



THE CITY OF SAN DIEGO  
**REPORT TO THE CITY COUNCIL**

DATE ISSUED: May 2, 2014

ATTENTION: Budget and Government Efficiency Committee, Agenda of May 7, 2014

SUBJECT: Fiscal Year 2015 Budget - Commission for Arts and Culture  
 1. Special Promotional Programs Budget  
 2. Department Budget

REFERENCES: 4 Attachments

**REQUESTED ACTION:**

Approve the Mayor's proposed FY15 total budget for the Commission for Arts and Culture (Commission) and distribute the total as recommended by the Commission:

<b><u>SPECIAL PROMOTIONAL PROGRAMS BUDGET – ARTS, CULTURE &amp; COMMUNITY FESTIVALS</u></b>	<b><i>FY15 Budget Distribution Recommendation from Commission</i></b>
<b>Organizational Support Program (OSP)</b> <sup>1</sup> (Funding for nonprofit arts and culture organizations)	\$6,540,356
<b>Creative Communities San Diego (CCSD)</b> <sup>2</sup> (Funding for arts and culture projects e.g. neighborhood festivals, parades, fairs)	\$935,792
<b>Arts and Culture Festival Revolving Fund</b> (Accumulating funds for major citywide festivals)	\$300,000
<b>Cultural Tourism Promotions</b> (Funding for arts and culture promotional campaigns and events to attract visitors)	\$300,000
<b>Building Capital Grants Fund</b> (Funding for needs assessment + pilot project re: improvements to cultural facilities)	\$50,000
<b>Arts Education Initiative</b> (Funding for K-12 arts education needs assessment + pilot project)	\$100,000
<b>Mayor/Council Allocations</b> (\$40K/Mayor & \$40K each council district)	\$400,000
<b>Subtotal</b>	<b>\$8,626,148</b>
<b><u>COMMISSION FOR ARTS AND CULTURE DEPARTMENT BUDGET</u></b>	
<b>Administration</b> (Non-discretionary personnel expenses with fringe, rent, IT, etc.)	\$1,053,584
<b>Public Art Fund</b> (Care of City's 100-yr old art collection and fostering access to collection)	\$108,709
<b>Subtotal</b>	<b>\$1,162,293</b>
<b>TOTAL</b>	<b>\$9,788,441</b>

<sup>1</sup> \$6,540,356 to be distributed among the Organizational Support Program (OSP) applicants that received a rank of 3- or better. (See **Attachment 1**.)

<sup>2</sup> \$935,792 to be distributed among the Creative Communities San Diego (CCSD) applicants that received a rank of 3- or better. (See **Attachment 2**.)

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

On October 22, 2012, City Council unanimously voted to adopt the Penny for the Arts Five-Year Blueprint (Blueprint) (**Attachment 3**), which contains recommendations for funding and distributing the Commission's FY15 budget. (A spreadsheet reflecting milestones in the progress towards fulfilling the Blueprint is included as **Attachment 4**.)

SUMMARY:

Directed by the San Diego municipal code, the Commission is to evaluate the City's allocation of Transient Occupancy Tax (TOT) funds for arts and culture and strongly advocate for increasing arts and culture funding to levels which measurably support the vitality and stability of established arts and culture organizations and which foster an environment attractive to and nurturing of emerging arts and culture organizations (SDMC 26.0704). Annually, the Mayor proposes a total budget for the Commission. The budget is divided between the Arts, Culture and Community Festivals category within the Special Promotional Programs budget and the Commission's Department budget. The Commission's total budget is created by adding these two budgets together. For FY15, the Mayor has proposed to increase the Commission's total budget from \$9,552,972 in FY14 to \$9,788,441 and the Commission recommends support of the Mayor's proposed FY15 budget for the Commission.

BACKGROUND

The Commission was established in 1988 to advise the Mayor and City Council on promoting, encouraging and increasing support for the region's artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination. City staff (6.00 FTE) advised by the Commission (a 15-member board of Mayor-appointed volunteers) annually administers two primary programs: the Funding Program and the Public Art Program.

Through the Commission's Funding Program, local nonprofit organizations can apply for TOT funding in one of two categories: The Organizational Support Program (OSP) provides general operating support to nonprofits if their mission is primarily arts and culture related; Creative Communities San Diego (CCSD) provides project specific support for all other nonprofits. The TOT funds to be distributed through the Commission's Funding Program can be found in the budget book within the Special Promotional Programs budget under the category of Arts, Culture and Community Festivals. For FY15, the Commission recommends that TOT funding in the amount of \$6,540,356 be distributed among the OSP applicants that received a rank of 3- or better (**Attachment 1**) and TOT funding in the amount of \$935,792 be distributed among the CCSD applicants that received a rank of 3- or better (**Attachment 2**).

The Commission's Public Art Program addresses three primary areas: 1) managing the art owned by the City, 2) integrating art into the City's capital improvement projects, and 3) ensuring the inclusion of public art or space for cultural use in private development projects. Some of the other initiatives implemented through the Public Art Program include training for artists, programming to enhance public access to the City's art collection, development of public policy related to art in public places, and advocacy for public art programming throughout the San Diego region. The Public Art Program is guided by the 2004 Public Art Master Plan,

Administrative Regulation 95.00, Council Policy 900-11 and SDMC 26.0714-26.0721. For FY15, the Commission recommends an allocation of \$108,709 for the Public Art Fund to be used towards the maintenance, conservation and restoration of the City's artworks especially those in Balboa Park in preparation for the park's centennial celebration.

#### DISCUSSION:

The Mayor has proposed to increase the Commission's budget from \$9,552,972 in FY14 to \$9,788,441 in FY15. In analyzing and proposing FY15 budget distribution scenarios in response to the Mayor's proposal, the Commission aligned their recommendations with the recommendations contained in the Blueprint while also accounting for the receipt of less funding than recommended for FY15 in the Blueprint and accounting for needs not contemplated in the Blueprint such as an Arts Education Initiative.

#### Rationales for the Commission's Recommendations:

- The recommendation to distribute \$300,000 to the Arts and Culture Festival Revolving Fund is intended to support the arts and culture components of four signature events planned for the Balboa Park centennial celebration.
- The recommendation to increase funding for the CCSD funding program by \$298,000 or 47% over FY14 funding levels is a response to the Mayor's priorities and City Council requests to allocate more funds to the small nonprofits throughout San Diego's many neighborhoods.
- The recommendation to distribute \$50,000 to the Building Capital Grants Fund is intended to seed a pilot project in combination with a needs assessment.
- The recommendation to distribute \$300,000 to Cultural Tourism Promotions is intended to strengthen promotional campaigns, events and projects to promote San Diego's arts and culture to residents and visitors.
- The recommendation to distribute \$108,709 to the Public Art Fund is intended for conservation and restoration of the City's 100-year old art collection, especially artworks in Balboa Park in preparation for the centennial celebration, and intended for improving opportunities for public access to the City's art collection.
- The recommendation to distribute \$100,000 to an Arts Education Initiative was inspired by suggestions and support from the City Council and the funding is intended to seed a pilot project in combination with contemporary validations of needs assessments completed over the last ten years in the San Diego region.
- The recommendation to award San Diego Opera \$160,000 from the FY15 OSP funding pool is a result of the Commission's rigorous deliberation and is intended to be a compromise that balances fiscal responsibility in the use of public funds and support for a local nonprofit with a significant economic footprint.

