

City of San Diego Commission for Arts and Culture San Diego Regional Arts and Culture Coalition

F Y 2 0 0 5 E C O N O M I C A N D C O M M U N I T Y I M P A C T R E P O R T



"A Measure of Our Success"

Since 1992, the City of San Diego Commission for Arts and Culture and the San Diego Regional Arts and Culture Coalition have published an annual report which offers a research-based approach to understanding the scope and economic importance of arts and culture in the City of San Diego. Working together, these industry leaders are dedicated to representing and serving the flourishing nonprofit sector of San Diego's creative community and increasing opportunities for every San Diegan and visitor to have quality arts and culture experiences in their lives.



Support for the arts and culture industry (museums, theater companies, performing arts centers, orchestras, dance companies, etc.) and other nonprofits that enliven our neighborhoods with festivals, parades and public art, is easily justified on purely artistic terms. These organizations not only offer programs that are catalysts for life-changing experiences, they also provide a measurable return on the City's investment by adding value in the form of jobs, spending and increased tax revenue through tourism.

As the Commission and Coalition look back at the year 2005 to evaluate their success, I will be looking toward the future – beyond the intrinsic value of arts and culture – to consider the practical relevance of a creative economy as a contributor to San Diego's economic recovery.

With the City's continued investment, San Diego's arts and culture industry will be key to the achievement of four strategic objectives that drive our vision of San Diego as the best-managed and finest city in the nation. Together, we can...

Enable sustainable, smart growth and economic prosperity Create safe, inviting, and livable neighborhoods Develop fiscally sound, efficient city government that is responsive and dependable Regain our status as "America's Finest City" with the highest quality of life

San Diego's remarkable arts and culture community has a significant role in every aspect of this plan for the city's rebirth. I applaud the Commission, its model funding programs and the significant economic impact that the funded groups make on our community. Together, they have the ability to lift San Diego to a better future.

A handwritten signature in black ink, appearing to read "JSL".

Mayor Jerry Sanders



Enable sustainable, smart growth and economic prosperity

San Diegans benefit from the presence of a vibrant, rich, and diverse arts and culture environment. Just as we know that art and culture hold the potential to demonstrate the power of human creativity and expression, we also know that it is essential to economic prosperity, another closely held value.

With its power fully realized, art and culture can attract a competitive work force, provide employment opportunities, and generate a significant return on the City's investment. San Diego's nonprofit arts and culture organizations have a substantial impact on the local economy and one that is higher than national averages.

Community Reinvestment

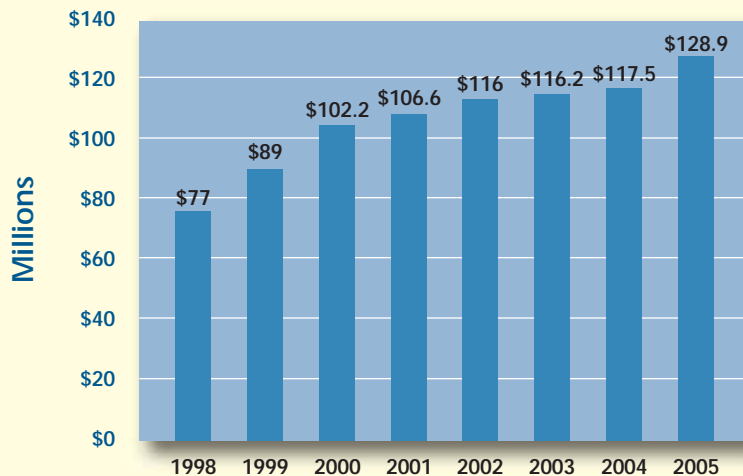
San Diego's arts and culture nonprofits represent a multi-million dollar industry. In 2005, the 86 arts and culture organizations funded through the Commission's Organizational Support Program (OSP) had combined expenses of \$128.9 million, an increase of \$11.4 million over the previous year. The impact of this spending magnified as dollars were reinvested in the community again and again.

