



**MORE ARTS AND CULTURE:
PUTTING CREATIVITY TO
WORK IN SAN DIEGO**

**City Council Economic Development
and Strategies Committee
April 30, 2012**

*Victoria Hamilton, Executive Director, City of San Diego
Commission for Arts and Culture*

*Carlos Cota, Business Agent for International Alliance of
Theatrical Stage Employees (IATSE Local 122)*

Camille Sobrian Saltman, President, CONNECT

Robert Gleason, CFO, Evans Hotels, Arts Commissioner



A vibrant arts and culture community:

- **Attracts visitors who stay longer and spend more**
- **Enhances our quality of life**
- **Creates jobs and helps attract and retain a skilled and creative workforce**
- **Provides a competitive edge by attracting and retaining businesses, large and small**



A vibrant arts and culture community:

- **Builds opportunities for education for youth and lifelong learning**
- **Contributes to building a regional cultural legacy**
- **Helps generate civic engagement and community pride**
- **Enhances our diverse communities and revitalizes our neighborhoods**



DID YOU
KNOW

The nonprofit Arts and Culture organizations within the City provide significant **Return on Investment** by impacting our economic and community vitality in substantial ways.

DID YOU KNOW

68 Arts and Culture Organizations contributed **\$170** million in direct expenditures to local economy, employing **6,000** people and attracting over **2** million out-of-town visitors.



*Carlos Cota, Business Agent for International Alliance of
Theatrical Stage Employees (IATSE Local 122)*

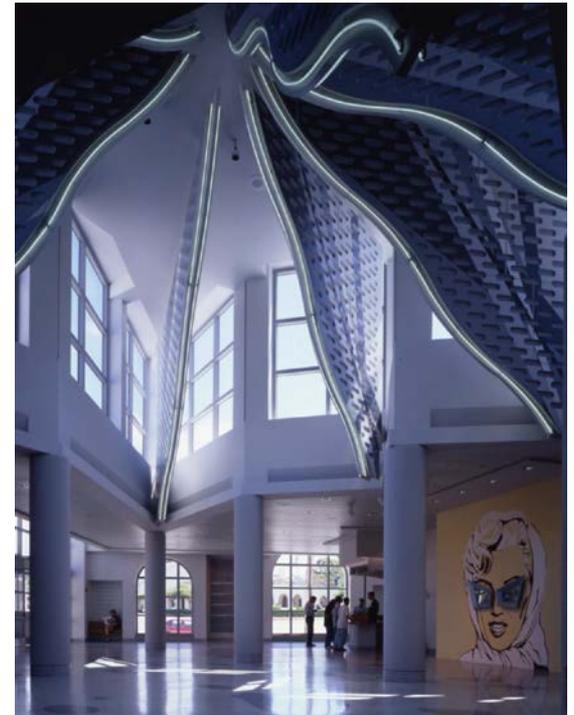
VIBRANT CULTURE
VIBRANT CITY



Arts and Culture is Good for Business

Attracts and retains skilled,
innovative, creative and
educated workers and
businesses

Beautifies and animates cities,
contributes to a creative and
innovative environment



Americans for the Arts

San Diego Opera Cast and Crew



DID YOU
KNOW

San Diego is home to **4,631** for profit and nonprofit arts-related businesses that employ **22,500** people.

Thousands of vendors and small businesses benefit from the arts every day.



First Class Productions Transfer Direct to Broadway



“Arts jobs are real jobs that are part of the real economy...and art contributes to economic growth, neighborhood revitalization and the livability of American cities.”

Rocco Landesman, Chairman, National
Endowment for the Arts



“The arts inspire innovation by leading us to open our minds and think in new ways about our lives - including the work we do and the way we work.”

James McNerney, Jr.,
President, Boeing Company



*Camille Sobrian Saltman, President, CONNECT,
Catalyzing the Creation of Innovation Technology and
Life Sciences Products in San Diego*

VIBRANT CULTURE VIBRANT CITY



Arts and Culture helps attract and retain businesses and employees



“ When you’re trying to attract employees to move here...you’re trying to attract highly educated people. Education, the cultural climate- all of these things play a role when employees are deciding where to live. ”

Dr. Irwin Jacobs, Founder, Qualcomm



Arts and Culture Keeps Us Competitive





“ For CEO’s, creativity is now the most important leadership quality for success in business, outweighing even integrity and global thinking, according to a new study by IBM.”

