

**ORGANIZATIONAL SUPPORT PROGRAM**

- Actors Alliance of San Diego
- AJA Project
- Athenaeum Music & Arts Library
- California Ballet
- Center for World Music
- Centro Cultural de la Raza
- Chamber Music Ensemble Camarada
- City Ballet
- Classics for Kids
- Culture Shock Dance Troupe
- Diversionsary Theatre
- Eveoke Dance Theatre
- Fern Street Community Arts
- Fritz Theatre
- Gaslamp Quarter Historical Foundation
- Gay Men's Chorus of San Diego
- Icarus Puppet Company
- Installation Gallery
- Japanese Friendship Garden Society of San Diego
- Jean Isaac's San Diego Dance Theater
- La Jolla Music Society
- La Jolla Playhouse
- La Jolla Symphony & Chorus
- Lower Left
- Lyric Opera San Diego
- Mainly Mozart
- Malashock Dance
- Maritime Museum of San Diego
- Media Arts Center San Diego
- Mingei International Museum
- Museum of Contemporary Art San Diego
- Museum of Photographic Arts
- NewWorks/Vantage Theatres
- Old Globe Theatre
- PASACAT
- Patricia Rincon Dance Collective
- Persian Cultural Center
- Playwrights Project
- Prophet World Beat Productions
- Reuben H. Fleet Science Center
- Samahan Filipino American Performing Arts Center
- San Diego Air & Space Museum
- San Diego Archaeological Center
- San Diego Art Institute
- San Diego Automotive Museum
- San Diego Ballet
- San Diego Center for Jewish Culture
- San Diego Chamber Orchestra
- San Diego Children's Choir
- San Diego Chinese Historical Society
- San Diego Civic Light Opera
- 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 Natural History Museum
- San Diego New Music
- San Diego Opera
- San Diego Performing Arts League
- San Diego Repertory Theatre
- San Diego Symphony Orchestra
- San Diego Women's Chorus
- San Diego Young Artists Music Academy
- San Diego Young Artists Symphony
- San Diego Youth Symphony and Conservatory
- Save Our Heritage Organisation
- Sledgehammer Theatre
- Spreckels Organ Society
- Sushi
- Veterans Memorial Center
- Westwind Brass
- Women's History Museum and Educational Center
- Young Audiences of San Diego

**CREATIVE COMMUNITIES SAN DIEGO**

- Adams Avenue Business Association
- America's Finest City Dixieland Jazz Society
- Asian Story Theater
- Bon Temps Social Club of San Diego
- Border Voices
- Cabrillo Festival
- Centre City Development Corporation
- Christian Community Theatre
- College Area Economic Development Corporation
- Common Ground Theater
- Cygnnet Theatre
- Discover Pacific Beach
- Fire Fighters Advisory Council to the Burn Institute
- Gaslamp Quarter Association
- Hillcrest Business Improvement Association
- Historic Old Town Community Foundation
- Kiwanis Club of Tiersasanta
- Linda Vista Multi-Cultural Fair and Parade
- Los Bilingual Writers
- Mo'olelo Performing Arts
- North Park Organization of Businesses
- Ocean Beach Main Street Association
- Pacific Southwest Wildlife Arts
- picART, Partners in Compassion ART
- Point Loma Association
- Rancho de los Penasquitos Town Council
- Rolando Community Council
- Salvation Army Kroc Center
- San Diego After School Strings Program
- San Diego Armed Services YMCA
- San Diego Asian Film Foundation
- San Diego Chinese Center
- San Diego EarthWorks
- San Diego Film Foundation
- San Diego Fleet Week Foundation
- San Diego North Chamber of Commerce
- San Diego Youth & Community Services
- Torrey Pines Kiwanis Club