#### FISCAL CONSIDERATIONS:

Should the Mayor's proposal for the Commission's FY15 budget be reduced or increased through the budget process, the Mayor may propose adjustments to the distribution of the Commission's budget.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

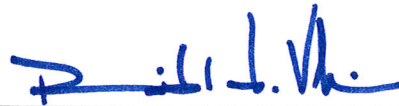
The process whereby the Commission annually conducts analysis and decides what recommendations to submit to the Mayor and City Council regarding the Commission's annual budget is a series of public meetings, all of which are publicly noticed and offer opportunities for public comment.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

- Stakeholders: San Diego's arts and culture participants, both residents and visitors
- Impacts: Fluctuations in the Commission's budget can affect the degree of public access to and participation in arts and culture offerings and can affect the quality and quantity of arts and culture offerings.



Dana Springs  
Interim Executive Director  
Commission for Arts and Culture



Approved: Ronald H. Villa  
Deputy Chief Operating Officer  
Neighborhood Services

Attachments:

- 1) FY 2015 OSP Overview and Funding Recommendations
- 2) FY 2015 CCSD Overview and Funding Recommendations
- 3) Penny for the Arts Five-Year Blueprint, October 2012
- 4) Spreadsheet Showing Progress Towards Blueprint Fulfillment, May 2014

**Attachment 1**

**City of San Diego Commission for Arts and Culture  
ORGANIZATIONAL SUPPORT PROGRAM (OSP)  
Fiscal Year 2015**

**OSP: Overview**

The purpose of the Commission’s Organizational Support Program (OSP) is to distribute Transient Occupancy Tax (TOT) dollars in support of the general operations of nonprofit organizations that have a mission primarily related to arts and culture. These organizations foster the stabilization and diversification of San Diego’s cultural base, enhance the quality of life in the City’s neighborhoods and promote San Diego as an international tourism destination. Funding supports the vitality and stability of the City’s prominent and established arts organizations and cultural institutions, promotes an environment that attracts and nurtures emerging arts and cultural organizations and expands the availability of arts and cultural activities throughout the social, ethnic and economic sectors of the city.

For FY15, the Commission received 89 applications for OSP funding. The total combined funding request of those 89 applications equals \$14,561,706. Commission staff reviews each application for completeness and compliance. Then the applications are evaluated and ranked by a Commission Advisory Panel (CAP) using Commission-established criteria. A CAP is comprised of Commissioners and community members with diverse expertise ranging from nonprofit management to community development to education to arts and culture disciplines. For FY15, the Commission recommends distributing \$6,540,356 among the OSP applicants that received a rank of 3- or better.

**OSP: How to Navigate the Funding Table**

1. Applications are ranked using a 4-point ranking system and then those ranks are converted to a percentage.

**The ranks of 4 and 4-** designate an applicant as the highest priority for funding. Applications ranked “4” are considered to be “model” in stature; and given the nature of the arts discipline or genre, and the resources of the community, etc. meet all the review criteria to the highest degree possible. If there are no “model” applications, no “4” rankings should be given; this is not a grading curve but a rarefied achievement of near perfection given the criteria.

**The ranks of 3 (3+, 3 and 3-)** are considered good. Some improvements or development are needed.

**The ranks of 2 (2+, 2 and 2-)** are considered marginally fundable. Funding, if available, may be awarded once all the “4” and “3” ranked applications are awarded funding. These applications have some merit, but do not meet the criteria in a strong or solid way.

**The rank of 1** is not fundable under any circumstance; inappropriate for Commission support, extremely marginal in quality, etc. This application would not receive funding even if the funding were available. Ineligible applications, such as those submitted after the deadline or with incomplete information, will not be reviewed by the CAP, but will receive a rank of “1”.

<b>Rank</b>	<b>% Equivalent</b>
4	100
4-	94
3+	88
3	82
3-	76

2. Applicants receiving a rank lower than a “3-” are not recommended for awards in FY15.
3. New and returning organizations (the term “returning” describes organizations that have been funded by the Commission previously but have skipped at least one year and are now “returning” to the funding pool) receive 50% of their calculated award in the first year and 75% in the second.
4. No organization may receive more than 10% of the total available funds.
5. No organization will be funded over its requested amount.
6. The final funding recommendations are the result of a formula that includes the following variables for each applicant: size of operating income, rank assigned by panel and amount requested. Basic funding formula:

$$F = AR * P_1 * P_2$$

F = Funding

AR = Amount Requested (Budget Size \* Allowable Percentage)

Note: Allowable percentages vary from 25% for the smallest budget organizations to 5% for the largest budget organizations.

P<sub>1</sub> = Percentage based upon rank

P<sub>2</sub> = Percentage based upon total amount requested divided by amount available

The formula also includes a “curve” which prevents any one organization from having too much negative impact on the health of the others.

**Funding Table:  
Commission-Recommended Distributions for FY15 Organizational Support Program**

Line #	Applicant	FY14 Rank	FY15 Rank	FY14 Operating Income	FY15 Operating income	FY14 Funding	FY15 Recommended Funding
1	Actors Alliance of San Diego		3		45,302		2,394
2	AjA Project, The	4-	4-	246,583	238,593	22,881	22,299
3	Art of Elan	3+	3+	86,579	71,387	8,934	7,591
4	Athenaeum Music & Arts Library dba Athenaeum Music & Arts Library	4	4	1,184,742	1,803,326	83,994	114,572
5	Bach Collegium San Diego	2+	3	171,473	155,405	0	6,820
6	Balboa Park Cultural Partnership	4-	4	433,047	1,273,659	18,060	66,585
7	Balboa Park Online Collaborative	3+	4-	1,916,231	1,183,865	52,591	59,260
8	California Ballet Association, Inc.	3	4-	1,191,971	1,680,001	69,190	102,318
9	Camarada, Inc.	4-	4-	90,933	82,867	9,949	9,207
10	Center for World Music	4-	3+	328,542	331,443	25,127	27,299
11	Centro Cultural de la Raza		2+		32,691		0
12	Choral Club of San Diego		2+		10,423		0
13	City Ballet, Inc	3+	3+	807,255	808,163	55,194	55,314
14	Classics for Kids	4-	4-	255,653	297,553	23,569	26,714
15	Cygnnet Theatre Company	3+	4-	1,869,998	1,954,274	103,356	114,092
16	Diversinary Theatre Productions, Inc.	3+	3+	488,339	683,731	37,217	48,582
17	Finest City Performing Arts, Inc. dba: San Diego Gay Men's Chorus	4-	3+	242,397	277,610	22,561	23,633
18	Flying Leatherneck Museum	3+	4-	224,753	217,685	9,924	15,509
19	Gaslamp Quarter Historical Foundation	3+	3+	527,842	584,951	19,794	32,242
20	Japanese Friendship Garden	3+	4-	934,790	1,115,211	61,775	75,543

