

Freedom Park at Navy Pier



*If freedom is to survive and prosper, it will require the sacrifice,
the effort and the thoughtful attention of every citizen.*

JOHN KENNEDY

About the Midway

- #1 tourist destination on Trip Advisor in San Diego
- Top 1% of 5-Star Trip Advisor reviews in the world
- 1 million visitors a year
- 800 Active volunteers
- Education program reaching 43 states and serving 40,000+ a year
- \$110 million economic impact on San Diego
- Foundation has made \$5 million in grants to military and first-responder organizations
- Endowed Chair at SDSU

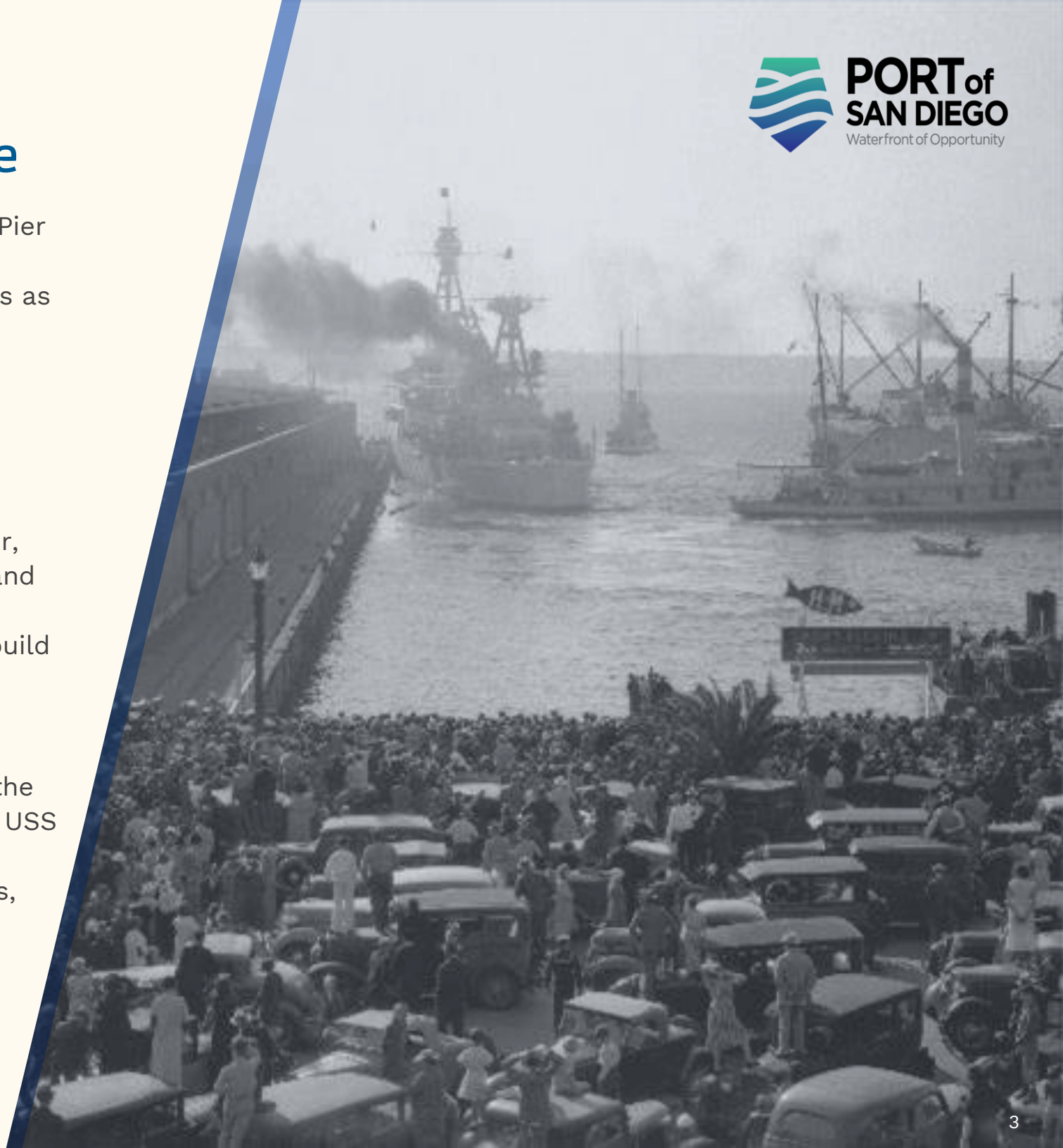


The Pier: A Promise Made

For nearly 100 years, Navy Pier has anchored San Diego's waterfront—from its origins as the Naval Supply Corps headquarters, to the final resting place of the USS Midway.

To drop anchor at Navy Pier, the USS Midway Museum and Port of San Diego made a commitment to someday build a park.

Nearly two decades later, the remarkable success of the USS Midway Museum, and new neighboring parking options, has made that promise possible.



PURPOSE

Create an iconic waterfront landmark that will serve and inspire the San Diego community for generations to come.

MISSION