Joel Sotelo, Mas vale pajar en mano

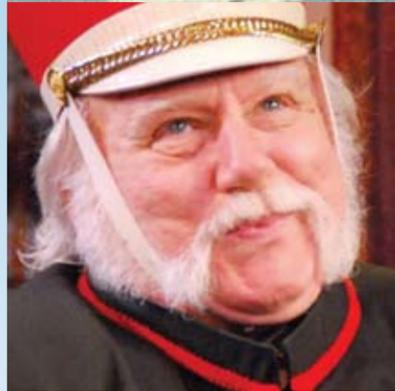


# SAN DIEGO

## VIBRANT CULTURE, VIBRANT CITY

FY2007

### 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

[sandiego.gov/arts-culture](http://sandiego.gov/arts-culture)



Museum of Contemporary Art San Diego, Thursday Night Thing – Terri Rippee

## Creativity flourishes under San Diego's brilliant skies.

It is the people of San Diego and those that visit here who are able to benefit from a thriving arts and culture community. And, it is the legacy of many outstanding visual and performing artists and arts and culture leaders to find new and creative ways to produce and integrate arts and culture into community life. And now as of December 2007, San Diego ranks in the top 10 of the 50 largest US cities in terms of number of arts-centric for profit and nonprofit businesses and employees.

The nonprofit arts and culture organizations within the City of San Diego are an important sub-sector of the region's growing arts and culture industry. Through the City's Organizational Support Program (OSP) funded by the Transient Occupancy Tax (TOT) and administered by the City of San Diego Commission for Arts and Culture, 80 organizations received funding to support the development and implementation of some of the country's most outstanding performances, exhibits and educational programs. This report describes the social and economic benefits accrued to the City as a result of its investment in arts and culture organizations.

San Diego Museum of Man, Balboa Park – Joanne DiBona



Cover left to right  
Linda Vista Multicultural Fair – Andy Pollard  
Diversionsary Theatre, *The Break Up Notebook: The Lesbian Musical* – Ken Jacques  
Cygnnet Theatre, *The Matchmaker* – Randy Rovang  
Niki de Saint Phalle, *Coming Together* – Port of San Diego  
2006 San Diego Latino Film Festival poster – Jose Ramirez  
Young Audiences – Angela Pierce

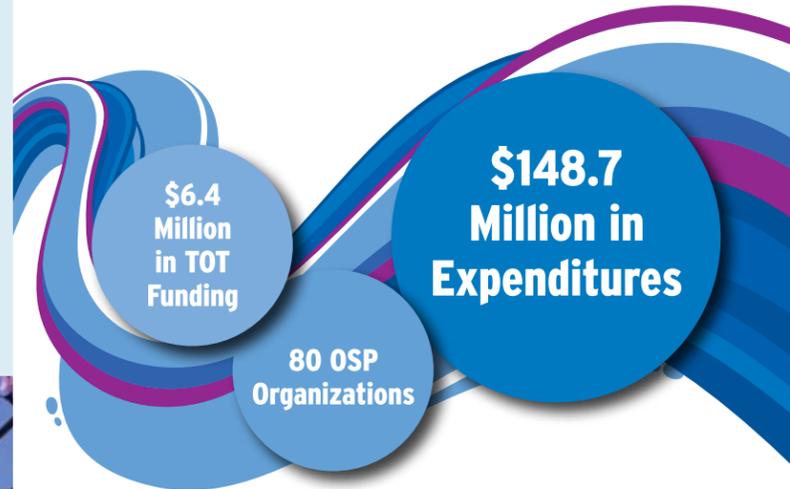


San Diego Symphony

### ARTS AND CULTURE ARE VITAL TO SAN DIEGO'S ECONOMY

San Diego's arts and culture nonprofits represent a multi-million-dollar industry fueling the local economy with \$148.7 million in direct expenditures. San Diego is now considered a prime destination for developing Broadway productions, having sent more shows to New York than any other city. During the past several years, both The Old Globe and La Jolla Playhouse have sent one or more shows to Broadway every year. Commercial producers recognize the quality of the productions that originate here in San Diego. In addition, San Diego is home to numerous exhibitions which have traveled to many other United States cities and throughout the world.

