



ARTS POWER:

PROSPERITY, CONNECTION & CREATIVITY IN SAN DIEGO

The 2015 Economic and Social Impact of The City of San Diego's Non-Profit Arts and Culture Contractors

San Diego's quality of life is unsurpassed. Our combination of outdoor attractions, cultural landmarks and great weather draw millions of visitors from around the world every year. In fact, *National Geographic Traveler Magazine* selected San Diego as one of the "Best of the World" destinations for 2016. Of course, a city as beautiful as ours doesn't shine in the global spotlight without hard work and substance underneath. That's why I'm proud to present the *2015 Report on the Economic and Social Impact of The City of San Diego's Non-Profit Arts and Culture Contractors*. The non-profit organizations that receive public funding from The City of San Diego perform a broad and innovative range of arts and culture services that boost our local economy, educate our kids, engage our family and friends, connect us with our neighbors, and inspire civic investment. On behalf of our city, I want to thank all the artists, educators, directors, managers, board members and volunteers who dedicate countless hours of time, energy and creativity to making San Diego's arts and culture rich, vibrant and worthy of local pride and international recognition.



Sincerely,
Kevin L. Faulconer
 Mayor
 City of San Diego



Arts Power Success:

Arts Combined with Science, Technology, Engineering and Math is a STEAM-Powered Strategy for Future Success

"The future belongs to...creators and empathizers, pattern recognizers, and meaning makers."¹ In the ten years since business strategist Daniel H. Pink made this forecast in his 2006 bestselling book, *A Whole New Mind: Why Right-Brainers Will Rule the Future*, San Diego has become a global leader in innovation and the most concentrated scientific research and development market in the United States.²

The workforce flourishing in San Diego's biotech, defense and healthcare industries is the product of effective education tactics, such as integrating arts curriculum with other subjects of study. Delivering dance, music, theater, and visual arts in combination with science, technology, engineering and math is known as STEAM education and is proven to support students' extended engagement in the learning process, promote complexity in the learning experience and encourage self-directed learning—setting a foundation for students' personal and professional success.³

In 2015, 100% of the schools in The San Diego Unified School District (SDUSD) and 84% of the charter schools affiliated with SDUSD received arts education when the SDUSD's Visual and Performing Arts Department combined efforts with the non-profit arts and culture organizations funded by The City of San Diego Commission for Arts and Culture. Multi-disciplinary arts education experiences for students such as field trips, assemblies, artist residencies, and after-school activities for kids and their parents are just some of the varied arts experiences provided by the non-profits both on school campuses and in the non-profits' own museums, theaters and concert halls.

Futurist, social scientist and Executive Director of the Institute for the Future, Marina Gorbis published a 2016 list she calls "Skills for the New World of Work and Learning." Sense-making, novel and adaptive thinking, cross-cultural competency, transdisciplinarity and design mindset all make the list.⁴ The full-STEAM-ahead workforce envisioned by Daniel Pink is here to stay and the non-profits funded by The City of San Diego Commission for Arts and Culture are working to ensure all of San Diego's students are on board.

1 Daniel H. Pink, *A Whole New Mind: Why Right-Brainers Will Rule the Future*, 2nd ed. (New York: Riverhead, 2006) Introduction.
 2 The City of San Diego, Fiscal Year 2017 Proposed Budget, (San Diego: 2016) City Profile 11-20.
 3 Edward B. Fiske, ed., *Champions of Change: The Impact of Arts on Learning*, (Washington D.C.: Arts Education Partnership & President's Committee on the Arts and the Humanities, 1999) Executive Summary.
 4 Marina Gorbis, *New Workers, New Skills*, *EDUCAUSE Review*, May 2, 2016. <http://er.educause.edu/articles/2016/5/new-workers-new-skills>