By leveraging the compelling story of Navy Pier and the role it has played in the city's history, Freedom Park will include thematic experiences **that celebrate veterans and everyday heroes by speaking** to core themes of pride, service, sacrifice, and honor.

VISION

Build a unique public space on the waterfront that offers unexpected interpretive and recreational experiences.



Photos, below: USS Midway christening on March 20, 1945, by young navy widow Barbara Cox Anthony. Barbara's husband was killed during WWII in a plane crash over the Pacific.



Park Plan

Key Moments correspond to descriptions & renderings, beginning page 10

Bob Hope Memorial

1. Footsteps of Freedom Interpretive Path Continues

6. Freedom Park Microsite (throughout)

USS Midway

Freedom Tree

Freedom Park Signage

Restrooms

4. Parade Ground & John William Finn Monument

Story of the Navy Supply Corps

Visitor Parking

Lawn Seating & Shade Structure

1. Footsteps of Freedom Interpretive Path

Concession Pavilion

Volunteer Parking

3. Family & Sacrifice Monument

Swings

5. Bay View West Gardens

2. Freedom Sculpture & Flag

Small Impacts, Every Day

A Ripple Effect

Designed with a ripple effect metaphor, Freedom Park builds upon a vision of spreading waves of impact across our communities.



A gathering space for San Diego communities to play, learn, relax, share, and celebrate together, forging connections among community members.



