



MORE **BEAUTY** FOR YOUR BUCK.

WELCOME

Holiday celebrations in San Diego have their own special Southern California style. Our arts and culture organizations do their part to help create holiday memories that are sure to resonate for years to come. Our seasonal marketing and promotional efforts are geared toward filling seats and selling tickets during this festive season.

SAN DIEGO ART + SOL UPDATE

The City of San Diego Commission for Arts and Culture and The San Diego Foundation continue to partner with the San Diego Convention and Visitors Bureau (ConVis) to build awareness and keep arts and culture top of mind with visitors and residents alike.

Read the following article posted online for an example of our promotional partnership. [Art and Culture for the Holidays: San Diego Style.](#)

Similar content was repurposed for a recent **ConVis Travel Newsletter** distributed to over 18,000 subscribers. Featured events are selected from information posted by you on San Diego Art + Sol.

We also continue to use social media to build audiences. Be sure to join our Facebook community at: [San Diego Arts & Culture.](#)

TWO NEW GRANTS SUPPORT EFFORTS TO PROMOTE ACCESS AND PARTICIPATION

The City of San Diego Commission for Arts and Culture has been awarded two prestigious and competitive grants from the California Arts Council: State-Local Partnership Program and National Endowment for the Arts: Access to Artistic Excellence program. Both grants support efforts to increase access to and participation in San Diego's arts and culture community.

The Commission helped coordinate two visits by NEA Chairman Rocco Landesman to San Diego that helped showcase San Diego's arts and culture organizations to a nationwide audience. During his national "Art Works" tour earlier this year he visited several cultural institutions, hosted a community forum and met with many arts leaders. In May, he joined Mayor Jerry Sanders and several Arts Commissioners at Balboa Park for the kick off of Blue Star Museums, a partnership with more than 800 museums across America to offer free admission to military personnel and their families during the summer.

[Read NEA/ Blue Star Museums story and view video.](#)

[Read more about both grants on the Commission's exciting, newly redesigned website.](#)

**2011 CULTURAL TOURISM SUMMIT
JANUARY 18, 2-5pm**

QUESTIONS OR IDEAS?

Contact Editor, Toni Robin,
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Please forward this to the appropriate staff person at your organization!



[Sign up](#) for the new ConVis Arts and Culture Travel e-NEWS

UPCOMING EVENTS & WORKSHOPS

Cultural Tourism Summit

Old Globe, Hattox Hall
January 18, 2-5 pm, 2011
[Click here](#) for more Information

Proposal Writing Basics and How to Apply to The James Irvine Foundation's Creative Connections Fund

This program is FREE.
Please see the Irvine web site to confirm your organization's eligibility:
www.irvine.org/artsfund

Monday, January 24th, 1:00–5:00pm
Co-sponsored by the Commission for Arts and Culture
Museum of Contemporary Art San Diego, Downtown
To register please [click here](#) or call 415-397-0902.

Americans for the Arts Convention

June 16-18, 2011
Hilton San Diego Bayfront
[Click here](#) for more information



Paradise Found: Mapping San Diego Old Globe, Hattox Hall

Save the date for the upcoming workshop that will present a community update on Cultural Tourism Initiatives and provide a unique opportunity to develop new and exciting ways to collaborate and market San Diego's arts and culture. Speakers include representatives from the Convention and Visitors Bureau, the San Diego Tourism Promotion Corporation, Americans for the Arts and the Maritime Museum of San Diego. Details to come...

IS YOUR UPCOMING EVENT LISTED?

Be sure to sign up for this free opportunity to use **San Diego Art + Sol** to promote your event to a wide audience. Over the last few months, the calendar landing page has averaged 20,000 unique page views.

1- Submit your event to ConVis website through MemberNet. It's easy! Here is a simple tutorial to get you started.

MEMBERNET TIP: Create a generic organizational email address and password (info@ or news@) so the address can remain with the organization even if staff moves on!

[CONVIS MEMBERNET TUTORIAL](#)

It's easy to view your history on MemberNet for your own use of Commission funding requirements. Simply go to **Publishing Tools** and your **past Events**, Articles and **Coupons** on posted. See example below.



2- HELP DRIVE TRAFFIC TO SAN DIEGO ART + SOL. Download this ENTERTAINMENT THAT HAS VALUE web button and post online with link to <http://www.sandiego.org/nav/Visitors/WhatToDo/ArtsCulture>



Please feel free to contact me directly if you have any questions. Also, if you are not already receiving this newsletter directly, send us an email at trobin@sandiego.gov



NATIONAL
ENDOWMENT
FOR THE ARTS



The City of San Diego Commission for Arts and Culture and The San Diego Foundation have partnered on a multi-faceted initiative designed to assist arts and culture organizations to survive the economic downturn and ultimately thrive in a new world economy. One major component is BANG, a region-wide marketing initiative that will excite and encourage audience members and donors to support the region's arts and culture programs with their participation and philanthropy. Additional support is provided by the San Diego Convention and Visitors Bureau, California Arts Council, National Endowment for the Arts, San Diego Grantmakers and other funders.