



MORE **BEAUTY** FOR YOUR BUCK.

**FALL FOR THE ARTS A HUGE SUCCESS**



The Arts and Culture BANG campaign rolled on this fall with a free, fun event on San Diego Bay that kicked off National Arts and Humanities Month.

*Fall for the Arts* featured performances, workshops, demonstrations, and

exhibits from more than 60 local arts and culture organizations and drew nearly 3,000 attendees....a great achievement for a first time event. The Broadway Pier and Port Pavilion were transformed into an array of zones, each with unique offerings. There were opportunities to experience live theater, dance, music and enjoy hands-on art activities. There was even a Kid Zone, offering creative workshops for children of all ages. See some [great pictures here](#).

By partnering with the Port, the Commission for Arts and Culture and San Diego Foundation were able to leverage additional resources to further promote access and participation. Aggressive marketing and public relations efforts encouraged people to "DO MORE. GET MORE. SEE MORE. PLAY MORE."... all in line with our ongoing MORE BANG campaign. A highlight was a KPBS Radio and TV interview with Victoria Hamilton which aired several times and helped promote the event.

**KPBS NEWS** featuring Victoria Hamilton, Michael Rosenberg, La Jolla Playhouse and Roxana Velasquez, San Diego Museum of Art.

Ads and promotions appeared in the following publications:

- SD City Beat Fall Preview
- UT Night and Day
- SignonSanDiego.com
- KPBS and Clear Channel Radio Spots
- San Diego Magazine
- ConVis Insert to 325,000 homes

A City Proclamation honoring National Arts and Humanities Month and celebrating Fall for the Arts was presented by Mayor Jerry Sanders and City Councilman Todd Gloria on September 27 which aired on City TV. In addition, extensive media coverage promoted the arts regionally and across the nation in print, radio and on the web.

We were also able to collect feedback from the participants by encouraging them to enter raffle. A majority indicated that they heard about it through our UT and City Beat ads and would "very likely" attend the event again.

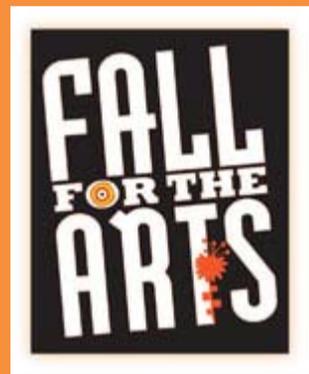
The word about our Vibrant Culture, Vibrant City is certainly getting out!

Thanks to Rob Appel for the great recap. Check it out

**QUESTIONS OR IDEAS?**

Contact Editor, Toni Robin, [trobin@sandiego.gov](mailto:trobin@sandiego.gov)

Please forward this to the appropriate staff person at your organization!



[Sign up](#) for the new ConVis Arts and Culture Travel e-NEWS

**LATEST NEWS**

**The James Irvine Foundation's Exploring Engagement Fund**

This new open competitive fund is designed to support arts organizations to prototype new approaches to arts engagement. Want to know more? read more [here](#) and see frequently asked questions.

**SIGN UP TO RECEIVE**

**E-NEWSLETTER**



[here](#).

*Fall for the Arts was sponsored by the City of San Diego Commission for Arts and Culture and the Port of San Diego, with support from the National Endowment for the Arts, the California Arts Council, the San Diego Foundation, Americans for the Arts and the San Diego Convention & Visitors Bureau.*

## SAN DIEGO ARTS & CULTURE.ORG UPDATE

This summer's MORE PARADISE FOR YOUR BUCK campaign helped drive more than 20,000 visitors per month to [sandiego.org/arts](http://sandiego.org/arts) to find more information about arts and culture activities. Extra promotions including the exciting MORE Paradise Trolley wrap contributed to the increase in web traffic. As a valued-added bonus, MTS kept the wrap rolling for 2 extra months, providing \$16,000 in donated advertising!

Our special promotional "Paradise Found" button directed visitors to events, exhibitions, festivals and performances that capture the adventurous spirit of discovery in all of us. As Mark Montijo at the Maritime Museum of San Diego explains, "I have personally heard from several individuals who learned about the *Cook, Melville and Gauguin: Three Voyages to Paradise* exhibit from the ConVis site."

Other featured events included San Diego Botanic Garden's *Sculpture in the Garden*, Birch Aquarium's Full Moon Pier Walk, Asian Story Theater's The Musical Paul Gauguin and San Diego Opera's *Moby-Dick*, among others.

In addition, our ARTVenture neighborhood tours that were created for the Americans for the Arts Convention are now available online as self guided tours with hyperlinks for the adventurous art lover. Check out this great video produced by featuring our recent ARTVenture tour to Barrio Logan.

**Barrio Logan: From the Streets to the Studios**, produced by volunteer videographer Ken Honjo of the San Diego Asian Film Festival.

Also, check out this great video produced by ConVis on **Hidden San Diego Art**.

**Experience the arts, culture and cuisine of sunny San Diego on your self-guided ARTventure!**

## FALL FOR THE ARTS THIS HOLIDAY SEASON

As fall turns to winter, we are setting our sights on promoting San Diego Arts and Culture for the holidays [online](#) and on our [Facebook page](#). We'll be collecting holiday-themed activities, promotions and events that celebrate all San Diego has to offer during November and December.

**Be sure ALL your holiday events are submitted to San Diego Art + Sol**  
To get [started](#).

Got something special this holiday season? A unique gift idea? A free holiday event? Send info directly to [Merylz@Sdfoundation.org](mailto:Merylz@Sdfoundation.org).

## ARTS AND CULTURE LEADERSHIP CONTINUUM STORY



In honor of Arts and Humanities Month, arts and culture leaders gathered for a Leadership Continuum at the Lawrence Family Jewish Community Center on October 17. Introduced by Commission Executive Director Victoria Hamilton, keynote speaker Craig

Watson, the new director of the California Arts Council, addressed current state arts funding challenges and recommended the purchase of Arts Lovers license plates to supplement the state arts budget. Additional speakers included Michael Rosenberg, executive director of La Jolla Playhouse, who discussed successful local



collaborative projects, and Molly Terbovich-Ridenour, who provided an update on the work of the Rising Arts Leaders.



*Felicia Shaw, Craig Waltson and Victoria Hamilton*

The program included a panel discussion by the San Diego Regional Arts & Culture Coalition transition team (Alan Ziter, Seema Sueko, John Highkin, Kevin Chaisson) and presentation of a report on strengthening arts and culture advocacy, by Charlotte Cagan. The program concluded with a rousing performance by the J\*Company, who entertained with a medley from their season tribute to La Jolla Playhouse.

The event was co-sponsored by the Arts & Culture Coalition, The San Diego Foundation, the City of San Diego Commission for Arts and Culture, Art Works, the California Arts Council and Rising Arts Leaders.

Another Continuum is planned in early 2012 on advocacy training. The next Coalition meeting is Wednesday, December 7, at 8:30 a.m. Location to be announced.

**Become a member and download** an executive summary of *Strengthening Arts and Culture Advocacy in San Diego*, [click here](#).

*The City of San Diego Commission for Arts and Culture and The San Diego Foundation have partnered on a multi-faceted initiative designed to assist arts and culture organizations to survive the economic downturn and ultimately thrive in a new world economy. One major component is BANG, a region-wide marketing initiative that will excite and encourage audience members and donors to support the region's arts and culture programs with their participation and philanthropy.*

*Additional support is provided by the San Diego Convention and Visitors Bureau, California Arts Council, National Endowment for the Arts, San Diego Grantmakers and other funders.*