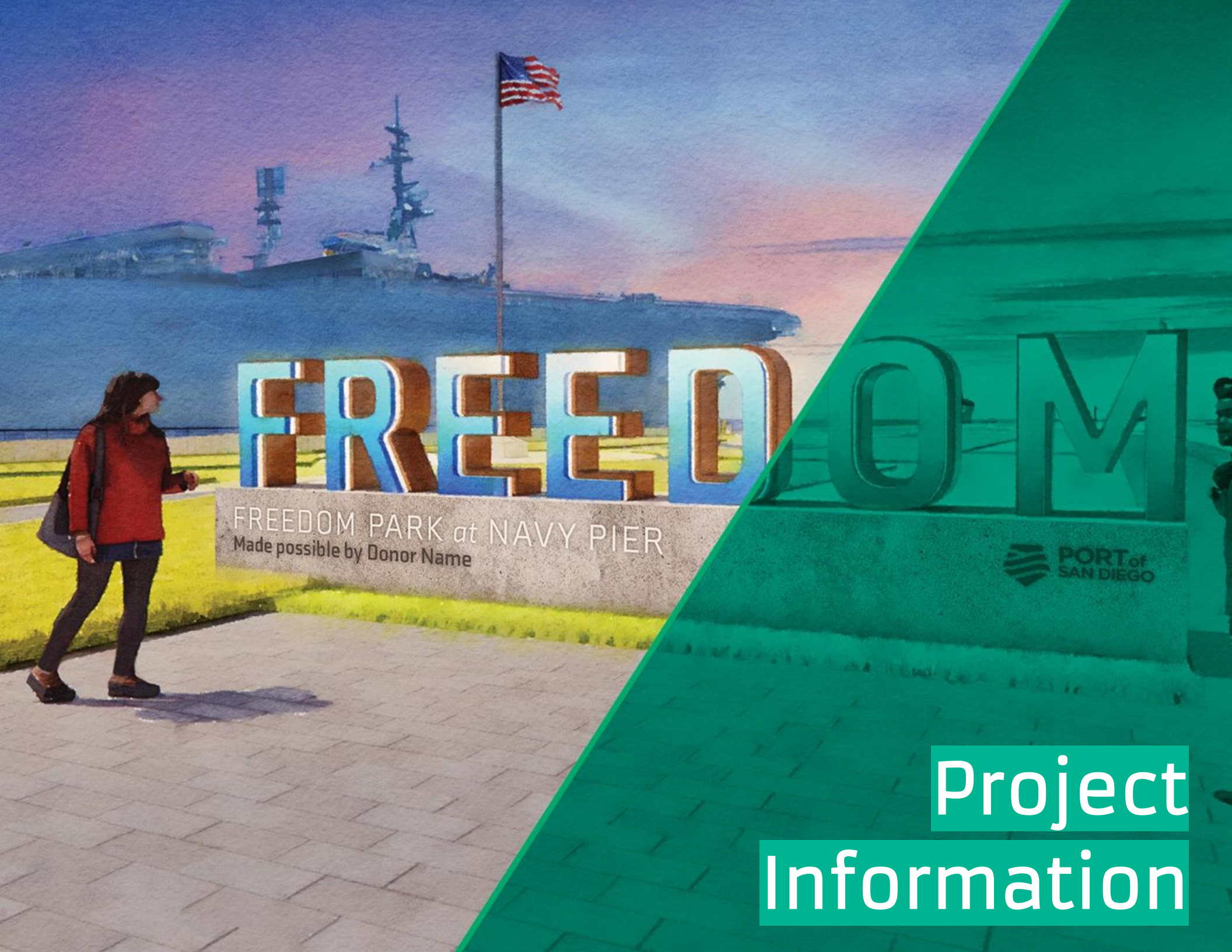
An iconic symbol of the city directly on the waterfront, established for San Diego's enjoyment. The park will engender civic pride and highlight San Diego's military heritage.



Freedom Park will highlight how everyone can be a hero in their own lives: from helping a neighbor to serving in the military, inspiring visitors to create their own ripples of impact.



The impact made by previous generations will be honored and passed down to the next generation, shared as stories among family members, volunteer park ambassadors and as part of memorial interpretation.



FREEDOM

FREEDOM PARK *at* NAVY PIER
Made possible by Donor Name



Project
Information

Footsteps of Freedom

Guests are invited to walk the path of hundreds of thousands of soldiers, sailors, and their families, and learn their stories of service, duty and sacrifice.

Navy Pier was once a vibrant, working pier, where the Navy Supply Corps provided logistical and support services to the Pacific Fleet ships. It was also where thousands of families waved goodbye to their sailors, many whom never returned.

The path will include interpretive rails featuring diverse stories of service and sacrifice, and will incorporate technology to allow for dynamic and current events. Footsteps of Freedom will extend to the existing monuments, creating a unifying story of freedom across the site.

\$5,000,000 naming opportunity





Freedom Sculpture & Flag

Freedom Park at Navy Pier will transform the San Diego waterfront with this iconic flag and sculpture – which will be visible from across the bay, all along the Embarcadero, and to planes passing overhead.

Located at the west end of the pier, the installation centers around a 100-foot flag pole and American flag. Lighting accents featuring themes of duty, sacrifice, service and freedom will enhance the display from dusk to dawn, drawing visitors for reflection, photography, small events, and social media engagement.

Presented by: Jack McGrory and Tom & Cookie Sudberry

Family & Sacrifice Monument

From the young Navy widow who christened the ship in 1945, to the thousands of men, women and children who waved goodbye to their sailors at the end of Navy Pier, this monument will tell their stories. The sculpture will share the sacrifices families made, and continue to make, so their loved ones can serve their country.

