



San Diego Opera Association, *La Traviata* – Ken Howard



Balboa Park – Joanne DiBona

## Supported by the City of San Diego Commission for Arts and Culture's

# FY2006

### ORGANIZATIONAL SUPPORT PROGRAM (OSP)

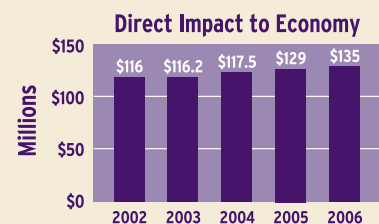
Actors Alliance of San Diego	Playwrights Project
Asian Story Theatre	Samahan
Athenaeum Music & Arts Library	San Diego Aerospace Museum
California Ballet Association	San Diego Archaeological Center
Camarada Chamber Music Ensemble	San Diego Art Institute
Center for World Music	San Diego Automotive Museum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

regional employer. Citizen involvement through public art, neighborhood celebrations, and community-wide cultural engagement are also essential to our vibrant city.

### ECONOMIC PROSPERITY

A vibrant, rich, diverse arts and culture environment rewards both San Diegans and visitors. Local leaders recognize this essential value and make arts and culture a critical partner in planning the future growth of this great city. The arts attract a competitive work force, provide employment opportunities, and generate a significant return on the City's investment. The arts and culture community has a consistent and growing impact on our local economy.

**Community Reinvestment** – San Diego's arts and culture nonprofits represent a multi-million dollar industry. In FY06, the 82 arts and culture organizations funded through the Commission's OSP had combined expenses of \$135.2 million. The impact of this spending magnifies as dollars are reinvested in the community again and again.



San Diego Natural History Museum – Lollo Enstad



**FY2006**

## ARTS AND CULTURE ECONOMIC AND COMMUNITY IMPACT REPORT

Issued by the City of San Diego Commission  
for Arts and Culture and the San Diego  
Regional Arts and Culture Coalition

San Diego's evolving arts and culture community is developing a world-class reputation:

- Along the San Diego Trolley line from construction sites in downtown's East Village to Market Creek Plaza, professional dancers perform at trolley stops.
- Visitors to Singapore's Science Center view a San Diego-generated IMAX® film.
- In a favorite North Park hangout, audiences crowd into a packed space to see experimental works-in-progress by local performance artists.
- Amidst the cultural treasures of Balboa Park, students beam with pride at the success of their acting debut.
- On a balmy summer evening, audiences gather at the bayside for a concert of Tchaikovsky's thundering *1812 Overture*.
- A documentary film on the Discovery Channel describes Old Town's Whaley House as America's most haunted.



Malashock Dance & Company, *Fathom: The Body as Universe-World Premiere* – Elazar Harel

### ARTS AND CULTURE MEANS BUSINESS

Arts and culture plays a vital role in making San Diego one of the most livable cities in the world and a major destination in the US. Since 1988, the City of San Diego Commission for Arts and Culture (Commission) has worked to integrate arts and culture into all aspects of city life. This integrative effort has supported a growing tradition of excellence. Whether it is the 4-year-old critically acclaimed Cygnet Theatre playing to sold out audiences in its 157-seat college-area store front or the venerable San Diego Museum of Art loaning masterworks from its collections to art museums around the world, our city should indeed be proud.

San Diego receives many benefits from the work of its arts and culture community, some intangibly aesthetic and others decidedly measurable. To demonstrate the impact, this report gathers information generated by the 82 arts and culture organizations that participated in the City of San Diego's Organizational Support Program (OSP) during the 2006 fiscal year (FY06).

The 82 nonprofit OSP groups, supported by Transient Occupancy Tax (TOT), offered residents and visitors myriad opportunities to participate in an array of arts and cultural experiences. Additionally, they provided valuable programming and services to schools and communities, while consistently stimulating the local economy as a top

Mainly Mozart – Ken Jacques



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World Beat Center – Miguel Pizarro

San Diego Museum of Art – Amy Vaughan

San Diego Ballet, *Portrait in Yellow and Black*  
– Elazar Harel

La Jolla Playhouse, *The Wiz* – Kevin Berne

Museum of Contemporary Art San Diego

Reuben H. Fleet Science Center

Linda Vista Multicultural Fair – Lowell Waxman

**ECONOMIC PROSPERITY** (cont.)

With over \$80 million spent on salaries and \$55 million spent on facilities, supplies and services, city government and local businesses see direct benefit.

**Employment Opportunities** – Over 4,200 people are employed by the 82 arts and culture organizations. The \$6.4 million allocated by the Commission through the OSP continues to provide a major return on investment that significantly impacts the local economy. Over \$5 million of City funding went toward the hiring of artistic, administrative and technical personnel who delivered the programs and services, while \$1.4 million supported the operations and purchases of goods and supplies.

