

City of San Diego Commission for Arts and Culture San Diego Regional Arts and Culture Coalition



FY 2004 ECONOMIC AND COMMUNITY IMPACT REPORT

San Diego Arts and Culture Is an Investment in Quality of Life

San Diego is home to a diverse array of high quality arts and culture – from the museums and theatres in Balboa Park, downtown and La Jolla to small neighborhood-based cultural festivals in every City Council District. These arts and culture institutions and activities feed into a thriving creative community that contributes to the health of the local economy, enlivens our neighborhoods and provides valuable life long learning experiences.

Each year, the City of San Diego makes an important investment in its creative community through the City of San Diego Commission for Arts and Culture. The funding provided fosters a healthy, enterprising and sustainable cultural sector and also helps leverage other investment. However, as a result of cuts to the Commission budget, this consistent and reliable source of support has declined – eroding the solid foundation on which this vibrant, creative community is built. For example, from 2002 – 2004, more than 600 arts and culture jobs were lost and 600,000 less free admissions were provided. There were also 55,000 less student contacts through in-school education programs this year.

Despite these losses there is good news. In 2004, the 86 nonprofit arts and culture organizations supported by the Commission had combined expenses of \$117.5 million – a strong purchasing and payroll power that fed into the local economy. These same organizations provided 4,889 jobs.

The arts further boost the local economy by drawing visitors from across the globe to experience locally generated exhibitions and performances. In 2004, these 86 organizations also sold 1.5 million tickets and admissions to out-of-city visitors. These visitors dined, shopped and paid for accommodations resulting in a \$369 million impact to the local economy.

The quality educational programming delivered by arts and culture organizations has become increasingly valuable as the arts are cut from school curriculum and community center programming. In 2004, the City-funded groups offered free educational programming to 1.65 million adults and children at community and school sites throughout the city. These groups also provided arts and culture experiences for almost all public schools in the city.

“Arts and culture add to our economic vitality and improve our quality of life – but also help build stronger communities, bridge diverse cultures and provide opportunities for enchantment and enlightenment. For all of these reasons the arts are truly something to celebrate.”

Vivian Reznik, MD – Chair, City of San Diego
Commission for Arts and Culture



“Quality of life is critical for economic growth.”

David Crane, Special Advisor to Governor Schwarzenegger for Jobs and Economic Growth



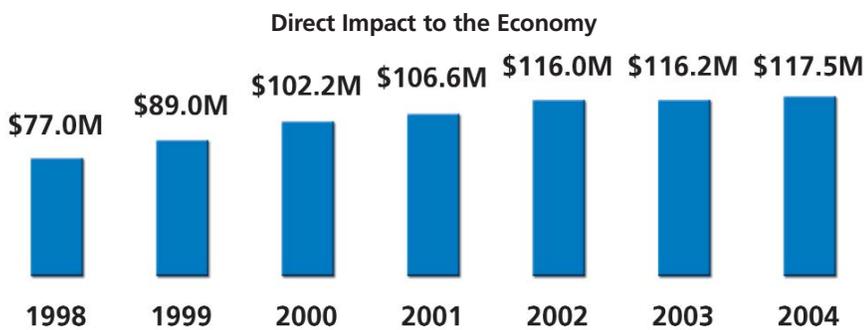
Making A Measurable Impact on the Local Economy

In 2004, the 86 City-funded arts and culture organizations had combined expenses of \$117.5 million. The impact of this spending magnified as these dollars were reinvested in the community again and again. Based on Americans for the Arts' economic impact study methodology (www.artsusa.org/economicimpact),

the spending generated \$91,414,003 in resident household income. Of the \$7.7 million allocated by the Commission for Arts and Culture, \$6.1 million went toward the creation and delivery of performances, exhibitions and education and outreach programs, while \$1.6 million purchased supplies and services. These organizations also provided nearly 5,000 jobs – equivalent to the number of QUALCOMM or San Diego State University employees.

“San Diego is experiencing a renaissance because of our flourishing cultural scene. The arts have a significant impact on our quality of life and are essential to our competitive edge as we mature into the global economy.”

Jesse J. Knight, Jr. – President and CEO, San Diego Regional Chamber of Commerce



San Diego as a Cultural Destination

Travel directed at experiencing arts, culture, heritage or the special nature of a place is known as cultural tourism. This growing segment is important to the San Diego tourist market because cultural tourists make longer visits and spend more money than average tourists. In fact, according to a recent ConVis study, cultural tourists spend \$246 per day – significantly more than other tourists.* In 2004, the 86 City-funded arts and culture organizations sold 1.5 million tickets and admissions to out-of-city visitors. Using the ConVis multiplier, these tourists poured \$369 million back into the San Diego economy – including hotel expenditures that directly impact Transient Occupancy Tax.*

Return on Investment



“More than 25 percent of the Globe’s audience for last summer’s Shakespeare Festival came from out of town, and 75 percent of those tourists spent the night to take in a second show.”

