



THE CITY OF SAN DIEGO

FOR IMMEDIATE RELEASE

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## CALIFORNIA ARTS COUNCIL GRANT SUPPORTS REGION-WIDE INITIATIVE TO ENCOURAGE PARTICIPATION AND SUPPORT OF ARTS AND CULTURE

SAN DIEGO- November 16, 2010- The City of San Diego Commission for Arts and Culture (Commission) has been awarded a grant from the California Arts Council (CAC) State-Local Partnership Program. The money will go toward increasing audiences and encouraging philanthropy in support of the region's arts and culture programs. The State-Local Partnership Program fosters cultural development on the local level through a partnership between the CAC and designated local arts councils. The \$15,000 grant will provide funding support for the Commission to continue ongoing initiatives including cultural tourism marketing programs that increase awareness of the value of arts and culture and have a positive impact on our local economy.

"Our overall goals are increased participation and philanthropy," explained Victoria Hamilton, Executive Director of the Commission. "This funding enables us to continue to build momentum through *San Diego Art + Sol*, a collaborative marketing partnership between the Commission, the San Diego Foundation and the San Diego Convention and Visitors Bureau to help San Diego's nonprofit arts and culture organizations Survive and Thrive during these challenging economic times."

The marketing and public relations campaign uses social media platforms, the web and traditional media to facilitate broader access and participation in arts and culture. The Commission's newly-redesigned website ([VibrantCultureVibrantCity.com](http://VibrantCultureVibrantCity.com)) and the official site for ConVis ([www.sandiego.org](http://www.sandiego.org)) are central to this strategy, with interactive elements and live links that connect viewers and engage stakeholders to affiliated sites and social media platforms.

*The mission of the City of San Diego Commission for Arts and Culture is to vitalize the city by integrating arts and culture into community life while supporting the region's cultural assets and showcasing San Diego as an international cultural destination. For more information please call the Commission office at (619) 236-6778 or visit the Commission website at [VibrantCultureVibrantCity.com](http://VibrantCultureVibrantCity.com)*

