIVE OF SAN DIEGO AIDS MEMORIAL PROJECT

"As a remembrance for those who have succumbed to AIDS, those touched by AIDS, those who give of themselves in response to AIDS, and most importantly, those who are living with AIDS.

We propose the creation of a Living AIDS tribute/memorial sponsored by the private sector and given, as our gift, to the City of San Diego, and further propose that it be permanently displayed in Balboa Park."

HISTORY

In March of 1991 Tony Zampella met with then Councilmember Bob Filner and Councilmember John Hartley to discuss the possibility of placing an AIDS Memorial in Balboa Park. Zampella's proposal recommended a park within the park and suggested a broad based committee to oversee the project. That committee would be known as the AIDS Memorial Task Force. Formed, officially, in August 1991, the Task Force sought out the following goals:

1. Raising seed money (\$12,000 was raised at our first fundraiser, December 1991)
2. Finding a site that met all of the needs of those served by an AIDS Memorial.

Approximately one year later, after much research, debate, and dialogue, the Quince and Balboa site was selected.

The next challenge was to set the criteria for the project. This consisted of drafting a criteria statement, advertising for designers, and offering a \$2,000 award for the final design. Our volunteer consultant, Mike Sweesy, set a criteria for the final project and set in motion the process of selecting a 5 person jury.

After the selection of the jury we then had a 60-day window to make a final determination on the project. That selection was made unanimously, by the jury, for the design you see today that was submitted by the Schmidt Design Group. At this point we had the costs projected, and we have contacted consultants to guide us on pursuing grants and funds to underwrite the project.

Below is a proposed timeline for the Living AIDS Memorial Garden. Under the guidance of our design and development consultants the following timeline was developed.

TIMELINE

December 1, 1993

Groundbreaking ceremony on World AIDS Day. This will begin the official three year plan for completion of the project.

December 1, 1993 to December 1, 1996

Fundraising for the project. We have secured a consultant to design a development a plan for this project. This plan would include:

- Securing the appropriate funds; public and private grants and community donations
- Community education
- Media
- Construction

This timeline will also allow us the opportunity to apply for, and meet the requirements for the Project through available local, state, and federal grants both public and private.

June 1, 1996 to December 1, 1996

Begin construction in Phases.

This will end on December 1, 1996 on World AIDS Day.

From June 1, 1996 to December 1, 1996 we will simultaneously be building and fundraising for completion and maintenance of the project.

Sponsors

(as of February 15, 1993)

The Honorable Susan Golding, Mayor, City of San Diego, California
The Honorable Lynn Schenk, U.S. Representative, 49th District
The Honorable Bob Filner, U.S. Representative, 50th District
The Honorable Lucy Killea, State Senate, 39th District
The Honorable Wadie P. Deddeh, State Senate, 40th District
The Honorable Mike Gotch, State Assembly, 76th District
The Honorable Tom Connolly, State Assembly, 77th District
The Honorable Deirdre Alpert, State Assembly, 78th District
The Honorable Steve Peace, State Assembly, 79th District
The Honorable Pam Slater, County Supervisor, 3rd District
The Honorable Leon Williams, County Supervisor, 4th District
The Honorable Ron Roberts, Councilmember, 2nd District, City of San Diego
The Honorable John Hartley, Councilmember, 3rd District, City of San Diego
The Honorable Tom Behr, Councilmember, 5th District, City of San Diego
The Honorable Valerie Stallings, Councilmember, 6th District, City of San Diego
The Honorable Judy McCarty, Councilmember, 7th District, City of San Diego
The Honorable Evonne Schulze, President, Board of Trustees
The Honorable Fred Colby, Vice-President, Board of Trustees
The Honorable Denise Moreno Ducheny, Member, Board of Trustees
The Honorable Kara Kobey, Member, Board of Trustees
The Honorable Maria Nieto Senour, Member, Board of Trustees
The Honorable Martin Block, Member, San Diego County Board of Education
The Honorable Joe Rindone, Member, San Diego County Board of Education
The Honorable John de Beck, Member, Board of Education,
San Diego Unified School District
The Honorable Ron Ottinger, Member, Board of Education,
San Diego Unified School District
The Honorable Dr. Shirley Weber, Member, Board of Education,
San Diego Unified School District

