Vibrant Culture, Vibrant City

Cultural Facilities for the 21st Century
City Commission’s Role

- Manage the City’s arts and culture funding
- Provide a fair and unbiased process of funding requests
- Offer appropriate representation
- Protect the public trust in the City’s funding of arts and culture
- Integrate arts and culture into community life
- Showcase San Diego as an international tourist destination
Our Goals

- Sustain vitality of arts and culture sector
- Increase TOT through cultural tourism
- Provide outreach for youth and underserved communities
- Put San Diego in the national spotlight
Investment Return: How the City Benefits

- Attract visitors and businesses
- Create jobs
- Provide community outreach
- Enhance quality of life
- Transparent fund distribution process
Component Planning

- Cultural Tourism
- Cultural Diversity
- Public Art Master Plan
- Community Plan Update for Downtown
- North Embarcadero Visionary Plan
- Naval Training Center Foundation
- City of San Diego General Plan
San Diego is a Cultural Destination
**Our Cultural Ecosystem**

- **Tourists pay TOT$**
- **Arts and culture organizations produce events that attract tourists**
- **Commission distributes TOT$**
- **TOT$ into City's treasury**

**TOT = Transient Occupancy Tax or Hotel/Motel Tax**
San Diego Cultural Tourist Demographic

- Median Household Income = $82,500
- More than 50% of traveling parties were comprised of 1 or 2 people and 73% traveled without children
- 72% traveled for leisure; 23% for business
- 23% of cultural tourists travel from U.S. Mountain zones
- Majority of study respondents aged 35-54
- 59% of study respondents were female
- Love to shop and dine!

Source: 2002 study conducted by the San Diego Convention and Visitors Bureau
### Cultural Tourist Trip Characteristics

<table>
<thead>
<tr>
<th></th>
<th>Regular Tourists</th>
<th>Cultural Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average length of stay</td>
<td>4.1 days</td>
<td>5.5 days</td>
</tr>
<tr>
<td>Arrived by airplane</td>
<td>25%</td>
<td>50%</td>
</tr>
<tr>
<td>Stayed in hotels</td>
<td>53%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Cultural tourists spend $246 per day- significantly more than regular tourists at $116 per day.

Source: 2003 ConVis study supported by American Express of San Diego Art + Sol users.
FY06 Economic Impact

82 City-funded Arts and Culture Organizations

- Contributed $135 million in direct expenditures to local economy
  - Fueled 4,203 jobs
  - Attracted 1.8 million out-of-town visitors
Return on TOT Investment

One day stay of 1.8 million cultural tourists visiting the 82 OSP groups has $442 million impact on the local economy
Public Art Program Funding

- Percentage of overall TOT allocation to Commission
  - Administration
  - Public Art Fund
- 2% for Art (Public Projects)
- 1 - .5% for Art (Private Projects)
- Special Revenue
2004 Public Art Master Plan

Art in Private Development Ordinance

Non-residential developments with total building permit valuations over $5 million

- 1% for art on site
- 1% for cultural space on site
- .5% cash to City
North Embarcadero Visionary Plan
Naval Training Center Promenade

San Diego’s New Destination for Innovation and Creativity

A significant new San Diego flagship destination for arts, culture, science and technology at the former Naval Training Center.
The Jewel at Liberty Station
A model for adaptive reuse
A Vision for NTC Promenade

- Dynamic destination: an engaging attraction for year-round activities
- Community of venues: galleries, theaters, exhibits, meeting space, outdoor gathering places
- Innovative, interactive, inspiring
City’s General Plan – Coming 2008

**Cultural Use** = Designated space or programming for individual and group presentations, exhibitions or public performances involving music, dance, theatre, opera, literature, visual arts or any combination of media
City of San Diego
Commission for Arts and Culture

Vibrant Culture, Vibrant City