

San Diego's Arts and Culture Organizations

Organizational Support Program

Aja Project
 Art of Elan
 Balboa Park Cultural Partnership
 Balboa Park Online Collaborative
 California Ballet Association
 Camarada
 Center for World Music
 City Ballet, Inc.
 Classics for Kids
 Cygnet Theater
 Diversionary Theatre
 Eveoke Dance Theatre
 Finest City Performing Arts, Inc./San Diego Gay Men's Chorus
 Flying Leatherneck Historical Foundation
 Gaslamp Quarter Historical Foundation
 Japanese Friendship Garden Society of San Diego
 La Jolla Chapter, SPEBSQSA, Inc.
 La Jolla Historical Society
 La Jolla Music Society
 La Jolla Symphony and Chorus
 The Library Association of La Jolla/Athenaemum Music and Arts Library
 Mainly Mozart Festival, Inc.
 Malashock Dance and Company
 Maritime Museum Association of San Diego
 Media Arts Center San Diego
 Mingei International Museum
 Mojalet Dance Collective
 Mo'olelo Performing Arts Company
 Moxie Theatre
 Museum of Contemporary Art San Diego
 Museum of Photographic Arts
 New Children's Museum
 Old Globe Theatre
 Outside the Lens
 Pacific Arts Movement
 Persian Cultural Center
 PGK Project
 Playwrights Project
 Prophet World Beat Productions
 The Putnam Foundation/Timken Museum of Art
 Reuben H. Fleet Science Center
 Samahan Filipino American Performing Arts and Education Center
 San Diego Air and Space Museum, Inc.
 San Diego Archaeological Center
 San Diego Art Institute
 San Diego Automotive Museum
 San Diego Ballet
 San Diego Center for Jewish Culture
 San Diego Children's Choir
 San Diego Chinese Historical Society and Museum
 San Diego Civic Youth Ballet
 San Diego Dance Theater
 San Diego Early Music Society
 San Diego Guild of Puppetry
 San Diego Historical Society
 San Diego Junior Theatre
 San Diego Master Chorale
 San Diego Model Railroad Museum, Inc.
 San Diego Museum Council
 San Diego Museum of Art
 San Diego Museum of Man
 San Diego Opera Association
 San Diego Repertory Theatre

The San Diego Society of Natural History
 San Diego Symphony Orchestra Association, Inc.
 San Diego Watercolor Society
 San Diego Women's Chorus
 San Diego Writers Ink
 San Diego Young Artists Music Academy, Inc.
 San Diego Young Artists Symphony Orchestra
 San Diego Youth Symphony and Conservatory
 Save Our Heritage Organisation
 Scripps Ranch Theatre
 Spreckels Organ Society
 Theater and Arts Foundation of San Diego County/La Jolla Playhouse
 Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective
 Villa Musica
 Westwind Brass
 Women's History Museum and Educational Center
 Young Audiences of San Diego

Creative Communities San Diego

America's Finest City Dixieland Jazz Society
 Asian Story Theater
 Bon Temps Social Club of San Diego
 Cabrillo Festival, Inc.
 Capoeira Institute
 Casa Familiar
 Central Commercial District Revitalization Corp./San Diego Afterschool Strings Program
 College Area Economic Development Corporation
 The Cooper Family Foundation
 Council of Philippine American Organizations of San Diego County
 Gaslamp Quarter Association
 Hillcrest Business Improvement Association
 Indian Fine Arts Academy of San Diego
 Italian American Art and Culture Association of San Diego
 Jacobs Center for Neighborhood Innovation
 Justice Overcoming Boundaries
 Kalusugan Community Services
 Linda Vista Multi-Cultural Fair and Parade
 Little Italy Association
 Little Saigon Foundation
 Media Heritage, Inc./Filmout San Diego
 Musicians for Education
 NTC Foundation
 Ocean Beach Merchants Association
 Pacific Beach Community Development Corporation
 Pacific Southwest Wildlife Arts, Inc.
 PASACAT
 Point Loma Summer Concerts
 Rancho de los Penasquitos Town Council
 Rolando Community Council
 San Diego Armed Services YMCA
 San Diego Audubon Society
 San Diego Chinese Center
 San Diego Earth Day
 San Diego Film Foundation
 San Diego Music Foundation
 San Diego Shakespeare Society
 Space 4 Art
 Springfest Inc.
 St. Madeleine Sophie's Center
 Torrey Pines Kiwanis Foundation
 Transcendence Youth Arts Project
 Write Out Loud

ART LEADS THE WAY

Investing in Culture to Power the Future



The 2014 Economic and Community Impact of Nonprofit Arts and Culture Organizations in San Diego



Exposure to arts and culture is a vital part of the human experience. Music, art and theater have the power to enrich our lives and change our perspectives. Having a city that fosters and promotes creativity not only produces well-rounded people, but increases the likelihood of success in social, academic and scientific endeavors. San Diego's vibrant arts and culture programs have been and remain an important part of our city's local economy, quality of life and unique culture. Additionally, the education and outreach components of these programs ensure that exposure to arts and culture is available for children and their families in our schools, neighborhoods, and cultural institutions.



