



# SAN DIEGO ARCHITECTURAL FOUNDATION

## ANNUAL REPORT CARD 2018-2019

**SDAF is inspiring San Diegans to discover the value of design in the built environment.**

As we look to the second half of the year, the San Diego Architectural Foundation (SDAF) is proud of our evolving role in the community. Since 1978, SDAF has shared its passion for design excellence in the built environment through multiple programs and events. San Diego is a unique city. Its residents welcome the architecture of the future while looking back fondly and respectfully to the past. Surrounded by natural beauty, we also appreciate the environment and look for new ways to innovate and build sustainability.

**Now, as SDAF looks to expand its footprint and voice, we are excited to give you an update on our work in the local community!**

### What We've Been Up To

2018-2019 have been exciting years of success and growth for us. We have continued to host events such as the famed **Orchids & Onions** gala with nearly 600 design enthusiasts in attendance and the popular **PechaKucha Night** series, which appeals to all age groups, industries, and communities. SDAF re-structured and re-introduced the **Built Environment Education Program** "BEEP" to San Diego youth. Another point of pride is the unprecedented success of **OH! San Diego** 2019 which engaged over 5,000 people with 8,700 site visits to one or more of the 98 sites with unique architectural buildings in eight neighborhoods within the City and La Jolla. We also offered member tours of new and exciting projects including the new San Diego Central Courthouse, Nolita Hall and more. Each of these programs is essential to achieving our mission statement "inspiring San Diegans to discover the value of design in the built environment".





# At the San Diego Architectural Foundation, we aim to transform the status quo to status WHOA!!!

## Where We Are Going

We are confident that 2019-2020 will be another blockbuster year for the organization with the following in the works:

**OH! San Diego 2020** — always growing, this program will now reach nine neighborhoods bringing the beachside city of Coronado on board and hoping to reach at least 115 sites and 10,000 people. OH! 2020 is looking for a title sponsor— hint, hint!



**BEEP** — in 2018, SDAF reintroduced the BEEP program back into the community. What started with baby steps last year has now evolved into a signature program with a goal of serving over 150 youth and teenagers in 2020 with fun, interactive activities designed to introduce the next generation to consider architecture and urban planning as possible career opportunities.

**Orchids & Onions 2020** — SDAF continues to take the public's opinion in account along with a juried review to celebrate the “best”

and the “worst” in San Diego's most recent architectural projects. This is a fun awards soirée for anyone interested in mixing and mingling with other like-minded professionals and architecture enthusiasts. Save the date for October 3rd for a repeat performance at the US Grant Hotel. Get your tickets early as we sell out quickly! Need more motivation to purchase a ticket? All proceeds from ticket sales are tax-deductible and go right back to all of our program efforts.

**Scholarships** — SDAF partnered with the New School of Architecture and Design to award NSAD Pillars Scholarships to two full-time NSAD students in the amount of \$1,500 each. The Pillars are Professional Practice, Human Welfare, Environmentally Empathy, Community+ Industry Engagement and Data + Technology.

**Specialized Tours** — through the Context program, we will continue to host unique tours that explore the intersection between architecture and culture. Our Context Vol 5 trip to Tijuana in 2018 was a great success with over 100 people traveling across the border to enjoy tours and lectures in Tijuana Mexico— we shared delicious cuisine, tasty cocktails, while celebrating Tijuana's unique up-and-coming built landscape. Because we had so much fun, we will now be heading to the Valle de Guadalupe in summer 2019. Hope to see you on the bus!

## More PechaKucha Nights (PKN)

— a global program, SDAF is the exclusive host of San Diego's only PechaKucha Program with three programs a year attracting 100-200 people to each event. From sharing a work in progress to historical works to your passion for bread baking or bee raising or whatever else makes your soul sing, we welcome the public to present their passion in an open forum via 20 slides for 20 seconds each resulting in multiple 6 minutes 40-second presentations. It is fast, fun and always entertaining.

**Special Events throughout the Year** — for our generous donors, sponsors, and high-level members, the next event is scheduled for July 18th and features an exclusive tour of the Conrad Prebys Music hall in La Jolla. Look for more member tours and exclusive member benefits coming up.

