



THE CITY OF SAN DIEGO

City of San Diego Commission for Arts and Culture

FOR IMMEDIATE RELEASE

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COMMISSION FOR ARTS AND CULTURE AND SAN DIEGO REGIONAL ARTS AND CULTURE COALITION RELEASE FY2004 ECONOMIC AND COMMUNITY IMPACT REPORT

Report demonstrates arts and culture's contributions to San Diego's economic vitality and quality of life.

San Diego...The City of San Diego Commission for Arts and Culture (Commission) and the San Diego Regional Arts and Culture Coalition announce the release of their FY2004 Economic and Community Impact Report. The report is based on fiscal year 2004 information provided by 86 arts and culture organizations supported through the Commission's Organizational Support Program. The report provides significant evidence that these arts and culture organizations make San Diego a vibrant and economically healthy city. Specifically, in 2004, the 86 city-funded arts and culture organizations:

- Directly contributed more than \$117.5 million to the local economy.
- Provided 4,889 jobs.
- Served nearly 4 million audience members, both residents and visitors.
- Attracted more than 1.5 million cultural tourists to San Diego.
- Provided arts and education programs to more than 250,000 students and teachers.
- Reached 1.4 million people through non-school education and outreach programs.
- Engaged more than 16,000 volunteers and board members.
- Garnered \$23 million in support from individuals.

Speaking about the report, Vivian Reznik, Chair of the City of San Diego Commission for Arts and Culture, said, "Arts and culture add to our economic vitality and improve our quality of life – but also help build stronger communities, bridge diverse cultures and provide opportunities for enchantment and enlightenment. For all these reasons the arts are truly something to celebrate."

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San Diego Arts and Culture Economic and Community Impact Report Released

As detailed in the report, despite the difficult economic climate, the 86 city-funded arts and culture organizations' direct economic impact increased slightly in 2004. The report also includes facts and figures about cultural tourism's impact on the local economy. According to numerous travel industry studies, cultural tourists make longer visits and are more likely to pay for overnight accommodations than average tourists. It is estimated that cultural tourists to the 86 city-funded arts and culture organizations directly spent \$369 million in San Diego in 2004.

The report also highlights the innovation and export of San Diego arts and culture. Each year, plays, musicals, operas, exhibitions, and IMAX films developed in San Diego travel around the country and world, reaching new audiences and bringing attention to San Diego's creative assets.

The report was officially released at the San Diego City Council's Natural Resources and Culture Committee meeting on April 13, 2005.

For more information about the FY2004 Economic and Community Impact Report, contact the Commission at 619/ 533-3050. A PDF version of the report is located on the Commission's website at www.sandiego.gov/arts-culture.

The mission of the Commission 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.

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