

ORGANIZATIONAL SUPPORT PROGRAM

- Athenaeum Music & Arts Library
- California Ballet Association, Inc.
- Camarada
- Center for World Music
- City Ballet, Inc.
- Classics for Kids
- Common Ground Theatre
- Cygnat Theatre Company
- Diversionary Theatre
- Eveoke Dance Theatre
- Fern Street Community Arts, Inc.
- Gay Men's Chorus
- Japanese Friendship Garden
- Jean Isaacs San Diego Dance Theater
- La Jolla Music Society
- La Jolla Playhouse
- La Jolla Symphony & Chorus
- Lyric Opera San Diego
- Mainly Mozart
- Malashock Dance
- Maritime Museum of San Diego
- Media Arts Center San Diego
- Mingei International Museum
- Mo'olelo Performing Arts Company
- Museum of Contemporary Art San Diego
- Museum of Photographic Arts
- New Works/Vantage Theatre
- Patricia Rincon Dance Collective
- Persian Cultural Center
- Playwrights Project
- Prophet World Beat Productions
- Reuben H. Fleet Science Center
- Samahan Filipino American Performing Arts & Education Center, Inc.
- San Diego Air & Space Museum
- San Diego Archaeological Center
- San Diego Art Institute
- San Diego Automotive Museum
- San Diego Ballet
- San Diego Center for Jewish Culture
- San Diego Chamber Orchestra
- San Diego Children's Choir
- San Diego Chinese Historical Society and Museum
- San Diego Early Music Society
- San Diego Guild of Puppetry
- San Diego Historical Society
- San Diego Junior Theatre
- San Diego Master Chorale
- San Diego Men's Chorus
- San Diego Model Railroad Museum
- San Diego Museum Council
- San Diego Museum of Art
- San Diego Museum of Man
- San Diego Natural History Museum
- San Diego New Music
- San Diego Opera
- San Diego Repertory Theatre
- San Diego Symphony
- San Diego Theatre Scene, Inc.
- San Diego Watercolor Society
- San Diego Young Artists Music Academy, Inc.
- San Diego Young Artists Symphony Orchestra

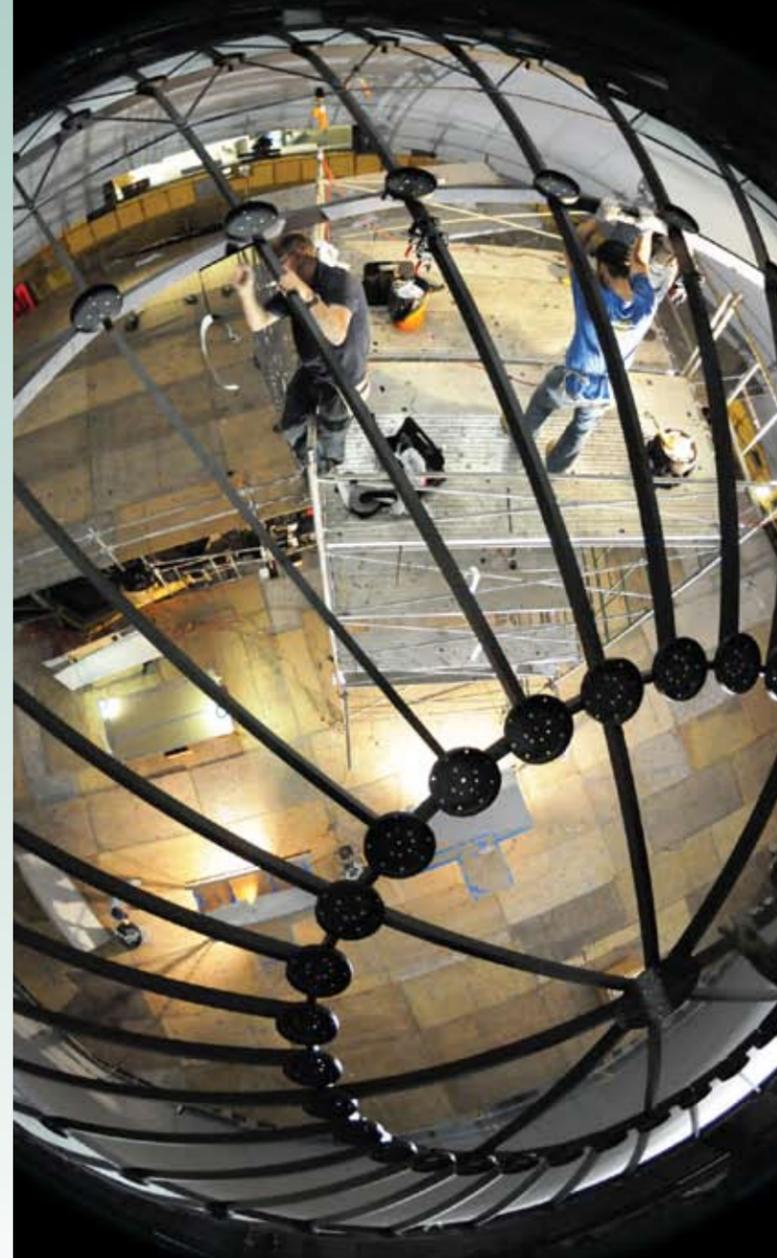
- San Diego Youth Symphony and Conservatory
- Save Our Heritage Organisation
- Spreckels Organ Society
- Sushi Performance & Visual Art
- The AJA Project
- The New Children's Museum
- The Old Globe
- Veterans Memorial Center, Inc.
- Westwind Brass
- Women's History Museum & Educational Center
- Young Audiences of San Diego

