



THE CITY OF SAN DIEGO

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City of San Diego Nonprofit Arts and Culture Industry Generates \$579.4 Million in Economic Activity and Supports 17,817 Jobs Annually According to Americans for the Arts

Arts Industry Returns \$61.1 Million in Revenue to Local and State Coffers

SAN DIEGO — The nonprofit arts and culture industry generates \$579.4 million in annual economic activity in the City of San Diego —supporting 17,817 full-time equivalent jobs and generating \$61.1 million in local and state government revenues, according to the *Arts & Economic Prosperity IV* national economic impact study. The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, *Arts & Economic Prosperity IV*, was conducted by Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts and arts education.

According to the study, nonprofit arts and culture organizations spent \$238 million during fiscal year 2010. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services and acquire assets within their community. Those dollars, in turn, generated \$447 million in household income for local residents and \$61.1 million in local and state government revenues. Data was collected from 120 eligible nonprofits arts and culture organizations in the City of San Diego including the 68 organizations funded by the City of San Diego Commission for Arts and Culture’s Organizational Support Program.

“This report sends a clear message: that arts and culture is a vital industry in our city. Leaders who care about our community and economic development need to know that an investment in the arts is an investment in San Diego,” said Mayor Jerry Sanders. “Data collected also truly captures the spirit of our San Diego active lifestyle. According to the study, nearly 60 percent of arts attendees report that they actively participate in the creation of the arts.” This includes singing in a choir, acting in a play, painting, drawing or playing an instrument.

“Time and again, research shows that San Diego’s nonprofit arts and culture are an economic boon to our city,” said Victoria L. Hamilton, Executive Director, City of San Diego Commission for Arts and Culture. “Our cultural well-being is not only valuable to our quality of life, but it’s critical to furthering our economic development and cultural tourism strategies as a region.”

Nationally, the *Arts & Economic Prosperity IV* study reveals that the nonprofit arts industry produced \$135.2 billion in economic activity during 2010. This spending—\$61.1 billion by nonprofit arts and culture organizations plus an additional \$74.1 billion by their audiences—supported 4.1 million full-time equivalent jobs and generated \$22.3 billion in federal, state and local tax revenues.

“This study shines a much-needed light on the vital role the arts play in stimulating and sustaining economic development,” says Robert L. Lynch, president and CEO of Americans for the Arts. “Contrary to popular belief, the arts are a bustling industry that supports a plethora of diverse jobs, generates significant revenues for local businesses and to federal, state and local governments and provides quality of life that positions communities to compete in our 21st century creative economy.”

Arts Industry Boon for Local Businesses

In addition to spending by organizations, the nonprofit arts and culture industry leverages \$341 million in event-related spending by its audiences (excluding the cost of admission.) As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What’s more, attendees from out of town often stay overnight in a local hotel. In San Diego, these dollars support 7,973 full-time equivalent jobs and generate \$39 million in local and state government revenues. In comparison, similar study regions of populations 1 million or more reported a median of only \$126 million in direct expenditures by audiences and 3,977 full-time equivalent jobs.

The City of San Diego’s nonprofit cultural sector has long been providing attractions that draw visitors to the community. Sixty-three percent of all non-residents who participated in an intercept study reported that their primary reason for their trip was to “specifically attend to this arts/cultural event.” In addition, 86.5 percent of resident attendees reported that they “would have traveled to a different community to attend a similar event.” That is significantly higher than the 42 percent national average.

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts’ local, regional, and statewide project partners contributed both time and financial support to the study. The full text of the national statistical report is available at www.AmericansForTheArts.org/EconomicImpact.

City of San Diego results can be found at <http://www.sandiego.gov/arts-culture/news/index.shtml>

Americans for the Arts is the leading nonprofit organization for advancing the arts in America. With offices in Washington, DC, and New York City, it has a record of more than 40 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

*The mission of the **City of San Diego Commission for Arts and Culture** is to vitalize the city by integrating arts and culture into community life while supporting the region’s cultural assets and showcasing San Diego as an international cultural destination. For more information call (619) 236-6778 or visit www.VibrantCultureVibrantCity.com*

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