Lou Spisto – Executive Director, The Old Globe

*Source: ConVis 2002 study supported by American Express. According to the study cultural tourists spend an average of \$1,356 over 5.5 days.

Innovation and the Export of San Diego Art and Culture

Many people are aware of San Diego's contributions to the biotech and telecommunications industries, but may not realize that San Diego is also an important innovator and exporter of arts and culture.

Just a few examples...

San Diego is a preeminent incubator for new theatre and the only city on the West Coast to support eight major professional stages for three resident theaters. San Diego is also the most active theater producer per capita outside of New York City and Chicago.**

- Shows and directors originating from The Old Globe and La Jolla Playhouse have gone on to win 34 Tony awards.**
- According to The Old Globe, the organization brought in over \$820,000 in royalty income from 2002 – 2004 on works it created.
- *700 Sundays*, written by Billy Crystal and directed by La Jolla Playhouse's Des McAnuff, received the biggest Broadway advance for a show of its kind in history – \$6 million.

**Source: Union Tribune "Theatre, Inc." (Jan. 16, 2005) de Poyen and Welsh.

The San Diego Natural History's giant screen film *Ocean Oasis* has played across the country and in Mexico, Canada, Spain and China.

The sets designed by Zandra Rhodes for San Diego Opera's *The Magic Flute* will appear at the San Francisco Opera and the New York City Opera in the coming year. The sets were built by the Opera's Scenic Studio, located in Barrio Logan.

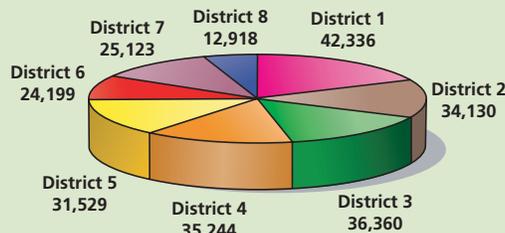
"Local dance watchers use terms like 'cultural maturity' and 'critical mass' to describe a scene [in San Diego] that includes three ballet companies, multiple generations of modern choreographers, and the largest dance festival in Southern California. Credit a proactive Commission for Arts and Culture, population growth and geography."

Janice Steinberg, Dance Magazine
April 2005

Education and Outreach

In 2004, the 86 City-funded organizations – all of which have some education programming – served nearly 250,000 students and teachers during the school day and an additional 1.4 million people through other types of educational programming. Programming was offered at nearly 1,000 sites throughout the city, including 228 public schools.

School Outreach by City Council District



Just a few examples...

The Reuben H. Fleet Science Center developed and funded a program to teach astronomy to low-income fifth graders of San Diego City Schools.

PASACAT, a Philippine dance troupe offers dance classes for students at Morse (District 4), Mira Mesa (District 5) and Southwest (District 8) High Schools.

La Jolla Playhouse performed its *Performance Outreach Program (POP) Tour* – an original touring play written specifically for youth – for 41 schools.

The Museum of Photographic Arts, San Diego Museum of Art, Boys and Girls Clubs of San Diego and County Office of Education partnered to create *Beyond Beauty*, an outreach program for teens which resulted in the creation of public service announcements about self image broadcast throughout the county.

Individual Support

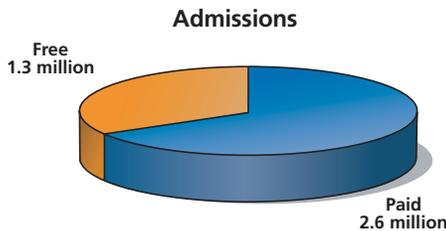
San Diegans help the creative community thrive by investing their valuable time and money into arts and culture organizations.

- In 2004, 14,617 volunteers and 1,461 volunteer board members donated their time and talent to 86 organizations.
- \$23 million was contributed by individuals to these same organizations – an increase from \$20.3 million in 2003 and \$17.6 million in 2002.



San Diego Arts and Culture: Promoting Participation

In 2004, the 86 City-funded arts and culture organizations sold and gave away 3.9 million tickets and admissions to encourage participation – 2.6 million admissions were paid and 1.3 million were free.



These same groups offered nearly **3,000 free arts and culture events** to San Diego residents and visitors.

Just a few examples...

The Museum of Contemporary Art San Diego's Thursday Night Thing – wildly popular with the younger set – happening once a month downtown.