SAN DIEGO LIVING AIDS MEMORIAL COMPETITION INFORMATION

INTRODUCTION

The Living AIDS Memorial is intended to be a gift from the AIDS Memorial Task Force and all who support the Task Force to the City and citizens of San Diego. The San Diego AIDS Memorial Task Force has authorized the Site Selection sub-committee to call for design concepts of a "living" garden tribute to those people infected and affected by HIV/AIDS through a design competition format. The purpose of the competition is to obtain a winning conceptual design for a Living AIDS Memorial which utilizes plant materials, topography, graded land forms, pathways, walls, signage, and site furnishings to achieve the project goal: To create a place for the people of San Diego to gain personal strength and understanding of the AIDS crisis. The project is anticipated to be located within Balboa Park. Use of the selected conceptual design will be promotional in nature, for community education, and fund raising efforts. A prize will be awarded for the winning design submission as selected by the Jury of Award. However, no further specific work will be undertaken until approval by the City of San Diego is secured.

The Task Force is committed to obtaining competition entries from non-professional designers as well as professional designers and artists. Therefore, the intent of this competition is to focus upon the power of concepts and ideas rather than the strength of presentation. The Jury of Award and the competition are looking for the best conceptual idea and will give equal consideration to all registrants who clearly present their ideas both written and graphic.

COMPETITION BACKGROUND AND DESIGN GUIDELINES

The human community has recently passed a tragic milestone in the AIDS crisis - June 5, 1992 was the eleventh anniversary of the first AIDS diagnosis. Recently, it was reported that over ten million people around the world are infected with the AIDS/HIV virus. During the past eleven years of the epidemic, San Diego has become a cohesive force in the battle against AIDS/HIV. Public and private sectors of our community have forged a partnership which benefits all San Diegans - a partnership that not only educates the public, but provides care to those in need and is currently researching a cure for those infected with the disease.

The San Diego AIDS Memorial Task Force has adopted a project goal which states that the Living AIDS Memorial should act "As a memorial for those who have succumbed to AIDS, and a tribute to those touched by AIDS, those who give themselves in response to AIDS, and most importantly, *those who are living with AIDS*". It is the strong desire of the Task Force that the community of San Diego be made aware of, and educated about, the serious and difficult situation for those living with AIDS/HIV. Therefore, the competition, as proposed within this document, is to successfully translate this goal into a living garden for the people of San Diego.

No requirements have been set with regard to garden features, design style, circulation paths, garden scale, construction materials, and colors, other than the general design guidelines outlined below. Design submittals should define these issues as a translation of the AIDS Memorial Task Force project goal with as much clarity as possible. Design details such as types of benches, light fixtures or specific plant species need not be addressed at this conceptual level of design.

Although no construction budget has been defined by the AIDS Memorial Task Force, funding is limited. Registrants are encouraged to optimize an economy of construction costs which demonstrates a sensitivity to the continuing and costly efforts of AIDS research and treatment.

Each design submission should address the following design guidelines. These guidelines are not mandatory unless otherwise noted.

1. The Living AIDS Memorial garden should be addressed to the entire San Diego community, not to any one specific group.
2. The garden design should incorporate elements which are clearly intended to educate the public about HIV/AIDS, what HIV/AIDS means to individuals, and the overall community of San Diego.
3. It is MANDATORY that the garden design shall provide a place to conduct memorial services for approximately Fifty (50) individuals.
4. The garden design should provide a quiet and private place suitable for reflection and meditation.
5. The Living AIDS Memorial garden is anticipated to be open to the public throughout day and nighttime hours. It is MANDATORY that the site remain easily accessible to all park users.
6. Allow for normal daytime use of the area for sunbathing and passive recreation.
7. Within the Living AIDS Memorial garden design, walls, trellis structures, and other built objects commonly encountered in the landscape are acceptable. Careful consideration should be given to the sensitive and controversial nature and prolonged approval process required for placing large sculptural piece(s) in Balboa Park.
8. The design should be of low risk to vandalism and theft. Avoid high maintenance design elements.

