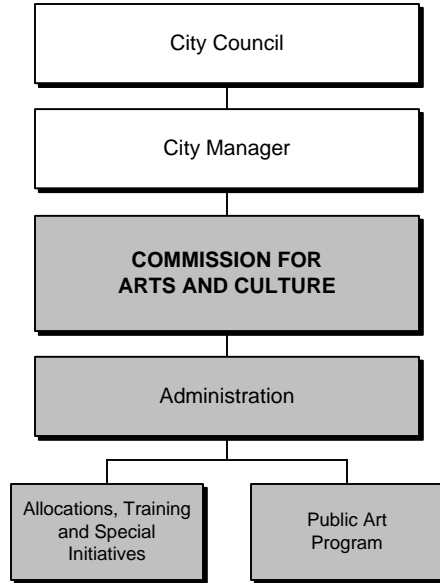


COMMISSION
FOR
ARTS AND CULTURE





Commission for Arts and Culture



Mission Statement

To vitalize the City by supporting the region's cultural assets, integrating arts and culture into community life and showcasing San Diego as an international cultural destination.

Department Description

When a City ordinance established the Commission for Arts and Culture in 1988, its primary function was to make arts and culture funding recommendations to the Mayor, City Council and City Manager. Over the years, the Commission has experienced significant growth through the support of a fifteen-member board, appointed by the Mayor, and six employees who play a key leadership role in developing San Diego's arts and culture community and spotlighting San Diego as a cultural destination.

The Commission's primary task each year is to allocate Transient Occupancy Tax funds to over 130 arts, culture and community based non-profit organizations that provide programs and services accessible to residents and visitors alike. This is made possible through three distinct funding areas: 1) Organizational Support Program (OSP); 2) Festivals and Celebrations Program; and 3) Neighborhood Arts Program (NAP). For further information about the organizations and programs funded through the Commission, please refer to the Special Promotional Programs section of the Annual Budget. In addition, the Commission administers the Public Art Program, provides technical assistance services, and oversees special initiatives, such as the San Diego Art + Sol cultural tourism promotion program, the Diversity Initiative, and Folk and Traditional Arts.

Funding everything from Italian opera to African drumming circles, the OSP assists in stabilizing over 83 local arts and culture organizations so that San Diego residents and visitors can share in a rich array of arts and culture presentations, exhibits and performances. Funded organizations provide the majority of their core programs within the San Diego City limits.

The Festivals and Celebrations Program supports neighborhood street fairs, music festivals and cultural events that draw hundreds of thousands of residents and visitors annually. Each year, approximately 36 non-profit arts, culture and community-based organizations share funds from the Festivals and Celebrations Program to implement these events.

The NAP enables arts and culture programming in neighborhoods and encourages collaboration between artists,

Commission for Arts and Culture

Department Description

residents, businesses and non-profit organizations. In Fiscal Year 2005, the Commission piloted new NAP guidelines with goals to support projects that have the capacity to increase participation in the arts and make arts and culture essential to community life.

The Public Art Program provides staff and administrative support for the management and maintenance of the City's art collection and to implement the Public Art Master Plan. Project management services for public art projects in selected Capital Improvements Program and Redevelopment Agency projects and oversight of art in private development are also components of the Public Art Program. Other responsibilities include policy development, planning, competition coordination for the selection of artists, technical assistance, education, and outreach.

Division/Major Program Description

Commission for Arts and Culture Administration

The Commission for Arts and Culture is administered by a high performing team that efficiently and effectively ensures the stability and continued growth of arts and culture programs, activities and services. This is achieved through active community involvement, professional leadership and resource development. The Commission's Administration maintains effective systems of communication, information referral and contract management.

Commission for Arts and Culture Allocations, Training and Special Initiatives

The Allocations, Training and Special Initiatives Program supports the development of arts and culture activity in San Diego by administering a process for allocating public funds to non-profit arts, culture and community-based organizations. It promotes the advancement of individual artists, arts and culture organizations, and others through professional development opportunities and expands access to arts and culture.

Public Art Program

The Public Art Program implements the Public Art Master Plan and administers the City Council policy which governs a two percent set-aside for art in selected Capital Improvements Program and Redevelopment Agency projects. The Public Art Program is also responsible for overseeing the inclusion of art in eligible private commercial and industrial developments. One percent of the total building permit valuation equal to or in excess of five million dollars must be used to finance cultural and artistic facilities and/or on-site artwork. Private developers also have the option to pay a one-half percent in-lieu option.