Together, these organizations didn't just spend money, they made money, selling 2.8 million single tickets. Of the total 4.1 million admissions, 1.3 million tickets went to children, students and other residents, while 5,470 total events were offered free to everyone.

"In 2005, the San Diego Natural History Museum's "Chocolate" exhibition attracted over 70,000 visitors, exceeding our expectations by 39%. "Chocolate Sundays" was a huge success, bringing in 21,673 guests to taste chocolate treats from local and regional chocolateers. By comparison, Sundays from the previous year saw attendance of 9,421. "Chocolate Sundays" increased Sunday attendance by 130%!

Michael Hager, Executive Director
San Diego Natural History Museum

86 OSP Funded Organizations Direct Impact to Economy



Making a Measurable Impact on the Local Economy

\$7.1 million
allocated by the
Commission to
Organizational
Support Program
(OSP)

\$128.9 million
86 Funded Arts
and Culture
Organizations
Direct Spending

\$398 million
Cultural Tourist
Spending

4,635 Jobs

"Understanding and acknowledging the incredible economic impact of nonprofit arts, we must always remember the fundamental value of the arts. They foster beauty, creativity, originality and vitality. The arts inspire us, soothe us, provoke us, involve us, and connect us... but they also create jobs and contribute to the economy."

Robert L. Lynch, President and CEO
Americans for the Arts

Employment Opportunities

Of the \$7.1 million allocated by the Commission to the OSP, \$5.7 million went toward the hiring of artistic, administrative and technical personnel who delivered the programs and services San Diegans and visitors enjoy, while \$1.4 million helped run operations, purchase supplies and professional services. All total, these organizations provided over 4,500 jobs, far exceeding averages of similarly populated cities across the nation.

DID YOU KNOW?

San Diego is home to 3,421 arts-related businesses that employ 18,815 people. These arts-centric businesses include nonprofit arts and culture organizations as well as for-profit film, architecture, and advertising companies, that employ people, spend money locally, generate government revenue and are a cornerstone of tourism and economic development.¹

"Creative Industries Report"
Americans for the Arts¹

¹ Dun & Bradstreet, 2006.





Cultural Tourism

Travel directed at experiencing art, culture, heritage or the special nature of a place is known as cultural tourism. This growing segment of the tourism market is important to the San Diego tourist market because cultural tourists make longer visits and spend more money than average tourists. In fact, according to a recent San Diego Convention and Visitors (ConVis) Bureau study, cultural tourists spend \$246 per day – significantly more than other tourists do.

In 2005, the 86 city-funded organizations sold 1.6 million tickets and admissions to out of town visitors. Using the ConVis multiplier, these tourists poured approximately \$398 million back into the San Diego economy – an increase of \$29 million from the previous year – including hotel expenditures that directly impact transient occupancy tax revenues.²

² Source: ConVis study supported by American Express. According to the study, cultural tourists spend an average of \$1,356 over 5.5 days.

DID YOU KNOW?

According to a landmark 2005 study commissioned by Art + Culture LA and LA, Inc. on the leisure travel habits of cultural tourists, San Diego is a strong competitor in the cultural tourist market, attracting 2.7 million out-of-town travelers annually who make their decision about visiting a destination in large part because of its cultural attractions. This is slightly less than Los Angeles at 3.0 million but significantly more than San Francisco, at 2.1 million.³

³ Source: The LA Cultural Tourism Study – A Comparative Analysis - TNS/Plog Research and a 2004 American Traveler Survey.

Create safe, inviting, and livable neighborhoods

Arts Education

As young people transition from youth into adulthood, they need arts programs that provide safe havens for cultural discovery and are proven to increase student retention, improve self esteem and academic performance across disciplines and promote stronger and more authentic connections to community and citizenship.

