



MORE **WHOA** FOR YOUR BUCK.

## COLLABORATION WITH CONVIS CONTINUES TO PROMOTE ARTS AND CULTURE

### FEBRUARY TARGETS MUSEUM MONTH

The news reports are good! Tourism in San Diego is up and Cultural Tourism efforts continue to bring visitors to the region as our marketing partnership with ConVis grows and thrives. ConVis has committed to a marketing program that drives visitors to our robust arts and culture website at [SanDiego.org/arts](http://SanDiego.org/arts) (formerly San Diego Art + Sol). The landing page garnered nearly 20,000 visits per month last year and is co-managed by the **City of San Diego Commission for Arts and Culture** and **ConVis**. It includes content, events, calendar information and coupons provided by you!



*Note: If you are not currently using [SanDiego.org/arts](http://SanDiego.org/arts) as part of your marketing efforts, sign up for a password today [here!](#)*

## QUESTIONS OR IDEAS?

Contact Editor, Toni Robin,  
[trobin@sandiego.gov](mailto:trobin@sandiego.gov)

Please forward this to the appropriate staff or board member at your organization!

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

## LATEST NEWS

## TAX CHECKOFF FOR THE ARTS



CHECK OFF THE ARTS  
on your state tax return!

Want to help bring arts and

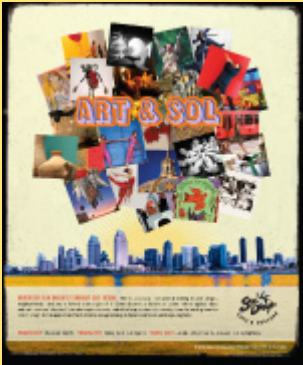


Current promotional efforts are tied directly to Museum Month, an annual program of the **San Diego Museum Council**, which provides a great opportunity to get “More Bang for your Buck.” Check out the [Arts and Culture landing page](#) which features 2012 Museum Month graphics and content. A similar promotion can be found on the third slide of the [Commission's home page](#).

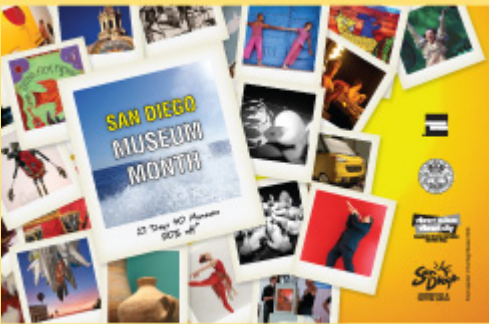
In addition to including Museum Month in their social media outreach, ConVis has included a feature article in the latest ConVis consumer newsletter, which went to a list of nearly 200,000 e-mails! [Read it here!](#)

The 2012 ConVis Arts and Culture Marketing plan, funded by ConVis and the County of San Diego with support from American Express, includes:

- Full page ads in high end magazines like *Riviera* and *Performances*, reaching Los Angeles, San Francisco, Orange and San Diego Counties.



- Direct Mail to 25,000 households outside of San Diego in February tied to a sweepstakes and promoting Museum Month. The Art of Luxury Giveaway features two nights at the Lodge at Torrey Pines, dinner at Georges at the Cove, a Macy's gift card and free museum admissions.



- Targeted Email Marketing Initiative to 125,000 arts enthusiasts.



## UPCOMING NEWS

A new and improved ConVis website is in the works and should be ready to launch this year. It will include robust arts and culture content with calendars, videos, links, images and timely content. Stay tuned!

Special thanks to Kerri Verbeke Kapich, Senior Vice President of Marketing & Strategic Partnerships and her team for their ongoing support of promoting San Diego as a cultural destination.

## MORE CULTURAL TOURISM NEWS

arts education to California communities and schools? Contribute to the Arts Council Fund on your annual state tax return! Look for the Arts Council Fund in the “contributions” section.

Help spread the word! Download the tax checkoff logo [here](#) and post on your webpage, social media, etc.

**SIGN UP TO RECEIVE**  
**E-NEWSLETTER**



San Diego has long been at the forefront of Cultural Tourism efforts and Victoria Hamilton, Executive Director of the City of San Diego Commission for Arts and Culture, has been at the table since day one. A cultural tourism alliance was created in San Diego in 1998 when the Commission convened a gathering of cultural tourism leaders from across the nation. Cultural tourism and heritage experts continue to meet annually throughout the country. Last month, Hamilton represented San Diego at an Urban Cultural Tourism Summit in Los Angeles. Stay tuned for important outcomes.

## WHEN ARTS AND BUSINESSES PARTNER, EVERYONE PROFITS

We are excited to partner with Americans for the Arts and get involved in [The pARTnership Movement](#), a new initiative designed to reach business leaders with the message that partnering with the arts will advance their bottom line goals and build their competitive advantage. The pARTnership Movement provides information about the benefits of arts and business partnerships, examples of successful arts and business partnerships, and suggestions for how business leaders can take their partnership to the next level.



A great example of the program is their [8 Reasons to Partner with the Arts](#). Check it out!

See you how you can partner by visiting the [Arts Groups Partnership Movement Toolkit](#).

## ARTS COMMUNITY GEARS UP FOR ADVOCACY SEASON

An Arts and Culture Leadership Continuum on Advocacy was held this month at the Museum of Photographic Arts and the message to all was clear – “Everyone can be a advocate!” Hosted by the Commission for Arts and Culture, The San Diego Foundation and the San Diego Regional Arts & Culture Coalition, a panel of speakers included local, state and national experts on advocacy. In an effort to “Gear up for Advocacy Season,” 80 attendees received a roadmap to lobbying, as well as a snapshot of the upcoming races.



Above, from left to right: Randy Cohen, Americans for the Arts; Jackie Koppell, California Arts Advocates; Hugh Davies, Museum of Contemporary Art San Diego; Pat Libby, Institute for Nonprofit Education and Research, University of San Diego; Victoria Hamilton, City of San Diego Commission for Arts and Culture; Felicia Shaw, The San Diego Foundation; and Alan Ziter, NTC Foundation.

The event was presented in partnership with California Arts Advocates and Americans for the Arts. A reception, hosted by Rising Arts Leaders of San Diego, followed at The History Center.

### Key Resources:

[Americans for the Arts ACTION FUND](#)

[San Diego Regional Arts & Culture Coalition](#)

[Center for Lobbying in the Public Interest](#)

[All 4 Justice](#)

[The Lobbying Strategy Handbook, by Pat Libby & Associates](#)

*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.*