Commission for Arts and Culture

Service Efforts and Accomplishments

In an effort to increase resident and visitor participation in the arts, the Commission continues to collaborate with the San Diego Convention and Visitors Bureau, NBC 7/39, San Diego Magazine, and local arts and culture organizations on the San Diego Art + Sol cultural tourism campaign. In addition, the Commission participates in the California Cultural Tourism Coalition, a Statewide cultural and heritage tourism association that works to showcase California as the premier cultural heritage destination for the purpose of increasing tourism, participation in cultural heritage activities, and generating additional tax revenues in the State.

In Fiscal Year 2006, the Commission continued the Diversity Initiative, a multi-year, multi-dimensional project developed to encourage arts and culture organizations to use diversity as a tool for enhancing long-term stability and vitality. The Initiative focuses on educating the non-profit arts and culture community about the dimensions of diversity and the benefits of achieving an inclusive organization. Initiative activities have included networking gatherings, workshops and symposiums, a keynote address, and the development of a website to connect users to resources and information on best practices.

The arts and culture community continues to prove its strength and vitality as it sustains high quality programming despite the strained economy. This is confirmed with the data compiled for the arts and culture community's 2004 Economic and Community Impact Report (ECIR), an annual study prepared each year by the Commission and the San Diego Regional Arts and Culture Coalition. The ECIR measures the impact that City arts and culture funding has on San Diego's economy and quality of life through job creation, increased tourism, direct spending by organizations, and education and outreach programming. In Fiscal Year 2004, San Diego's arts and cultural attractions brought at least 1.5 million cultural tourists to the region, who contributed \$369 million to the local economy. Organizations supported by the Commission provided 4,889 jobs, 1.3 million free admissions to the public, and nearly 3,000 free events, while at the same time 14,617 volunteers and 1,461 board members donated countless hours of service.

In Fiscal Years 2004 and 2005, the Commission successfully campaigned for the adoption of the Public Art Master Plan, which revised City Council policy to govern a two percent set-aside for art in selected Capital Improvements Program and Redevelopment Agency projects, and amended the Municipal Code to require eligible private commercial and industrial developers to allocate one percent of the total building permit valuation equal to or in excess of five million dollars for financing cultural and artistic facilities and/or on-site artwork. Private developers also have the option to pay a one-half percent in-lieu option. In-lieu funds are used for artistic enrichment of the City's public spaces. The Commission continues to manage 17 active contracts with artists and added seven new public artworks to the City's collection. Last year, the Commission sited one temporary artwork in the City's Concourse and partnered with the Port of San Diego to site a second temporary artwork along the waterfront. The Commission completed two artwork restoration projects and continues to contract with a collections management consultant for further analysis of the City's artwork collection. The Commission is also partnering with Caltrans to initiate a major public artwork on a State highway commemorating Dr. Martin Luther King, Jr.

In Fiscal Year 2006, the Commission continued to develop working relationships with San Diego's business, philanthropic and educational sectors in an effort to strengthen the role of arts and culture in daily lives. Partnerships, like the ones developed with the San Diego Foundation to establish the Arts and Culture Working Group, a volunteer board of community leaders, are charged with increasing private funding opportunities for the arts, while the San Diego Regional Chamber of Commerce's Arts, Business and Culture Committee is working to strengthen the links between business and the non-profit arts sector.

The Commission assisted in the leadership of the Arts and Culture Subcommittee of the Centre City Development Corporation's Community Plan Update Steering Committee. This group of representatives from arts organizations, business leaders and City staff provides feedback on arts and culture resources and the needs assessment research conducted by AMS Planning and Research. As a result, the Downtown Community Plan Update will include information about the current arts and culture assets and programs in downtown San Diego, as well as provide recommendations to secure the future growth of the arts.

Commission for Arts and Culture

Service Efforts and Accomplishments

The Commission continues to gain regional, Statewide and national recognition for raising San Diego's visibility as a cultural tourist destination. Many cities across the country look to the Commission as a model, emulating its funding process and cultural tourism and community arts initiatives.

Future Outlook

In an effort to continue building a strong future for arts and culture in San Diego, the Commission collaborates with the arts, culture, business and tourism communities, including San Diego Art + Sol, the San Diego Foundation's Arts and Culture Working Group and the Regional Chamber of Commerce's Arts, Business and Culture Committee. These collaborations will help strengthen the local economy through tourism and build San Diego's reputation as an exciting cultural destination for residents and visitors. Other efforts include strengthening City funded arts and culture organizations through the Diversity Initiative and the implementation of the Public Art Master Plan.

