



# FY 2010

## ORGANIZATIONAL SUPPORT PROGRAM

- AJA Project
- Athenaeum Music & Arts Library
- California Ballet Association, Inc.
- Camarda, Inc.
- Center for World Music
- City Ballet
- Classics for Kids
- Common Ground Theater
- Cygnel Theatre Company
- Diversionsary Theatre Productions
- Eveoke Dance Theatre
- Fern Street Community Arts
- Japanese Friendship Garden Society of San Diego
- Jean Isaacs San Diego Dance Theater
- La Jolla Music Society
- La Jolla Playhouse
- La Jolla Symphony & Chorus Association
- Lyric Opera San Diego
- Mainly Mozart, Inc.
- Malashock Dance
- Maritime Museum Association of San Diego
- Media Arts Center San Diego
- Mingei International Museum
- Mo'olelo Performing Arts Company
- Museum of Contemporary Art San Diego
- Museum of Photographic Arts
- NewWorks/Vantage Theatres
- Old Globe Theatre
- Orchestra Nova San Diego
- Patricia Rincon Dance Collective
- Persian Cultural Center
- Playwrights Project
- Prophet World Beat Productions
- Samahan Filipino American Performing Arts and Education Center
- San Diego Air & Space Museum
- 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 Early Music Society
- San Diego Gay Men's Chorus
- San Diego Guild of Puppetry
- San Diego History Center
- San Diego Junior Theatre
- San Diego Master Chorale
- San Diego Men's Chorus
- San Diego Model Railroad Museum
- San Diego Museum Council
- San Diego Museum of Art
- San Diego Museum of Man
- San Diego Opera Association
- San Diego Repertory Theatre
- San Diego Society of Natural History

- Reuben H. Fleet Science Center
- San Diego Symphony Orchestra
- San Diego Watercolor Society
- San Diego Young Artists Music Academy
- San Diego Young Artists Symphony Orchestra
- San Diego Youth Symphony and Conservatory
- Save Our Heritage Organisation
- Spreckels Organ Society
- Sushi Visual and Performing Arts
- The New Children's Museum
- Veterans Memorial Center
- Westwind Brass
- Women's History Museum and Educational Center
- Young Audiences of San Diego

## CREATIVE COMMUNITIES SAN DIEGO

- Adams Avenue Business Association
- America's Finest City Dixieland Jazz Society
- Asian Story Theater
- Balboa Park Cultural Partnership
- Bon Temps Social Club of San Diego
- Cabrillo Festival
- Centre City Development Corporation
- Christian Community Theatre
- College Area Economic Development Corporation
- Hillcrest Business Improvement Association
- Jacobs Center for Neighborhood Innovation
- Justice Overcoming Boundaries (JOB)
- Kalusugan Community Services
- Kiwanis International, Tierrasanta San Diego
- Linda Vista Multi-Cultural Fair
- Little Italy Association
- Musicians for Education
- North Park Organization of Businesses
- Nu-Way BHILD
- Ocean Beach Merchants Association
- Pacific Beach Community Development Corporation
- Pacific Southwest Wildlife Arts
- PGK Project
- Point Loma Association
- Rancho de los Penasquitos Town Council
- Rolando Community Council, Inc.
- Salvation Army
- San Diego Afterschool Strings Program
- San Diego Armed Services YMCA
- San Diego Asian Film Foundation
- San Diego Audubon Society
- San Diego Chinese Center
- San Diego City College Foundation
- San Diego Earth Day
- San Diego Film Foundation
- San Diego Fleet Week Foundation
- San Diego Performing Arts League
- San Diego Shakespeare Society
- Southern Sudanese Community Center of San Diego
- Torrey Pines Kiwanis Foundation
- Transcendance Youth Arts Project
- Villa Musica

[www.VibrantCultureVibrantCity.com](http://www.VibrantCultureVibrantCity.com) | [www.sdracc.org](http://www.sdracc.org)