Line #	Applicant	FY14 Rank	FY15 Rank	FY14 Operating Income	FY15 Operating income	FY14 Funding	FY15 Recommended Funding
21	La Jolla Chapter, SPEBSQSA, Inc. dba Pacific Coast harmony	3+	3+	27,256	31,264	2,478	3,411
22	La Jolla Historical Society	3	3	565,459	608,765	38,951	41,335
23	La Jolla Music Society	4	4	3,965,965	3,978,820	196,249	196,913
24	La Jolla Symphony & Chorus	3+	3+	381,020	473,857	34,927	36,383
25	Mainly Mozart	4-	4-	1,370,275	1,827,475	87,998	108,734
26	Malashock Dance	4-	3+	520,645	579,566	41,829	32,008
27	Maritime Museum	4-	4-	5,573,477	4,798,716	227,652	208,243
28	Media Arts Center San Diego	3+	3+	792,139	949,324	54,394	62,589
29	Mingel International, Inc.	4	4	3,586,303	3,702,411	183,858	187,964
30	Mira Mesa Theatre Guild		2		12,924		0
31	Mojalet Dance Collective	3+	3+	81,910	114,005	6,392	10,676
32	Mo'olelo Performing Arts Company	4	4	266,158	288,289	25,913	27,696
33	Moxie Theatre	3-	3+	167,254	177,528	10,067	14,847
34	Museum of Contemporary Art SD	4-	4-	12,564,073	8,180,884	343,054	282,214
35	Museum of Photographic Arts	4	4	1,359,725	2,408,450	93,080	140,651
36	New Children's Museum, The	4-	4	2,872,704	2,420,240	149,056	141,130
37	NTC Foundation		4-		1,638,215		50,231
38	Old Globe Theatre, The	4	4	22,368,365	23,293,742	421,074	422,308
39	Outside the Lens	4-	4-	121,604	116,999	6,358	9,244
40	Pacific Arts Movement	4	4	683,125	771,240	55,097	60,625
41	Persian Cultural Center	3-	3+	339,802	381,334	24,025	30,573
42	PGK Project, The	3-	3	73,231	92,686	6,256	8,832
43	Playwrights Project	4-	4	372,932	373,123	32,035	34,138
44	Prophet World Beat Productions	3-	3	420,237	224,259	28,510	18,486
45	Reuben H. Fleet Science Center	4	4	6,520,723	6,338,788	265,204	261,323
46	SACRA/PROFANA		3		29,000		1,627
47	Samahan Filipino American	3-	3-	45,340	51,290	2,218	3,704
48	San Diego Air & Space Museum	4-	4-	5,377,229	6,782,711	222,847	255,188



Line #	Applicant	FY14 Rank	FY15 Rank	FY14 Operating Income	FY15 Operating income	FY14 Funding	FY15 Recommended Funding
49	San Diego Archaeological Center	3	3+	348,014	233,784	26,428	20,529
50	San Diego Art Institute	3+	3	603,553	646,779	44,004	43,346
51	San Diego Automotive Museum	3+	3+	675,118	1,088,135	48,041	69,421
52	San Diego Ballet	3	3	388,704	413,001	28,893	30,375
53	San Diego Center for Jewish Culture	4-	4-	1,734,414	2,048,246	104,573	117,973
54	San Diego Children's Choir	3+	3+	338,562	365,466	27,736	29,543
55	San Diego Chinese Historical Society	4-	4-	173,149	173,344	17,087	17,125
56	San Diego Civic Youth Ballet	3	3+	394,028	483,755	28,937	36,987
57	San Diego Dance Theater	4-	4-	479,423	362,613	39,176	31,358
58	San Diego Guild of Puppetry, Inc.	4-	4-	60,034	55,158	6,984	6,503
59	San Diego Historical Society	3+	3+	1,267,203	1,914,506	77,730	105,251
60	San Diego Junior Theatre	4-	4-	1,255,282	1,234,036	82,446	81,508
61	San Diego Master Chorale, Inc.	4-	3+	138,540	128,277	14,186	12,467
62	San Diego Model Railroad Museum	3+	3+	635,794	618,712	45,838	44,928
63	San Diego Museum Council, Inc.	4-	4-	100,664	129,350	10,843	13,410
64	San Diego Museum of Art	4-	4	15,100,423	8,729,195	366,050	310,301
65	San Diego Museum of Man	4-	4-	1,889,820	2,900,291	111,241	150,221
66	San Diego Opera Association	4	4-	15,093,364	15,911,867	389,357	160,000
67	San Diego Performing Arts League	2	2+	248,654	129,310	0	0
68	San Diego Repertory Theatre, Inc.	4-	4-	2,861,066	3,489,247	148,645	169,965
69	San Diego Society of Natural History dba SD Natural History Museum	4	4	12,791,339	11,382,789	367,489	351,013
70	San Diego Symphony	4	4-	18,815,212	19,447,600	411,870	389,967

Line #	Applicant	FY14 Rank	FY15 Rank	FY14 Operating Income	FY15 Operating income	FY14 Funding	FY15 Recommended Funding
71	San Diego Watercolor Society	4-	4	268,394	273,349	24,526	26,519
72	San Diego Winds		3-		85,392		3,818
73	San Diego Women's Chorus	4-	4-	35,095	47,447	3,826	5,713
74	San Diego Writers Ink	3-	3+	96,266	140,806	8,442	13,480
75	San Diego Young Artists Music	3+	3+	101,997	106,689	10,265	10,676
76	San Diego Youth Symphony	4	4	1,209,624	1,249,830	85,313	87,538
77	Save Our Heritage Organisation	3-	3+	943,289	1,038,431	53,721	67,009
78	Scripps Ranch Theatre	3-	3+	169,848	180,882	13,595	16,609
79	So Say We All		3		30,012		1,676
80	Space 4 Art		3		233,552		9,557
81	Spreckels Organ Society	3+	4-	174,810	207,411	16,123	19,870
82	Tap Fever Studios		3		64,567		3,246
83	Theater and Arts Foundation dba La Jolla Playhouse	4	4	13,680,315	16,449,825	376,738	399,779
84	Timken Museum of Art	4-	4-	1,866,690	1,854,991	110,263	109,909
85	Unlimited Jazz Dance Productions dba Patricia Rincon Dance Collective	3+	3	112,746	82,375	11,170	7,991
86	Villa Musica	3	3+	386,553	416,376	28,764	32,811
87	Westwind Brass, Inc.	4-	4-	61,152	59,812	7,095	6,971
88	Women's History Reclamation Project dba Women's Museum of CA	3+	3+	124,669	186,573	12,156	17,041
89	Young Audiences of San Diego	4	4-	615,337	600,938	50,770	46,905
	Total						6,540,356