Budget Dollars at Work

The Commission's first responsibility is to allocate Transient Occupancy Tax dollars to arts, culture and community organizations through a fair and equitable process. In turn, these organizations provide a considerable force in San Diego's economy by providing jobs, spending dollars locally on materials and supplies, and boosting tourism by giving visitors a reason to lengthen their stay. For further information about the organizations and programs funded through the Commission, please refer to the Special Promotional Programs section of the Annual Budget.

The following Budget Dollars At Work reflect Fiscal Year 2006 data:

- \$6,841,762 Transient Occupancy Tax dollars will be distributed to 119 arts, culture and community-based organizations
- 83 Organizational Support Program contracts for arts and culture organizations are being managed, which total \$6,449,179
- 36 Festivals and Celebrations Program contracts for non-profit organizations are being managed, which total \$392,583
- 17 Public Art Program project contracts are being managed

Commission for Arts and Culture				
	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL	FY 2005-2006 CHANGE
Positions	8.00	6.50	5.77	(0.73)
Personnel Expense	\$ 647,504	\$ 600,269	\$ 593,824	\$ (6,445)
Non-Personnel Expense	\$ 306,933	\$ 244,945	\$ 234,480	\$ (10,465)
TOTAL	\$ 954,437	\$ 845,214	\$ 828,304	\$ (16,910)

Commission for Arts and Culture

Department Staffing

	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture			
Administration	2.10	2.10	2.12
Allocations and Training	3.90	3.40	2.65
Public Art	2.00	1.00	1.00
Total	8.00	6.50	5.77

Department Expenditures

	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL
TRANSIENT OCCUPANCY TAX FUND			
Commission for Arts and Culture			
Administration	\$ 344,641	\$ 332,624	\$ 334,075
Allocations and Training	\$ 336,613	\$ 335,648	\$ 294,421
Public Art	\$ 154,383	\$ 116,813	\$ 140,543
Special Initiatives	\$ -	\$ -	\$ 6,383
Total	\$ 835,637	\$ 785,085	\$ 775,422

PUBLIC ART FUND

Public Art			
Public Art	\$ 118,800	\$ 60,129	\$ 52,882
Total	\$ 118,800	\$ 60,129	\$ 52,882

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost
Salary and Benefit Adjustments	0.02	\$ 60,675
Adjustments to reflect the annualization of the Fiscal Year 2005 negotiated salary compensation schedule, changes to average salaries, retirement contributions, and retiree health contributions. Position adjustments, if applicable, reflect the City Manager's restructuring of Executive Team assignments.		
Non-Discretionary	0.00	\$ 5,423
Adjustments to reflect expenses that are determined outside of the Department's direct control. Examples of these adjustments include utilities, insurance, and rent.		

Commission for Arts and Culture

Significant Budget Adjustments

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost
Support for Information Technology	0.00	\$ (8,641)
Funding is allocated according to a zero based annual review of information technology funding requirements and priority analyses.		
Reduction in Allocations and Training Program	(0.75)	\$ (67,120)
Reduction of 0.75 Associate Management Analyst, combined with prior year staff reductions, impacts the Commission for Arts and Culture's ability to provide the high level of quality programs and services to contractors and the public for which it has gained a national reputation.		

PUBLIC ART FUND

Public Art	Positions	Cost
Reduction in Contractual Services	0.00	\$ (7,247)
Reduction in contractual services for consultants that provide expertise on public art projects. This reduction is based on reduced availability of Transient Occupancy Tax revenues in Special Promotional Programs.		

Expenditures by Category

	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL
PERSONNEL			
Salaries & Wages	\$ 481,666	\$ 426,607	\$ 401,207
Fringe Benefits	\$ 165,838	\$ 173,662	\$ 192,617
SUBTOTAL PERSONNEL	\$ 647,504	\$ 600,269	\$ 593,824
NON-PERSONNEL			
Supplies & Services	\$ 228,093	\$ 177,205	\$ 171,668
Information Technology	\$ 66,567	\$ 62,046	\$ 54,518
Energy/Utilities	\$ 11,273	\$ 4,694	\$ 7,294
Equipment Outlay	\$ 1,000	\$ 1,000	\$ 1,000
SUBTOTAL NON-PERSONNEL	\$ 306,933	\$ 244,945	\$ 234,480
TOTAL	\$ 954,437	\$ 845,214	\$ 828,304