### THE IMPACT OF OSP FUNDING ON THE ECONOMY



Included in the \$148.7 million in direct expenditures is \$86.8 million in salaries to 5,529 employees. In addition to paid staff, 1,274 volunteer board positions and 14,100 additional volunteer positions supported the work of the arts and culture sector.

### ARTS AND CULTURE MEANS PEOPLE

> 1,274 Volunteer Board

> 5,229 Employees

> 14,100 Volunteers



The Old Globe, Dr. Seuss' *How the Grinch Stole Christmas!* – Craig Schwartz



San Diego Ballet, *Shakespeare's Sonnets* – Elazar Harel



San Diego Museum of Art – Amy Vaughan



Reuben H. Fleet Science Center

### ARTS AND CULTURE ORGANIZATIONS ATTRACT TOURISTS

Tourism is the San Diego region's third largest industry, and the cultural tourism market is important to the tourism industry because cultural visitors enjoy longer stays and spend more money than the average tourist. In fact, according to a recent San Diego Convention and Visitors Bureau study, the average length of stay for a cultural tourist is 5.5 days versus 4.1 days for the average tourist, and the cultural tourist spends \$246 per day as compared with the average tourist's \$116.

In FY07, the financial impact of one-day stays by the 2 million visitors who participated in OSP-funded arts and cultural events was \$492 million into the local economy.



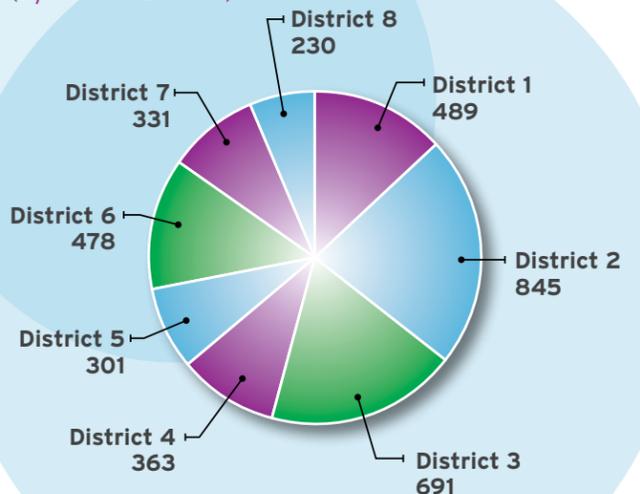
### ARTS AND CULTURE ORGANIZATIONS ADD SIGNIFICANTLY TO SAN DIEGO'S QUALITY OF LIFE

All of the organizations receiving OSP funds provided programs and services available to all of San Diego's citizens and guests. These offerings ranged from internationally recognized theatrical productions, art exhibits and concerts to locally significant festivals, cultural celebrations and educational programs. Highlights of the year included:

- Museum of Contemporary Art San Diego opened its new downtown facilities, adding 30,000 square feet of program space, new outdoor exhibition facilities and an artist-in-residence studio, with commissioned site-specific works by Richard Serra, Jenny Holzer and Roman de Salvo.
- Dance Place San Diego, a shared facility with offices, rehearsal and class spaces for Malashock Dance, San Diego Ballet, and Jean Isaacs San Diego Dance Theatre, opened at the NTC Promenade at Liberty Station.

- The Aja Project worked with refugee and immigrant youth to install a selection of photographs that brought their experiences into the view of a broader public with their installation in front of the San Diego Museum of Art.
- The San Diego Space and Science (Fleet) Museum was selected as the West Coast partner for the NASA-Jet Propulsion Laboratory's Polar Literacy Network, an outreach and teacher training program.