**Attachment 2**

**City of San Diego Commission for Arts and Culture  
CREATIVE COMMUNITIES SAN DIEGO PROGRAM (CCSD)  
Fiscal Year 2015**

**CCSD: Overview**

Creative Communities San Diego (CCSD) provides financial support to eligible nonprofit organizations for arts and culture projects including arts education, performances, exhibits, festivals, parades and other civic events that enhance neighborhood pride, identity and unity and make arts and culture more central to people’s lives.

For FY15, the Commission received 48 CCSD applications, with a total funding request of \$1,330,510. Commission staff reviews each application for completeness and compliance. Then the applications are evaluated and ranked by a Commission Advisory Panel (CAP) using Commission-established criteria. A CAP is comprised of Commissioners and community members with diverse expertise ranging from nonprofit management to community development to education to arts and culture disciplines. For FY15, the Commission recommends distributing \$935,792 among the CCSD applicants that received a rank of 3- or better.

**CCSD: How to Navigate the Funding Table**

1. Applications are ranked using a 4-point ranking system and then those ranks are converted to a percentage.

**The ranks of 4 and 4-** designate an applicant as the highest priority for funding. Applications ranked “4” are considered to be “model” in stature; and given the nature of the arts discipline or genre, and the resources of the community, etc. meet all the review criteria to the highest degree possible. If there are no “model” applications, no “4” rankings should be given; this is not a grading curve but a rarefied achievement of near perfection given the criteria.

**The ranks of 3 (3+, 3 and 3-)** are considered good. Some improvements or development are needed.

**The ranks of 2 (2+, 2 and 2-)** are considered marginally fundable. Funding, if available, may be awarded once all the “4” and “3” ranked applications are awarded funding. These applications have some merit, but do not meet the criteria in a strong or solid way.

**The rank of 1** is not fundable under any circumstance; inappropriate for Commission support, extremely marginal in quality, etc. This application would not receive funding even if the funding were available. Ineligible applications, such as those submitted after the deadline or with incomplete information, will not be reviewed by the CAP, but will receive a rank of “1”.

<b>Rank</b>	<b>% Equivalent</b>
4	100
4-	94
3+	88
3	82
3-	76

2. Applicants receiving a rank lower than a “3-” are not recommended for awards in FY15.

3. Awards are calculated on the applicant's ranks and an "across the board reduction" based upon available funds.
4. New and "returning" applicants to the CCSD program receive 50% of their calculated award.
5. While an organization may request one third or one quarter of its total project expenses for projects less than or greater than or equal to \$30,000 respectively, any request greater than 10% of total available funds is subsequently capped at the 10% level in the calculation of recommended funding.
6. No organization will be funded over its requested amount.
7. The final funding recommendations are the result of a formula that includes the following variables for each applicant: size of project budget, rank assigned by panel and amount requested.

**Funding Table:**  
**Commission-Recommended Distributions for FY15 Creative Communities San Diego**

Line #	Organization	FY15 CCSD Name of Project	FY14 Rank	FY15 Rank	FY15 Project Budget Size	FY14 Funding	FY15 Funding
1	America's Finest City Dixieland Jazz Society	35th Annual San Diego Jazz Fest	4	4	228,750.00	37,563.00	48,501.00
2	Armed Services YMCA of the U.S.A.	Big Bay Boom July 4th Fireworks Show	4-	4-	374,210.00	45,902.00	79,366.00
3	Asian Story Theater Incorporated	STORIES OF THE SUN CAFE	3+	3+	30,000.00	5,619.00	8,481.00
4	Balboa Park Conservancy, The	Balboa Park December Nights		4-	339,000.00		32,909.00
5	Bon Temps Social Club of San Diego, The	Gator By The Bay, Zydeco, Blues and Crawfish Festival	4-	4-	596,000.00	45,902.00	79,366.00
6	Cabrillo Festival, Inc.	Cabrillo Festival	3+	3+	29,950.00	4,517.00	8,467.00
7	Capoeira Institute	BRAZILIAN DAY SAN DIEGO	3+	3+	98,000.00	14,610.00	20,779.00
8	Casa Familiar	Dia de la Mujer	4-	4-	51,025.00	7,062.00	10,819.00
9	College Area Economic Development Corporation	Boulevard BOO! Parade	4	3+	45,600.00	12,677.00	9,668.00
10	contACT Arts	San Diego Fringe Festival	2	3+	212,186.00	-	18,655.00
11	Cooper Family Foundation, The	Cooper Family Juneteenth Celebration in San Diego	3	3	17,353.00	3,080.00	4,905.00
12	Culture Shock Dance Troupe	A Culture Shock Nutcracker: a Holiday Hip-Hop Dance Theatrical		3+	77,200.00	-	6,787.00

<b>Line #</b>	<b>Organization</b>	<b>FY15 CCSD Name of Project</b>	<b>FY14 Rank</b>	<b>FY15 Rank</b>	<b>FY15 Project Budget Size</b>	<b>FY14 Funding</b>	<b>FY15 Funding</b>
13	Guitars in the Classroom	Strum and Sing San Diego!		3+	18,420.00	-	2,159.00
14	Hillcrest Business Improvement Association Incorporated	CityFest	4-	3	130,510.00	15,279.00	27,671.00
15	Historic Old Town Community Foundation, The	Fiesta Old Town Cinco de Mayo		2	152,900.00	-	-
16	Indian Fine Arts Academy of San Diego	8th Annual Indian Music and dance Festival	3-	3+	115,080.00	14,203.00	24,400.00
17	Italian American Art and Culture Association of San Diego	San Diego Italian Film Festival	3+	3+	98,790.00	16,594.00	20,946.00
18	Jacobs and Cushman San Diego Food Bank, The	San Diego Blues Festival		3	397,581.00		32,909.00
19	Kalusugan Community Services	FilAmFest	3+	4-	100,000.00	16,528.00	21,203.00
20	Kiwanis International K08275 Tierrasanta San Diego	OKTOBERFEST		2+	15,120.00	-	-
21	La Jolla Art & Wine Festival	La Jolla Art & Wine Festival		3+	191,610.00		16,846.00
22	Linda Vista Multi-Cultural Fair, Inc.	30th Annual Linda Vista Multi-Cultural Fair & Parade	3	4-	44,280.00	6,468.00	9,389.00
23	Little Italy Association	Little Italy FESTA!	4-	4-	143,600.00	29,130.00	30,447.00
24	Little Saigon Foundation	Lunar New Year Tet Festival	4-	3+	98,500.00	8,739.00	20,885.00