THE CITY OF SAN DIEGO'S FY2015 NON-PROFIT ARTS AND CULTURE CONTRACTORS

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| Organizational Support Program | San Diego Winds |
| Actors Alliance of San Diego | San Diego Women's Chorus |
| Art of Elan | San Diego Writers Ink |
| Athenaeum Music & Arts Library | San Diego Young Artists Music Academy |
| Bach Collegium San Diego | San Diego Youth Symphony & Conservatory |
| Balboa Park Cultural Partnership | Save Our Heritage Organisation |
| Balboa Park Online Collaborative | Scrapps Ranch Theatre |
| California Ballet Association | So Say We All |
| Camarada | Space 4 Art |
| Center for World Music | Spreckels Organ Society |
| City Ballet | Tap Fever Studios |
| Classics for Kids | The AJA Project |
| Cygnnet Theatre Company | The New Children's Museum |
| Diversions Theatre Productions | The Old Globe Theatre |
| Flying Leatherneck Historical Foundation | The PGK Project |
| Gaslamp Quarter Historical Foundation | Timken Museum of Art |
| Japanese Friendship Garden | Unlimited Jazz Dance Productions |
| La Jolla Historical Society | Villa Musica |
| La Jolla Music Society | Westwind Brass |
| La Jolla Playhouse | Women's Museum of California |
| La Jolla Symphony & Chorus | Young Audiences of San Diego |
| Mainly Mozart | |
| Malashock Dance | Creative Communities San Diego |
| Maritime Museum of San Diego | America's Finest City Dixieland Jazz Society |
| Media Arts Center San Diego | Armed Services YMCA of the U.S.A. |
| Mingei International Museum | Asian Story Theatre |
| Mojalet Dance Collective | Balboa Park Conservancy |
| Mo'olelo Performing Arts Company | Cabrillo Festival |
| Moxie Theatre | Capoeira Institute |
| Museum of Contemporary Art San Diego | Casa Familiar |
| Museum of Photographic Arts | College Area Economic Development Corp. |
| NTC Foundation | contACT Arts |
| Outside the Lens | Culture Shock Dance Troupe |
| Pacific Arts Movement | Filmout San Diego |
| Pacific Coast Harmony | Guitars in the Classroom |
| Persian Cultural Center | Hillcrest Business Improvement Association |
| Playwrights Project | Indian Fine Arts Academy of San Diego |
| Prophet World Beat Productions | Italian American Art and Culture Association of San Diego |
| Reuben H. Fleet Science Center | Jacobs Center for Neighborhood Innovation |
| SACRA/PROFANA | Kalusugan Community Services |
| Samahan Filipino American Performing Arts & Education Center | La Jolla Art & Wine Festival |
| San Diego Air & Space Museum | Linda Vista Multi-Cultural Fair & Parade |
| San Diego Archaeological Center | Little Italy Association |
| San Diego Art Institute | Little Saigon Foundation |
| San Diego Automotive Museum | Mariachi Juvenil de San Diego |
| San Diego Ballet | Musicians for Education |
| San Diego Center for Jewish Culture | Ocean Beach Merchant's Association |
| San Diego Children's Choir | Pacific Beach Business Improvement Association |
| San Diego Chinese Historical Society | Pacific Southwest Wildlife Arts |
| San Diego Civic Youth Ballet | PASACAT |
| San Diego Dance Theater | Point Loma Summer Concerts |
| San Diego Gay Men's Chorus | Rancho de los Peñasquitos Town Council |
| San Diego Guild of Puppetry | Rolando Community Council |
| San Diego Historical Society | San Diego Audubon Society |
| San Diego Junior Theatre | San Diego Chinese Center |
| San Diego Master Chorale | San Diego City College Foundation |
| San Diego Model Railroad Museum | San Diego Earth Day |
| San Diego Museum Council | San Diego Film Foundation |
| San Diego Museum of Art | San Diego Music Foundation |
| San Diego Museum of Man | San Diego Shakespeare Society |
| San Diego Natural History Museum | The Bon Temps Social Club of San Diego |
| San Diego Opera | The Cooper Family Foundation |
| San Diego Repertory Theatre | Torrey Pines Kiwanis Foundation |
| San Diego Symphony Orchestra | Transcendence Youth Arts Project |
| San Diego Watercolor Society | VOW Foundation |
| | Write Out Loud |



