

ORGANIZATIONAL SUPPORT PROGRAM

AJA Project
 Athenaeum Music & Arts Library
 California Ballet Association, Inc.
 Camarada, Inc.
 Center for World Music
 City Ballet
 Classics for Kids
 Cygnet Theatre Company
 Diversionary Theatre Productions Inc.
 Eveoke Dance Theatre
 Gaslamp Quarter Historical Foundation
 Japanese Friendship Garden Society of San Diego
 Jean Isaacs San Diego Dance Theater
 La Jolla Historical Society
 La Jolla Music Society
 La Jolla Playhouse
 La Jolla Symphony & Chorus Association
 Mainly Mozart
 Malashock Dance
 Maritime Museum Association of San Diego
 Media Arts Center San Diego
 Mingei International Museum
 Mo'olelo Performing Arts Company
 Museum of Contemporary Art San Diego
 Museum of Photographic Arts
 Old Globe Theatre
 Orchestra Nova San Diego
 Patricia Rincon Dance Collective
 Persian Cultural Center
 Playwrights Project
 Prophet World Beat Productions
 Reuben H. Fleet Science Center
 San Diego Air & Space Museum
 San Diego Archaeological Center
 San Diego Art Institute
 San Diego Automotive Museum
 San Diego Ballet
 San Diego Center for Jewish Culture
 San Diego Children's Choir
 San Diego Chinese Historical Society and Museum
 San Diego Civic Youth Ballet
 San Diego Early Music Society
 San Diego Gay Men's Chorus
 San Diego Guild of Puppetry, Inc.
 San Diego History Center
 San Diego Junior Theatre
 San Diego Master Chorale
 San Diego Model Railroad Museum
 San Diego Museum Council
 San Diego Museum of Art
 San Diego Museum of Man
 San Diego Natural History Museum
 San Diego Opera Association

San Diego Repertory Theatre
 San Diego Symphony Orchestra Association
 San Diego Watercolor Society
 San Diego Writers Ink
 San Diego Young Artists Music Academy
 San Diego Young Artists Symphony Orchestra
 San Diego Youth Symphony and Conservatory
 Save Our Heritage Organisation
 Scripps Ranch Theatre
 Spreckels Organ Society
 The New Children's Museum
 Veterans Memorial Center, Inc.
 Westwind Brass
 Women's History Museum and Educational Center
 Young Audiences of San Diego

CREATIVE COMMUNITIES SAN DIEGO

Adams Avenue Business Association, Inc.
 America's Finest City Dixieland Jazz Society
 Asian Story Theater Incorporated
 Bon Temps Social Club of San Diego
 Cabrillo Festival, Inc.
 College Area Economic Development Corporation
 Hillcrest Business Improvement Association
 Italian American Art and Culture Association of San Diego
 Jacobs Center for Neighborhood Innovation
 Justice Overcoming Boundaries (JOB) in San Diego County
 Kalusugan Community Services
 Kiwanis International Tierrasanta San Diego
 Linda Vista Multi-Cultural Fair
 Little Italy Association
 North Park Organization of Businesses
 NTC Foundation
 Nu-Way Operation BHILD
 Ocean Beach Merchants Association
 Pacific Beach Community Development Corporation
 Pacific Southwest Wildlife Arts, Inc.
 Point Loma Association
 Rancho de los Penasquitos Town Council
 Rolando Community Council, Inc.
 Salvation Army
 San Diego Afterschool Strings Program
 San Diego Armed Services YMCA
 San Diego Asian Film Foundation
 San Diego Audubon Society
 San Diego Chinese Center
 San Diego City College Foundation
 San Diego Earth Day
 San Diego Film Foundation
 San Diego Shakespeare Society, Inc.
 transcenDANCE Youth Arts Project
 Villa Musica



MORE **BEAUTY**



MORE **AWE**



MORE **BANG**

MORE **ARTS AND CULTURE:**
 PUTTING CREATIVITY
 TO WORK IN SAN DIEGO

**The 2011 Economic and Community
 Impact of 68 Nonprofit Arts and
 Culture Organizations in San Diego**

FY 2011 VIBRANT CULTURE VIBRANT CITY



Nonprofit arts and culture organizations are an essential component of our lives.

The ability of arts and culture to transform not only individuals, but communities at large, is substantial. This annual report provides qualitative and quantitative evidence to demonstrate that San Diego's cultural nonprofits have a significant impact on our communities, businesses, families, visitors and our economy.