Line #	Organization	FY15 CCSD Name of Project	FY14 Rank	FY15 Rank	FY15 Project Budget Size	FY14 Funding	FY15 Funding
25	Mariachi Juvenil de San Diego	Mariachi Conference and Festival		3+	107,120.00		9,418.00
26	Media Heritage, Inc. dba Filmout San Diego	FilmOut San Diego LGBT Annual Film Festival	4	4-	83,750.00	11,324.00	17,757.00
27	Montezuma Economic Development Corporation	College Neighborhoods Community Art Show (CNCAS)		2+	23,675.00	-	-
28	Musicians for Education	Street of Dreams Live	4-	4-	70,560.00	6,153.00	14,961.00
29	Ocean Beach Merchant's Association, Inc.	36th Annual Ocean Beach Street Fair & Chili Cook-Off Festival	4-	4-	137,113.00	23,216.00	29,072.00
30	Pacific Beach Community Development Corporation dba Discover Pacific Beach	Pacific Beachfest 2014	3+	4-	85,740.00	12,396.00	18,179.00
31	Pacific Southwest Wildlife Arts, Inc.	California Open Wildlife Art Festival	3+	3+	60,009.00	9,719.00	12,723.00
32	PASACAT	Parol Festival	4-	3+	19,615.00	4,237.00	5,545.00
33	Point Loma Summer Concerts	Point Loma Summer Concerts	4	4	81,230.00	14,631.00	17,223.00
34	Progressive Health Services fiscal sponsor for San Diego Center for the Arts	San Diego Center for the Arts Concert Series		2	30,000.00		-

Line #	Organization	FY15 CCSD Name of Project	FY14 Rank	FY15 Rank	FY15 Project Budget Size	FY14 Funding	FY15 Funding
35	Rancho de los Penasquitos Town Council, Inc.	Fiesta de los Penasquitos	3+	3-	38,090.00	5,332.00	8,076.00
36	Rolando Community Council, Inc.	Rolando Street Fair	4-	4-	23,072.00	6,202.00	6,523.00
37	San Diego Audubon Society	San Diego Bird Festival	3+	3+	119,877.00	18,842.00	25,417.00
38	San Diego Chinese Center	San Diego Chinese New Year Food & Cultural Fair	3	3+	44,486.00	5,883.00	9,432.00
39	San Diego City College Foundation	Ninth Annual San Diego City College International Book Fair		3+	15,000.00	-	1,758.00
40	San Diego Earth Day	EarthFair 2015	4-	4-	133,800.00	24,116.00	28,369.00
41	San Diego Film Foundation	San Diego Film Festival	3+	3+	360,000.00	42,972.00	79,366.00
42	San Diego Music Foundation	San Diego Music Thing	4	4	142,150.00	19,345.00	30,139.00
43	San Diego Shakespeare Society, Inc.	San Diego Student Shakespeare Festival	4-	4-	23,400.00	5,249.00	6,615.00
44	Sledgehammer Theatre	Tijuana Burlesque, a Musical Play by Francis Thumm		2+	49,100.00	-	-
45	Torrey Pines Kiwanis Foundation	La Jolla Festival of the Arts	3+	3+	228,400.00	45,902.00	48,427.00
46	Transcendance Youth Arts Project	CREATE 2015	4-	4-	29,736.00	7,062.00	8,406.00



<b>Line #</b>	<b>Organization</b>	<b>FY15 CCSD Name of Project</b>	<b>FY14 Rank</b>	<b>FY15 Rank</b>	<b>FY15 Project Budget Size</b>	<b>FY14 Funding</b>	<b>FY15 Funding</b>
47	VOW Foundation, The dba Rock to Stop Violence	San Diego IndieFest		3-	170,756.00		15,012.00
48	Write Out Loud	TwainFest	4	3+	27,645.00	2,480.00	7,816.00
	<b>Total</b>						<b>\$ 935,792</b>



THE CITY OF SAN DIEGO  
**REPORT TO THE CITY COUNCIL**

DATE ISSUED: September 25, 2012 -- -- REPORT NO: 12-120 Revised\*  
ATTENTION: Economic Development & Strategies Committee  
SUBJECT: Commission for Arts and Culture Penny for the Arts Five-Year  
Blueprint

**REQUESTED ACTION:**

Approve recommendations outlined in this report.

**EXECUTIVE SUMMARY:**

Funding for the San Diego Commission for Arts and Culture (Commission) contributes significantly to the City of San Diego's (City's) economic growth through returns on investment in the areas of economic development, job growth, cultural tourism, attraction and retention of businesses, and the renovation and creation of valuable art and civic assets. Arts and culture are the "soul" of our City and they support our quality of life, benefit diverse communities and neighborhoods and make our City vibrant. Increasing the Commission's funding by approving the recommendations presented herein comprising the Penny for the Arts Five-Year Blueprint (Blueprint) will greatly increase the positive impact that the Commission's myriad programs have on the financial well-being of the City.

**RECOMMENDATIONS:**

1. **Restore Funding to the OSP and CCSD Allocations Programs:** Restore Organizational Support Program (OSP) and Creative Communities San Diego (CCSD) to FY 2002 funding levels with an emphasis on non-profit organizations' financial stability and organizational development to sustain and increase high quality, innovative exhibitions and performances as well as festivals, neighborhood arts programs and education and outreach programs that meaningfully serve San Diego's diverse audiences, and in particular underserved communities and youth.
2. **Contribute Annual Allocations to the Public Art Fund:** Contribute annual allocations to the Public Art Fund for 1) the community-based creation of new public artworks for each neighborhood in San Diego; 2) activities which improve public access to, and experience with, the City's public art collection, and 3) activities related to preserving the value and integrity of each artwork.

\*Report revised, taking out the word "City-owned"  
and deleting one attachment referenced in error.  
See strikeout on pages 2, 8 and 9.