Fast Company Magazine, May 2010

DID YOU
KNOW

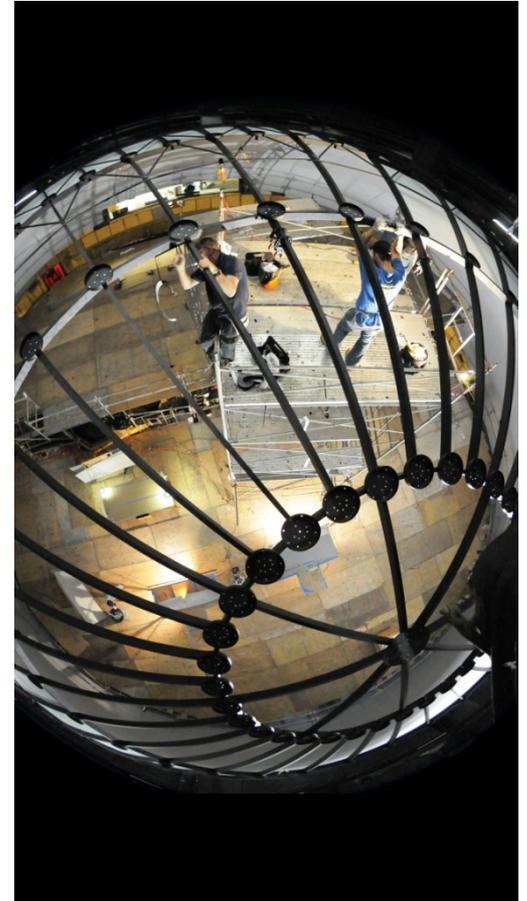
San Diego ranked 7th
among top 50 US cities for
having the most robust
creative industries ahead of
Seattle, Denver, Phoenix
and Philadelphia.



Creative Industries 2011: The 50 City Report

“The arts, like science and engineering, both inspire us and challenge our notions of impossibility.”

George David, Chairman, United Technologies Corporation.



Robert Gleason, CFO, Evans Hotels, Arts Commissioner

VIBRANT CULTURE VIBRANT CITY



San Diego as a Cultural Destination

Cultural tourism is the fastest growing segment in America and San Diego has joined the ranks as a city to visit for arts and culture.

Arts and Culture drives tourism!



Tourism – An Important Industry for San Diego

A Cultural Tourist Profile

- Stay in hotels, motels or bed and breakfasts
- Spend more
- Take longer trips
- Travel by air
- Like to shop



Cultural Tourists: Visitors Who Stay Longer & Spend More

Visitors	Average Length of Stay	Average per Trip Spending
2 Million Cultural Tourists	3.8 days	\$561
Average Tourist	1.8 days	\$235

Cultural Tourists create jobs and attract revenue

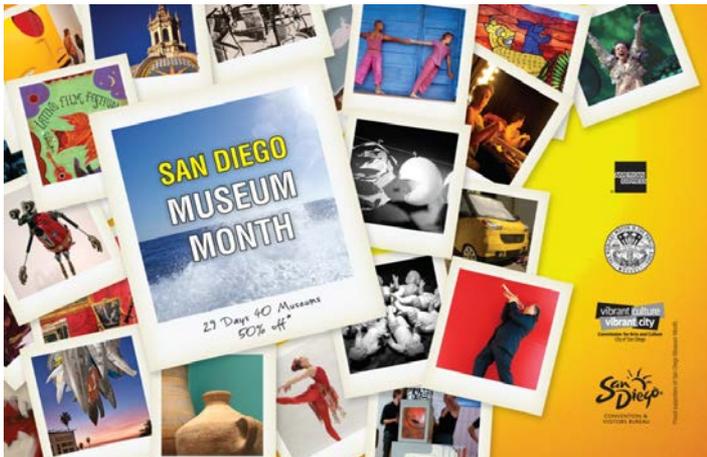
Source: 2010 San Diego County Visitor Profile Study: CIC Research

