San Diego's quality of life is unsurpassed. Our combination of outdoor attractions, cultural landmarks and great weather draw millions of visitors from around the world every year. In fact, National Geographic Traveler Magazine selected San Diego as one of the “Best of the West” destinations for 2016. Of course, a city as beautiful as ours doesn’t shine in the global spotlight without hard work and substance underneath. That’s why I’m pleased to present the 2015 Report on the Economic and Social Impact of The City of San Diego’s Non-Profit Arts and Culture Contractors. The non-profit organizations that receive public funding from The City of San Diego perform a broad and innovative range of arts and culture services that boost our local economy, educate our kids, engage our families, and inspire civic investment. On behalf of our city, I want to thank all the artists, educators, directors, managers, board members and volunteers who dedicate countless hours of time, energy and creativity to making San Diego’s arts and culture rich, vibrant and worthy of local pride and international recognition.

Sincerely,
Kevin L. Faulconer
Mayor
City of San Diego

Arts Power Success:
Arts Combined with Science, Technology, Engineering and Math is a STEAM-Powered Strategy for Future Success

“The future belongs to...creators and empathizers, pattern recognizers, and meaning makers.” In the ten years since business strategist Daniel H. Pink made this forecast in his 2005 bestselling book, A Whole New Mind: Why Right-Brainers Will Rule the Future, San Diego has become a global leader in innovation and the most concentrated scientific research and development market in the United States.1 The workforce flourishing in San Diego’s biotech, defense and healthcare industries is the product of effective education tactics, such as integrating arts curriculum with other subjects of study. Delivering dance, music, theater, and visual arts in combination with science, technology, engineering and math is known as STEAM education and is proven to support students’ extended engagement in the learning process, promote complexity in the learning experience and encourage self-directed learning—setting a foundation for students’ personal and professional success.2

In 2015, 100% of the schools in The San Diego Unified School District (SDUSD) and 84% of the charter schools affiliated with SDUSD received arts education when the SDUSD’s Visual and Performing Arts Department combined efforts with the non-profit arts and culture organizations funded by The City of San Diego Commission for Arts and Culture. Multi-disciplinary arts education experiences for students such as field trips, assemblies, artist residencies, and arts school activities for kids and their parents are just some of the varied arts experiences provided by the non-profits both on school campuses and in the non-profits’ own museums, theaters and concert halls.

Futureist, social scientist and Executive Director of the Institute for the Future, Marina Gorbis published a 2016 list she calls “Skills for the New World of Work and Learning.” Sense-making, novel and adaptive thinking, cross-cultural competency, transdisciplinarity and design mindset all make the list.3 The full STEAM-ahead workforce envisioned by Daniel Pink is here to stay and the non-profits funded by The City of San Diego Commission for Arts and Culture are working to ensure all of San Diego’s students are on board.

2 The City of San Diego, Fiscal Year 2017 Proposed Budget, San Diego, 2016 City Profile 11-10. https://www.sandiego.gov/arts-
culture/pdf/2017-2018_CityProfile.pdf

Cover Image: Chris Rov Costa
Powerful Impact

The City of San Diego’s FY 2015 Non-Profit Arts and Culture Contractors by the numbers:

- **$209.3 MILLION** Total expenditures
- **$107 MILLION** Total earned revenue
- **$122 MILLION** Total contributed revenue
- **6,656** Total full-time and part-time jobs funded
- **$90 MILLION** Total salaries paid to employees and independent contractors

In Fiscal Year 2015, 85 arts and culture non-profits received $6.8 million in contracts from The City of San Diego Commission for Arts and Culture. These organizations create vibrant performances, exhibits, parades, festivals, and meaningful educational experiences throughout all of San Diego’s neighborhoods, showcasing the city’s creative spirit and enriching the quality of life.

Arts Power Civic Engagement

13,426
Arts and culture non-profit volunteers

1,450
Arts and culture non-profit board members

5,362,327
Number of people served through free and paid admissions to The City of San Diego’s contracted non-profit arts and culture organizations

43
Number of neighborhood parades and festivals produced by The City of San Diego’s non-profit arts and culture contractors

Arts Power Prosperity

Each year more than 34 million visitors come to San Diego. When these visitors spend the night in San Diego hotels, they generate tax revenue for the city. The more visitors San Diego attracts, the more money our city has to maintain parks, build libraries, and clean beaches. San Diego’s vibrant arts and culture experiences give visitors a reason to return to our city again and again, experiencing something new every time.

- **4.1 Million** Number of tourists who participate in arts and culture activities
- **$564** vs **$235** Dollars spent by a cultural tourist vs. average San Diego tourist*
- **3.7 days** vs **1.8 day** Average stay of a cultural tourist vs. average San Diego tourist

Arts Power Learning

An investment in the arts means an investment in education. Arts programs provide young people and life-long learners with opportunities to express themselves, experience creativity and expand their views.

- **14,379** Number of visits by The City of San Diego’s non-profit arts and culture contractors to schools and community groups
- **460,337** Number of people reached through visits by The City of San Diego’s non-profit arts and culture contractors to schools and community groups

* Source: 2011 San Diego County Visitor Profile Study, CIC Research/SDTA

**Note:** The dollar figures for expenditures, earned revenue, and contributions have been rounded for readability.