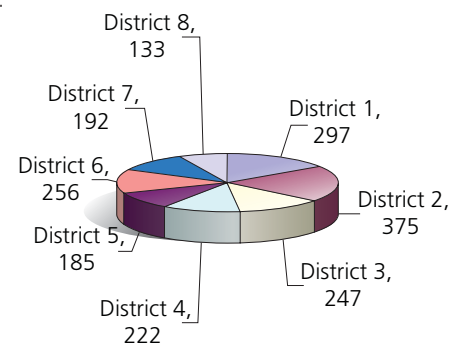
The Commission expects OSP-funded organizations to provide arts education programs – delivered in-school and after-school – that provide a combination of rigorous and relevant educational experiences. In 2005, OSP-funded organizations served 29,300 students and teachers during the school day and an additional 185,739 people through other types of life-long learning and outreach activities. Programming was offered at nearly 156 sites throughout the city, to 147 public and private schools in every City Council District.

DID YOU KNOW?

*A Harris Poll commissioned by Americans for the Arts reveals that 93% of Americans believe that the arts are vital to providing a well rounded education and 79% agree that incorporating arts into education is the first step in adding back what's missing in public education today.*⁴

⁴ Source: Harris Poll conducted by telephone in May 2005 among 1,000 Americans, 18 years of age or older. The margin of error as + or - 3.1 percent.

School Outreach by Council District





“KID CITY, which opened at the Reuben H. Fleet Science Center, introduces preschool children to basic math and science concepts. Designed by the Fleet staff and an advisory group of early childhood development and education experts, it provides opportunities to learn through discovery and creative play. This is the only large-scale museum installation targeting preschool children in the City of San Diego.”

Jeffrey Kirsch, Executive Director
Reuben H Fleet Science Center

Public Art

San Diego neighborhoods add a unique dimension to the city. Art strategically located in public spaces and incorporated into our built environment enrich the city's visual landscape and adds an immeasurable quality to San Diego life.

Neighborhood and community spirit is enlivened by imaginative art works in municipal spaces and buildings from life guard towers and fire stations to neighborhood parks and libraries. In 2005, five new public artworks were added to the City's collection, enhancing neighborhoods of San Ysidro, Del Cerro, Lincoln Park, College-Rolando and Pacific Beach.

DID YOU KNOW?



Security consultant and 18-year veteran police officer Harry Erickson, argues that locks, gates and other security devices may deter crime in blighted areas, but the best crime deterrent is a neighborhood which projects the image that people care and will not tolerate criminal behavior. According to Erickson, public art is part of this mix.

Al Zelinka and Dean Brennan

“SafeScape: Creating Safer, More Livable Communities Through Planning and Design”

Community Cultural Engagement

Every weekend throughout San Diego, people gather to celebrate community through the arts. Whether participating in an African drumming festival, observing Dia de los Muertos or celebrating Chinese New Year San Diegans and visitors have opportunities to experience the sites, sounds and tastes of diverse cultures every weekend of the year. The Commission's investment in 35 festivals in 2005 has helped maintain the number and quality of celebrations taking place around the city.

San Diegans have an important role in helping the creative community thrive by investing their valuable time and money into arts and culture organizations.

- In 2005, 21,806 volunteers and 1,320 volunteer board members donated their time and talent to 86 OSP-funded organizations.
- Individuals to these same organizations contributed \$24.7 million – an increase from \$23 million from the previous year.
- Business giving also increased, from \$4.7 to \$5.5 million.



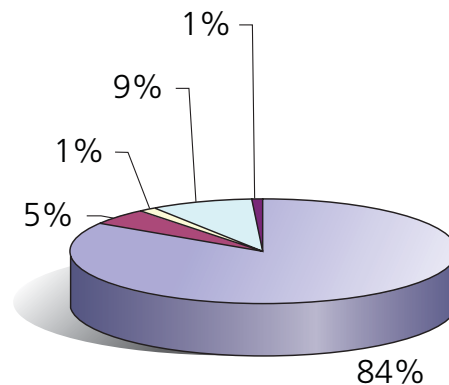
Develop fiscally sound, efficient city government that is responsive and dependable

The City's dependable source of support helps new, emerging and established organizations increase their professionalism, find new sources of revenue and build institutions – all to insure the sustainability of operations during the good times as well as bad.