Playwright Project's collaboration with San Diego Public Libraries to create *Soul Fire*, vignettes exploring the role of religion in immigrant journeys, performed at Malcolm X, Central and Weingart libraries.

Neighborhood Arts Program: Increasing Participation

In 2003 – 2004, the Commission engaged in a year long initiative to assess the cultural programming needs of San Diego neighborhoods. This community process led to the creation of a new pilot initiative designed to enable arts to touch the

lives of more San Diegans. In 2004, five diverse community arts projects were selected to reach into San Diego's neighborhoods and provide enriching cultural experiences. One of these programs, The AJA Project, engages refugee youth living in City Heights in photography and writing. Through workshops and field assignments, the project uses art as a powerful means of communicating the important perspective that immigrant youth bring to community dialogue.



Festivals and Celebrations Enliven San Diego

Every weekend, throughout San Diego, people gather to celebrate community through the arts. Whether participating in an African drumming festival, observing Dia de los Muertos or celebrating Chinese New Year, San Diegans and visitors have opportunities to experience the sites, sounds, and tastes of diverse cultures every weekend of the year. The Commission for Arts and Culture's investment in festivals has helped multiply the number and quality of celebrations taking place around the city.

In 2004:

- 1.3 million people participated in 36 City-funded festivals.
- Approximately 25% of participants visited from out of town.
- Festivals offered work opportunities for 3,400 vendors.
- More than 5,000 volunteers helped produce these events.
- Over 1 million people attended for free.
- \$3.2 million in direct spending was generated by festival organizations.

Supported by the City of San Diego Commission for Arts and Culture's FY2004 Organizational Support Program

Actors Alliance of San Diego
 Asian Story Theater
 Athenaeum Music & Arts Library
 California Ballet Association
 Camarada
 Center for World Music
 Centro Cultural de la Raza
 Children's Museum / Museo de los Niños
 Christian Community Theater
 City Ballet, Inc.
 Civic Youth Orchestra Inc.
 Classics for Kids
 Common Ground Theatre
 Community Actors Theatre
 Culture Shock Dance Troupe
 Diversionary Theatre
 Eveoke Dance Theatre
 Fern Street Community Arts, Inc
 Fritz Theatre
 Gaslamp Quarter Historical Foundation
 Gay Men's Chorus of San Diego
 Icarus Puppet Company
 Installation Gallery
 Japanese Friendship Garden
 Jean Isaacs' San Diego Dance Theater
 La Jolla Music Society
 La Jolla Playhouse
 La Jolla Symphony and Chorus
 Lower Left
 Lyric Opera San Diego
 Mainly Mozart
 Malashock Dance & Company
 Maritime Museum
 McCaleb Dance
 Media Arts Center San Diego
 Mingei International Museum
 Museum of Contemporary Art San Diego
 Museum of Photographic Arts
 New Works/Vantage Theatre
 The Old Globe Theatre
 PASACAT
 Patricia Rincon Dance Collective
 Persian Cultural Center
 Playwrights Project
 Reuben H. Fleet Science Center
 Samahan Filipino American Performing Arts
 San Diego Aerospace Museum
 San Diego Archaeological Center
 San Diego Art Institute
 San Diego Automotive Museum
 San Diego Ballet
 San Diego Book Arts
 San Diego Center for Jewish Culture
 San Diego Chamber Orchestra
 San Diego Children's Choir
 San Diego Chinese Historical Society
 San Diego Civic Youth Ballet
 San Diego Early Music Society
 San Diego Guild of Puppetry
 San Diego Historical Society
 San Diego Junior Theatre
 San Diego Master Chorale
 San Diego Men's Chorus
 San Diego Model Railroad Museum
 San Diego Museum Council
 San Diego Museum of Art
 San Diego Museum of Man
 San Diego New Music
 San Diego Opera Association
 San Diego Performing Arts League
 San Diego Repertory Theatre
 San Diego Society of Natural History
 San Diego Symphony Orchestra Association
 San Diego Women's Chorus
 San Diego Young Artists Music Academy, Inc.
 San Diego Young Artists Symphony
 San Diego Youth Symphony
 Save Our Heritage Organization
 Sledgehammer Theatre
 Spreckels Organ Society
 Starlight Theatre
 Sushi Performance & Visual Art Inc
 Veterans Memorial Center, Inc.
 Westwind Brass
 Women's History Museum
 Young Audiences of San Diego



City of San Diego Commission for Arts and Culture

1010 Second Avenue, Suite 555
 San Diego, CA 92101-4998
 Tel 619.533.3050 / Fax 619.533.3788
www.sandiego.gov/arts-culture

San Diego Regional Arts and Culture Coalition

110 West C Street, Suite 414
 San Diego, CA 92101
www.sdartscoalition.org