

San Diego's Arts and Culture Organizations

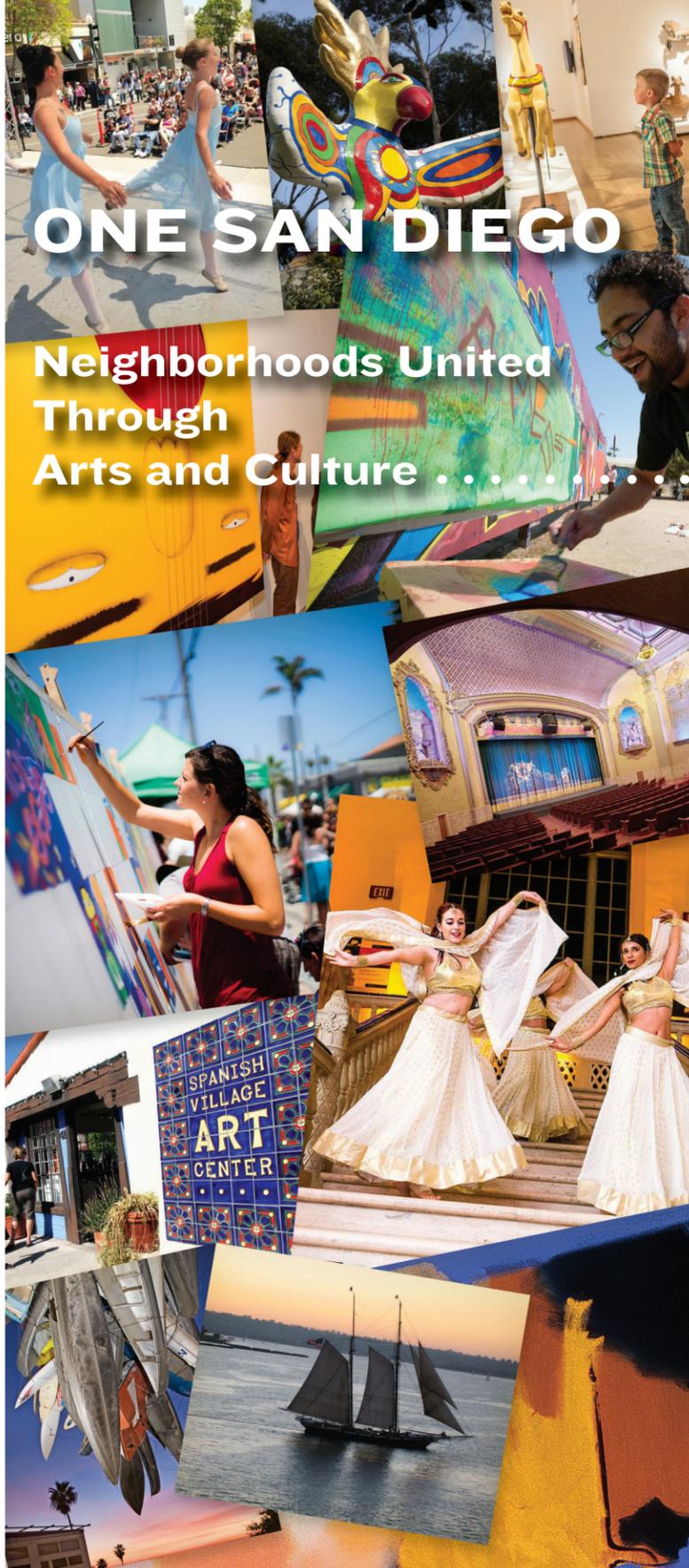
Organizational Support Program

AJA Project
 Art of Elan
 Athenaeum Music & Arts Library
 California Ballet Association, Inc.
 Camarada, Inc.
 Center for World Music
 City Ballet, Inc.
 Classics for Kids
 Culture Shock Dance Troupe
 Cygnet Theatre Company
 Diversionary Theatre Productions, Inc.
 Eveoke Dance Theatre
 Japanese Friendship Garden Society of San Diego
 La Jolla Chapter, SPEBSQSA, Inc.
 La Jolla Historical Society
 La Jolla Music Society
 La Jolla Playhouse
 La Jolla Symphony & Chorus Association
 Mainly Mozart, Inc.
 Malashock Dance & Company
 Maritime Museum Association of San Diego
 Media Arts Center San Diego
 Mingei International, Inc.
 Mojalet Dance Collective
 Mo'olelo Performing Arts Company
 Moxie Theatre
 Museum of Contemporary Art, San Diego
 Museum of Photographic Arts
 New Children's Museum
 Orchestra Nova San Diego
 Old Globe Theatre
 Pacific Arts Movement
 Patricia Rincon Dance Collective
 Persian Cultural Center
 PGK Project
 Playwrights Project
 Prophet World Beat Productions
 Reuben H. Fleet Science Center
 San Diego Air & Space Museum
 San Diego Archaeological Center
 San Diego Art Institute
 San Diego Automotive Museum, Inc.
 San Diego Ballet
 San Diego Center for Jewish Culture
 San Diego Children's Choir
 San Diego Chinese Historical Society and Museum
 San Diego Civic Youth Ballet, Inc.
 San Diego Dance Theater
 San Diego Early Music Society
 San Diego Gay Men's Chorus
 San Diego Guild of Puppetry, Inc.
 San Diego History Center
 San Diego Junior Theatre
 San Diego Master Chorale, Inc.
 San Diego Model Railroad Museum, Inc.
 San Diego Museum Council, Inc.
 San Diego Museum of Art
 San Diego Museum of Man
 San Diego Opera Association
 San Diego Repertory Theatre, Inc.
 San Diego Society of Natural History

San Diego Symphony Orchestra Association
 San Diego Watercolor Society
 San Diego Women's Chorus
 San Diego Writers Ink
 San Diego Young Artists Music Academy Inc.
 San Diego Young Artists Symphony Orchestra
 San Diego Youth Symphony and Conservatory
 Save Our Heritage Organisation
 Scripps Ranch Theatre
 Spreckels Organ Society
 Timken Museum of Art
 Veterans Memorial Center, Inc.
 Villa Musica
 Westwind Brass, Inc.
 Women's History Museum and Educational Center
 Young Audiences of San Diego

Creative Communities San Diego

America's Finest City Dixieland Jazz Society
 Asian Story Theater Incorporated