## CONNECT WITH US. WE'RE HERE FOR YOU!

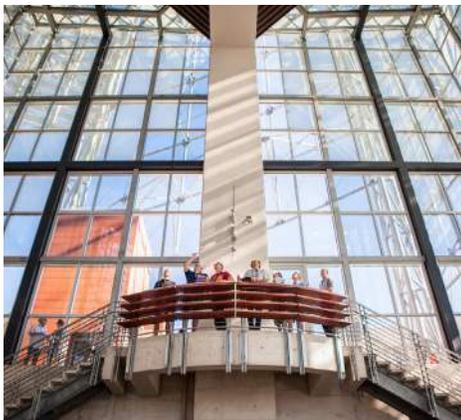
We want to keep in the loop of all SDAF activities! Following us on Facebook and Instagram are great ways to see what we specifically do each day in San Diego and also give you the chance to interact with us and voice your opinions.

Facebook—@sdarchitecture  
Instagram—@sdarchitecture  
Twitter—@SDAFinfo



## How We Are Doing It

Through creative marketing, important partnerships, and ambitious fundraising initiatives, SDAF is able to not only support their current programs but continue to push the envelope and take on new projects. This coming year, we will continue to devote our energies to broadening our base of support to expand and grow our mission.



**Grants Program** —in 2017 we brought on a contracted grant writer to diversify our contributed revenue streams. With support from the Board of Directors, SDAF secured its first contract valued at over \$10,000 from the City of San Diego Commission for Arts and Culture to help produce its annual Open House San Diego event in March 2019. We also secured a number of grants to support the BEEP program and a contract with County of San Diego to purchase new AV equipment (in total we secured nearly \$50,000 amount of grant income from 2018 to June 2019; not bad for being a bunch of “newbies” to grant work).

**Event Sponsors** — our event sponsors help us accomplish so much and receive superb recognition benefits in return. For this year, we’d like to thank; NSAD, KPFF, DCI, LOWE, Spurlock, Volvo, Level 10, Pacific Sotheby’s, Baker Nowicki, Cavnac Associates, BWL, DalTile, City Works, Robert Mellott, ANI, SDA, ZGF, Bothwell Builders, MW Steele, Design Arc, Rick Engineering, Studio E, and the many others who make our work possible.

**Partners** - ongoing partners are truly valued friends. Shout-out to HOLLIS BC, JWDA, Carrier Johnson+Culture, Delawie, Gerald Shonkwiler, Steinberg Hart, Miller Hull, and Bank of Southern California.

**Volunteers**—our dedicated team of over 300 volunteers, including the all-volunteer SDAF Board of Directors, are the heart and soul of SDAF. They dedicate countless hours to develop relevant program content, staff events, activities and manage all of the programs. They say it takes a village to raise a child and that is true; our child is the City of San Diego, and our volunteers the village people!



**Excitedly, SDAF is looking to hire a part-time Director of Development to help fundraise for all of our programs and manage our donation program. We will also look to this person to implement a strategic plan for future growth. Stay tuned for more on this positive action.**

## SUPPORT US.

If you’re looking to connect deeply with SDAF and possibly become a volunteer, donor, or just a good friend, email us at [info@sdarchitecture.org](mailto:info@sdarchitecture.org). Please also find additional contact information on our website [sdarchitecture.org](http://sdarchitecture.org) or via our online blogs and e-newsletter subscriptions.

## CHEERS TO ALL OF US!

On behalf of the San Diego Architectural Foundation, thank you for letting us share our past, present, and future with you. We are all stewards of this fantastic city and we wish to steward it well for future generations. We hope to meet you soon!

By the numbers.



**10+**  
**EVENTS**

A YEAR INCLUDING  
ORCHIDS & ONIONS, OH!  
SAN DIEGO, PECHAKUCHA  
NIGHT, CONTEXT,  
MEMBERSHIP MIXERS, AND  
SPECIAL ACCESS TOURS

**100+**

ARCHITECTURAL SITES  
MADE AVAILABLE TO  
THE PUBLIC ANNUALLY

**7,500**   
SOCIAL MEDIA FOLLOWERS



**300+**  
VOLUNTEERS

**25+**

EVENT SPONSORS



INDIVIDUALS REACHED THROUGH  
LOCAL AND NATIONAL PRESS  
**100,000**

FOLLOWERS RANGED IN AGE

**34%** **26%**  
25 – 34 35 – 44

**15%** **25%**  
45 – 54 55 +

**6,000**   
UNIQUE WEBSITE VISITORS

**5,000**   
E-NEWSLETTER RECIPIENTS