3. **Re-establish the Arts and Culture Festival Revolving Fund:** Re-establish the Arts and Culture Festival Revolving Fund with an immediate focus on the 2015 Centennial Celebration of Balboa Park (Centennial Celebration); including festival planning and administration, providing direct support to exhibitions and performances, and for future major arts and culture festivals.
4. **Support Special Projects and Initiatives:** Support special projects and initiatives including allocating funds for restoration and improvements of valuable City-owned cultural facilities (Building Capital Grants Fund) and marketing programs that position San Diego as an international cultural tourism destination.

Implementing each of the above recommendations comprising the Blueprint will also bolster the capacity of the Commission to initiate programs that deepen public/private partnerships and strengthen collaborations among arts and culture organizations.

### **BACKGROUND:**

The Commission is the City's officially-designated local arts agency, established in 1988 to serve in an advisory capacity to the Mayor and City Council on promoting, encouraging and increasing support for the region's artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international cultural tourist destination. The Commission and its programs are guided by SDMC 26.0701 et seq., City Council Policy 100-03 and City Council Policy 900-11.

Funded through the Transient Occupancy Tax (TOT), the Commission administers the City's Public Art Program, Allocations Programs and Arts and Culture Festival Revolving Fund. Over the years, it was the Mayor/City Council's intent to dedicate one cent of the 10.5% of TOT (or 9.52%) to ensure appropriate growth in arts funding - thus the call for "A Penny for the Arts" (Penny). By FY 2002, arts and culture funding exceeded the Penny goal at over \$10.8 million. For FY 2013, funding levels are projected to be about a half-penny of TOT revenue or approximately \$7.9 million. In FY 2012, the City Council requested that the Commission conduct community outreach and gain stakeholder input on developing a three to five year plan to reach the Penny goal. In response to stakeholder input, this report proposes a series of prioritized recommendations and a Blueprint with a five-year funding scenario.

Over the years, Mayors, City Councilmembers, Arts and Culture Commissioners and arts and culture advocates have espoused numerous arguments for supporting arts and culture in the City. The argument that has traditionally received the most widespread support is economic impact. This argument demonstrates that the City's investment in arts and culture results in a series of income-generating outcomes for the City: increased expenditures by the funded organizations, increased number of jobs supported by arts and culture organizations, increased spending by cultural tourists, increased arts-related spending (dinners out, parking, babysitters, etc.) by arts and culture audiences, and economic development in neighborhoods where arts and culture organizations reside. This report presents evidence to support these claims. In addition to the economic arguments, arts and culture advocates also point out that the arts are valuable tools

used by teachers to strengthen teaching and learning in all subjects, for bringing diverse communities together, for working with persons with physical and mental disabilities, for providing safe, creative and educational opportunities for teens, for working with troubled youth and for providing stimulating and rewarding activities for seniors.

These messages have been enthusiastically supported by Mayor Sanders in countless forums from his State of the City addresses and press conferences to local and national arts summits. Under his leadership, the arts and culture community has survived and thrived. Not only have our Tony Award-winning theaters continued to receive national accolades, our Symphony celebrated 100 triumphant years, our museums hosted numerous blockbuster shows and our neighborhoods came alive with festivals and public art. In addition, new venues and arts centers continue to grow, including the North Embarcadero Visionary Plan, a new theater in North Park and at the Old Globe, a new arts and culture destination at the former Naval Training Center and a flourishing arts district at Market Creek, to name just a few examples. Mayor Sanders' leadership has provided a foundation for fiscal stability. As an example, major efforts are underway to produce a successful Centennial Celebration and the groundwork has been laid for San Diego to become a city renowned for its innovative and vibrant artistic and cultural life.

Now with the economy recovering and tourism growing, the Commission recommends a five-year phase-in of a budget that would bring arts and culture funding to the "Penny" that advocates and policymakers alike have been working toward for decades. If given the financial resources, the Commission would endeavor to implement the recommendations outlined in this report.

Three recent reports demonstrate the positive economic impact of arts and culture in San Diego.

1. The Commission's *2011 Economic and Community Impact Report* demonstrated a significant return on the City's investment and provides evidence that arts and cultural organizations are instrumental in making San Diego a vibrant city. The major findings from that report are summarized in Table 1.

**Table 1: Economic impact of the City's Organizational Support Program (OSP)**

Number of organizations	68
Funding from the City	\$5.8 million
Total earned revenue	\$107 million
Total contributed revenue	\$95 million
Total expenditures	\$170 million
Expenditures on salaries and other workers	\$98 million
Size of workforce	6,000
Size of volunteer force	11,600 (including 1,120 board members)
Paid admissions	2.7 million
Free admissions	3.65 million
Number of out-of-town visitors	2 million
Economic impact of cultural tourists	\$561 per trip, as opposed to \$235 per trip for the average tourist

*Data compiled by staff at the City of San Diego Commission for Arts and Culture and the California Cultural Data Project, 2011.*

2. *Arts & Economic Prosperity IV*, the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education, reported the overall economic impact of the nonprofit arts and culture industry in the City. Data was collected from 120 eligible nonprofits arts and culture organizations in San Diego including the 68 organizations funded by the Commission's OSP. In addition to spending by organizations, this report also examined 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. These findings are summarized in Table 2.

**Table 2: Economic impact of nonprofit arts and culture organizations and audiences in the City**

Number of organizations	120
Total expenditures by businesses	\$238 million
Total expenditures by audiences	\$341 million
Total expenditures (businesses plus audiences)	\$579 million
Full time equivalent jobs supported by businesses	9,844
Full time equivalent jobs supported by audiences	7,973
Total full time equivalent jobs supported by businesses plus audiences	17,817
Attendance	7.8 million

*Americans for the Arts, Arts and Economic Prosperity IV, 2011.*

3. The *2012 Creative Industries: Business & Employment in the Arts Report* using data from Dun & Bradstreet, widely acknowledged as a comprehensive and trusted source for business information in the United States, offers a research-based approach to understanding the scope and importance of the arts to the nation's economy. While most economic impact studies of the arts have focused on the nonprofit sector (such as Tables 1 and 2 above), Creative Industries is the first national study that encompasses both the nonprofit and for-profit arts industries. Table 3 summarizes this report's findings.