 Balboa Park Cultural Partnership
 Bon Temps Social Club of San Diego
 Cabrillo Festival, Inc.
 Casa Familiar
 Central Commercial District Revitalization Corp.
 Centre City Development Corporation
 College Area Economic Development Corporation
 Gaslamp Quarter Association, Inc.
 Hillcrest Business Improvement Association Inc.
 Historic Old Town Community Foundation
 Italian American Art & Culture Assoc. of San Diego
 Jacobs Center for Neighborhood Innovation
 Kalusugan Community Services
 Kiwanis International Tierrasanta San Diego
 Linda Vista Multi-Cultural Fair, Inc.
 Little Italy Association
 Filmout San Diego
 Mira Mesa Theatre Guild
 Musicians for Education
 North Park Organization of Businesses, Inc.
 NTC Foundation
 Nu-Way Operation BHILD
 Ocean Beach Merchant's Association, Inc.
 Pacific Beach Community Development Corp.
 Pacific Southwest Wildlife Arts, Inc.
 PASACAT, Inc.
 Point Loma Summer Concerts
 Rancho de los Penasquitos Town Council, Inc.
 Rolando Community Council, Inc.
 San Diego Armed Services YMCA
 San Diego Audubon Society
 San Diego Chinese Center
 San Diego Earth Day
 San Diego Film Foundation
 San Diego Fleet Week Foundation
 San Diego Music Foundation
 San Diego Shakespeare Society, Inc.
 Springfest Inc.
 St. Madeleine Sophie's Center
 Torrey Pines Kiwanis Foundation
 Transcendence Youth Arts Project
 Write Out Loud



ONE SAN DIEGO

Neighborhoods United Through Arts and Culture

The 2013 Economic and Community Impact of Nonprofit Arts and Culture Organizations in San Diego



Chris Keeney

San Diego was awarded the Best Destination for Cultural Tourism - North America

The *Business Destinations Travel Awards* October, 2013



Industry leaders from Fortune 500 companies, members of the Association of Corporate Travel Executives (ACTE), and other influential members of the business community judged San Diego to be the only North American city worthy of this prestigious international award.



"Everyone knows about the sun in San Diego, but that isn't the only thing that shines brightly here. Some of San Diego's brightest stars are among our museums, cultural centers,

festivals and performance arts. San Diego's vibrant arts and culture programs are an important part of our city's local economy, personality and unique culture. As Mayor, I'm dedicated to helping our arts and culture scene continue to educate and entertain children, families and visitors from around the world."