ARTS AND CULTURE AS AN IMPORTANT CIVIC RESOURCE

A vibrant arts and culture community:

- Enhances our quality of life.
- Attracts visitors who stay longer and spend more.
- Creates jobs and helps attract and retain a skilled and creative workforce.
- Provides a competitive edge by attracting and retaining businesses, large and small.
- Enhances our diverse communities and revitalizes our neighborhoods.
- Builds opportunities for education for youth and lifelong learning.
- Contributes to building a regional cultural legacy.
- Helps generate civic engagement and community pride.



The nonprofit arts and culture organizations within the City of San Diego are an important sector of the region — providing significant **return on investment** by positively impacting our economic and community vitality. In 2011, 68 organizations in neighborhoods throughout the city received funding through the City of San Diego Commission for Arts and Culture's (Commission) Organizational Support Program (OSP) funded by the Transient Occupancy Tax (TOT). This funding enables these organizations to develop and implement some of the nation's most outstanding and innovative performances, exhibitions and educational programs.



Need **MORE?**

Find out how to partner with the arts at www.partnershipmovement.org

Get involved with the San Diego Regional Art and Culture Coalition at www.sdracc.org

See a complete list of arts and culture events at www.sandiego.org/arts

Learn more about Commission at www.vibrantcityvibrantculture.com

Images courtesy: The Timken Museum, Jacobs Center for Neighborhood Innovation/Jean Savage, Reuben H. Fleet Science Center, Niki Charitable Art Foundation, San Diego Museum of Natural History, La Jolla Music Society/Paul Brody. Design by Milton Yi.

Some data used for this report was provided by the Cultural Data Project, www.culturaldata.org.

MORE Arts and Culture as an Economic Engine

The nonprofit arts and culture organizations funded through the Commission's OSP have an important impact on San Diego's economy. These organizations stimulate the economy with over **\$170 million** in direct expenditures, including **\$98 million** in salaries and payment for expert services. In fact, the **68** OSP organizations constitute an important employment sector, supporting a workforce of nearly **6000**. The arts not only create jobs, they provide a competitive advantage in attracting new businesses of all sizes and a skilled workforce.

DID YOU KNOW?

Mayors across the nation understand the role the arts play in the economic revitalization of our cities. They cite the arts, humanities and museums as critical to the quality of life and livability of America's cities.

