

PAID ADVERTISEMENT

BETRAYED!

the dream:

In 1971, Old Town San Diego was a dump. That year, Diane Powers, a native San Diegan, took an enormous personal and business risk by investing in a lease that no one wanted for a derelict motel in Old Town. A six-block section of the then-blighted Old Town had been designated as a State Park, and Powers earned the bid to rejuvenate the area. Armed only with her incredible vision, artistic flair, entrepreneurial zeal, and \$25,000 of borrowed money, she dedicated her heart and soul to bring historic Old Town State Park to life through Bazaar del Mundo.

the hard work: 1971-2003

Inspired by a visit to San Angel near Mexico City, Diane Powers applied her vision and indefatigable energy to revitalize Old Town. She skillfully blended colors, music, dining and retail shops to create a popular complex of 16 specialty boutiques, five international restaurants and year-round cultural activities nestled in the heart of Old Town San Diego State Historic Park.

Single-handedly, Diane Powers nurtured and grew Bazaar del Mundo into the most financially successful State Parks concession in and for California. By creating an award-winning attraction with a standard and flair far above that found in other state parks, Diane Powers put Old Town on the map, and she made it a favorite place for San Diegans and their guests to visit. Today, with Bazaar del Mundo as its showcase, Old Town draws nearly 6 million visitors annually - an accomplishment which spurred the California Tourism Industry to name Diane Powers as its 1994 Entrepreneur of the Year.

the politics:

Now, through backdoor state politics and the use of highly questionable revenue estimates, our State Government has decided not to renew Diane Powers' lease for Bazaar del Mundo. Instead, our recently re-called Governor and his Director of State Parks and Recreation, Ruth Coleman, on October 17th awarded this concession to an out-of-state operator which has no prior experience in Old Town, but which has "paid-to-play" by making a reported \$280,000 worth of political contributions to Gray Davis' chief fund-raiser. As a result, San Diegans will lose Diane Powers' unique vision for Old Town, and more than 550 loyal, long-time employees of Bazaar del Mundo will lose their jobs.

the end of an American dream?

After all she has done to build Old Town from scratch into a preeminent tourism and cultural center for San Diego and California, Diane Powers has been betrayed by the very politicians who for more than 30 years have enjoyed the windfall of tax revenue she has generated. What message does this sad tale give our children about the reward for vision, hard work and entrepreneurship in our society?

this wrong needs to be righted!

The restaurant operators of San Diego feel our politicians in Sacramento have done a tremendous injustice to Diane Powers, and to our City. Show your support for Diane Powers and all that she has done for the City of San Diego by contacting:

Ruth Coleman
Director of State Parks and Recreation
State of California
1416 9th St. #1405
Sacramento, CA 95814
Phone#: 916-653-1570
Email: rcoleman@parks.ca.gov

Governor Gray Davis
State Capitol Building
Sacramento, CA 95814
Phone: 916-445-2841
Fax: 916-445-4633
Email: governor@governor.ca.gov

Governor-elect Arnold Schwarzenegger
Schwarzenegger Transition Office
770 L Street, Sacramento, CA 95814-3325

Let them know what you think about this raw deal for Diane Powers and San Diego!

Paid for by San Diego Restaurant Operators for Diane Powers and Bazaar del Mundo.