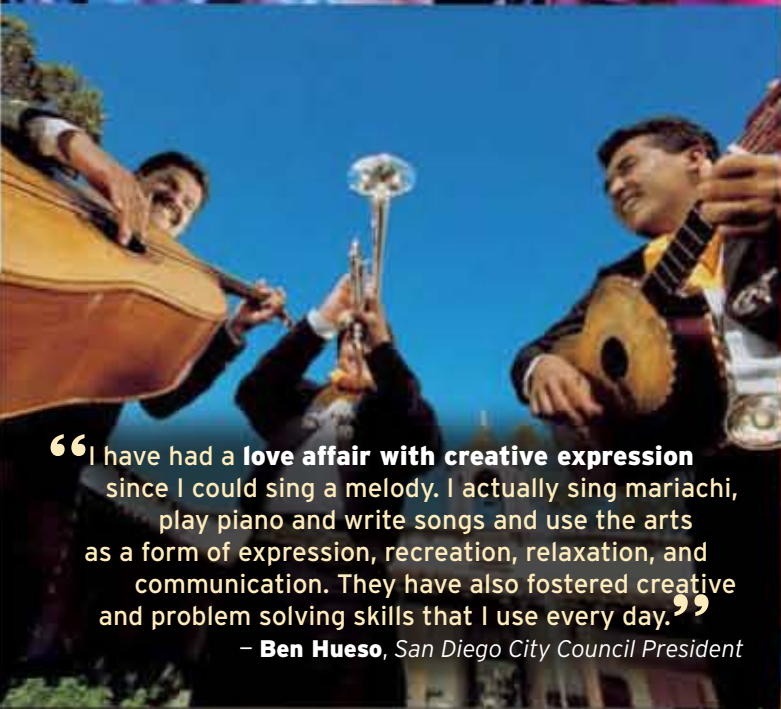


“Growing up in New York, some of my fondest memories are my trips to Broadway. It is a pleasure to be in San Diego where I can still enjoy a vibrant and diverse arts community committed to delivering world-class experiences.”  
 – Joe Terzi, President & CEO, San Diego Convention & Visitors Bureau



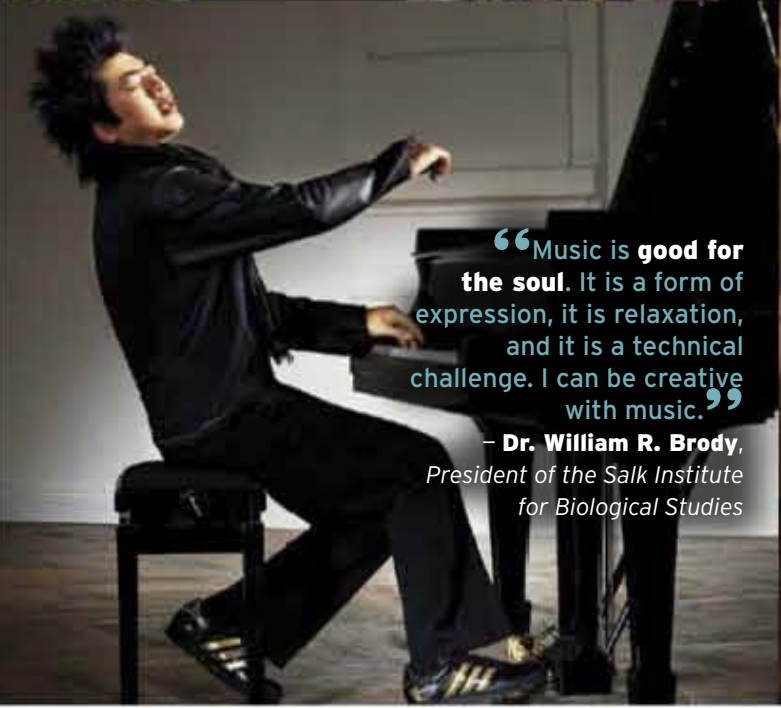
“We all agree that our economic future is based on our ability to innovate and the arts exercise the creative aspects of our brain, which is necessary to achieve the best innovation results.”  
 – Harvey P. White, Chairman SHW; Co-Founder Qualcomm



“I have had a love affair with creative expression since I could sing a melody. I actually sing mariachi, play piano and write songs and use the arts as a form of expression, recreation, relaxation, and communication. They have also fostered creative and problem solving skills that I use every day.”  
 – Ben Hueso, San Diego City Council President



