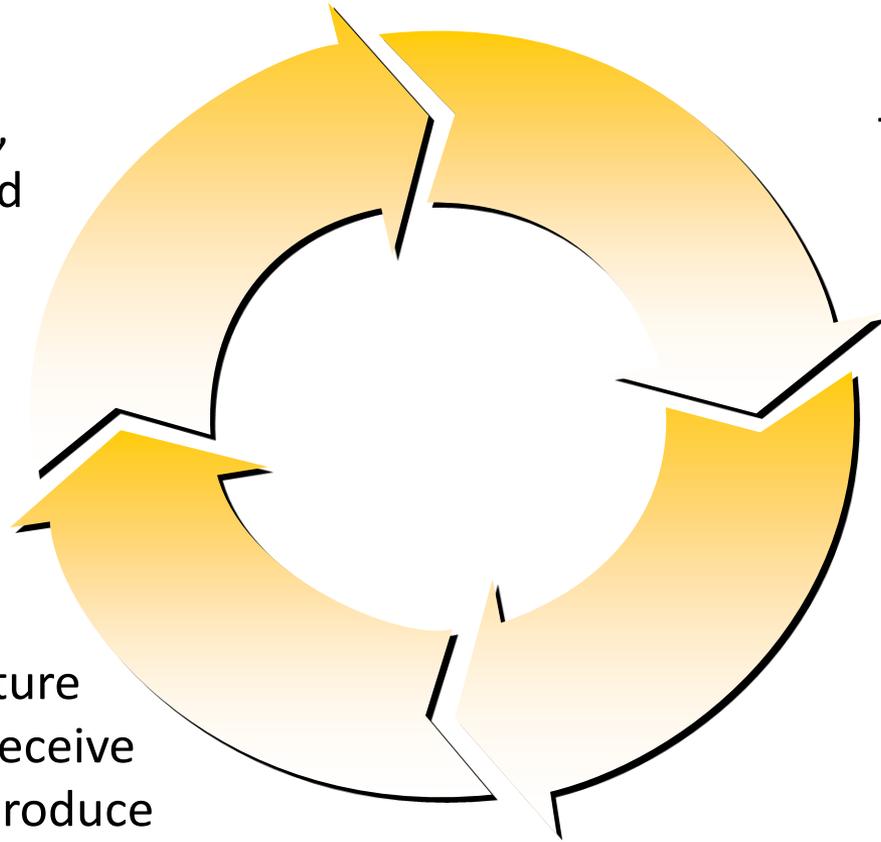


The Cultural Ecosystem

Tourists visit SD,
stay in hotels and
pay Transient
Occupancy
Tax (TOT \$)



TOT \$ comes into
the City's
treasury

A portion of the City's
TOT \$ is given to the
Commission to distribute
through a rigorous
process

Arts and culture
organizations receive
the TOT \$ and produce
events and products
that attract tourists



Commission for Arts and Culture
City of San Diego