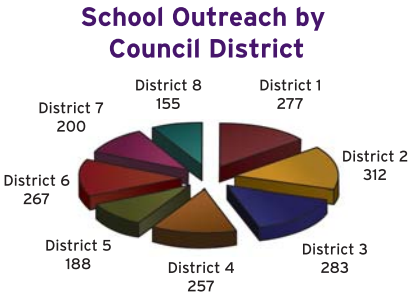
**Cultural Tourism** – As attracting tourism dollars becomes more competitive, cities are looking at ways to lure visitors from other areas. Cultural tourists—people who travel to experience art, culture, heritage or the special nature of a place—are a growing segment of the tourism market. Cultural tourists tend to stay longer and spend significantly more than traditional tourists. Spending an average of \$246 per day in San Diego on hotels, shopping, and dining, cultural tourists are a very desirable market segment<sup>1</sup>. In FY06, more than 1.8 million tickets and admissions were sold to out-of-town visitors by the 82 City-funded organizations. Extrapolating from regional averages, these tourists poured approximately \$442 million back into the San Diego economy—including hotel expenditures that directly augment TOT revenues. San Diego's arts and culture community ensures our city remains a premier cultural destination.

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

**VIBRANT COMMUNITIES**

**Education and Outreach** – As young people continue to face daily challenges, arts and culture programs provide safe havens. They are proven to increase student retention, self esteem and academic performance across disciplines, and promote stronger and more viable connections to community and citizenship.

The OSP-funded organizations provide education and outreach programs—at both in-school and after-school settings—that deliver rigorous and relevant educational experiences. Programming was offered with nearly 790 site visits throughout the city and over 2,100 times at public and private schools in every City Council District. Arts and culture organizations continue to fill the gap for education programs that are regularly cut and chronically overlooked. In FY06, OSP-funded organizations reached over 420,000 people with their life-long learning and outreach activities.



**Community Identity and Celebrations** – San Diego's 100 neighborhoods make up a region that is rich in diversity. Each neighborhood takes pride in its unique character. Local residents and businesses collaborate to strategically place art in public spaces as well as incorporate transformative design into their buildings. The results reflect our rich diversity, enhance the city's visual landscape and add a vibrant quality to life in San Diego. In FY06, two new public artworks were added to the City's collection, gracing the neighborhoods of City Heights and Sherman Heights. Using public art as a tool, these communities expressed their authenticity and developed collaborative skills through the art selection process. An additional two projects were initiated in Downtown's East Village and Serra Mesa last year.

In conjunction with public art, San Diego's neighborhoods celebrate their culture and diversity through festivals and parades. Whether participating in an African drumming festival, observing Dia de los Muertos or celebrating Chinese New Year, San Diegans and visitors alike have opportunities to experience the sites, sounds and tastes of our diverse cultures every weekend of the year. The Commission's investment in 35 festivals in FY06 helped maintain the number and quality of celebrations taking place around the city.

**Cultural Participation** – Individual San Diegans play an important role in helping the city thrive by investing their valuable time and money into arts and culture organizations. In FY06, 14,139 volunteers and 1,256 volunteer board members donated their time and talent to 82 OSP-funded organizations. Furthermore, these individuals and many more contributed millions of dollars in donations to these organizations. This level of giving, along with corporate, foundation, and City support allowed the 82 arts and culture organizations to produce 3,800 free events so that all citizens had the opportunity to participate.

**FISCALLY EFFICIENT AND RESPONSIBLE GOVERNMENT**  
The City's support helps new, emerging, and established organizations increase their professionalism, find new sources of revenue and build institutions. Guaranteeing such support insures the sustainability of operations and vitality of their product.

**Technical Support** – In addition to producing works of high artistic quality, City funding allocated through the Commission requires accountability. Arts and culture organizations are expected to be well managed and fiscally sound. The Commission's budget is dedicated to supporting these organizations while at the same time providing for professional staff to help applicants of all sizes and budgets participate in the rigorous OSP review process. Hours of technical support are provided by both Commissioners 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.

**MAINTAINING A COMPETITIVE ADVANTAGE**  
A strong arts and culture community plays a vital role in guiding the growth of great cities. A creative culture is one of the major factors in recruiting an innovative work force and keeping a city vibrant and competitive in the global environment.

San Diego is well positioned to capitalize on its cultural amenities and to be recognized as a world-class city with a distinguished quality of life for its residents and visitors, and as an economic driver essential to the vitality of the region. However, realizing the full potential of arts and culture requires not only a stable funding pool, but increased funding from all sources.

With guaranteed funding, the Commission and other community leaders can champion city-wide collaborative efforts that include:

- The restoration of the NTC Promenade as a civic, arts, and cultural district.
- Creating the C Street Cultural Corridor.
- Providing state-of-the-art upgrades to the Civic Theatre.
- Embracing the North Embarcadero Visionary Plan.
- Planning for the 2015 Balboa Park Centennial Celebration.

Importantly, these initiatives have the potential to spark innovation and excitement, revitalize urban spaces, and improve the quality of life and economy.

Models of success already abound. The innovation of San Diego's arts and culture organizations is represented by La Jolla Playhouse's *Jersey Boys*’ 2006 Tony® for Best Musical. The excitement is experienced by residents and tourists when they take a weekend stroll to the recently expanded MCASD Downtown facility, a thoughtful renovation of the 1915 Santa Fe Depot baggage building with an adjacent new three-story structure. And the renewal of our urban spaces is appreciated by visitors to the refurbished Stephen and Mary Birch North Park Theatre, representing the culmination of years of planning and dedication by the North Park community, the City, a local developer, and Lyric Opera San Diego.

The Commission is proud to serve the citizens and City of San Diego as a catalyst for community engagement and supporter of emerging arts and cultural groups and world-class performances and exhibitions that are created here and exported across the country and around the world.