“I fondly remember participating in drama productions as a young boy and the experience not only gave me a life long appreciation of theater, but helped me in my confidence and public speaking.”  
 – Phil Blair, CEO, Manpower



“Music is good for the soul. It is a form of expression, it is relaxation, and it is a technical challenge. I can be creative with music.”  
 – Dr. William R. Brody, President of the Salk Institute for Biological Studies



“For me, art is about having a personal and emotional connection to the work. The first painting I ever purchased was from a Belgian artist, which is my mother's homeland and connected me to my heritage.”  
 – Colette Carson Royston, Chair, City of San Diego Commission for Arts and Culture

# Vibrant City

## The Ripple Effect

A vibrant arts and culture community provides benefits throughout the region and it:

- 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 by attracting and retaining businesses and skilled workers
- Acts as a catalyst for revitalizing neighborhoods and community development
- Builds opportunities for youth and education
- Helps generate civic and community pride

*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. Seventy-six 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 arts and culture to San Diego's economic well-being and status as the country's eighth largest city.*

### ORGANIZATIONAL SUPPORT PROGRAM

- Actors Alliance of San Diego
- AJA Project
- Athenaeum Music & Arts Library
- California Ballet
- Camarada
- Center for World Music
- City Ballet
- Classics for Kids
- Common Ground Theater
- Cygnets Theatre
- Diversions Theatre
- Eveoke Dance Theatre
- Fern Street
- Fritz Theatre
- Gaslamp Quarter Historical Foundation
- Gay Men's Chorus of San Diego
- Japanese Friendship Garden Society of San Diego
- 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
- Museum of Contemporary Art San Diego
- Museum of Photographic Arts
- NewWorks/Vantage Theatres
- Old Globe Theatre
- Orchestra Nova San Diego
- 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
- San Diego Air & Space Museum
- San Diego Archaeological Center
- San Diego Art Institute
- San Diego Ballet
- San Diego Center for Jewish Culture
- San Diego Children's Choir
- San Diego Chinese Historical Society
- San Diego Civic Youth Ballet
- San Diego Early Music Society
- San Diego Guild of Puppetry
- San Diego History Center
- 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 Opera

### CREATIVE COMMUNITIES SAN DIEGO

- Access
- Adams Avenue Business Association
- America's Finest City Dixieland Jazz Society
- Asian Story Theater
- Black Storytellers of San Diego
- Bon Temps Social Club of San Diego
- Cabrillo Festival
- Centre City Development Corporation
- College Area Economic Development Corporation
- Encanto Community Fund
- Fire Fighters Advisory Council to the Burn Institute
- Gaslamp Quarter Association
- Hillcrest Business Improvement Association
- Historic Old Town Community Foundation
- 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
- New Americans Museum
- North Park Organization of Businesses
- Ocean Beach Merchants Association
- Pacific Beach Community Development Corporation
- Pacific Southwest Wildlife Arts
- Point Loma Association
- Rancho de los Penasquitos Town Council
- Rolando Community Council
- Salvation Army
- San Diego After School Strings Program
- San Diego Armed Services YMCA
- San Diego Asian Film Foundation
- San Diego Chinese Center
- San Diego City College Foundation
- San Diego Earth Day
- San Diego Film Foundation
- San Diego North Chamber of Commerce
- San Diego Shakespeare Society
- San Diego Women Film Foundation
- San Diego Youth & Community Services
- Teye Sa Thiosanne African Drum and Dance Company
- Torrey Pines Kiwanis Foundation

[sandiego.gov/arts-culture](http://sandiego.gov/arts-culture) | [sdracc.org](http://sdracc.org)



**SAN DIEGO ARTS & CULTURE**  
 Entertainment That Has Value.  
 Find out more at [sandiegoartandsol.com](http://sandiegoartandsol.com)

#### Cover

Balboa Park, [sandiego.org](http://sandiego.org)

#### Inside

Museum of Contemporary Art San Diego – Elizabeth Yang-Hellewell  
 Reuben H. Fleet Science Center  
 City Ballet – Dale Stokes  
 Old Globe Theatre, Sheryl and Harvey White Theatre – J. Katarzyna Woronowicz

#### Taking the Arts Personally

San Diego Opera, *La Traviata* – Ken Howard  
 Niki de Saint Phalle, *Coming Together* – Dale Frost  
 San Diego Youth Symphony and Conservatory – Carol Sonstein  
 La Jolla Playhouse, *Memphis* – Kevin Berne  
 Mariachi Performers – [sandiego.org](http://sandiego.org)  
 La Jolla Music Society and San Diego Symphony, *Lang Lang* – Detlef Schneider  
 San Diego Natural History Museum – Lollo Enstad  
 Diversions Theatre, *The Daddy Machine* – Ken Jacques  
 San Diego Museum of Art

# arts and culture

Impacting Today.  
 Investing in the Future.