**Table 3: The top 15 cities in the nation for arts-related businesses and jobs**

	City	# of Arts-Related Businesses	City	# of Arts-Related Jobs
1	New York, NY	33,173	New York, NY	238,127
2	Los Angeles, CA	24,072	Los Angeles, CA	113,607
3	Chicago, IL	8,454	Chicago, IL	53,603
4	Houston, TX	7,944	Philadelphia, PA	41,146
5	San Francisco, CA	6,186	San Francisco, CA	32,413
6	Dallas, TX	6,184	Dallas, TX	32,362
7	Seattle, WA	5,765	Houston, TX	29,514
8	San Diego, CA	5,574	Washington, DC	26,537
9	Phoenix, AZ	4,503	San Diego, CA	26,286
10	Austin, TX	4,345	Seattle, WA	23,367
11	Philadelphia, PA	3,854	Atlanta, GA	22,826
12	Portland, OR	3,705	Boston, MA	20,889
13	San Antonio, TX	3,630	Phoenix, AZ	17,265
14	Denver, CO	3,613	Denver, CO	16,585
15	Atlanta, GA	3,573	Austin, TX	16,180

*Americans for the Arts, Creative Industries Report, 2012.*

4. In addition to their economic benefits, arts and culture are also effective tools for teaching and learning across the curriculum. In an effort to help teachers, schools and community organizations use the arts to improve learning outcomes for youth and to strengthen their communities, organizations funded through the Commission's OSP provide arts education and arts exposure activities in every City Council District. Table 4 summarizes the extent of these "outreach" programs.

**Table 4: The extent to which the OSP served constituents in City Council Districts (FY11)**

Council District	Outreach to K-12 Schools		Outreach to Community Organizations		Inreach (K-12 schools and Community organizations)	
	Number of visits	Number of contacts	Number of visits	Number of contacts	Number of visits	Number of contacts
1	145	26,676	176	102,595	403	23,737
2	131	17,675	205	49,223	744	60,297
3	113	18,494	136	50,603	377	27,895
4	139	24,441	30	6,143	246	18,832
5	65	15,855	54	5,227	223	15,394
6	127	23,823	127	23,825	867	19,849
7	84	10,695	40	19,246	481	11,858
8	77	14,233	30	6,905	252	18,406
Totals	881	151,892	798	263,767	3,593	196,268

*Data compiled by Commission staff, 2011.*

These studies support allocating TOT to a vibrant arts and culture community and fully implementing City Council Policy 100-03, which provides (among other things) for the funding and support of arts and culture priorities.

Summary of Relevant Portions of Council Policy 100-03:

1. The purpose of TOT is to advance the City's economic health by promoting the City of San Diego as a visitor destination in the national and international marketplace; supporting programs that increase hotel occupancy and attract industry, resulting in the generation of TOT and other revenue; developing, enhancing, and maintaining visitor-related facilities; and supporting the City's cultural amenities and natural attractions.
2. Four cents of the 10.5% TOT used for the purpose of promoting the City is the primary source of arts funding.
3. Eligible programs that relate to arts and culture funding fall into several major categories, one of which is:
  - c. Arts, Culture and Community Festivals - To enhance the economy and contribute to San Diego's reputation as a cultural destination by nurturing and maintaining art and culture institutions of national and international reputation; by supporting programs and projects that provide access to excellence in culture and the arts for residents and visitors; and by funding programs and events which enrich the lives of the people of San Diego and build healthy, vital neighborhoods.

RECOMMENDATIONS TO IMPLEMENT THE BLUEPRINT:

By adopting and moving forward with the Blueprint, the City will help ensure its continued growth as a world class arts and culture destination; a place where residents of all ages and backgrounds can appreciate and share their cultures and enjoy a quality of life second to no other city in America.

**1. Restore Funding to the OSP and CCSD Allocations Programs**

Through an open, transparent and competitive process, the Commission annually contracts for services with San Diego nonprofit arts and culture organizations. Organizations can choose to apply for funding in one of two Allocations Programs. Funding for both programs comes from TOT revenues earmarked as Special Promotional Program in the City's Proposed Budget:

- A. The OSP provides operational support to San Diego's nonprofit arts and culture organizations. For FY 2013, the Commission's OSP will administer funding to 77 arts, culture, history and science organizations (an increase from 75 organizations in FY 2012) for reimbursement of personnel and operating expenses. The OSP fosters the vitality and stability of San Diego's prominent and established arts organizations and cultural institutions. This funding also enables arts and culture organizations to promote San Diego as a cultural destination. At the same time, funding is used to create an environment which attracts and nurtures new and emerging arts and culture

organizations. Funding in this category allows diverse organizations to stabilize and advance toward institutional status, as well as provide arts education programs and outreach to underserved communities. The proposed five-year Penny for the Arts Blueprint restores OSP to the FY 2002 funding level.

- B. The CCSD program provides project-specific support to a variety of San Diego's nonprofit organizations. For FY 2013, the Commission's CCSD program will administer funding to 44 non-profit organizations (an increase from 32 organizations in FY 2012) for reimbursement of expenses for projects that support access and participation in arts and culture and are tailored to the needs of San Diego's diverse communities. Eligible projects increase opportunities for San Diego residents and visitors to create, learn about, enjoy and participate in cultural experiences. These projects enrich the lives of the people of San Diego and build healthy, safe, vital neighborhoods. CCSD projects include, but are not limited to, annual celebrations that attract tourists to San Diego such as neighborhood festivals and parades, public art, "happenings," and a broad range of other activities and events that enable diverse populations to engage in quality arts and culture experiences together. Restoring CCSD funding to the FY 2002 level will enable the Commission to contract for more arts services in underserved neighborhoods, as well as increase support to arts and culture activities for youth in afterschool programs, and provide additional outreach activities in schools and community centers.

## **2. Contribute Annual Allocations to the Public Art Fund**

The Commission seeks to provide meaningful aesthetic and cultural experiences for San Diego's residents and visitors through many forms of public art. One vehicle the Commission utilizes to achieve this goal is annual funding allocations to the Commission's Public Art Fund, which may be used for 1) activities that improve public access to and experience with the City's public art collection (Collection), 2) activities related to preserving the value and integrity of each artwork contained in the Collection, and 3) the community-based creation of new public artworks for each neighborhood in San Diego.

The City's Public Art Program is guided by the principles and recommendations contained in the General Plan, the 2004 Public Art Master Plan and Council Policy 900-11. The Collection is over 100 years old and contains more than 700 artworks. Over 100 of those artworks were commissioned in connection with the City's public works projects and are sited throughout all of San Diego's council districts.

## **3. Re-establish an Arts and Culture Festival Revolving Fund**

The Blueprint proposes that the Arts and Culture Festival Revolving Fund (Revolving Fund), which was first created with the Commission's budget between 1988 and 1990, be fully reestablished by FY 2017. One event that would specifically benefit from the reestablishment of the Revolving Fund is the Centennial Celebration, which will commemorate the 100<sup>th</sup> anniversary of the 1915 Panama – California Exposition and for which planning is well underway. In retrospect, the original event in 1915 could be considered a "world's fair" due to its scope and lasting heritage. While the primary venue of that event was the fledgling Balboa



Park, the overriding theme was a celebration of progress, prosperity and opportunity as represented by the completion and opening of the Panama Canal with San Diego as the first U.S. port-of-call for northbound maritime trade. The scope of the Centennial Celebration is still to be determined, but as a milestone event in the City's history, it represents once again, an opportunity to focus the eyes of the state, the nation and perhaps the world on San Diego.