Technical Support

City funding allocated through the Commission requires accountability. Contractors are expected to be well managed and fiscally sound, in addition to producing work of high artistic quality. A lean 9% of the City's total allocation supports a professional staff that helps would-be contractors of all sizes and budgets participate in the rigorous organizational review process. Hours of technical support are provided by both board and staff through site visits, workshops, and one-on-one consultations to help city-funded arts and culture organizations achieve the Commission's high standards of accountability.

Commission FY05 Operating and Programs Budget



- Organizational Support Program \$7,053,884
- Festivals and Celebrations \$434,538
- Public Art \$60,129 (Does not include public art in capital improvement projects)
- Administration \$785,085
- Council Discretionary Funds \$81,000

Capital Improvement

Commission support has enabled many of the cultural institutions in Balboa Park to build their own facilities and gift them back to the City. Over the past 10 years in fact, cultural institutions in Balboa Park have invested \$189 million in capital improvements and supported annual operations totaling \$182 million to provide educational cultural and entertainment opportunities for residents and tourists alike.

Balboa Park Cultural Partnership

"The Commission helped launch our choral group with a small, \$2,000 contract that has steadily increased over the years as our organization has grown and become more professional. We attribute so much of our success to the technical assistance and seed funding derived from the Commission during our early years."

George Hill
San Diego Young Artists Music Academy

"The OSP program makes us believe in city government. The process is efficient, transparent, fair and equitable, providing an important source of operational support for arts and culture."

Will Neblett, Executive Director
San Diego Junior Theatre

Earned Income

And, although the economic downturn in the City caused Commission funding to decrease in 2005 for the second consecutive year, resourceful arts and culture organizations were able to fill the gap by finding other sources of revenue by increasing ticket prices and fees or by becoming more focused on the bottom line. Not counting admissions, earned income for FY 2005 increased overall by 1.3 million over the previous year with \$94 million in funding raised by contractors through fees, service for hire and other entrepreneurial endeavors.

“For the La Jolla Playhouse, the export of culture is proving to be a credible source of earned revenue. City funding first helped create Tony Award-winning “Jersey Boys” and put San Diego on the map as one of the nation’s hottest theatre towns. Now, licensing opportunities with theatres in New York and soon London and San Francisco are keeping our company in the black.”

Steven B. Libman, Managing Director
La Jolla Playhouse



Regain our status as “America’s Finest City” with the highest quality of life

Vibrant Culture, Vibrant City

Strong arts and culture programs enhance all the qualities that guide the growth of great cities – innovation, creativity, diversity and an involved citizenry. All great cities can take pride in programs that reflect their character and culture.

San Diego is well positioned to capitalize on its cultural amenities to retain its recognition as a world class city that offers the highest quality of life for its residents and visitors alike. These same amenities will also continue to drive the economic vitality of the region. However, realizing the full potential of our arts and cultural offerings will require not only a stable funding pool with no further cuts, but increased funding from all sources.

With adequate guaranteed funding for San Diego’s arts and culture industry, the Commission and other industry leaders can champion a city-wide collaborative embracing a number of initiatives that can spark innovation and excitement, revitalize our urban spaces and, spark new thinking generating investments throughout the region.



Page two: third, Natural History Museum – staff.
Page three: top right, Jersey Boys – Ken Howard;
top middle, Malashock Dance – Elazar Harel.
Page five: top image, San Diego Aerospace Museum –
Amelia Chapman. Page six: top, Maritime Museum –
Darrall Slater; bottom, Children’s Museum –
Alberto Caro. Page seven: fourth, Westwind Brass –
Ken Jacques. Back page: City Ballet – Dale Stokes

Five arts and culture projects worthy of placement atop the City's list of priorities include:

Planning for the Balboa Park Centennial Celebration – Ninety years ago, San Diego put itself on the worldwide map with the opening of Balboa Park. If San Diego leaders start planning now, they can bring Balboa Park back to its full glory and create a world class Centennial Celebration in 2015.

