



THE CITY OF SAN DIEGO

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## MAYOR'S BUDGET RECOGNIZES IMPORTANCE OF ARTS AND CULTURE FUNDING

SAN DIEGO – July 20, 2012 – The San Diego City Council took the final step toward implementing Mayor Jerry Sanders' plan to increase services in a variety of areas, including the City's allocation to arts and culture programs by five percent. This translates into an increase of a half million dollars to the overall City of San Diego Commission for Arts and Culture (Commission) budget allocation from \$7,742,108 from last year's \$7,297,983.

This comes on the heels of several reports that show the importance of arts and culture to San Diego's economy and job market.

According to Mayor Sanders, "We know that nonprofit arts and culture organizations have a significant impact on our communities, businesses, families, visitors and our economic future. Our city is well served by our nonprofit arts and cultural organizations. They enhance our quality of life, attract visitors, create jobs and attract skilled workers, enhance our communities and help educate our children."

Funding supports the Commission's Organizational Support Program (OSP), Creative Communities San Diego Program (CCSD), Public Art Program and Administrative budget.

"This couldn't come at a better time when more and more evidence points to the value of arts to a city and its economic and social well-being," said Victoria L. Hamilton, Executive Director, City of San Diego Commission for Arts and Culture.

Most recently, it was announced that the nonprofit arts and culture industry generates \$579.4 million in annual economic activity in the City of San Diego —supporting 17,817 full-time equivalent jobs and generating \$61.1 million in local and state government revenues, according to the Arts & Economic Prosperity IV national economic impact study. The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, Arts & Economic Prosperity IV, was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education.

Additionally, in the recently released *Rise of the Creative Class, Revisited*, renowned author Richard Florida noted that "Creativity is now the main driver of America's economy, and listed San Diego as the nation's 4<sup>th</sup> most creative metro areas."

*The mission of the City of San Diego Commission for Arts and Culture is to vitalize the city by integrating arts and culture into community life while supporting the region's cultural assets and showcasing San Diego as an international cultural destination. For more information call (619) 236-6778 or visit [www.VibrantCultureVibrantCity.com](http://www.VibrantCultureVibrantCity.com)*

