



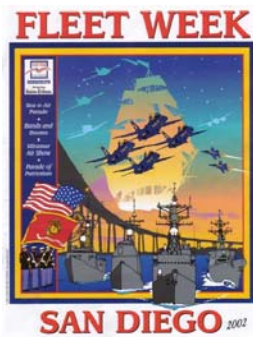
## History of Fleet Week San Diego

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Fleet Week San Diego was created by community and business leaders who understood the great depth of public support for our Sailors and Marines and sought to provide a means for San Diego to express that support in a way that would also establish San Diego as a patriotic, pro-military city. These leaders shared a vision to recognize the contributions made by naval services to the many sub-regions that comprise what is known as greater San Diego. By creating Fleet Week San Diego, they succeeded in connecting residents of San Diego with the men and women who serve both our nation and our community. Today, Fleet Week San Diego encompasses over 20 events and has become the nation's largest tribute to the military.

### Early Beginnings

Though San Diego has had a long history of association with the United States Navy, housing the largest naval base on the west coast of the United States, military tributes were few and far between. Historically, Fleet Week was a tradition where active military ships recently deployed in overseas operations docked in a collection of major cities for the duration of one week. San Diego is the birthplace of Fleet Week, but the event was held only once during the 1935 California Pacific Exposition held to showcase San Diego. Instead of solely paying tribute to Navy and Marine Corps personnel, the exposition focused on city exhibits in history, arts, science and industry.



In 1995, a group of civic-minded business leaders created the modern concept of Fleet Week San Diego specifically to celebrate the men and women of the armed forces, modeled after a similar type of celebration held in San Francisco. After extensive planning and team-building by volunteer and event committees, Fleet Week San Diego was born in 1997 and led by retired Rear Adm. Bruce Boland, who wanted to highlight the historical, economic and cultural importance of the county's military personnel, particularly Sailors and Marines. Nurtured by the San Diego Regional Chamber of Commerce, this week-long series of events offered an intimate view of the efforts of our region's sea services, beginning with the Parade of Ships on the waterfront and free ship tours.

### Major Changes

By 2001, Fleet Week San Diego had outgrown its home in the Chamber and was incorporated as The San Diego Fleet Week Foundation, a nonprofit, public benefit corporation. Proceeds were donated to charitable organizations that directly benefit our enlisted service members and provide critical support to military families. Sponsored by the Port of San Diego and several other prominent civic and corporate organizations, Fleet Week San Diego was established as a permanent, annual tribute to the men and women in uniform. The event was moved from the summer to October to include the Marine Corps Air Show and featured a full month of military events. This landmark move served to create a solid foundation and continuing goal of expansion for the current Fleet Week San Diego.



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### Fleet Week Today

Open to the public, Fleet Week San Diego allows locals and visitors to celebrate the spirit and achievements of Sailors, Marines, and Coastguardsmen, whose costs for events are underwritten. In addition to honoring the military services through the annual Fleet Week San Diego events, the foundation's goals are to foster awareness of the contributions made by enlisted military personnel and their families; to enhance relationships between the civilian, business and military communities; to provide events that military personnel and their families can attend at little or no cost; and to raise funds for charitable efforts benefiting enlisted service members and their families. Fleet Week San Diego proceeds benefit, among other organizations, the USO, Navy-Marine Corps Relief Society and the Armed Services YMCA.



As the nation's largest and most prominent salute to the military, Fleet Week San Diego has expanded from just a few events to more than 20 major attractions and four flagship events – Coronado Speed Festival, Miramar Air Show, Sea and Air Parade, and Football Classic. To accommodate all of these events, Fleet Week San Diego has long outgrown the week-long format and now proudly honors the military throughout the year.