Release Funding for the Restoration of the Naval Training Center – As the completion of a civic, arts and cultural district at NTC nears, the last 20 buildings of this grand promenade are poised for restoration that can be completed with the release of a promised second \$6 million rehabilitation grant.

Create the C Street Cultural Corridor – By creating the C Street *Cultural* Corridor, an important downtown street will be transformed into a desirable cultural destination, sending a strong statement about the City's commitment to arts and culture.

Renew the Civic Theater – The largest professional performance venue in the city plays host to large scale productions and hundreds of sold out performances each year. After 41 years, this important venue needs a facelift. One mark of a world class city is the care and consideration it gives high quality regional performance space assets like this.

Embrace the North Embarcadero Visionary Plan – The North Embarcadero Visionary Plan represents an important step in the progress of downtown's waterfront. It will add world-class amenities, open space and places for arts and culture activities. The Plan also contains a Public Art Master Plan which will help ensure that San Diego's authentic spirit of diversity, creativity and ingenuity are captured through artistic expression along the waterfront.

"The annual investment of TOT funds with the nonprofit arts and culture organizations of San Diego is really an investment in the City itself. It recognizes the industry's tremendous public benefits and confirms our place as America's Finest City."

Joyce Gattas, Chair, City of San Diego,
Commission for Arts and Culture



City of San Diego Commission for Arts and Culture

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Actors Alliance of San Diego
Asian Story Theater
Athenaeum Music & Arts Library
California Ballet Association
Camarada
Center for World Music
Centro Cultural de la Raza
Children's Museum / Museo de los Niños
Christian Community Theater
City Ballet, Inc.
Civic Youth Orchestra Inc.
Classics for Kids
Common Ground Theatre
Community Actors Theatre
Culture Shock Dance Troupe
Diversions Theatre
Eveoke Dance Theatre
Fern Street Community Arts, Inc
Fritz Theatre
Gaslamp Quarter Historical Foundation
Gay Men's Chorus of San Diego
Icarus Puppet Company
Installation Gallery
Japanese Friendship Garden
Jean Isaacs' San Diego Dance Theater
La Jolla Music Society
La Jolla Playhouse
La Jolla Symphony and Chorus
Lower Left
Lyric Opera San Diego
Mainly Mozart
Malashock Dance & Company
Maritime Museum
McCaleb Dance
Media Arts Center San Diego
Mingei International Museum
Museum of Contemporary Art San Diego
Museum of Photographic Arts
New Works/Vantage Theatre
The Old Globe Theatre
PASACAT
Patricia Rincon Dance Collective
Persian Cultural Center
Playwrights Project
Reuben H. Fleet Science Center
Samahan Filipino American Performing Arts
San Diego Aerospace Museum
San Diego Archaeological Center
San Diego Art Institute
San Diego Automotive Museum
San Diego Ballet
San Diego Book Arts
San Diego Center for Jewish Culture
San Diego Chamber Orchestra
San Diego Children's Choir
San Diego Chinese Historical Society
San Diego Civic Youth Ballet
San Diego Early Music Society
San Diego Guild of Puppetry
San Diego Historical Society
San Diego Junior Theatre
San Diego Master Chorale
San Diego Men's Chorus
San Diego Model Railroad Museum
San Diego Museum Council
San Diego Museum of Art
San Diego Museum of Man
San Diego New Music
San Diego Opera Association
San Diego Performing Arts League
San Diego Repertory Theatre
San Diego Society of Natural History
San Diego Symphony Orchestra Association
San Diego Women's Chorus
San Diego Young Artists Music Academy, Inc.
San Diego Young Artists Symphony
San Diego Youth Symphony
Save Our Heritage Organization
Sledgehammer Theatre
Spreckels Organ Society
Starlight Theatre
Sushi Performance & Visual Art Inc
Veterans Memorial Center, Inc.
Westwind Brass
Women's History Museum
Young Audiences of San Diego