



CULTURAL TOURISM SUMMIT UPDATE

Over a hundred arts, culture and tourism industry staff and volunteers gathered at the Museum of Photographic Arts earlier this month to go “Back to School with Arts and Culture.” Each year, the City of San Diego Commission for Arts and Culture hosts a Cultural Tourism Summit and brings together leaders in the field to share

ideas and focus efforts to promote San Diego’s arts and cultural community to visitors who stay longer and spend more. This year was no exception.

“Students” got an exclusive update on the new SANDIEGO.ORG website and learned how to make the most of this powerful online visitor marketing tool. They also heard about national, international and local tourism marketing efforts. All featured arts and culture as a brand pillar and work to drive demand and participation. Check out these promotions at:

www.discoveramerica.com

www.visitcalifornia.com

www.sandiego.org



LEFT TO RIGHT: “Schoolmarm” Vicki Reed (Chair, Commission for Arts and Culture), Victoria Hamilton (Executive Director, Commission), “Surf Dude” Lorin Stewart (Commissioner) and Kerri Verbeke Kapich (Senior VP of Marketing, San Diego Convention and Visitors Bureau) get into the school spirit at this year’s Cultural Tourism Summit.

UPCOMING EVENTS & WORKSHOPS

Business of the Arts Opportunities for Artists and Arts and Culture Organizations

The San Diego Foundation continues its Business of the Arts Program with a series of workshops on “Art and the Law”:

❖ **July 25, 2012, 5:30-8:00 p.m.**

“Choosing the Right Corporate Structure for your Arts Business”

❖ **August 1, 2012, 5:30-8:00 p.m.**

“Intellectual Property Basics: An Introduction to Copyrights, Trademarks, and VARA”

For more information, contact Felicia Shaw at 619-235-2300 or Felicia@sdfoundation.org

City of San Diego Commission for Arts and Culture - Technical Assistance Workshops

Application Preparation for Fiscal Year 2014 Funding (July 1, 2013 through June 30, 2014) Attend a workshop and learn about the City’s arts and culture funding programs and the application and review processes.

For Creative Communities San Diego

❖ **September 12, 2012, 1:00-3:00 p.m.**

at the Rancho Penasquitos Library

❖ **September 13, 2012, 1:00-3:00 p.m.**

at the Logan Heights Library

For Organizational Support Program

❖ **October 4, 2012, 1:00-3:00 p.m.**

at the Logan Heights Library

❖ **October 10, 2012, 1:00-3:00 p.m.**

at the Rancho Penasquitos Library

www.sandiego.gov/arts-culture/pdf/tAworkshops.pdf

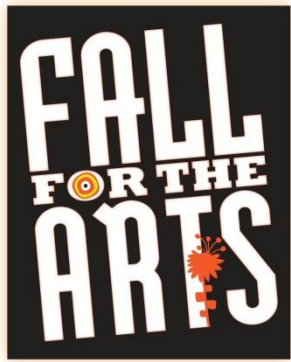


Fall for the Arts Kickoff – IT’S FREE

NTC Friday Night Liberty
October 5, 2012

5:00p.m.-9:00p.m.

[Friday Night Liberty](#)



FALL FOR THE ARTS

At this year's Summit, we were excited to share news about a collaborative marketing and audience development program that is designed to increase access and participation for arts and culture. It's called **Fall for the Arts** and we hope you can partner with us.

October is National Arts and Humanities Month ([Arts and Humanities Month](#)), the largest annual celebration of its kind in the nation. Last year, the City of San Diego Commission for Arts and Culture (Commission) in partnership with the Port of San Diego, hosted **Fall for the Arts**, a free arts and culture expo on Broadway Pier and in the Port Pavilion.

Fall for the Arts was a big first-year success, featuring over 60 arts and culture groups and attracting nearly 3,000 attendees. The Commission is gearing up for a repeat performance, but instead of a one-day event, the goal this October is to expand the promotion to a region-wide, month-long showcase of the arts. We'll be leveraging our campaign with "**Kids Free in San Diego**," a robust promotion sponsored by ConVis and San Diego Museum Council's "**Kids Go Free**" equally successful promotion.

Fall for the Arts Goals:

- Audience Development
- Access and Participation
- Extensive Marketing
- Visibility for Arts and Culture

HOW YOU CAN PARTICIPATE- DEADLINE, August 10, 2012

We encourage you to offer incentives, discounts, creative programming, collaborations and other outreach activities, such as hands-on workshops, curtain talks, or behind-the-scenes tours.

Need inspiration? Check out some good ideas from our friends on the East Coast at [FreeFallBaltimore](#)

Fall for the Arts 2012 Registration Form, FAQ's and LOGO: [Fall for the Arts](#)

Fall for the Arts Participation Contact:

Dennis-Michael Broussard

DennisMichael.Broussard@gmail.com

#504.390.3271



The New SanDiego.org is Live!

San Diego.org- Reaching Visitors with Arts and Culture News

After over 20 successful years of close collaboration, our partners at the San Diego Convention and Visitors Bureau (ConVis) continue to deliver marketing programs that drive visitors to our robust arts and culture website, [SanDiego.org/arts](#). The site is co-managed by the City of San Diego Commission for Arts and Culture and ConVis, and garners nearly 20,000 visits per month. It includes profiles, events, articles and images.....provided by you.

Don't miss out on the power of this robust website, which overall, was visited by over 5.3 million people last year.

Log onto [Arts Partner](#) and fill out the application form. Once you receive a MemberNet password, you can then create a profile and begin to publish your own content. As a ConVis Arts Marketing Partner, you can highlight and feature your organization and event and begin to reach more and more cultural tourists!

Problems or questions? Please contact Brent at Bbernasconi@SDCVB.org



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OCEAN BEACH GETS NEW ARTFUL COMFORT STATION

The San Diego Park and Recreation Department and Commission for Arts and Culture hosted Grand Opening Festivities and Ribbon-Cutting Ceremony for the new Ocean Beach Comfort Station at Spray and Brighton. The building was designed by local architect Kevin deFreitas in collaboration with artist Shinpei Takeda and it includes a modern and unique design for Park facility, into which is seamlessly integrated a new art piece for the City's accessioned collection.

Shinpei Takeda is Co-Founder/Creative Director of the AjA Project. Takeda was selected by members of an ad hoc committee of the Ocean Beach Planning Board through a competitive process administered by the City of San Diego Commission and Culture. The images shown in the artwork are derived from photographs of the Ocean Beach shoreline at the time of the old Wonderland Amusement Park, which opened on July 4, 1913.

Thanks to KPBS Culture Lust reporter Angela Carone for this great overview.

[KPBS Culture Lust](#)

HOT NEW TIPS

There's a new TV station in town: U-T TV.

And they're looking for people to feature. The morning show – "Scott, B.R. + Amber" – is on from 6 a.m. to 11 a.m. It's live-streaming from utsandiego.com every morning and on Cox Channel 114. To pitch stories or on-air appearances, contact Lisa Pottger at lisa.pottger@utsandiego.com

Contact Editor, Toni Robin, trobin@sandiego.gov



City of San Diego
Commission for Arts and Culture

1200 Third Avenue, Suite 924

San Diego, CA 92101

#(619) 236-6778

www.Sandiego.gov/arts-culture