LIVING AIDS MEMORIAL SITE

The Site Selection Sub-committee has identified a hypothetical site for the conceptual design competition. Cypress Point is located at the corner of Quince Avenue and Balboa Avenue in Balboa Park (see attached vicinity map). The site occupies a large, rolling, open grass area which creates a point of land with views to the east of the California Tower. A topographic map of the site is included in this package for your use. All or a part of the site may be utilized for your design concepts. No area outside the project area boundary should be utilized by the design. Parking for the site will utilize on-street parking available on Balboa Avenue. Registrants should assume that electrical utilities and rest room facilities are available to the site. All registrants should visit the site to understand the site's context and setting.

RULES GOVERNING DESIGN PROPOSALS

1. Eligibility

Participation in the Living AIDS Memorial Competition is open to all landscape architects, architects, artists, designers, and individuals residing in the County of San Diego, California. No entries will be accepted from competitors located outside of this geographic region. All applicants must provide evidence of residency by returning the enclosed entry application. **AN IDENTIFICATION NUMBER IS WILL BE MAILED TO YOU UPON RECEIPT OF YOUR REGISTRATION FORM.** There is no fee for participation in this competition.

2. Competition Schedule

Only eligible professionals and individuals, as defined above, who have returned the enclosed competition registration no later than January 15, 1993 may submit proposals. All mailed registrations must be postmarked no later than 5 P.M., Friday, January 15, 1993. Registrations should be addressed to: AIDS Memorial Task Force, Attention: Design Competition, 1043 University Avenue, Box 252, San Diego CA 92103-3392. No hand delivered registrations will be accepted.

All design submissions must be received no later than 5 P.M., March 31, 1993 to be eligible for award consideration. Results of the competition as determined by the Jury of Award and the AIDS Memorial Task Force is expected to be announced no later than May 7, 1993.

3. Submission Requirements

Entries should include a written concept statement of no more than one (1) type-written page, a plan view of the site, and appropriate enlargements, sections, and perspective sketches necessary to clearly communicate the proposed design concept. All elements of the design presentation must be mounted flat and securely on presentation boards.

Each entry shall not exceed 24" x 36" in size and shall be mounted on lightweight illustration board such as "Foam-core" or "Gator Board". No more than two (2), one-sided boards will be accepted for each submission. Boards images may be mounted horizontally or vertically. All boards should be capable of being attached to a wall for display purposes. No models of a design proposal will be accepted. However, photographs of a model are acceptable as an illustration of the design concept being presented. Although every consideration will be made to protect submittal boards, the Task Force is not responsible for any damage which may occur in the handling of the submissions.

To maintain anonymity, each loose piece of a registrant's design submission should be clearly marked on the reverse side with the registrant's identification number (see rule #1, eligibility, for how to obtain an I.D. number). Do not put your name on any design entry board! All entries shall be delivered double wrapped in brown paper with the delivery address and return address printed only on the outside paper wrapper. The inner wrapping shall be free of any markings.

All competition submissions must be delivered no later than 5:00 P.M. on March 31, 1993 to be eligible for the competition. Any submission received after this date and time will not be eligible for the competition. Submissions should be hand-delivered to:

AIDS Memorial Task Force
c/o High-Tech Printing
3594 Fifth Avenue
San Diego, CA
Attention: Barbara Crusberg

3. Question & Answer Procedures

A registered applicant having any question(s) regarding this competition must submit such questions no later than 5 P.M., February 1, 1993. The question(s) must be submitted in writing and must bear the name and address of the registrant. Send questions to the AIDS Memorial Task Force, Attention: Design Competition, 1043 University Avenue, Box 252, San Diego CA 92103-3392. All registrants will be notified of each question and its corresponding answer by official letter no later than February 15, 1993. No request for information received after

February 1, 1993 will be answered. However, if the nature of questions indicates general misunderstanding of these competition rules and guidelines, the Task Force may convene a question and answer meeting for all willing competition registrants. In the event of such a meeting, written notification will be mailed to all registrants.