\$2,000,000 naming opportunity



Bay View West Gardens

Gardens at the west end of the pier face the bay and offer opportunities for relaxation, rest, and connection. Tiered lawns provide majestic views and feature seating and play elements. Meandering paths weave through gardens featuring native California plants. Signature sculptural swings provide a spectacular view and family recreation.

\$3,000,000 naming opportunity





Parade Ground

A dedicated area of the park intended to celebrate, recognize, and remember our nation's heroes from all walks of life.

Anchoring the space is the John William Finn monument—dedicated to a San Diego native and enlisted sailor.

For hours John manned a machine gun during the attack on Pearl Harbor, despite being repeatedly wounded. He was presented with the Medal of Honor on September 14, 1942, by Admiral Chester Nimitz. John did not care to be called a hero:

“That damned hero stuff is a bunch of crap. You gotta understand that there’s all kinds of heroes, but they don’t always get a chance to be in a hero’s position.”

John died at the age of 100 at a Chula Vista Veterans home. He was the last surviving Medal of Honor recipient from the attack on Pearl Harbor.

\$4,000,000 naming opportunity

Freedom Park Microsite

The Freedom Park Microsite—or a dedicated website accessed by QR codes—will orient visitors to the park, provide park and event information, connect to local attractions, and provide story and experience overlays that encourage learning and participation. The experience is organized into two frameworks that encourage exploration throughout the site:

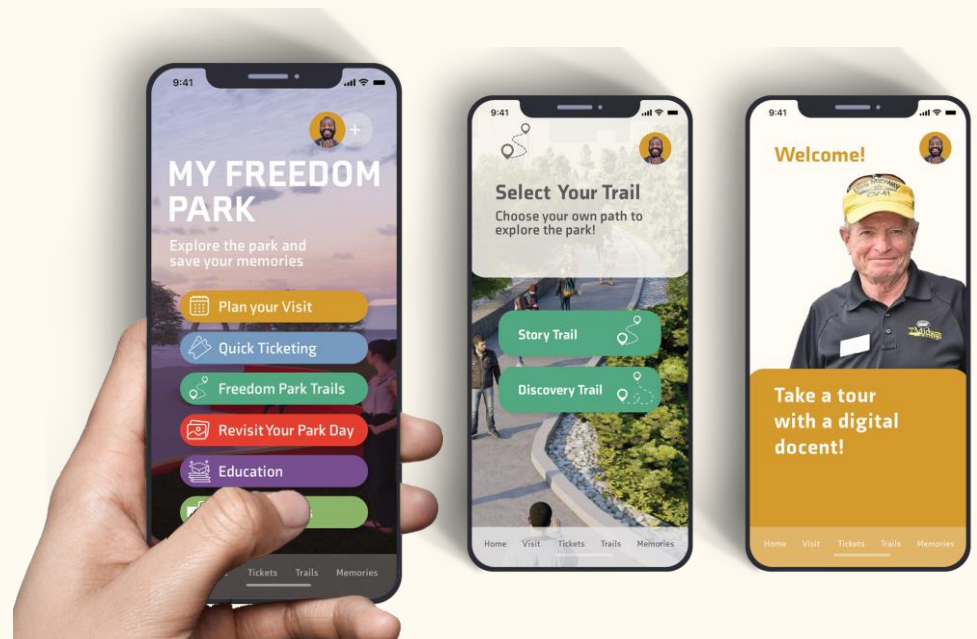
The Story Trail: Invites visitors to engage in geo-located, audio storytelling experiences told by Midway docents that will inspire them to become everyday heroes in their own communities.

The Discovery Trail: Promotes visitor engagement with the monuments and the memories they represent through interactive digital elements such as monument personalization or a garden of memories

Enrichment Opportunities

The microsite will feature interactive and downloadable content that aligns with curriculum for school-aged groups. Concepts, such as sustainability and STEAM, will be highlighted on the site. Information will be dynamic and updateable.

\$2,000,000 naming opportunity



Mobile App Interface



Join Us Today—
Leave a Legacy for
Tomorrow

Public / Private Partnership

The USS Midway, in partnership with the Port of San Diego, and our extended philanthropic community, are committed to building Freedom Park at Navy Pier.