As Councilmember for District 2, I'm committed to integrating arts and culture into the daily lives of San Diego's children, families, workers and visitors. San Diego's creative spirit shines and inspires through arts and culture.

Lorie Zapf
 Councilmember for District 2, City of San Diego



San Diego is the only U.S. city to be named one of the World's Smart Cities by the National Geographic Channel

This spring, the National Geographic Channel launched an unprecedented exploration of the world's cities to showcase destinations where talent, innovation and lifestyle are creating new urban environments that will emerge as leading cities in the 21st century. Along with a strong technology sector, local innovators, and smart planning, it is San Diego's lifestyle—rich in art, cultural diversity and natural beauty—that makes San Diego a truly Smart City.



vibrant culture vibrant city
 Commission for Arts and Culture
 City of San Diego
 vibrantculturevibrantcity.com

SAN DIEGO REGIONAL ARTS & CULTURE COALITION
 sdracc.org

San Diego
 TOURISM AUTHORITY
 sandiego.org/arts

All data provided in this report reflects the combined totals from fiscal year 2014 as collected by the City of San Diego Commission for Arts and Culture and the Cultural Data Project unless otherwise noted.

Providing for Today...

In Fiscal Year 2014, 80 nonprofit organizations received \$6.4 million in funding from the City of San Diego Commission for Arts and Culture. These organizations create meaningful arts and culture experiences throughout all of San Diego's neighborhoods, showcasing the city's creative spirit and enriching the quality of life.

80

Nonprofit organizations funded by the Commission for Arts and Culture



43

Neighborhood events supported by the Commission for Arts and Culture



...To Shape Our Tomorrow

An investment in the arts means an investment in education. Arts programs provide youth with creative outlets and constructive activities to engage their free time, expand their horizons and create the critical thinking skills needed to become tomorrow's innovators.

11,419

School and community group visits made by 80 nonprofits



468,440

People served through school and community group visits made by 80 nonprofits

Talent Matters

From board members to painters to costume designers, the arts community offers creative opportunities for talented staff and volunteers to innovate and inspire in San Diego.

1,057

Arts and culture nonprofit board members

12,853

Arts and culture nonprofit volunteers

2,013

Full-time employees at arts and culture nonprofits



6,268

Total jobs supported by arts and culture nonprofits



Economic Growth for Future Success:

\$191 Million

Total expenditures by arts and culture nonprofits

\$94 Million

Earned revenue* from arts and culture nonprofits

\$113 Million

Contributed revenue** from arts and culture nonprofits

\$7.1 Million

Amount of federal, state, county and tribal government funds received to match the City of San Diego's funds

\$101.2 Million

Total salaries paid to arts and culture employees and contractors



Each year, more than 33 million visitors come to San Diego. When visitors spend the night in San Diego hotels, they create much-needed revenue for the city. The more visitors that San Diego attracts, the more money our city has to maintain parks, clean beaches and conserve historic and cultural facilities.

San Diego's diverse arts and culture offerings give visitors a reason to rediscover our region again and again.

1.6 Million

Number of tourist visits to arts and culture attractions and businesses



\$564 vs \$235

Dollars spent by a cultural tourist vs. average San Diego tourist***



3.7 days vs 1.8 day

The average stay of a cultural tourist in San Diego vs. the average tourist



2.7 Million

Paid attendance at arts and culture institutions



1.5 Million

Free attendance at arts and culture institutions

4.25 Million

Total attendance at arts and culture institutions

* Revenue received by a nonprofit in exchange for products or services.

** Revenue from individual, foundation, corporate, or government donations with no products or services provided by the nonprofit in exchange for the funds.

*** Source: 2011 San Diego County Visitor Profile Study, CIC Research/SDTA

From First Contact to Sustained Engagement: Arts Education in San Diego

In 2014, 80 arts and culture nonprofit organizations funded by the City of San Diego Commission for Arts and Culture increased and enriched educational opportunities in schools for 182,449 students in grades K-12.

The arts experiences provided by these nonprofits are often the first contact with the arts for many students, ensuring a new generation of San Diegans has the opportunity to see, hear and experience the arts. Special student matinee performances, guided museum tours, meet-the-artist opportunities, and hands-on experimentation with musical instruments are all available to San Diego's students.



Courtesy: Reuben H. Fleet Science Center

Some nonprofits focused on developing long-term relationships and deepening the effect on students. Young Audiences of San Diego reached more than 20,000 students in the city last year. Many of these students experienced multi-week artist residencies that teach techniques in visual art, theater, poetry, puppetry and dance as well as 21st century skills including communication and critical thinking.

In collaboration with the San Diego Unified School District's Visual and Performing Arts Department, Villa Musica delivered supplemental music instruction in schools. Villa Musica provides students with arts experiences that improve academic skills, build self-esteem, promote a love of learning and foster self-discipline and confidence.

Whether focused on unique experiences or multi-week interactions, each of San Diego's arts organizations plays an essential role in growing and expanding young minds to create future leaders.