### NUMBER OF TIMES ARTS AND CULTURE ORGANIZATIONS PROVIDED SERVICES (PERFORMANCES, EXHIBITS, CLASSES, ETC.) TO SCHOOLS AND COMMUNITY ORGANIZATIONS (by Council District)



### ARTS AND CULTURE PROGRAMS BRING COMMUNITIES TOGETHER TO LEARN ABOUT AND CELEBRATE THEIR DIVERSITY

San Diego's neighborhoods celebrate their culture and diversity through public art, special events, festivals and parades. Whether participating in the San Diego Dixieland Jazz Festival, the San Diego Cajun Zydeco Music and Food Festival, Downtown San Diego Multicultural Festival, Old Town Fiesta Cinco de Mayo, La Jolla Festival of Arts and Food Fair or the dozens of

other festivals, community celebrations and programs offered through the Creative Communities San Diego Program (CCSD), San Diegans and visitors alike have opportunities to experience the sites, sounds and tastes of our diverse cultures throughout the year. The Commission's investment in public art, neighborhood identity and celebrations helped maintain the number and quality of community gatherings taking place around the city.

### ARTS AND CULTURE ORGANIZATIONS STRENGTHEN SCHOOL PROGRAMS AND PROVIDE CREATIVE AND EDUCATIONAL OPPORTUNITIES FOR EVERYONE

Whether it's through the San Diego Youth Symphony, San Diego Young Audiences, Playwrights Project, San Diego Museum of Man or the dozens of other OSP-supported programs, opportunities exist for all of San Diego's citizens and tourists to experience a broad array of arts and culture experiences.

OSP-funded organizations reached schools and community organizations in every Council District more than 3,700 times impacting more than 727,000 students, teachers, seniors and other citizens. Unique San Diego-only programs included:

- La Jolla Playhouse, through its Performance Outreach Program (POP), commissioned hip-hop artist Will Powers to write and compose *Honey Bo and the Goldmine*, a story of empowerment, which was performed for 14,500 San Diego students in 37 schools and at the theatre.
- San Diego Archaeological Center provided community-based exhibits to more than 600,000 people at libraries throughout the City, from San Ysidro to Allied Gardens to Scripps Ranch.
- La Jolla Music Society provided free, year round music instruction to 200 children at Cesar Chavez Elementary School, Rosa Parks Elementary School and City Heights Recreational Center.

- Common Ground Theatre hosted a symposium at the Malcolm X Library which focused on the music, literature and culture of the Harlem Renaissance in conjunction with its production of *Josephine Tonight*, a play about Josephine Baker.
- The Athenaeum Music & Arts Library offered its "Music in Science Series," three 45-minute lessons exploring physics, math, and psychology in music to thousands of elementary school students.
- Diversionary and Mo'olelo, two San Diego theaters committed to presenting underrepresented voices, collaborated on a production of *Since Africa*, the story of a "lost boy of Sudan" and the people who try to acclimate him to life in urban America.

### VIBRANT CULTURE, VIBRANT CITY

In 2007, CNNMoney.com ranked San Diego as the fifth best big city in which to live, *American Style* ranked San Diego as the 13th best big city "arts destination," and *Travel + Leisure Magazine* ranked San Diego as the #1 city with the best "overall" trip and as the 10th best city for a "sophisticated" getaway. San Diego is also home to 4,432 for profit and nonprofit arts-related businesses that employ 24,324 people according to the Creative Industries 2008 report published by Americans for the Arts. San Diego is benefiting from dynamic growth in this sector as reflected by an increase of over 22 percent from last year and 10 percent more than the national average. These numbers can be compared locally to the growing high-tech sector with over 4,200 firms and 25,200 jobs in research and development.

San Diego has received this recognition because it truly has a vibrant arts and culture community, a result of the many diverse faces and voices working together to produce the finest arts and culture to be experienced anywhere.

We are proud to serve as the catalyst for San Diego's emergence as a center of global creativity and innovation while fueling a vibrant civic life.



Gaslamp Quarter Association, *Fall Back Festival* – MASEN Photography



Spreckels Organ Pavilion, Balboa Park – Joanne DiBona



Lyric Opera San Diego, *The King and I* – Ken Jacques



San Diego Opera, *The Pearl Fishers* – Ken Howard