are reinvested in the community again and again. Community Reinvestment — San Diego's arts and culture nonprofits represent a multi-million dollar industry. In FY06, the 82 arts and culture organizations funded through the Commission's Organizer Support Program (OSP) had combined expenses of $135.2 million. The impact of this spending magnifies as dollars are reinvested in the community again and again.

Regional Employer. Citizen involvement through public art, neighborhood celebrations, and community-wide cultural engagement are also essential to our vibrant city. The arts attract a competitive work force, provide employment opportunities, and generate a significant return on the City's investment. The arts and culture community has a consistent and growing impact on our local economy.

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World Beat Center — Miguel Pizarro
San Diego Museum of Art — Amy Vaughan
San Diego Geyser, Partner in Place and Balboa Plaza — Marie Kelty
La Jolla Playhouse, Dr. Wu — Brenda Berne
Museum of Contemporary Art San Diego
Reuben H. Fleet Science Center
Linda Vista Multicultural Fair — Lowell Wanam

ECONOMIC PROSPERITY (cont.)
With over $50 million spent on salaries and $55 million spent on facilities, supplies and services, city government and local businesses see direct benefit.

Employment Opportunities — Over 4,200 people are employed by the 82 arts and culture organizations. The $6.4 million allocated by the Commission through the OSP continues to provide a major return on investment that significantly impacts the local economy. Over $5 million of City funding went toward the hiring of artistic, administrative and technical personnel who delivered the programs and services, while $1.4 million supported the operations and purchases of goods and supplies.

Cultural Tourism — As attracting tourism dollars becomes more competitive, cities are looking all ways to lure visitors from other areas. Cultural tourists—people who travel to experience art, culture, heritage or the special nature of a place—are a growing segment of the tourism market. Cultural tourists tend to stay longer and spend significantly more than traditional tourists. Spending an average of $246 per day in San Diego on hotels, shopping, and dining, cultural tourists are a very desirable market segment. In FY06, more than 1.8 million tickets and admissions were sold to out-of-town visitors by the 82 City-funded organizations. Extrapolating from regional averages, these tourists poured approximately $442 million back into the San Diego economy—including hotel expenditures that poured approximately $442 million back into the city of San Diego by the 82 City-funded organizations.

The OSP-funded organizations provide education and outreach programs—at both in-school and after-school settings—that deliver rigorous and relevant educational experiences. Programming was offered with nearly 790 site visits throughout the city and over 2,100 times at public and private schools in every City Council District. Arts and culture organizations continue to fill the gap for education programs that are regularly cut and chronically overlooked. In FY06, OSP-funded organizations reached over 420,000 people with their life-long learning and outreach activities.

Community Identity and Celebrations — San Diego’s 100 neighborhoods make up a region that is rich in diversity. Each neighborhood takes pride in its unique character. Local residents and businesses collaborate to strategically place art in public spaces as well as incorporate transformative design into their buildings. The results reflect our rich diversity, enhance the city’s visual landscape and add a vibrant quality to life in San Diego. In FY06, two new public artworks were added to the City’s collection, gracing the neighborhoods of City Heights and Sherman Heights. Using public art as a tool, these communities expressed their authenticity and developed collaborative skills through the art selection process. An additional two projects were initiated in Downtown’s East Village and Serra Mesa last year.

Community Outreach by Council District

In conjunction with public art, San Diego’s neighborhoods celebrate their culture and diversity through festivals and parades. Whether participating in an African drumming festival, observing Dia de los Muertos or celebrating Chinese New Year, San Diegans and visitors alike have opportunities to experience the sites, sounds and tastes of our diverse cultures every weekend of the year. The Commission’s investment in 35 festivals in FY06 helped maintain the number and quality of celebrations taking place around the city.

Cultural Participation — Individual San Diegans play an important role in helping the city thrive by investing their valuable time and money into arts and culture organizations. In FY06, 14,139 volunteers and 1,256 volunteer board members donated their time and talent to 82 OSP-funded organizations. Furthermore, these individuals and many more contributed millions of dollars in donations to these organizations. This level of giving, along with corporate, foundation, and City support allowed the 82 arts and culture organizations to produce 3,800 free events so that all citizens had the opportunity to participate.

Fiscally Efficient and Responsible Government
The City’s support helps new, emerging, and established organizations increase their professionalism, find new sources of revenue and build institutions. Guaranteeing such support insures the sustainability of operations and vitality of their product.

Technical Support — In addition to producing works of high artistic quality, City funding allocated through the Commission requires accountability. Arts and culture organizations are expected to be well managed and fiscally sound. The Commission’s budget is dedicated to supporting these organizations while at the same time providing for professional staff to help applicants of all sizes and budgets participate in the rigorous OSP review process. Hours of technical support are provided by both Commissioners and staff through site visits, workshops, and one-on-one consultations to help City-funded arts and culture organizations achieve the Commission’s high standards of accountability.

Maintaining a Competitive Advantage
A strong arts and culture community plays a vital role in guiding the growth of great cities. A creative culture is one of the major factors in recruiting an innovative work force and keeping a city vibrant and competitive in the global environment.

San Diego is well positioned to capitalize on its cultural amenities, and is represented by the City’s arts and culture organizations as a catalyst for community engagement and supporter of emerging arts and cultural groups.

Models of success already abound. The innovation of San Diego’s arts and culture organizations is represented by La Jolla Playhouse’s ‘Jersey Boys’ 2006 Tony® for Best Musical. The excitement is experienced by residents and tourists when they take a weekend stroll to the recently expanded MCASD Downtown facility, a thoughtful renovation of the 1915 Santa Fe Depot baggage building with an adjacent new three-story structure. And the renewal of our urban spaces is appreciated by visitors to the refurbished Stephen Depot baggage building with an adjacent new three-story structure. And the renewal of our urban spaces is appreciated by visitors to the refurbished Stephen Depot baggage building with an adjacent new three-story structure. And the renewal of our urban spaces is appreciated by visitors to the refurbished Stephen Depot baggage building with an adjacent new three-story structure. And the renewal of our urban spaces is appreciated by visitors to the refurbished Stephen Depot baggage building with an adjacent new three-story structure.

The Commission is proud to serve the citizens and City of San Diego as a catalyst for community engagement and supporter of emerging arts and cultural groups and world-class performances and exhibitions that are created here and exported across the country and around the world.