San Diego as a Leader in Cultural Tourism Nationwide

Over 20 successful years of leadership and strategic marketing



Increased Cultural Tourism Efforts through Signature Event Marketing



**TOT =
Transient Occupancy Tax
or Hotel/Motel Tax**

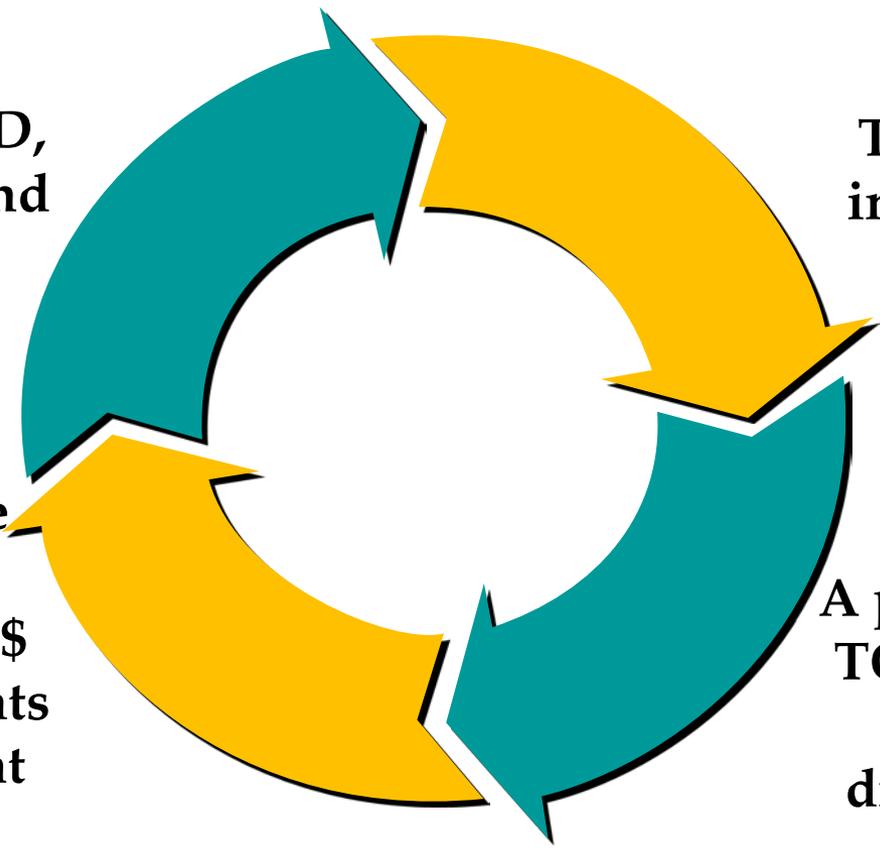
Return on Investment

Tourists visit SD,
stay in hotels and
pay TOT \$

TOT \$ comes
into the City's
treasury

Arts and culture
organizations
receive the TOT \$
and produce events
and products that
attract tourists

A portion of the City's
TOT \$ is given to the
Commission to
distribute through a
rigorous process



TOT Funds to Arts and Culture

Fiscal Year	Total Tot (in millions)	Arts & Culture (in millions)	% of Total	Cent Equivalent
2003	\$103.97	\$10.56	9.70%	1.07
2004	\$111.99	\$9.63	8.60%	0.90
2005	\$121.02	\$8.49	7.10%	0.74
2006	\$135.89	\$7.74	6.00%	0.60
2007	\$150.42	\$7.93	5.60%	0.55
2008	\$160.24	\$8.26	4.90%	0.54
2009	\$136.29	\$8.29	4.70%	0.64
2010	\$123.20	\$7.96	5.00%	0.68
2011	\$126.22	\$7.25	5.00%	0.60
2012	\$142.77	\$7.29	5.00%	0.54

DID YOU
KNOW



Visiting museums ranked above visiting relatives as a top activity for California Cultural tourists?





Thank You



Commission for Arts and Culture
City of San Diego