CREATIVE COMMUNITIES SAN DIEGO

- Access
- Adams Avenue Business Association
- America's Finest City Dixieland Jazz Society
- Asian Story Theater
- Balboa Park Cultural Partnership
- Bon Temps Social Club of San Diego
- Cabrillo Festival
- Centre City Development Corporation
- Christian Community Theatre
- College Area Economic Development Corporation
- Gaslamp Quarter Association
- Hillcrest Business Improvement Association
- Jacobs Center for Neighborhood Innovation
- Justice Overcoming Boundaries
- Kalusugan Community Services
- Kiwanis Club of Tierrasanta
- Linda Vista Multi-Cultural Fair and Parade
- Little Italy Association
- Los Bilingual Writers
- Moxie Theatre
- New Americans Museum
- North Park Organization of Businesses
- Nu-Way BHILD
- Ocean Beach Merchants Association
- Pacific Beach Community Development Corporation
- Pacific Southwest Wildlife Arts
- PGK Project
- Point Loma Association
- Rancho de los Penasquitos Town Council
- Rolando Community Council
- Salvation Army
- San Diego Armed Services YMCA
- San Diego Asian Film Foundation
- San Diego Audubon Society
- San Diego Chinese Center
- San Diego City College Foundation
- San Diego EarthWorks
- San Diego Film Foundation
- San Diego Fleet Week Foundation
- San Diego Performing Arts League
- San Diego Shakespeare Society
- San Diego Women Film Foundation
- Southern Sudanese Community Center of San Diego
- Street of Dreams/Musicians for Education
- Torrey Pines Kiwanis Foundation
- Transcendance
- Villa Musica

arts and culture

A Competitive and Creative Edge
for San Diego



The 2008 Economic and Community
Impact of Nonprofit Arts and Culture
Organizations in San Diego

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



Volunteer Sailors
Maritime Museum of San Diego
Photo by Randy McLaughlin

Vibrant Culture Vibrant City



Conservation Technician
"Journey to Aztlan"
Artists Einar and James de la Torre
Photo by ConservArt Associates, Inc.

Our city has unparalleled natural beauty and undeniably outstanding weather, but it is the contribution of artists and arts and culture organizations that help create a truly vibrant, stimulating and prosperous place to live and work. We all benefit when the arts thrive.

A vibrant arts and culture community serves San Diego in many ways:

- Enhances our quality of life
- Draws positive attention to San Diego
- Attracts visitors who stay longer and spend more
- Creates jobs
- Provides a competitive edge in attracting and retaining businesses and skilled workers
- Acts as a catalyst for neighborhood and community development
- Builds opportunities for youth and education

The nonprofit arts and culture organizations within the City of San Diego are an important sector of the region's growing arts and culture industry. 72 organizations receive funding through the City of San Diego Commission for Arts and Culture's Organizational Support Program (OSP) funded by the Transient Occupancy Tax (TOT). This funding allows these organizations to develop and implement some of the country's most outstanding performances, exhibitions and educational programs.

This report outlines the scope and importance of the arts to San Diego's economic well-being and status as the country's eighth largest city.

San Diego made Conde Nast's "IT" List of 10 Must Visit Worldwide Destinations for 2008

“Our vibrant and creative arts and culture environment encourages innovation in our City and helps us attract and retain the kind of workers who stimulate economic growth. Creativity and the work being done by creative people in the business community pays huge dividends for San Diego and gives us a competitive edge in economic development.” Mayor Jerry Sanders

Arts and Culture as an Economic Engine

Nonprofit arts and culture organizations have an important and vital impact on San Diego's economy. These organizations stimulate the economy with over **\$180 million** in direct expenditures. This includes **\$83.8 million** in salaries. In fact, the **72** organizations funded by the Commission are a major employment sector, supporting a workforce of more than **6,300**. The arts not only create jobs, they provide a competitive advantage in attracting new businesses and a skilled workforce. In addition, over **11,607** volunteers contribute time, talent and resources to this sector.