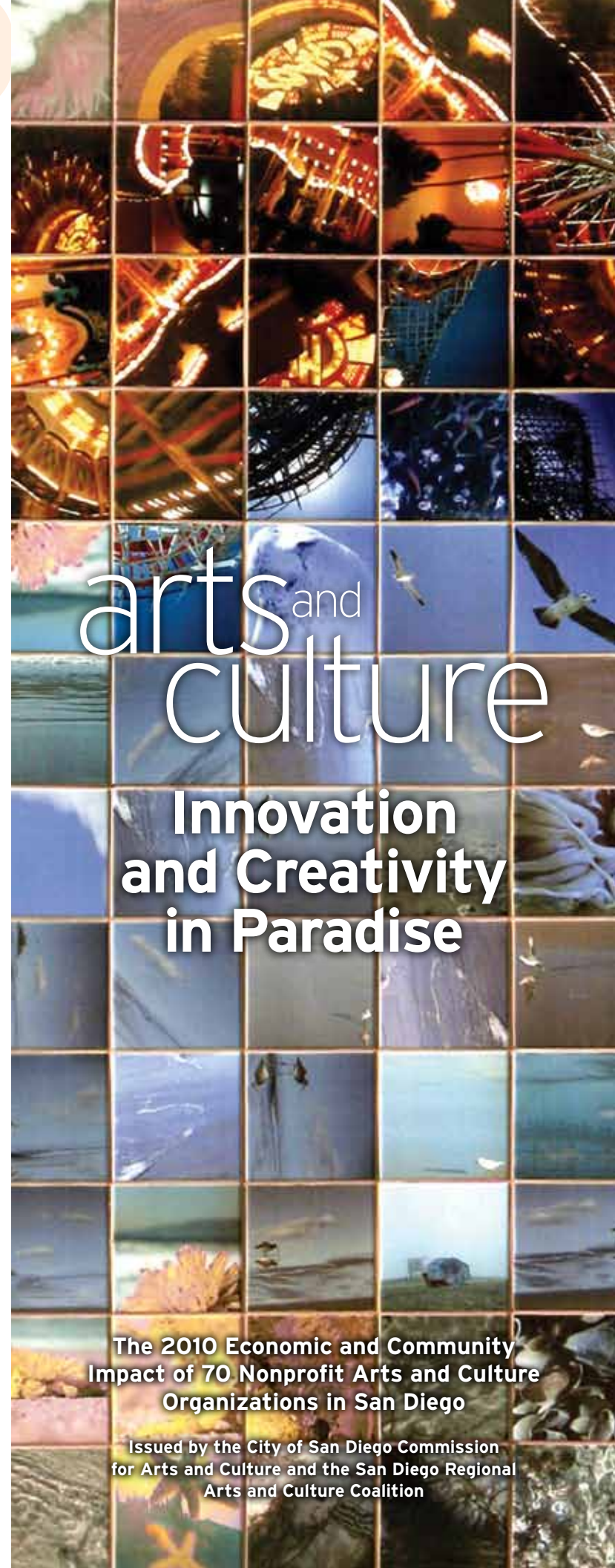
Find out more at [sandiegartandsol.com](http://sandiegartandsol.com)

Cover: lambertphoto.com

Inside top: Jean Isaacs San Diego Dance Theatre – Rosemary KimBat; Museum of Contemporary Art San Diego – J. Noland; San Diego Guild of Puppetry – Lynne Jennings; San Diego Museum of Art; San Diego Symphony; The Old Globe – Elaine Gingery; Museum of Photographic Arts – Stacy Keck

Inside bottom: Athenaeum Music and Arts Library, John Henry Exhibition – David Adey; The Old Globe, Hamlet – Craig Schwartz; City Ballet – Dale Stokes; Jacobs Center for Neighborhood Innovation, Laofest – Jean Savage; J\*Company, Guys and Dolls – Daniel Baird; San Diego Opera, Carmen – Cory Weaver; Mo'olelo Performing Arts Company, Yellow Face – Nick Abadilla; San Diego Air & Space Museum; Japanese Friendship Garden; San Diego Symphony – David Hartig

Back: San Diego Museum of Art; Reuben H. Fleet Science Center – Julie Cruz; Pump Station #4, Point Loma, City of San Diego, Teddy Cruz and Marcos Ramirez ERRE – Dana Springs; AJA Project – Shinpei Takeda; The New Children's Museum – Philipp Scholz Rittermann



# arts and culture Innovation and Creativity in Paradise

## The 2010 Economic and Community Impact of 70 Nonprofit Arts and Culture Organizations in San Diego

Issued by the City of San Diego Commission for Arts and Culture and the San Diego Regional Arts and Culture Coalition

