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FY13 ECONOMIC AND COMMUNITY IMPACT OF ARTS AND CULTURE REPORT REPORT FOCUSES ON NEIGHBORHOODS UNITED THROUGH ARTS AND CULTURE

SAN DIEGO- MAY 1, 2014- Today at the Media Arts Center San Diego in North Park, **Mayor Kevin Faulconer** joined the **City of San Diego Commission for Arts and Culture** (Commission), the **San Diego Regional Arts and Culture Coalition**, and the **San Diego Tourism Authority** to release the results of the **2013 Economic and Community Impact of Nonprofit Arts and Culture Organizations in San Diego**, which highlights the value of arts and culture as a civic resource for building strong and vibrant communities.

Mayor Faulconer said, "It is no coincidence that this report is themed on neighborhoods, which is very much in line with my One San Diego plan. The arts are a catalyst for neighborhood revitalization, they improve the quality of life, and they enhance access to quality educational experiences. I can think of no better place to be than right here in this fantastic neighborhood, in the Digital Gym, which reveals how the arts are also a beacon for the possible and truly encourage people to get involved on a neighborhood level."

"San Diego's creative industries - ranging from non-profit museums, symphonies, and theaters to for-profit film, architecture, and design firms - stimulate innovation, strengthen San Diego's competitiveness in the market, and play an important role in building and sustaining economic vibrancy," added **Rebecca Smith, Commissioner**. "It is estimated that the San Diego region is home to 9,600 arts-related businesses that employ over 36,000 people - meaning the creative industries account for over 5 percent of the total number of businesses located here. By generating jobs and spending through cultural engagement, arts and culture will help transform San Diego into one of the most vibrant cities in the nation."

The report, *2013 Economic and Community Impact of Nonprofit Arts and Culture Organizations in San Diego*, provides evidence that arts and cultural organizations are instrumental in making San Diego a vibrant city. The report found that the **72** arts and culture organizations funded with **\$6,042,338** by the Commission's OSP program stimulated the economy with over **\$186** million in expenditures. These nonprofits employ a workforce of more than **6,500** supported by **13,400** volunteers. This investment provided for over **298,000** school and community group visits, giving youths first-hand exposure to the arts, and **44** neighborhood events, which encourage residents to participate in a creative, engaged, civic life.

The report noted that economic activity created by cultural tourists - visitors who spend more and stay longer than the average tourist - is particularly important to San Diego. In 2012-2013, over **1.6** million visitors participated in arts and cultural events funded by the Commission - supporting the local

economy, including spending money on hotel accommodations that directly contribute to Transient Occupancy Tax (TOT) revenue (which directly supports the city's infrastructure and essential neighborhood services). In October 2013, the City was awarded the "Best Destination for Cultural Tourism-North America" in the Business Destinations Travel Awards, a prestigious recognition of the value the arts play in economic vitality.

For more information, and to view the full report, visit www.vibrantcityvibrantculture.com or call 619-236-6800 for copies.

2013 Arts and Culture Economic and Community Impact Report Partners:

The **City of San Diego Commission for Arts and Culture** serves in an advisory capacity to the Mayor and City Council on promoting, encouraging and increasing support for the region's artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination. The Commission is composed of 15 volunteers appointed by the Mayor and is supported by a staff of professional arts administrators.

The **San Diego Regional Arts and Culture Coalition (SDRACC)** is the voice of arts and culture supporters in San Diego. Founded in 1989 to advocate for stable funding by the City of San Diego, SDRACC has expanded to become the local partner of California Arts Advocates on state issues and Americans for the Arts on national issues. Arts and Culture organizations join SDRACC to add their voice to the chorus of support for government funding, sound policy, and an educated public to San Diego benefits from a strong creative sector. Founded in 1989 as a collaborative entity of member arts and culture organizations in San Diego County, the Coalition now encompass a broad regional membership of nearly 100 organizations.

The **San Diego Tourism Authority's (SDTA)** mission is to drive visitor demand to economically benefit the San Diego region. Tourism is the second largest segment of San Diego's economy and employs approximately 165,000 people. The San Diego Tourism Authority is a private, non-profit, mutual benefit corporation composed of approximately 1,100 member organizations, businesses, local governments, and individuals seeking a better community through the visitor industry. SDTA employs a staff of approximately 62 people and benefits from a large group of dedicated volunteers who assist visitors throughout the region at two Visitor Centers operated by the Authority. The San Diego Tourism Authority is funded in part by the San Diego Tourism Marketing District with City of San Diego Tourism Marketing District assessment funds.

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