The Port of San Diego completed \$11.7 million in significant pier upgrades and utility repairs.

- \$15 M, USS Midway Museum
- \$2 M Cong. Peters / HUD
- \$9 M Private Commitments

\$15,000,000
USS Midway Museum

\$11,700,000
Port of San Diego

\$9,000,000
Pledged philanthropic support

\$2,000,000
Congressman Scott Peters Office

\$37,700,000
Invested to date

\$37,300,000
To raise

\$76,000,000

Estimated Project Total

\$2,000,000
Pre Development

\$22,700,000
Pier Upgrades & Demolition

\$45,000,000
Park Development

\$7,200,000
Park Amenities & Technology

*As of 10/2024

Naming Opportunities

By investing in Freedom Park, you are not only honoring the memory of our nation's heroes but also ensuring that their sacrifices are never forgotten. You are providing the next generation with the content and context needed to ensure our country's freedoms.

Through one of the significant naming opportunities, you may secure a designated space or feature within the park. Your name will be tied to the strong Midway brand and an iconic new space on the waterfront in San Diego, for millions of visitors to see every year.

Naming opportunities starting at \$15,000



Footsteps of Freedom



Gardens & Trails



Freedom Tree

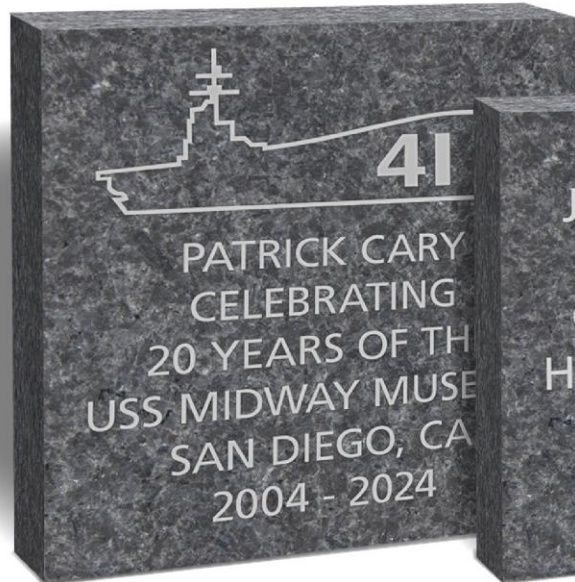


Donor Wall



FREEDOM PARK

AT NAVY PIER

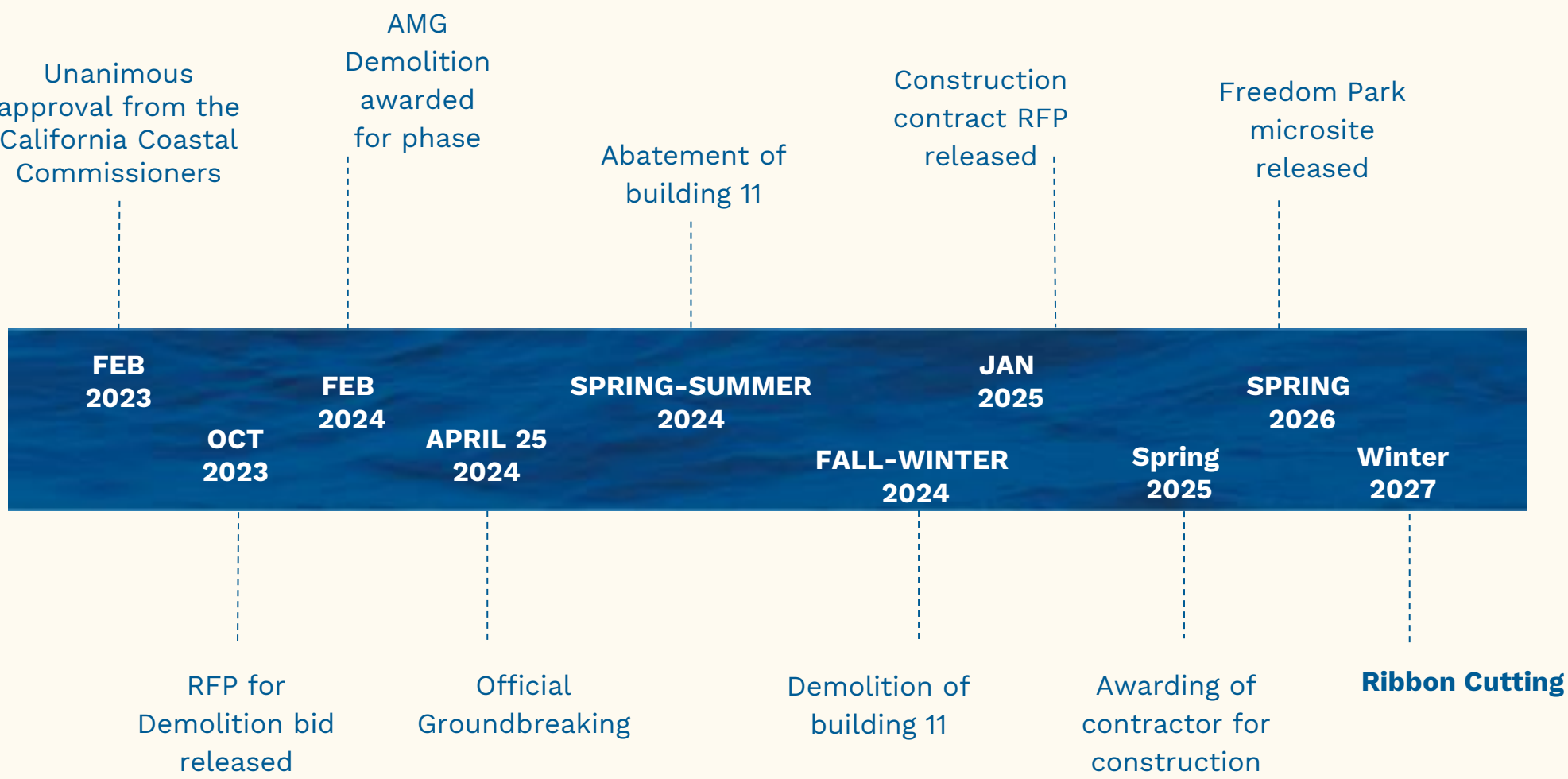


**JOIN US AND LEAVE
YOUR LEGACY TODAY**



[Freedomparkbricks.com](https://freedomparkbricks.com)

Estimated Timeline: 2024 - 2027



FAQs

1. Who owns Navy Pier? The Port of San Diego owns Navy Pier and the USS Midway Museum is a tenant.

