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## 2014 ECONOMIC AND COMMUNITY IMPACT OF NONPROFIT ARTS AND CULTURE REPORT FOCUSES ON INVESTING IN CULTURE TO POWER SAN DIEGO'S FUTURE

SAN DIEGO- MAY 20, 2015- Today at NTC at Liberty Station, **Councilmember Lorie Zapf** 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 **2014 Economic and Community Impact of Nonprofit Arts and Culture Organizations in San Diego**, which highlights the value of arts and culture as tool for inspiring future leaders and innovation.

“World-class arts and cultural programs are a vital component of a great city, not only because they enrich the lives of our residents, but because they also support thousands of good paying jobs and attract millions of dollars for our economy. The revenue we generate from our investment in cultural tourism helps fund our neighborhood services – our parks, fire stations, libraries, and streets,” said **Councilmember Lorie Zapf**. “In a time when arts and culture programs are being cut from school curricula, I commend our nonprofits and the Commission for Arts and Culture for stepping up to fill that gap and share their art, music, and theatre with the youngest generation of San Diegans.”

“San Diego’s creative nonprofits - ranging from museums to symphonies to theaters and more – are tremendously important as an economic driver for the region, but it’s not just the revenue that these organizations generate that makes them so essential to the community.” added **Rebecca Smith, Commissioner**. “These organizations also stimulate the minds of our youth, teaching them critical skills necessary to become future leaders and innovators. Arts and culture programs give San Diego visitors more reasons to come back to explore the city, leading to even more revenue. All of these factors together prove just how vital the arts and culture community is in San Diego.”

The report, *2014 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 **80** arts and culture nonprofit organizations received **\$6.4 million** in funding from the Commission for Arts and Culture and stimulated the economy with over **\$191 million** in expenditures. These nonprofits employ a workforce of **6,268** employees supported by **12,853** volunteers. This investment provided opportunities for **468,440** for people to participate in school and community group visits, giving youth first-hand exposure to the arts, and **43** neighborhood events, which encourage residents to participate in a creative, engaged, civic life.

The report notes 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 2013-2014, **1.6 million** visitors participated in arts and cultural events, 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 April 2015, the San Diego was recognized by the National Geographic Channel documentary, "World's Smart Cities: San Diego," for strong its technology sector, local innovators, and smart planning, it is San Diego's lifestyle rich in art, cultural diversity and natural beauty.

*For more information, and to view the full report, visit [www.vibrantcityvibrantculture.com](http://www.vibrantcityvibrantculture.com) or call 619-236-6800 for copies.*

### **2014 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**, formerly the San Diego Convention and Visitors Bureau, was established in 1954 to foster the growth of the tourism economy in San Diego through aggressive sales and marketing efforts. It is a private, non-profit entity that is funded primarily through the San Diego Tourism Marketing District.

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