Creativity flourishes under San Diego’s brilliant skies.

It is the people of San Diego and those that visit here who are able to benefit from a thriving arts and culture community. And, it is the legacy of many outstanding visual and performing artists and arts and culture leaders to find new and creative ways to produce and integrate arts and culture into community life. And now as of December 2007, San Diego ranks in the top 10 of the 50 largest US cities in terms of number of arts-centric for profit and nonprofit businesses and employees. The nonprofit arts and culture organizations within the City of San Diego are an important sub-sector of the region’s growing arts and culture industry. Through the City’s Organizational Support Program (OSP) funded by the Transient Occupancy Tax (TOT) and administered by the City of San Diego Commission for Arts and Culture, 80 organizations received funding to support the development and implementation of some of the country’s most outstanding performances, exhibits and educational programs. This report describes the social and economic benefits accrued to the City as a result of its investment in arts and culture organizations.

The nonprofit arts and culture nonprofits represent a multi-million-dollar industry fueling the local economy with $148.7 million in direct expenditures. San Diego is now considered a prime destination for developing Broadway productions, having sent more shows to New York than any other city. During the past several years, both The Old Globe and La Jolla Playhouse have sent one or more shows to Broadway every year. Commercial producers recognize the quality of the productions that originate here in San Diego. In addition, San Diego is home to numerous exhibitions which have traveled to many other United States cities and throughout the world.

**Arts and Culture Are Vital to San Diego’s Economy**

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**The Impact of OSP Funding on the Economy**

Included in the $148.7 million in direct expenditures is $86.8 million in salaries to 5,529 employees. In addition to paid staff, 1,274 volunteer board positions and 14,100 additional volunteer positions supported the work of the arts and culture sector.

**Arts and Culture Means People**

- 1,274 Volunteer Board Members
- 5,229 Employees
- 14,100 Volunteers

**The IMPACT OF OSP FUNDING ON THE ECONOMY**

**$148.7 Million in Expenditures**

- 5,229 Employees
- 14,100 Volunteers

**Issued by the City of San Diego Commission for Arts and Culture and the San Diego Regional Arts and Culture Coalition**

**sandiego.gov/arts-culture**

**San Diego VIBRANT CULTURE, VIBRANT CITY**

**Arts and Culture Economic and Community Impact Report**

**FY2007**

**Credit: Shock, O'Brien, & Associates**

**Cover left to right:**

- Linda Anna Mentzel, Field Trip San Diego
- Tony Rappaport, The Transient Occupancy Tax
- Kent Jacques, Egyptian Theatre
- Martin Starr, Martin Theatres
- Randy Rovang, The Break Up Notebook: The Lesbian Musical
- Joanne Jaffe, The Matchmaker
- Andy Pollard, Diversionary Theatre
- Angela Pierce, Young Audiences
- Niki de Saint Phalle, Coming Together
ARTS AND CULTURE ORGANIZATIONS ATTRACT TOURISTS

Tourism is the San Diego region’s third largest industry, and the cultural tourism market is important to the tourism industry because cultural visitors enjoy longer stays and spend more money than the average tourist. In fact, according to a recent San Diego Convention and Visitors Bureau study, the average length of stay for a cultural tourist is 5.5 days versus 4.1 days for the average tourist, and the cultural tourist spends $246 per day as compared with the average tourist’s $116.

In FY07, the financial impact of one-day stays by the 2 million visitors who participated in OSP-funded arts and cultural events was $492 million into the local economy.

ARTS AND CULTURE ORGANIZATIONS ADD SIGNIFICANTLY TO SAN DIEGO’S QUALITY OF LIFE

All of the organizations receiving OSP funds provided programs and services available to all of San Diego’s citizens and guests. These offerings ranged from internationally recognized theatrical productions, art exhibits and concerts to locally significant festivals, cultural celebrations and educational programs.

Highlights of the year included:

• Museum of Contemporary Art San Diego opened its new downtown facilities, adding 30,000 square feet of program space, new outdoor exhibition facilities and an artist-in-residence studio, with commissioned site-specific works by Richard Serra, Jenny Holzer and Roman de Salvo.
• Dance Place San Diego, a shared facility with offices, rehearsal and class spaces for Malashock Dance, San Diego Ballet, and Jean Isaacs San Diego Dance Theatre, opened at the NTC Promenade at Liberty Station.
• The A|J Project worked with refugee and immigrant youth to install a selection of photographs that brought their experiences into the view of a broader public with their installation in front of the San Diego Museum of Art.
• The San Diego Space and Science (Fleet) Museum was selected as the West Coast partner for the NASA-Jet Propulsion Laboratory’s Polar Literacy Network, an outreach and teacher training program.

NUMBER OF TIMES ARTS AND CULTURE ORGANIZATIONS PROVIDED SERVICES (PERFORMANCES, EXHIBITS, CLASSES, ETC.) TO SCHOOLS AND COMMUNITY ORGANIZATIONS (by Council District)

<table>
<thead>
<tr>
<th>District</th>
<th>Services</th>
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</thead>
<tbody>
<tr>
<td>District 1</td>
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<tr>
<td>District 7</td>
<td>331</td>
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<tr>
<td>District 8</td>
<td>230</td>
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</tbody>
</table>

ARTS AND CULTURE PROGRAMS BRING COMMUNITIES TOGETHER TO LEARN ABOUT AND CELEBRATE THEIR DIVERSITY

San Diego’s neighborhoods celebrate their culture and diversity through public art, special events, festivals and parades. Whether participating in the San Diego Dixieland Jazz Festival, the San Diego Cajun Zydeco Music and Food Festival, Downtown San Diego Multicultural Festival, Old Town Fiesta Cinco de Mayo, La Jolla Festival of Arts and Food Fair or the dozens of other festivals, community celebrations and programs offered through the Creative Communities San Diego Program (CCSD), San Diegans and visitors alike have opportunities to experience the sites, sounds and tastes of our diverse cultures throughout the year. The Commission’s investment in public art, neighborhood identity and celebrations helped maintain the number and quality of community gatherings taking place around the city.

ARTS AND CULTURE ORGANIZATIONS STRENGTHEN SCHOOL PROGRAMS AND PROVIDE CREATIVE AND EDUCATIONAL OPPORTUNITIES FOR EVERYONE

Whether it’s through the San Diego Youth Symphony, San Diego Young Audiences, Playwrights Project, San Diego Museum of Man or the dozens of other OSP-supported programs, opportunities exist for all of San Diego’s citizens and tourists to experience a broad array of arts and culture experiences.

OSP-funded organizations reached schools and community organizations in every Council District more than 3,700 times impacting more than 727,000 students, teachers, seniors and other citizens. Unique San Diego-only programs included:

• La Jolla Playhouse, through its Performance Outreach Program (POP), commissioned hip-hop artist Will Powers to write and compose Honey Bo and the Goldmine, a story of empowerment, which was performed for 14,500 San Diego students in 37 schools and at the theatre.
• San Diego Archaeological Center provided community-based exhibits to more than 600,000 people at libraries throughout the City, from San Ysidro to Allied Gardens to Scripps Ranch.
• La Jolla Music Society provided free, year round music instruction to 200 children at Cesar Chavez Elementary School, Rosa Parks Elementary School and City Heights Recreational Center.

San Diego has received this recognition because it truly has a vibrant arts and culture community, a result of the many diverse faces and voices working together to produce the finest arts and culture to be experienced anywhere.

We are proud to serve as the catalyst for San Diego’s emergence as a center of global creativity and innovation while fueling a vibrant civic life.