

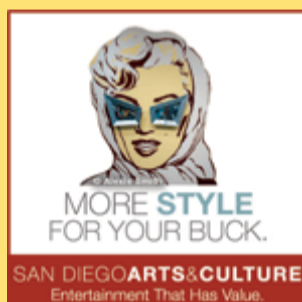


MORE PARADISE FOR YOUR BUCK.

PARADISE FOUND



A recent grant from the National Endowment for the Arts helps supports our latest marketing initiative - the wrap of an MTS Trolley car with arts and culture images and messaging. The arts and culture Trolley wrap was featured during the Annual Americans for the Arts Convention and even picked up conference attendees on their way to the opening night reception at Museum of Contemporary Art San Diego, Downtown. This version of our rotating MORE BANG campaign promises MORE PARADISE FOR YOUR BUCK and is designed to drive traffic to www.sandiego.org/arts for complete arts and culture calendar listings and timely articles.



An accompanying social media promotion is encouraging people to capture the moving mural on camera and submit their photos to the "San Diego Arts & Culture" Facebook page.

The summer BANG campaign also features images from the La Jolla Music Society Summerfest and MCASD's High Fidelity exhibition. Look for it on SanDiego.com and SanDiego.org/arts among other sites. Thanks to Departure Advertising for great creative direction!

The Trolley wrap image is a detail from La Boudeuse, Paul Gauguin, 2011© The Kelton Foundation and is featured in "Cook, Melville and Gauguin: Three Voyages to Paradise" at the Maritime Museum of San Diego.

HOW YOU CAN PARTICIPATE

As part of our marketing partnership with ConVis, San Diego.org/arts will be promoting "Paradise Found" featuring events, exhibitions, festivals and performances that capture the adventurous spirit of discovery. All year, the website will celebrate **exploration, imagination, innovation, creativity and the pursuit of paradise.**

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

Want to be featured in this ongoing promotion?
Simply send information about upcoming programming that fits into this umbrella category to

QUESTIONS OR IDEAS?

Contact Editor, Toni Robin,
trobin@sandiego.gov

Please forward this to the appropriate staff person at your organization!



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

**SIGN UP TO RECEIVE
E-NEWSLETTER**



trobin@sandiego.gov. Please limit to 100 words and provide opening and closing dates and website for more information.

Be sure ALL your events are submitted to [San Diego Art + Sol](#) [To get started](#).

AFTER AFTA CONVENTION A RESOUNDING SUCCESS



The Americans for the Arts annual convention featured many opportunities for arts leaders, advocates and staff to learn, connect and get inspired. It was also a great opportunity to share our vibrant arts and culture community with nearly 1,000 colleagues from around the nation. The opening presentation by UC San Diego's Pulitzer Prize-winning poet Ray Armantrout delighted those in attendance. San Diego continued to shine brightly from the welcome by Mayor Jerry Sanders to the final inspiring and emotional performance by Mariachi Garibaldi which received a standing ovation.

We were thrilled to get this note from AFTA COO Mara Walker:

I simply can't say thank you enough for everything that you did to make the convention such a success...and it was a huge success. I heard such glowing comments from our participants, presenters, and sponsors about the convention and San Diego and the arts community there; it was truly inspiring. For me, it was incredible to see the growth and evolvement of the cultural community in San Diego since the time I lived there in the late 80's.

And this from a Convention Blogger who said among other things that "a city that's willing to turn half of its old railroad depot into a contemporary art museum is probably doing a whole lot of other things right, too." Read his thoughts on San Diego [here](#).

A Public Art Network Preconference held at UCSD drew over 300 attendees including 30 artists who received a first- time ever AFTA scholarship to attend. Highlights included a rousing 2011 Year in Review, keynote address by author, educator and critic Erika Doss and the presentation of the 2011 PAN Award to Stuart Collection founder and director Mary Beebe.

With sessions dedicated to topics of interest for arts administrators and advocates, from fund development to defending public support for the arts, there was a great sense of energy and purpose to the conference. The tone for the future was expertly synthesized and crystallized by keynote speakers. Bobby Shriver, Santa Monica City Council member and founder of (RED), urged attendees to "get angry" and encouraged us to use that anger as a motivating tool to work harder to spur on action. Ben Cameron, from the Doris Duke Charitable Trust, challenged attendees to no longer be content with the status quo of the arts landscape, but to be daring, willing to embrace the entrepreneurial spirit and dedicate ourselves to real change. Both speeches are available for free viewing on the AFTA Learning Center website. [Register here](#). In addition, all sessions are available for download for a small fee.





- Read more about AFTA [here](#).
- See Convention [recap](#).
- View some great photo highlights [here](#). Thanks to all our volunteer photographers and videographers for doing such a great job of capturing the magic!
- This thought-provoking articles op-ed was published to coincide with the AFTA Convention. Read [here](#). *San Diego Union-Tribune: Cultural Tourism Key to San Diego's Economy*

A VIEW FROM THE NEXT GENERATION OF ARTS LEADERS

Emerging arts leaders (those arts leaders under 35-40 years old and/or less than 5 years in the field) were excited about the opportunities to learn from each other, our more experienced colleagues and to network, network, network. In receptions held all over the Gaslamp (San Diego's own Rising Arts Leaders attended a reception at Alexander Salazar Fine Arts Gallery), the Emerging Leaders talked about career opportunities and challenges; what they are learning from the conference and what they were going to bring back to their home organizations. In a Town Hall session before the closing keynote, Emerging Leaders took the opportunity to discuss their takeaways, the frustrations they face and the energy and excitement they feel about this juncture on their careers. To get involved with the Rising Arts Leaders, click [here](#).

SPECIAL RECOGNITION FOR ONE OF OUR OWN



John D'Angelo, President and CEO of AFTA and Bob Lynch, USUAF Chair, present Victoria Hamilton with Ray Hanley award.

The United States Urban Arts Federation (USUAF) established the Ray Hanley Innovation Award in 2007 to recognize outstanding individual contributions to arts and culture in American cities. This year, they honored Victoria Hamilton, Executive Director of the City of San Diego Commission for Arts and Culture. Victoria received multiple nominations and one nominee exclaimed "Victoria has experienced numerous arts challenges (TOT and Public Art) in recent years and through her calm and resilient management style she has always surfaced on the winning side for the arts with innovative new approaches. She is most deserving of the Ray Hanley Award!"

ARTventures

Ten locally designed ARTventure tours provided special off-site, educational tours for all conference attendees. These guided tours visited museums, galleries, theaters and artists studios and provided a glimpse into our vibrant and diverse neighborhoods and arts and culture districts. Many incorporated live performances or hands on arts activities and were led by a guest artist or speaker.

[Read](#) one account of a magical ARTventure tour to Barrio Logan featuring Chicano Park

These tours are now redesigned as self guided ARTventures and are available to visitors and residents [online](#).



>> HOW YOU CAN PARTICIPATE

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

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

Special thanks to all our AFTA Volunteers, Host Committee and Sponsors!

Plan to attend next year's Convention next June in San Antonio!

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.