



## **Acknowledgment Policy**

### **Acknowledgement Policy and Guidelines**

**Revised August 30, 2011**

#### **Introduction**

The City of San Diego Commission for Arts and Culture (Commission) vitalizes the community by allocating funds to more than one hundred arts and culture nonprofit organizations with money acquired from the City's Transient Occupancy Tax fund. By funding these organizations, the Commission not only helps integrate arts and culture into communities, but also it helps showcase San Diego as an internationally recognized cultural destination.

As the city's lead agency for arts and culture, and one that is proud of the work of its contractors, the Commission believes it is both appropriate and necessary to inform the public that through its financial support the City understands and values the economic and social benefits provided by arts and culture.

It is the policy of the Commission to illustrate its civic pride in the work as well as be transparent and accountable in its actions by requiring its contractors to acknowledge to all their constituents that they receive funding from the City. The following guidelines are provided to help contractors notify their constituents of the Commission's financial support.

#### **General**

All contractors are required to make a good faith effort to reach each and every one of their constituents (for example, board members, funders, audiences, students, parents of students, volunteers, staff, artists, etc.) as often as possible throughout the year.

#### **Language in Contract**

Acknowledgments – Contractor shall comply with all regulations and guidelines set forth in the Commission's "[Acknowledgment Policy](http://www.sandiego.gov/arts-culture/pdf/ackpolicy.pdf)," (<http://www.sandiego.gov/arts-culture/pdf/ackpolicy.pdf>) which is incorporated herein by reference. Deviations from the Acknowledgement Policy must be approved in writing and in advance by the Contract Administrator.

## **Exceptions:**

To be consistent with the City’s general policies against using City funds for advocacy or controversial measures, and to prevent unauthorized and uncontrolled use, organizations that receive City funds should not use the Commission logo in any political, legal, or other type of advocacy communications. The logo may still be used to acknowledge funding support by the Commission or in authorized communications that educate the public and provide factual information.

## **Printed Material**

1. When space permits, the following text should appear in printed materials (in a clearly legible manner no smaller than a size 9 font):
  - a. Organizational Support Program (OSP): “Financial support is provided by the City of San Diego Commission for Arts and Culture.”
  - b. Creative Communities San Diego (CCSD): “Financial support for this project [or name of project] is provided in part by the City of San Diego Commission for Arts and Culture.”
2. When space does not permit, or when the design does not favor the text, the Commission’s logo may be used instead.

The only logo you should be using is the “Vibrant Culture” logo which appears at the top of this document.

Logos may be found [here](#):

<http://www.sandiego.gov/arts-culture/news/logos.shtml>

Logo use and standards information may be found [here](#).

<http://www.sandiego.gov/arts-culture/pdf/logousestandards.pdf>

## **Do Not use the following logos:**

- a. The City seal.
  - b. The “Palm Tree” logo with the tag line, “Vibrant Culture, Vibrant City.”
  - c. The “Palm Tree” logo with the tag line, “Enriching Our Lives.”
2. In the event that a publication or other acknowledgement sets forth a list of sponsors, donors, funders, contributors, etc. the following should be observed with regards to the Commission: If the listing is set up in such a way as to group contributors by the amount of their contribution, and the Commission’s contribution is more than twice that of the

next highest contributor, then a new category should be created to include the Commission and other entities in the same funding category.

### **Websites**

Contractors are required to acknowledge the Commission and include a link to the Commission's website on their website.

### **Print Advertisements**

When possible, contractors should acknowledge the Commission in any paid print advertisements. Advertisements are seen by many people who may not attend the advertised events.

### **Signage**

When possible, contractors should acknowledge the Commission on any electronic signage, banners, or other signs.

### **Electronic Media, including radio, TV, and the internet**

When possible, contractors should acknowledge the Commission as part of any Public Service Announcements, media interviews, purchased media or internet pages and in any electronic marketing, including e-newsletters.

### **Lobbying and Political Activities**

Contractor shall not use, and require its subcontractors not to use, any of the funds, personnel, or materials received in connection with this Agreement, to influence, or attempt to influence, any governmental decision or election in any manner, whatsoever. This prohibition shall apply to any decision of any kind to be made by any electorate, legislative body, agency, bureau, board, commission, district, or any other instrument of federal, state, or local government. The term, "influence or attempt to influence," shall mean the making, with the intent to influence, any communication to, or appearance before, any officer, employee, or appointee of any governmental entity, as well as any communication made to any electorate, regarding any ballot measure or candidate election.

**Thank you**, as always, for your participation and cooperation as we have endeavored to develop a policy that will work for everyone.

### **Questions? Please contact:**

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