



MORE **WHOA** FOR YOUR BUCK.

CULTURAL TOURISM SUMMIT UPDATE



Arts and Culture Commissioner Bennet Peji with Mayor Jerry Sanders, photo by Mark Gallant

Mayor Jerry Sanders was on hand at the Old Globe Theatre earlier this year to welcome over 100 arts, culture and visitor industry volunteers and professionals to the 2011 Cultural Tourism Summit. Presented by the City of San Diego Commission for Arts and Culture in collaboration with the San Diego Convention and Visitors Bureau, these summits are an opportunity to develop creative and collaborative initiatives to help draw visitors who participate in arts and culture activities during their trip. Programs are also developed and expanded to encourage San Diegans to participate in arts and culture activities in their own home town.

PARADISE FOUND: MAPPING SAN DIEGO



What do Cook, Melville and Gauguin have in common? They are all coming to San Diego this year (well, not really) for a unique floating exhibition aboard the Maritime Museum of San Diego's Berkeley. The exhibit including paintings, sculpture and artifacts celebrates the adventurous spirit of discovery and the search of paradise.

The upcoming exhibition, "Cook, Melville and Gauguin: Three Voyages to Paradise", May 27, 2011- January 1, 2012, provided the foundation for creative brainstorming around what other programming, packages and promotions could be developed around the theme of **travel, discovery, adventure and paradise.**

As an outcome of the Summit, San Diego Art + Sol is

QUESTIONS OR IDEAS?

Contact Editor, Toni Robin,
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Please forward this to the appropriate staff person at your organization!



[Sign up](#) for the new ConVis Arts and Culture Travel e-NEWS

UPCOMING EVENTS & WORKSHOPS

Americans for the Arts Convention
Hilton San Diego Bayfront
June 16-18, 2011

[Click here](#) for more Information

Register by April 29 for early bird discounts.

Public Art Preconference
June 15-16, 2011
UCSD

[Click here](#) for more Information

SIGN UP TO RECEIVE

E-NEWSLETTER

launching a year-long tribute to “Paradise Found” featuring events, exhibitions, festivals and performances that capture the adventurous spirit of discovery in all of us. All year, we’ll celebrate **exploration, imagination, talent, creativity and the pursuit of paradise.**

[**A GUIDE TO DISCOVERING ARTS AND CULTURE IN PARADISE**](#)

HOW YOU CAN PARTICIPATE

We are collecting content that may be featured as part of this ongoing promotion. Please send information about any upcoming programming that fits into this umbrella category to trobins@san-diego.gov

Please limit to 100 words and provide opening and closing dates and website for more information.

Also, be sure ALL your events are submitted to San Diego Art + Sol.

Get started on [San Diego Art + Sol](#)

Photo credit: Woodblock by Paul Gauguin called Pleasurable Land TM (Nave Nave Fenua) 1894, c The Kelton Foundation. Maritime Museum of San Diego - Cook, Melville and Gauguin: Three Voyages to Paradise

PARADISE FOUND NAMED “COMMUNITY PARTNER” BY [SANDIEGO.COM**](#)**

SANDIEGO.com

With the goal to infuse \$250,000 into the economy during 2011, SanDiego.com is granting free advertising to nonprofit events in need of promotional support. The **Paradise Found** campaign has been selected to receive a Platinum Level Sponsorship which is valued at up to \$10,000 per month! The San Diego Community Partners program leverages its impressive SanDiego.com Facebook fan base of 81,000+ as a platform for promotion, and provides powerful Web site presence and email marketing support to all San Diego Community Partners that are approved.

Recent approved partners include:

- Mission Federal ArtWalk
- Oceanside Music Festival
- Play by Young Writers- Playwrights Project
- North Park Festival of Arts
- San Diego Film Festival
- Trolley Dances 2011

To find out how your organization can benefit, [click here](#).

AMERICAN FOR THE ARTS 2011 ANNUAL CONVENTION

What can you do today to make the arts more vital in my community?

How can your arts organization harness the power of a creative economy?

Be at the best professional development opportunity of the year: the 2011 Americans for the Arts Annual Convention, June 16–18, 2011, right here in San Diego. Join more than 1,200 arts and community leaders gathering to design a creative tomorrow through leadership and innovation.

You will gain the professional development you need in local arts development, advancement, and policy and also connect with colleagues from across the country including local, state, regional, and national arts leaders.

Whether you are an arts or community leader, foundation or corporate professional, artist, educator, advocate, or elected official, you will find practical tools and ideas that will make an impact on your day-to-day work.

Public Art Preconference, June 15-16

Join the Americans for the Arts Public Art Network (PAN) and other public arts leaders at the University of California at San Diego for a program that includes professional development, visioning sessions discussing current public



art innovations, and resources and information on the state of the field.



> [Check out](#) opportunities to save with discounts and scholarships.

ARTventures

Take a look at these ARTventures and let us know your ideas to add to this roster following the AFTA conference in June. Send us your idea for content and ways to engage the community about these great opportunities. Please send to trobin@sandiego.gov

For more information click [ARTventures](#)

The 2011 Americans for the Arts Annual Convention ARTventures are generously sponsored by The Legler Benbough Foundation.

The City of San Diego Commission for Arts and Culture and The San Diego Foundation have partnered on a multi-faceted initiative designed to assist arts and culture organizations to survive the economic downturn and ultimately thrive in a new world economy. One major component is BANG, a region-wide marketing initiative that will excite and encourage audience members and donors to support the region's arts and culture programs with their participation and philanthropy.

Additional support is provided by the San Diego Convention and Visitors Bureau, California Arts Council, National Endowment for the Arts, San Diego Grantmakers and other funders.