sandiego.gov/arts-culture



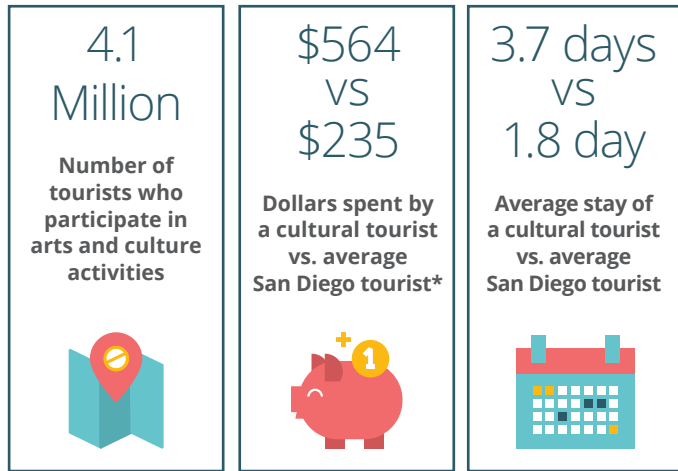
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All data provided in this report reflects the combined totals from fiscal year 2015 as collected by the City of San Diego Commission for Arts and Culture and the Cultural Data Project unless otherwise noted.

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Arts Power Prosperity

Each year more than **34 million** visitors come to San Diego. When these visitors spend the night in San Diego hotels, they generate tax revenue for the city. The more visitors San Diego attracts, the more money our city has to maintain parks, build libraries, and clean beaches. San Diego's vibrant arts and culture experiences give visitors a reason to return to our city again and again, experiencing something new every time.



* Source: 2011 San Diego County Visitor Profile Study, CIC Research/SDTA



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Arts Power Civic Engagement



5,362,327

Number of people served through free and paid admissions to The City of San Diego's contracted non-profit arts and culture organizations

43

Number of neighborhood parades and festivals produced by The City of San Diego's non-profit arts and culture contractors



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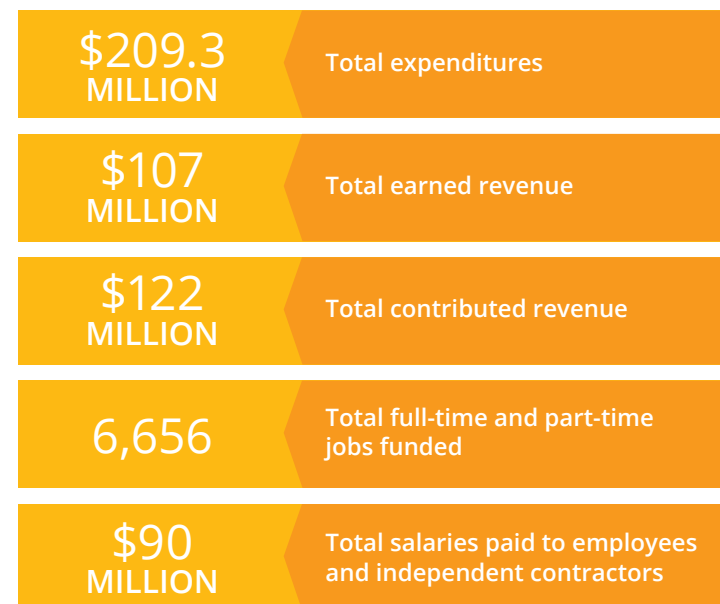


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In Fiscal Year 2015, **85 arts and culture non-profits** received **\$6.8 million** in contracts from The City of San Diego Commission for Arts and Culture. These organizations create vibrant performances, exhibits, parades, festivals, and meaningful educational experiences throughout all of San Diego's neighborhoods, showcasing the city's creative spirit and enriching the quality of life.

Powerful Impact

The City of San Diego's FY 2015 Non-Profit Arts and Culture Contractors by the numbers:



Arts Power Learning

An investment in the arts means an investment in education. Arts programs provide young people and life-long learners with opportunities to express themselves, experience creativity and expand their views.



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