



FOR IMMEDIATE RELEASE
April 18, 2012

Contact: Elizabeth Malloy
(619) 997-9181

MAYOR JERRY SANDERS FACT SHEET

SANDERS, ARTS AND CULTURE COMMISSION RELEASE ANNUAL ECONOMIC IMPACT STUDY

Arts organizations leveraged \$202 million in revenue in FY11

Today in Balboa Park, Mayor Jerry Sanders, the City of San Diego Commission for Arts and Culture (Commission) and the San Diego Regional Arts and Culture Coalition released the results of the FY11 report on the impact of arts and culture on the local economy and community. The theme of *More Bang for your Buck* was the basis for this year's report, which highlights the added value of arts and culture as a civic resource.

"Nonprofit arts and culture organizations have a significant impact on our communities, businesses, families, visitors and our economy," said Mayor Jerry Sanders from the San Diego Museum of Natural History (The NAT).

"Our city is well served by the nonprofit arts and cultural organizations receiving funds from the Organizational Support Program (OSP) administered by the Commission," added Sanders. "The report shows how the arts and culture organizations we support enhance our quality of life, attract visitors, create jobs and attract skilled workers, enhance our communities and help educate our children."

"Arts and culture is quite simply entertainment that has value," added Vicki Reed, Chair of the Commission. "Right here in the park we can see more beauty, experience more bang and feel more awe. Today we can even enjoy this incredible *Titanic* exhibit. And that's just the tip of the iceberg....to stay on theme!"

The *FY11 Arts and Culture Economic and Community Impact Report* provides evidence that arts and cultural organizations are instrumental in making San Diego a vibrant city. The report found that the 68 arts and culture organizations funded with \$5.8 million by the Commission's OSP program stimulate the economy with over \$170 million in expenditures. The report noted that economic activity created by

cultural tourists, who spend more and stay longer, is particularly important to San Diego, creating jobs and attracting revenue. In 2011, over 2 million visitors participated in arts and cultural events funded by the Commission – supporting the local economy including hotel expenditures that directly contribute to Transient Occupancy Tax (TOT) revenue. In addition, the 68 Commission-funded arts and culture organizations employ a workforce of more than 6,000.

The report also noted that the San Diego region is home to 4,631 arts-related businesses, both for profit and nonprofit, ranking 7th among the top largest US cities – ahead of Seattle, Phoenix, Denver and Philadelphia according to Creative Industries research conducted by Americans for the Arts. These businesses employ 22,727 people, placing San Diego 9th in the nation.

###