Kevin L. Faulconer
 Mayor, City of San Diego



Sandy Huffaker

Cover photo credits: Bowman Photographers, Chris Keeney, Pablo Mason, Paul Nestor and Troy Orem

vibrant culture vibrant city
 Commission for Arts and Culture
 City of San Diego

SAN DIEGO REGIONAL ARTS & CULTURE COALITION

San Diego TOURISM AUTHORITY

VibrantCultureVibrantCity.com sdracc.org sandiego.org

All data provided in this report reflects fiscal year 2013 as collected by the City of San Diego Commission for Arts and Culture, unless otherwise noted.

Revitalizing Our Neighborhoods Through Arts and Culture

In Fiscal Year 2013, 72 organizations received funding support from the City of San Diego Commission for Arts and Culture. These organizations create meaningful jobs throughout all nine San Diego city council districts, while their creative programs invite locals and visitors alike to get out and explore San Diego's vibrant communities.



72: Organizations funded by the City of San Diego Commission for Arts and Culture received a total of \$6,042,338

Meaningful Employment Opportunities

These organizations contribute needed jobs and revenue in San Diego's neighborhoods.

1,942: Arts and Culture Generated Full-time Employees



6,516 JOBS: Total Jobs Supported by Arts and Culture Organizations

Total Salaries Paid to Employees and Contractors

\$108.8 Million



Stimulating the Local Economy Through Arts and Culture



\$186.8 Million

Total Expenditures

\$97 Million

Earned Revenue*

\$90 Million

Contributed Revenue**

\$3.1 Million

Amount of Federal, State, County and Tribal Government funds received to match the City of San Diego's funds

Improving San Diego's Quality of Life

Each year, more than 33 million visitors come to San Diego, and our diverse arts and culture offerings give visitors a reason to keep coming back to rediscover the region. The tax revenue paid by visitors generates funding for the City of San Diego. This funding helps support the city's infrastructure and essential neighborhood services.



1.6 Million

Tourists Visit Arts and Culture Attractions and Businesses

	CULTURAL TOURIST	AVERAGE TOURIST
AVERAGE STAY	3.8 Days	1.8 Days
AVERAGE SPEND	\$561.00	\$235.00***

*Revenue received by an organization in exchange for products or services
 **Revenue from individual, foundation, corporate, or government donations with no products or services provided by the organization in exchange for the funds
 ***Source: 2011 San Diego County Visitor Profile Study, CIC Research/San Diego Tourism Authority

Providing Educational Opportunities

An investment in the arts means an investment in education. Arts programs provide youth with creative outlets and constructive activities to engage their free time, expand their horizons and create the critical thinking skills necessary for future success.

2,644 Number of school and community group visits

298,171 Number of people served through school and community group visits



Creating Safe and Engaged Communities

San Diego's arts and culture organizations are creating safer, more livable communities. Neighborhood arts and culture events give residents opportunities to get out and participate in their communities.

44 Neighborhood events supported through the Creative Communities San Diego funding program



Young adults who have had intensive exposure to arts are more likely to take interest in volunteering, voting, and engaging with local politics. This is especially true for at-risk youth populations.*

Engaged Community Members

13,399 VOLUNTEERS

1,150 BOARD MEMBERS



San Diego Museum of Art

*Source: "The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies," National Endowment for the Arts, Research Report #55

North Park: A Neighborhood Transformed through the Arts*



Brett Sheat

In 1998, North Park began promoting an arts, culture and entertainment district to foster a growing community of restaurants, art galleries, performance venues and creative professionals. In 2001, the community launched Ray at Night, a monthly nighttime event designed to get neighbors out to explore the arts in North Park. Ray at Night has since grown into the second largest monthly art event in San Diego, drawing crowds of more than 1,500 art enthusiasts.

In 2002, the North Park Community Association started hosting summer concerts in Bird Park as a way of encouraging residents to come together for an afternoon of arts and culture in a casual, neighborhood setting. The historic North Park Theater, originally built in 1928, was reopened in 2005 as part of the North Park Redevelopment Project. The 730-seat theater was restored to its former glory and now regularly hosts live theater, music and events.

North Park Nights, a collective of North Park businesses dedicated to the promotion of arts and culture, was developed in 2009 as a program of the San Diego Art Institute. As a result of this artistic and cultural revitalization, North Park has transformed into a destination that both residents and visitors flock to for an authentic San Diego neighborhood experience. Since 2011, national and international media have repeatedly cited North Park as one of San Diego's top spots for arts and culture.



*Source: North Park Main Street, <http://northparkmainstreet.com/creative-community/arts-culture-entertainment-district/>