ART LEADS THE WAY

Investing in Culture to Power the Future

Exposure to arts and culture is a vital part of the human experience. Music, art and theater have the power to enrich our lives and change our perspectives. Having a city that fosters and promotes creativity not only produces well-rounded people, but increases the likelihood of success in social, academic and scientific endeavors. San Diego’s vibrant arts and culture programs have been and remain an important part of our city’s local economy, quality of life and unique culture. Additionally, the education and outreach components of these programs ensure that exposure to arts and culture is available for children and their families in our schools, neighborhoods, and cultural institutions.

As Councilmember for District 2, I’m committed to integrating arts and culture into the daily lives of San Diego’s children, families, workers and visitors. San Diego’s creative spirit shines and inspires through arts and culture.

Lorie Zapf
Councilmember for District 2, City of San Diego

The 2014 Economic and Community Impact of Nonprofit Arts and Culture Organizations in San Diego

San Diego is the only U.S. city to be named one of the World’s Smart Cities by the National Geographic Channel

This spring, the National Geographic Channel launched an unprecedented exploration of the world’s cities to showcase destinations where talent, innovation and lifestyle are creating new urban environments that will emerge as leading cities in the 21st century. Along with a strong technology sector, local innovators, and smart planning, it is San Diego’s lifestyle—rich in art, culture, diversity and natural beauty—that makes San Diego a truly Smart City.

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Providing for Today...
In Fiscal Year 2014, 80 nonprofit organizations received $6.4 million in funding from the City of San Diego Commission for Arts and Culture. These organizations create meaningful arts and culture experiences throughout all of San Diego’s neighborhoods, showcasing the city’s creative spirit and enriching the quality of life.

80 Nonprofit organizations funded by the Commission for Arts and Culture
43 Neighborhood events supported by the Commission for Arts and Culture

Talent Matters
From board members to painters to costume designers, the arts community offers creative opportunities for talented staff and volunteers to innovate and inspire in San Diego.

1,057 Arts and culture nonprofit board members
12,853 Arts and culture nonprofit volunteers
2,013 Full-time employees at arts and culture nonprofits
6,268 Total jobs supported by arts and culture nonprofits

Economic Growth for Future Success:
$191 Million Total expenditures by arts and culture nonprofits
$94 Million Earned revenue* from arts and culture nonprofits
$113 Million Contributed revenue** from arts and culture nonprofits
$7.1 Million Amount of federal, state, county and tribal government funds received to match the City of San Diego’s funds
$101.2 Million Total salaries paid to arts and culture employees and contractors

To Shape Our Tomorrow
An investment in the arts means an investment in education. Arts programs provide youth with creative outlets and constructive activities to engage their free time, expand their horizons and create the critical thinking skills needed to become tomorrow’s innovators.

11,419 School and community group visits made by 80 nonprofits
468,440 People served through school and community group visits made by 80 nonprofits

From First Contact to Sustained Engagement: Arts Education in San Diego
In 2014, 80 arts and culture nonprofit organizations funded by the City of San Diego Commission for Arts and Culture increased and enriched educational opportunities in schools for 182,449 students in grades K-12.

The arts experiences provided by these nonprofits are often the first contact with the arts for many students, ensuring a new generation of San Diegans has the opportunity to see, hear and experience the arts. Special student matinee performances, guided museum tours, meet-the-artist opportunities, and hands-on experimentation with musical instruments are all available to San Diego’s students.

Some nonprofits focused on developing long-term relationships and deepening the effect on students. Young Audiences of San Diego reached more than 20,000 students in the city last year. Many of these students experienced multi-week artist residencies that teach techniques in visual art, theater, poetry, puppetry and dance as well as 21st century skills including communication and critical thinking.

In collaboration with the San Diego Unified School District’s Visual and Performing Arts Department, Villa Musica delivered supplemental music instruction in schools. Villa Musica provides students with arts experiences that improve academic skills, build self-esteem, promote a love of learning and foster self-discipline and confidence.

Whether focused on unique experiences or multi-week interactions, each of San Diego’s arts organizations plays an essential role in growing and expanding young minds to create future leaders.

Each year, more than 33 million visitors come to San Diego. When visitors spend the night in San Diego hotels, they create much-needed revenue for the city. The more visitors that San Diego attracts, the more money our city has to maintain parks, clean beaches and conserve historic and cultural facilities.

San Diego’s diverse arts and culture offerings give visitors a reason to rediscover our region again and again.

1.6 Million Number of tourist visits to arts and culture attractions and businesses
$564 vs $235 Dollars spent by a cultural tourist vs. average San Diego tourist***
3.7 days vs 1.8 day The average stay of a cultural tourist in San Diego vs. the average tourist

1.5 Million Free attendance at arts and culture institutions
1.7 Million Paid attendance at arts and culture institutions
4.25 Million Total attendance at arts and culture institutions

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* Revenue received by a nonprofit in exchange for products or services.
** Revenue from individual, foundation, corporate or government donations with no products or services provided by the nonprofit in exchange for the funds.
*** Source: 2011 San Diego County Visitor Profile Study, CIC Research/SDTA