The 2009 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

# Vibrant Culture

## FY 2009

One thing is as clear as our blue skies. Arts and culture in San Diego mean business. By enhancing arts and culture, we build a strong and vibrant community that serves us all. Even during challenging financial times, our cultural institutions remain creative, committed and poised to address the future. Whether planning for upcoming celebrations, expanding to new venues, developing strategic ways to collaborate or innovating with new technology, San Diego arts and culture organizations are making an impact today and are positioned and prepared for the future.

*The future looks bright for San Diego's arts and culture and that's good news for our City. A creative, committed and vibrant arts and culture community enhances all our lives and keeps our city strong and competitive. By investing in the arts and strengthening San Diego as a cultural destination, we invest in our future.*

- Mayor Jerry Sanders

## Arts and Culture as an Economic Engine

The nonprofit arts and culture organizations funded by the City of San Diego Commission for Arts and Culture have an important and vital impact on San Diego's economy. These organizations stimulate the economy with over **\$181 million** in direct expenditures. This includes **\$86.9 million** in salaries. In fact, the **76** organizations funded by the Commission constitute a major employment sector, supporting a workforce of more than **7,000**. The arts not only create jobs, they provide a competitive advantage in attracting new businesses and a skilled workforce. In addition, **12,250** volunteers contribute time, talent and resources to this sector.

 **VOLUNTEER BOARD MEMBERS > 1,211**

 **ARTS AND CULTURE VOLUNTEERS > 11,039**

### Admissions

**PAID > 3.3 MILLION**

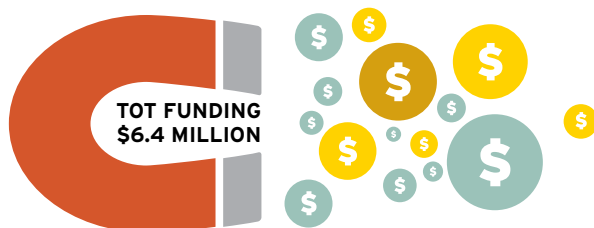


**FREE > 2 MILLION**



**Total: 5.3 million**

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



Transit Occupancy Tax (TOT) Funding—**\$6.4 Million**

The City's Return on Investment is matched by:

- Total Earned Revenue: \$84.6 million
- Total Contributed Revenue: \$83.5 million

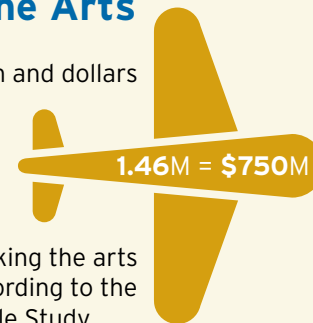
## Art Works for Jobs

Together, arts and culture organizations make purchases from thousands of vendors. A great majority of these are located right in San Diego County. These vendors engage in an array of businesses ranging from construction, architecture and design firms to caterers, printers, hotels, restaurants, florists, utilities, and many more. Spending by nonprofit arts and culture organizations helps sustain employment in other sectors and helps keep San Diego strong.



## Cultural Tourism – Linking Visitors and the Arts

Economic activity created by tourism and dollars coming into our local economy from outside the region creates jobs and attracts revenue. A strategic marketing partnership with the San Diego Convention and Visitors Bureau provided a framework for linking the arts to tourism and drawing visitors. According to the 2009 San Diego County Visitor Profile Study, tourists who participated in an arts and culture activity comprised an estimated 9% or 2.6 million visitors to the entire county. These visitors are more likely to have a longer stay, use hotel accommodations and spend \$514 per trip as compared with the average tourist's \$255.



In 2009, over **1.46** million visitors traveled to San Diego to participate in arts and cultural events funded by the Commission and pumped more than **\$750** million into the local economy.