2. Why is Midway talking the lead on building the park, as a tenant? It is the fulfillment of an original agreement to park the ship at Navy Pier. The California Coastal Commission felt strongly that the ship would block water views, and therefore required a park to be built. The Museum's success, due primarily to volunteer support and a perfect location, has made that promise now possible.

3. What happens to parking? The parking will be reduced to roughly 100 public spaces, and we will retain some volunteer spaces within Midway's leasehold area. New public parking, with over 2,000 spaces, will be available directly across the street.

4. Who will maintain the park? The Port of San Diego and the USS Midway Museum have agreed to share the cost of park maintenance in perpetuity.

5. Will there be security? While the park falls under the Harbor Police jurisdiction, additional security will be present, along with cameras, seven days a week.

6. Who manages events in the park? The Port of San Diego manages public and private events, and permits for events can be made through their website.

7. Are there revenue-generating opportunities on the pier? The Port of San Diego will work with 3rd-party vendors for parking and concessions. The USS Midway will not be responsible for, or take in revenue for, any vendors on the pier except for occasional Midway sponsored events.

8. Why will the demolition of the last building take a year? Building 11, also known as the Head House, has significant structural issues and asbestos throughout. Abatement will take nearly four months, followed by rerouting of utilities, reinforcement under the pier, and finally, demolition of the building.

9. Will the Midway Museum close during construction? No. While there are circumstances out of our control, we plan to be open throughout construction with normal operating hours.



Thank you