*“Great cities are built with great ambitions and with discipline and innovation that transform vision into reality. That vision helped create our vibrant culture over a century ago. Every investment we make in the arts today has a lasting benefit to our economy and the other bottom line: our quality of life.”* Mayor Jerry Sanders

# VibrantCultureVibrantCity

- in·no·va·tion** > the act of inventing or introducing something original and new
- cre·a·tiv·ity** > the ability to make or bring into existence something new
- par·a·dise** > a place of beauty or delight

## THE ARTS AS AN IMPORTANT CIVIC RESOURCE

Benefits of an innovative and vibrant arts and culture community

- Enhances our quality of life
- Fosters a positive national reputation for San Diego
- Attracts visitors who stay longer and spend more
- Creates jobs
- Provides a competitive edge by attracting and retaining businesses and creative, skilled workers
- Acts as a catalyst for enhancing our diverse communities and revitalizing neighborhoods
- Builds opportunities for education for youth and lifelong learning
- Contributes to building a regional cultural legacy
- Helps generate civic engagement and community pride

The nonprofit arts and culture organizations within the City of San Diego are an important sector of the region – providing significant return on investment by positively impacting our economic and community vitality.

Seventy organizations receive funding through the City of San Diego Commission for Arts and Culture's Organizational Support Program (OSP) funded by the Transient Occupancy Tax (TOT). This funding enables these organizations to develop and implement some of the nation's most outstanding and innovative performances, exhibitions and educational programs.

This report outlines the scope and importance of arts and culture to San Diego's economic well-being, quality of life and status as the nation's eighth largest city.

San Diego is a region brimming with creative, forward thinking artists and arts and culture organizations harnessing their innovative spirit to build and invest in our creative economy. The strength of their collective efforts helps build an economic force for our region.

Through innovative and creative approaches to audience development, programming, community partnerships, education and technology, San Diego cultural organizations turn arts and culture into successful businesses.

If creativity is the currency of the future, a vital American society will depend on the creativity and innovation of our workforce. The arts foster innovative and critical thinking, creative problem solving and curiosity...all components of a creative workforce needed to stimulate economic development.



Cover detail and above image: "Pixelated Summer" by Sarah Lejeune with Angelo Camporaso. A montage of ceramic tiles with custom decals featuring digital photography at the South Mission Beach Comfort Station, City of San Diego

## CREATIVITY AND INNOVATION AT WORK

San Diego is already garnering a reputation as an innovation capital. *Sunset Magazine* recently recognized San Diego as a place where "ideas are hatched" in its "Best Place to Live" issue.

Streaming video, flip camera videos, webcasts, motion activated digital photo exhibits, iPhone apps and audio downloads are just a few of the ways arts and culture groups have harnessed the power of new technology to attract and engage audiences and build community. From green technology to utilizing innovative performances and exhibition venues, arts and culture organizations are tapping into their creativity to keep pace with a changing world.

It was innovative thinkers who envisioned Balboa Park as a jewel for San Diego nearly 100 years ago and that same creativity will help set the stage for new and exciting projects on the horizon for 2015 and beyond.

*“The arts, like science and engineering, both inspire us and challenge our notions of impossibility.”*

George David

CHAIRMAN, UNITED TECHNOLOGIES CORPORATION





## ARTS AND CULTURE AS AN ECONOMIC ENGINE

Investment in our creative economy is a building force for our region. The nonprofit arts and culture organizations funded through the Commission's Organizational Support Program (OSP) have an important and vital impact on San Diego's economy. These organizations stimulate the economy with over **\$173 million** in direct expenditures, including **\$98.8 million** in salaries. In fact, the **70** OSP organizations funded by the Commission constitute an important employment sector, supporting a workforce of more than **7,000**. The arts not only create jobs, they provide a competitive advantage in attracting new businesses and a skilled workforce. In addition, **12,144** volunteers contribute time, talent and resources to arts and culture locally.

*"The arts inspire innovation by leading us to open our minds and think in new ways about our lives – including the work we do and the way we work."*

James McNerney, Jr.