## Access and Participation

A complete education in the arts is proven to help students think and communicate effectively and work collaboratively in today's fast paced, technologically advanced world. The organizations funded by the Commission's Organizational Support Program place education and access at the heart of their missions and 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 > 5,543**



**PEOPLE SERVED > 438,189**



## Creative Industries – Business and Employment in the Arts

Research conducted by Americans for the Arts offers another approach to understanding the scope and importance of the arts to our economy. 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 arts-centric 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 **4,290** arts-related businesses, both for profit and nonprofit, ranking 8th among the top largest US cities – ahead of Denver, Boston and Philadelphia. These businesses employ **22,727** people, placing San Diego 9th overall.

## Poised for Growth

For more than two decades, the funding provided through the Commission has supported the diversity and growth of our arts and culture institutions and provided economic power that fuels our economy and the quality of life. This long term, bold investment in our community has helped San Diego evolve into a Vibrant Culture, Vibrant City, and a leading cultural destination. It remains a catalyst for creativity and expression as we continue to evolve and grow.

## Setting the Stage for the Future

- The Public Art Master Plan continues to strengthen San Diego as a cultural destination by tying art to civic projects and creating lively and attractive neighborhoods.
- Building improvements and adaptive reuse assure a lasting impact for generations to come. The Old Globe's Sheryl and Harvey White Theatre, NTC Promenade Barracks and the Fleet Imax Theater are just a few that add to our wealth of arts venues.
- Legacy projects such as the revitalized Plaza de Panama and Balboa Park 2015 Centennial Celebration project a bright future and will shine a spotlight on the region.
- Mo'olelo Performing Arts Company's Green Tool Kit has become a national model for eco-friendly, efficient productions that respect and preserve our environment.
- Market Creek Plaza continues to develop in ways that reflect cultural diversity while showcasing multicultural performances, festivals and public art.
- A coveted visit by National Endowment for the Arts Chairman Rocco Landesman and the selection to host the prestigious Americans for the Arts Conference in 2011 put San Diego on the national stage.

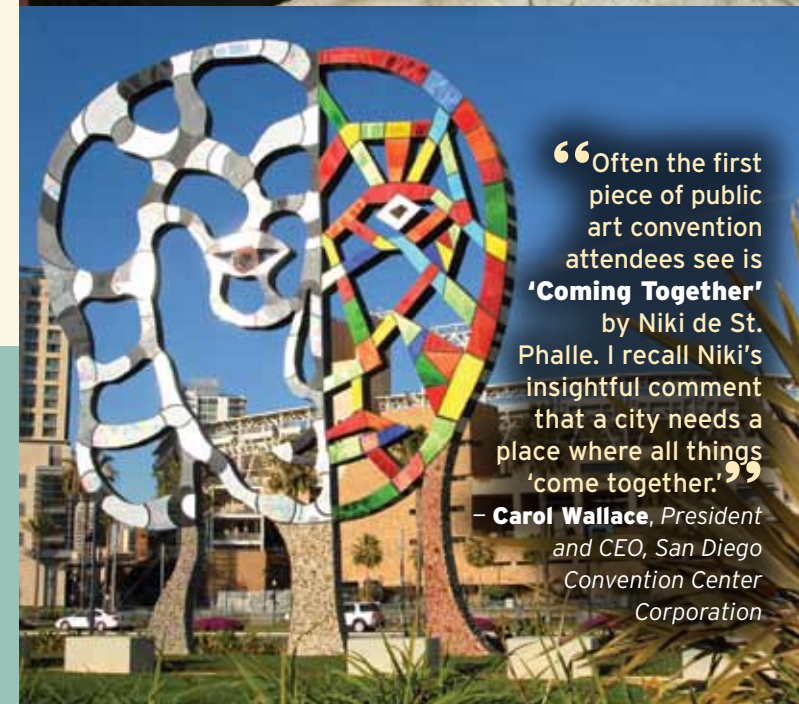


## Taking the Arts Personally



“Some of my fondest memories were going to the Metropolitan Opera with my brother, a devoted fan. I'm fortunate that I can still attend great opera here in San Diego. Moreover, the many art museums we have in our city are a **source of pride** and great enjoyment.”

- Senator Christine Kehoe



“Often the first piece of public art convention attendees see is ‘**Coming Together**’ by Niki de St. Phalle. I recall Niki's insightful comment that a city needs a place where all things ‘come together.’”

- Carol Wallace, President and CEO, San Diego Convention Center Corporation



“Music has been a **continuous inspiration** for me. From my “youthful” days in a rock band to my former role on the board of the San Diego Symphony, music has always been my number one passion.”

- Ben Haddad, Principal, California Strategies, LLC