VOLUNTEER BOARD MEMBERS > 1,188

ARTS AND CULTURE VOLUNTEERS > 10,419

Admissions

PAID > 3.2 MILLION

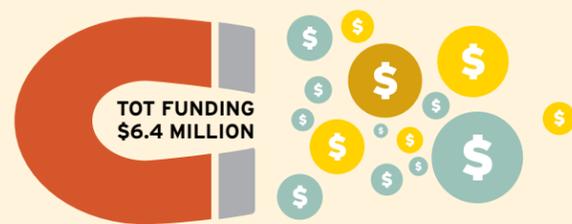


FREE > 1.8 MILLION



Total: 5.1 million

TOT Funding – Providing the Power to Leverage Money to the Region



The City's Return on Investment is Matched by:

1 **Federal, State and County Grants \$5 million**

2 **Earned Income**

Programs and Service **\$77 million**

Retail Sales **\$9.2 million**

Investments **\$14.8 million**

Advertising and Sponsorships **\$730,000**

Other **\$11.6 million**

3 **Contributed Income**

Individuals **\$47.9 million**

Corporations and Foundations **\$15.6 million**

Government **\$11.5 million**

Other **\$7.1 million**



Makeup Designer and Actor
Lyric Opera San Diego
Photo by J. Alex Tiscareno

Dressers and Actor
Old Globe Theatre
Photo by Craig Schwartz

Power to Engage Other Businesses – A Creative Economy

Together, arts and culture organizations make purchases from thousands of vendors – the great majority working in San Diego County. These vendors engage in a myriad of businesses ranging from construction, architecture and design firms to caterers, florists, launderers, utilities, and many more. Also included are scores of printers, hotels, restaurants, movers, set and costume manufacturers, concessionaires and insurers. Spending by nonprofit arts and culture organizations helps sustain employment in other sectors and helps keep San Diego strong.

Cultural Tourism – New Money

Economic activity created by tourism and dollars coming into our local economy from outside the region is particularly important to San Diego, creating jobs and attracting revenue. San Diego has been linking the arts to tourism for more than two decades. Cultural tourists, those traveling to San Diego to experience our arts and culture, stay longer and spend more than the average tourist. These arts and culture visitors spend \$246 per day as compared with the average tourist's \$116.



In 2008, over **1.6 million** visitors traveled to San Diego to participate in arts and cultural events funded by the Commission and pumped more than **\$394 million** into the local economy (Based on a one day stay).



Crafts Vendor
Jacobs Center for Neighborhood Innovation

Costume Collection Assistant
San Diego Historical Society
Photo by Chris Travers

Access and Participation

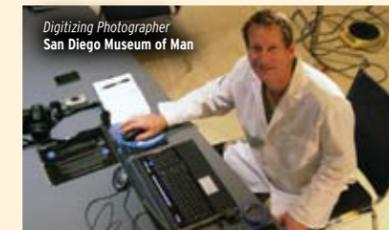
The organizations funded by the Commission's Organizational Support Program place education and access at the heart of their missions. They work to provide access to the community through school programs and outreach to libraries, community and senior centers throughout the city – providing creative, diverse and educational arts and cultural experiences and opportunities for everyone.

In addition, San Diego's neighborhoods celebrate their culture and diversity through special events, festivals, parades and community celebrations offered through the Creative Communities San Diego Program, also funded by the Commission. The Commission's investment in public art, as well as celebrations helped maintain the quality of life around the city.

SCHOOL AND COMMUNITY GROUP VISITS > 3,783



PEOPLE SERVED > 607,184



Digitizing Photographer
San Diego Museum of Man



Wardrobe Mistress and Dancer
California Ballet
Photo by Brad Matthews

Property Master
San Diego Opera

Preparators
Museum of Contemporary Art San Diego
Photo by Elizabeth Yang Hellewell

Creative Industries – Fueling Growth

According to research conducted by Americans for the Arts, the creative industries are the fastest growing segment of the nation's economy and play an important role in building and sustaining economic vibrancy. These businesses, both for profit and nonprofit, are involved in the creation and distribution of the arts and range from museums, symphonies and theaters to film, architecture, design companies and even musical instrument manufacturing. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development.

Given the vibrancy of our arts and culture community, the San Diego region is home to **4,432** arts-related businesses, both for profit and nonprofit. These businesses employ **24,324** people, placing San Diego in the **top 10** ten of the 50 largest US cities in 2008 – ahead of Boston and Seattle.

20 Years of Growth

2008 marked the 20th anniversary of the City of San Diego Commission for Arts and Culture. For two decades, the funding provided through the Commission has supported the diversity and growth of arts and culture institutions in the community and provided economic power that fuels our economy and the quality of life. San Diego's arts and culture community has thrived and helped San Diego evolve into a Vibrant Culture, Vibrant City, and a leading cultural destination.

The Arts as a Catalyst for Community Development – A Case Study

The Globe Technical Center – a new scenery building and storage facility – helped launch the Southeastern San Diego Residency Project which established the Globe as a vital resource for the community.

“The project not only brought valuable jobs to District 4, but life lessons in the arts that our citizens would not have access to.”

Councilmember Anthony Young



Workshop Coach and Student
La Jolla Music Society
Photo by Bjorn Bjerede

Exhibit Installers
San Diego Natural History Museum
Photo by Lollo Enstad