4. Jury of Award

The AIDS Memorial Task Force has impaneled a Jury of Award which will consist of the following members.

Larry Baza
Executive Director, Centro Cultural de la Raza
Former Director, San Diego County Public Arts Advisory Council

Timothy Grummon, Artist

Irma Munoz, Community Activist

Manuel Oncina, Architect
Commissioner, San Diego Commission for Arts & Culture

Andrew Spurlock, Landscape Architect
Spurlock Poirier Landscape Architects

No registrant shall contact any member of the Jury of Award during the conduct of this competition. Any lobbying of jury members will be cause for disqualification of the registrant. The AIDS Memorial Task Force has authorized the Jury of Award to select one of the designs submitted as the winning design. Selection of the winning design will be by secret ballot. In making the award, the Jury will thereby affirm that it has made no effort to learn the identity of any of the various registrants and that it has remained in ignorance of such identity until after the award has been made. Award of the Jury will be made within sixty (60) days after the date set for the submission of drawings. Within this time frame, the Jury will make a full report to the AIDS Memorial Task Force stating the reasons for selection of the winning design. A copy of this report will be forwarded to each of the responding competitors. Award of the prize will be made to the successful registrant of record within fourteen (14) days of the Jury's judgment and approval by a majority of the seated members of the AIDS Memorial Task Force.

5. Competition Award

An award of \$2000.00 is offered to the best design entry as selected by the Jury of Award and approved by a majority of the seated members of the AIDS Memorial Task Force. Upon recommendation of the Jury of Award, approval of the AIDS Memorial Task Force, and payment of the award, ownership and copyrights of the winning design shall be conveyed to the AIDS Memorial Task Force.

It is the desire of the Task Force that the successful registrant will be employed as the project designer in conjunction with appropriate professionals such as architects, landscape architects, and engineers, as deemed necessary. A contract may be negotiated between the AIDS Memorial Task Force and the successful registrant of record for a mutually agreed scope of work and service fees. However, recognizing that registrants may demonstrate varying levels of experience and capabilities to carry the approved design into construction documentation, the AIDS Memorial Task Force reserves the right to assemble the final design team that is best suited to complete the final design and construction documentation.

6. Use of Design Features Within Unsuccessful Competition Entries

No original design feature or element found in the unsuccessful design entries shall be used without consent of the author of the design in which the feature or element appears. In case the AIDS Memorial Task Force desires to make use of any individual, original design feature of an unsuccessful design entry, the same will be obtained through reasonable compensation of the registrant of record. The amount of compensation will be negotiated between the AIDS Memorial Task Force and the registrant of record.

7. Exhibition of Drawings

The AIDS Memorial Task Force reserves the right to publicly exhibit all entries to this competition. No drawing shall be exhibited or made public until after the award has been approved and an announcement made by the AIDS Memorial Task Force. Following the exhibit, all submitted drawings, except those of the winning design, will be available for registrants to pick-up at their own time and expense. All drawings not claimed within fourteen (14) days of written notification will be disposed of by the AIDS Memorial Task Force.

LIVING AIDS MEMORIAL COMPETITION
JURY OF AWARD - SELECTION CRITERIA
(DRAFT LIST)

Potential selection criteria:

Does the design create a strong sense of place and identity?

Does the design have a soul or spiritual quality?

Is there a focal point that will become known as the Living AIDS Memorial?

Is the design a reflection of the entire community of San Diego?

Does the design clearly outline a program of AIDS education?

Does the design provide a variety of spaces that will accomodate various private/public uses?