CHAIRMAN, PRESIDENT, THE BOEING COMPANY

**1,263**

Volunteer Board Members

**10,881**

Arts and Culture Volunteers

### ADMISSIONS

#### PAID

**2.7 million**

#### FREE

**2.2 million**

#### TOTAL

**4.9 million**

## A NATIONAL SNAPSHOT

While the flagging economy has presented challenges for the arts, the National Arts Index, released by Americans for the Arts, offers very positive data:

- Americans are seeking more personal engagement in the arts.**
- The number of artists in the workforce has increased 17% from 1996 to 2009.**
- Demand for Arts Education is up.**

## TOT FUNDING—PROVIDING THE POWER TO LEVERAGE MONEY TO THE REGION

Transit Occupancy Tax (TOT) Funding to OSP Organizations

#### FUNDING

**\$6.4 million**

THE CITY'S RETURN ON INVESTMENT IS MATCHED BY

#### TOTAL EARNED REVENUE

**\$77.8 million**

#### TOTAL CONTRIBUTED REVENUE

**\$81.8 million**

## ART WORKS FOR JOBS

*"Arts jobs are real jobs that are part of the real economy...and art contributes to economic growth, neighborhood revitalization and the livability of American cities."*

Rocco Landesman

CHAIRMAN, NATIONAL ENDOWMENT FOR THE ARTS

Together, arts and culture organizations make purchases from thousands of vendors located in San Diego County. These vendors engage in businesses ranging from construction, architecture and design firms to caterers, printers, hotels, restaurants, florists, and many more. Spending by nonprofit arts and culture organizations helps sustain employment in other sectors and keeps our economy strong.

## CULTURAL TOURISM—CREATIVITY THRIVES IN DIRECT SUNLIGHT

Economic activity created by tourism and dollars coming into our local economy from outside the region also impacts jobs and attracts revenue. San Diego Art + Sol, a strategic marketing partnership with the San Diego Convention and Visitors Bureau, provides a framework for linking the arts to tourism and drawing visitors to the region. According to the San Diego Visitor Profile Study conducted by CIC Research, tourists who participated in an arts and culture activity are likely to have a longer stay (3.8 vs 1.8 days for all visitors) and nearly **60%** of these visitors use hotel accommodations. In addition, these visitors spend **\$561** per trip as compared with the average tourist's **\$235**.

In 2010, over **1,488,400** visitors traveled to San Diego to participate in arts and cultural events funded by the Commission.

## ACCESS AND PARTICIPATION

Involvement in arts and culture benefits the community beyond the economic sphere. Education in the arts helps students think and communicate effectively, think more creatively and work collaboratively in today's fast paced, technologically advanced world. The organizations funded by the Commission's Organizational Support Program place education and access at the core of their missions and work to provide access to the community through school programs and outreach to libraries, community and senior centers throughout the city – providing innovative, participatory and educational cultural experiences.

*"The arts are not a frill or an ancillary enrichment activity. Arts integration can give our young people the thinking skills they need to compete in the knowledge-based innovation economy and ensure our children's and our country's competitiveness in a global economy."*

John M. Eger

DIRECTOR OF THE CREATIVE ECONOMY INITIATIVE  
VAN DEERLIN PROFESSOR, SDSU

**4,417**

School & Community Group Visits

**514,095**

People Served

In addition, San Diego's neighborhoods celebrate their culture and diversity through special events, festivals, parades and community celebrations offered through the Commission's Creative Communities San Diego Program. Funding to 42 community groups adds to the vibrancy of life in the city.

The Commission's investment in public art helps ensure the beauty of our public places and our neighborhoods. By ensuring that art is integral to San Diego's built environment, art and design become part of the fabric of our community and encourage civic participation, creativity and engagement.

## CREATIVE INDUSTRIES—BUSINESS AND EMPLOYMENT IN THE ARTS

Research conducted by Americans for the Arts offers another approach to understanding the scope and importance of the arts to our economy. The creative industries are the fastest growing segment of the nation's economy and play an important role in building and sustaining economic vibrancy through growth of arts-centric businesses. These individuals and businesses range from museums, symphonies and theaters to film, architecture, design companies and even musical instrument manufacturing. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development.

*"Creativity and innovation are the number one strategic priorities for organizations the world over. Creativity is part of all our day jobs."*

Psychology Today

The San Diego region is home to **4,290** arts-related businesses, both for profit and nonprofit, ranking 8th among the top largest US cities – ahead of Denver, Boston and Philadelphia. These businesses employ **22,727** people, placing San Diego 9th overall.

*"U.S. employers rate creativity and innovation among the top five skills that will increase in importance over the next five years."*

The Conference Board

READY TO INNOVATE

