

July 16, 2012

Dear Arts and Culture Leader:

I am excited to share news about a collaborative marketing and audience development program that is designed to increase access and participation for arts and culture. It's called **Fall for the Arts** and we hope you can partner with us. October is National Arts and Humanities Month—the largest annual celebration of its kind in the nation! Last year, the City of San Diego Commission for Arts and Culture (Commission) in partnership with the Port of San Diego, hosted *Fall for the Arts*, a free arts and culture expo on Broadway Pier and in the Port Pavilion.

Fall for the Arts was a big first-year success, featuring over 60 arts and culture groups and attracting nearly 3,000 attendees. The Commission is gearing up for a repeat performance, but instead of a one-day event, the goal this October is to expand the promotion to a region-wide, month-long showcase of the arts. We'll be leveraging our campaign with "Kids Free in San Diego," a robust promotion sponsored by the San Diego Convention and Visitors Bureau (ConVis) and San Diego Museum Council's "Kids Go Free" equally successful promotion.

Fall for the Arts 2012 will officially kick off Friday, October 5 in partnership with the NTC Foundation's free *Friday Night Liberty*, which will be expanded and enhanced. The rest of the month, we encourage you to offer incentives, creative programming, collaborations and other outreach activities, such as hands-on workshops, curtain talks, or behind-the-scenes tours, to add value to your visitor's experience and encourage return visits.

We will market *Fall for the Arts* through ConVis's new and improved website at www.sandiego.org/arts and through our active social media platforms. There will also be print ads, marketing collateral (postcards, etc), as well as 140 *Fall for the Arts* banners installed along Harbor Drive to build excitement and awareness.

How can you participate in *Fall for the Arts 2012*? Complete the ***Fall for the Arts 2012* Registration Form** at <https://www.surveymonkey.com/s/FallfortheArts2012>. More information including **Fall for the Arts Overview, FAQ and Logo** will be posted at www.sandiego.gov/arts-culture/initiatives/index.shtml later this week.

Fall for the Arts would not be possible without the generous support of the National Endowment for the Arts and the California Arts Council; our partnerships with ConVis and The San Diego Foundation; and the hours of volunteer support provided by our marketing team and committee. We look forward to your participation in this region wide, month long second-year venture.

Best regards,



Victoria L. Hamilton
Executive Director
City of San Diego Commission for Arts and Culture