Commission for Arts and Culture

Key Performance Measures

	FY 2004 BUDGET	FY 2005 BUDGET	FY 2006 FINAL
Administrative expense of contracts management ⁽¹⁾ as a percentage of total budget	8.76%	9.25%	10.01%

Salary Schedule

TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture

<i>Class</i>	<i>Position Title</i>	<i>FY 2005 Positions</i>	<i>FY 2006 Positions</i>	<i>Salary</i>	<i>Total</i>
1107	Administrative Aide II	1.00	1.00	\$ 48,632	\$ 48,632
1218	Assoc Management Analyst	1.50	0.75	\$ 61,400	\$ 46,050
1769	Public Art Program Administrator	2.00	2.00	\$ 77,660	\$ 155,320
1876	Executive Secretary	1.00	1.01	\$ 50,409	\$ 50,913
2153	Deputy City Manager	0.00	0.01	\$ 168,900	\$ 1,689
2268	Executive Director	1.00	1.00	\$ 97,822	\$ 97,822
	Temporary Help	0.00	0.00	-	\$ 781
	Total	<u>6.50</u>	<u>5.77</u>		<u>\$ 401,207</u>
COMMISSION FOR ARTS AND CULTURE		6.50	5.77		\$ 401,207
TOTAL					

Non-General Fund Five-Year Expenditure Forecast

	FY 2006 FINAL	FY 2007 FORECAST	FY 2008 FORECAST	FY 2009 FORECAST	FY 2010 FORECAST	FY 2011 FORECAST
Positions	5.77	7.02	8.02	8.02	8.02	8.02
Personnel Expense	\$ 593,824	\$ 723,505	\$ 802,872	\$ 826,958	\$ 851,767	\$ 877,320
Non-Personnel Expense	\$ 234,480	\$ 241,514	\$ 268,759	\$ 276,822	\$ 285,127	\$ 293,681
TOTAL EXPENDITURES	<u>\$ 828,304</u>	<u>\$ 965,019</u>	<u>\$ 1,071,631</u>	<u>\$ 1,103,780</u>	<u>\$ 1,136,894</u>	<u>\$ 1,171,001</u>

Commission for Arts and Culture

Fiscal Year 2007	Reinstatement of 1.25 Associate Management Analysts to track and prepare budget and grant funds, and to provide technical assistance and training to the Allocations Program.
Fiscal Year 2008	Reinstatement of 1.00 Word Processing Operator to support the Administration, Allocations, Public Art and Special Initiatives Programs. Reinstatement of \$20,000 for consulting services to support special projects.
Fiscal Years 2009 - 2011	No major projected requirements.

⁽¹⁾ Fiscal Years 2004 and 2005 are corrected figures.

Commission for Arts and Culture

Revenue and Expense Statement

PUBLIC ART FUND 10271

	FY 2004*	FY 2005*	FY 2006*
	BUDGET	BUDGET	FINAL
BEGINNING BALANCE AND RESERVE			
Balance from Prior Year	\$ 65,382	\$ 63,653	\$ 74,279
Prior Year Reserve for Encumbrances	\$ 117,935	\$ 173,803	\$ 46,884
TOTAL BALANCE	\$ 183,317	\$ 237,456	\$ 121,163
REVENUE			
Transfer from Transient Occupancy Tax Fund	\$ 118,800	\$ 60,129	\$ 52,882
TOTAL REVENUE	\$ 118,800	\$ 60,129	\$ 52,882
TOTAL BALANCE AND REVENUE	\$ 302,117	\$ 297,585	\$ 174,045
OPERATING EXPENSE			
Expense	\$ 118,800	\$ 60,129	\$ 52,882
TOTAL OPERATING EXPENSE	\$ 118,800	\$ 60,129	\$ 52,882
TOTAL EXPENSE	\$ 118,800	\$ 60,129	\$ 52,882
RESERVE			
Reserve	\$ 183,317	\$ 93,971	\$ 93,971
TOTAL RESERVE	\$ 183,317	\$ 93,971	\$ 93,971
TOTAL RESERVE	\$ 183,317	\$ 93,971	\$ 93,971
BALANCE	\$ -	\$ 143,485	\$ 27,192
TOTAL EXPENSE, RESERVE AND BALANCE	\$ 302,117	\$ 297,585	\$ 174,045

* At the time of publication audited financial statements for Fiscal Year 2004 were not available. Therefore, the Fiscal Years 2004 and 2005 columns reflect final budget amounts from the Fiscal Year 2004 and 2005 Annual Budgets. As such, balances and reserves do not reflect carryover from the previous fiscal year.