Are there quiet places suitable for individual meditation?

Are normal park uses allowed for in the general area?

Does the design satisfy all amndatory requirements?

- + Is a place for memorial services provided to accomodate 50 people?

- + Is the Memorial designed for public and ADA access?

Does the design rely upon monumental sculptures or water features?

Is the design easily maintained at a minimal cost?

Is the apparent construction cost within acceptable standards and the Task Force budget?

Can the design be phased or reduced in scope?

Is the design flexible and able to be adapted to other sites?

Will volunteer workers be able to assist in construction efforts?

**DESIGN COMPETITION AND JURY OF AWARD
FOR PROPOSED LIVING AIDS MEMORIAL
IN BALBOA PARK**

An extensive design competition was held. Over 50 landscape architects, artists, architects, and other concerned citizens of San Diego registered intent to submit a design propose; of whcih 24 designs were actually submitted. The San Diego AIDS Memorial Task Force selected the following jury which selected the design for the San Diego Living AIDS Memorial, proposed for Balboa Park:

Larry Baza, a native San Diegan of Latino and Asian heritage, is currently executive director of Center Cultural de la Raza. He has served as Executive Director to the County of San Diego's Public Arts Advisory Council, Associate Director of Shushi Performance and Visual Arts Gallery, Co-Chair of the San Diego Arts and Culture Coalition, member of the Cultural Equity Caucus and Public Policy Task Force of the California Confederation of the Arts, among many other positions. He produced the first major arts community AIDS fundraiser, *Artists for AIDS Assistance*, in 1985.

Tim Grummon is locally renowned award-winning artist, whose works have been on exhibit throughout the State of California. His best-known work, "Panels of Love," is permanently displayed at the Cathedral Church of St. Paul. he has designed works for various San Diego AIDS services, including the San Diego AIDS Walk. Tim Grummon has been living with AIDS since 1987.

Irma Munoz has been a juror for the local Orchard and onion Awards (awards for architecture) for the past two years. She co-founded, and served as the president, of POCASE (People of Color AIDS Survival Effort). She was the Chief of Staff for Assemblyman Pete Chacon, and was the Central Committee Chairwoman for the San Diego Democratic Committee. She is presently Public Information Director for Centre City Development Corporation.

Manuel Oncina is Commissioner of the City of San Diego Commission for Arts and Culture. A registered architect in the State of California, he is the Principal-in-Charge of a local architectural firm. He is also a member of the Contemporary Arts Committee of the San Diego Museum of Arts, and a board member of the National Society of Arts and Letters.

Andrew Spurlock is a partner in Andrew Spurlock Martin Poirier Landscape Architects firm in San Diego. He received the American Society of Landscape Architects National Merit Award for the Design Study of El Cajon Boulevard. In 1985 he received an American Institute of Architects President's Citation. He was also one of three jurors for the international design competition for Okazaki Plaza in Nagoya, Japan. His works and collaborations, which include the J street Inn and the Stuart Collection at the University of California at San Diego, have earned Honor Awards from the local and national chapters of the American Society of Landscape Architects, and the 1991 People in Architecture award.

LIVING AIDS MEMORIAL

SELECTION JURY STATEMENT EXCERPTS

ENTRY #19

TIM GRUMMON

The design is cohesive in its simplicity and profound in its impact.

MANUEL ONCINA

A naturalistic simplicity.

A strong approach and arrival element.

Sensitive and poetic approach to the AIDS problem.

ANDREW J. SPURLOCK

It is both a very somber and reflective place and a garden expressing hope, strength and courage.

It... has a unique and highly memorable image -- not recalling other memorials.

In the end it is one of the problematic aspects of the design which for me is its greatest strength -- the impermanence of the fallen trees as objects. The garden will of necessity be dynamic.

The garden preserves the existing park use of the site, fits into the original design of this part of the park as an arboretum, but also makes an interesting contrast. All the other trees in this area are exotic, introduced species -- while the oaks recall the continuity of the land.

AIDS