– Mayor's 10 Point Plan for a Strong America

MORE Time, Talent and Resources

1,120

Volunteer Board Members

11,600

Arts and Culture Volunteers

ADMISSIONS

PAID

2.7 million

FREE

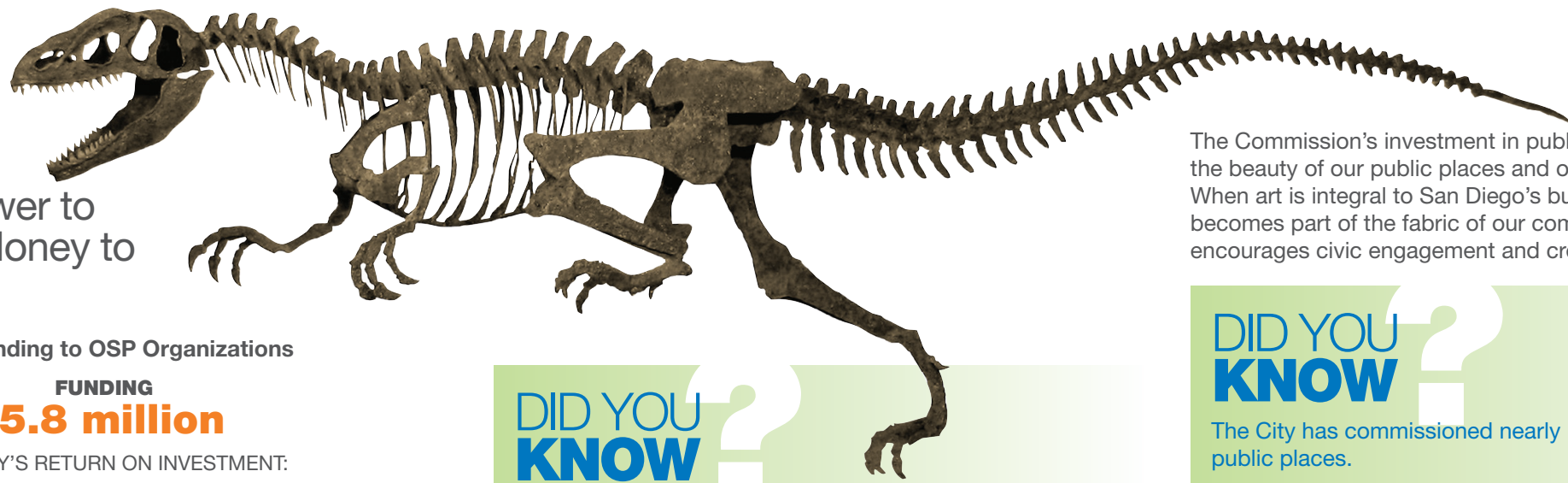
3.65 million

TOTAL

6.4 million

DID YOU KNOW?

Almost all of the groups funded by the Commission have some tickets priced at \$10 or less – making arts and culture activities more affordable than many local sporting competitions, concerts and special events.



MORE Power to Leverage Money to the Region

TOT Funding to OSP Organizations

FUNDING

\$5.8 million

THE CITY'S RETURN ON INVESTMENT:

TOTAL EARNED REVENUE

\$107 million

TOTAL CONTRIBUTED REVENUE

\$95 million

DID YOU KNOW?

Last year, over **2 million** visitors participated in arts and cultural events funded by the Commission and that doesn't even include those who attended festivals supported by the Commission.

MORE Jobs

Together, arts and culture organizations make purchases from thousands of vendors located in San Diego County. These vendors engage in businesses ranging from construction, architecture and design firms to caterers, florists and photographers. Spending by nonprofit arts and culture organizations helps sustain employment in other sectors and keeps our economy strong.

MORE Cultural Tourists – Arts and Culture as Visitor Attractions

Economic activity created by tourism and dollars coming into our local economy from outside the region also impact jobs and attract revenue. A strategic marketing partnership with the San Diego Convention and Visitors Bureau, provides a framework for linking the arts to tourism and drawing visitors to the region.

DID YOU KNOW?

San Diego has sent nearly 40 shows to Broadway and is home to two Tony Award-winning theaters?

According to the San Diego Visitor Profile Study conducted by CIC Research, tourists who participated in an arts and culture activity are those who are here for more days (3.8 vs 1.8 days for all visitors) and nearly 60% of these visitors use hotel accommodations. In addition, these visitors spend \$561 per trip as compared with the average tourist's \$235.

MORE Access and Participation

Arts and culture is especially important for our children. Education in the arts helps students communicate effectively, think more creatively and work collaboratively. The OSP funded organizations place education and access at the core of their missions and work to provide access to the community through school programs and outreach to libraries, community and senior centers – providing innovative, participatory and educational cultural experiences.

5,270

School & Community Group Visits

612,000

People Served

DID YOU KNOW?

Students with an arts rich education have better grade point averages, score better on standardized tests in reading and math and have lower dropout rates.

The Commission's investment in public art helps ensure the beauty of our public places and our neighborhoods. When art is integral to San Diego's built environment it becomes part of the fabric of our community and encourages civic engagement and creativity.

DID YOU KNOW?

The City has commissioned nearly 100 artworks for public places.

MORE Creative Industries – Business and Employment in the Arts

San Diego's creative economy is one of the major strengths of our city and our region. Research conducted by Americans for the Arts offers another approach to understanding the scope and importance of the arts to our economy. The creative industries play an important role in building and sustaining economic vibrancy through the growth of arts-centric businesses.

These individuals and businesses range from museums, symphonies and theaters to film, architecture, design companies and even musical instrument manufacturing. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development.

The San Diego region is home to **4,631** arts-related businesses, both for profit and nonprofit, ranking **7th** among the top 10 largest US cities – ahead of Seattle, Phoenix, Denver and Philadelphia. These businesses employ over **22,500** people, ranking us **9th** overall in the country.

DID YOU KNOW?

Creativity is among the top applied skills sought by employers?

Business leaders say creativity is of high importance when hiring — 72% of companies that give to the arts recognize that it stimulates creative thinking, problem solving and team building.



San Diego's neighborhoods celebrate their culture and diversity through special events, festivals, parades and community celebrations supported through the Commission's Creative Communities San Diego program. Funding to these **35** community groups adds to a growing, vibrant cultural destination.