It is recommended that the reinstatement of the Revolving Fund begin in FY 2013; a sort of "front-loading" to allow the Commission to provide support to 2015 Celebration Inc. with its planning and administration needs, as well as to help underwrite responses to a Request for Proposal (RFP) that was submitted to current Commission contractors. Forty-two such contractors responded to the RFP prior to the September 7, 2012 deadline, proposing arts and culture projects and festival activities throughout San Diego and in Balboa Park in 2014 and 2015. The total estimated cost to implement these projects and festival activities exceeds \$20 million, \$2 million of which has been requested from the Commission in the contractors' responses to the RFP.

Following the Centennial Celebration, funding from the Revolving Fund will be earmarked for other future large scale arts and culture projects and festivals in support of activities such as the San Diego Zoo's 100th anniversary celebration in 2016 (2016 Celebration). As with Balboa Park and its Centennial Celebration, the 2016 Celebration will honor another jewel of the City that draws cultural tourists from all over the world year after year.

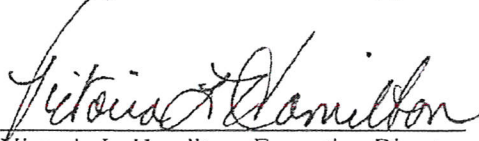
#### 4. Support Special Projects and Initiatives

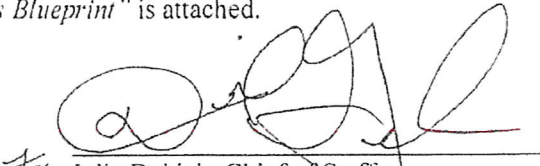
- A. Develop a mechanism to implement a funding program to support capital improvement and restoration needs of cultural facilities throughout the City (Building Capital Grants Fund). The Building Capital Grants Fund will address deferred maintenance needs and much needed physical improvements to City-owned cultural facilities such as the Civic Theatre, Balboa Park facilities related to the newly established Balboa Park Conservancy, the NTC Arts and Culture District buildings and the North Park Theatre, to name a few.
- B. Invest in Cultural Tourism Marketing initiatives and partnerships such as the *Fall for the Arts* campaign, ConVis marketing programs and new inter-agency collaborations targeting cultural tourists throughout the world. This year, the *Fall for the Arts* campaign is a month-long spotlight on the many vibrant arts and cultural activities throughout the region in conjunction with National Arts and Humanities Month. Special programs, discounts, incentives and activities will be offered throughout the region during the entire month providing countless opportunities to experience the arts in San Diego. Local arts and culture organizations will present hundreds of free and very-low-cost events to ensure that residents and visitors can get more "bang for their buck." Developing cultural tourism programs also meets the goals of the City's General Plan.

## 5. Required Annual Report

A key aspect of the Blueprint will be a level of accountability provided via a required annual report from the Commission. Each such annual report will include an update of total TOT funds received by the Commission, how those funds were utilized across the stated funds and goals delineated in the Blueprint, and a detailed summary of the impact (both economic and non-economic) resulting from the programs, projects and festivals initiated and/or supported by the Commission.

In conclusion, the Commission seeks City Council approval for the Blueprint, which will gradually restore arts and culture funding to FY 2002 funding levels by FY 2017. With the increased funding of the Blueprint, existing programs and funds such as the Organizational Support Program, Creative Communities San Diego, the Public Art Fund and the Commission's administrative budget will be bolstered, and new programs and funds such as a reestablished Arts and Culture Festival Revolving Fund, a Building Capital Grants Fund and Cultural Tourism Marketing initiatives will greatly expand the good work of which the Commission is capable. A detailed spreadsheet titled "Penny for the Arts Blueprint" is attached.

  
Victoria L. Hamilton, Executive Director  
Commission for Arts and Culture

  
For Julie Dubick, Chief of Staff  
Office of the Mayor

### COMMUNITY PARTICIPATION AND OUTREACH:

#### Stakeholder Meetings:

- Three Commission meetings
- Four Commission Committee meetings
- Balboa Park Cultural Partnership
- Cultural Leaders Group
- NTC Foundation
- San Diego Regional Arts and Culture Coalition

### ATTACHMENTS:

- Penny for the Arts Blueprint Spreadsheet
- History of Arts and Culture Funding Since 2002
- Stakeholders Attendance
- Municipal Code Chapter02/Ch02Art06Division07.pdf
- Council Policy 100-03
- ~~Council Policy 100-09~~
- Council Policy 900-11

I, Elizabeth S. Maland, Clerk of the City of San Diego, California, hereby certify that this is a true copy of papers on file and of record in the office of the Clerk of said city.

ELIZABETH S. MALAND, City Clerk

By Kristen Medina, Deputy

Dated 12-17-12

Revised Penny for the Arts Blueprint - Based on an annual TOT growth rate of 5%

FY13	FY13 + \$1M	FY14	FY15	FY16	FY17
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OVERALL TOT

Total Projected TOT	\$155,254,240	\$155,254,240	\$163,016,952	\$171,167,800	\$179,726,190	\$188,712,499
Total Arts & Culture Comm'n Funding (\$)	\$7,870,858	\$8,870,858	\$11,614,958	\$13,821,800	\$15,366,589	\$17,927,687
Total Arts & Culture Comm'n Funding (%)	5.07%	5.71%	7.13%	8.08%	8.55%	9.50%
Total Remaining TOT		\$146,383,382	\$151,401,994	\$157,346,000	\$164,359,601	\$170,784,813

ARTS & CULTURE COMMISSION FUNDING

Funding Programs:						
Organizational Support Program	\$6,107,411	\$6,107,411	\$7,000,000	\$8,231,298	\$9,373,619	\$10,935,889
Creative Communities San Diego	\$402,589	\$402,589	\$771,163	\$1,108,322	\$1,573,318	\$1,933,537
Sub-Total Funding Programs	\$6,510,000	\$6,510,000	\$7,771,163	\$9,339,620	\$10,946,937	\$12,869,426
Percentage CCSD to OSP/CCSD total			9.9%	11.9%	14.4%	15.0%
Arts & Culture Festival Revolving Fund		\$1,000,000	\$2,000,000	\$2,000,000	\$1,704,988	\$1,834,153
Building Capital Grants Fund			\$200,000	\$500,000	\$600,000	\$667,000
Cultural Tourism Promotions			\$150,000	\$200,000	\$200,000	\$240,000
Mayor/Council Discretionary Funds	\$363,250	\$363,250	\$348,449	\$400,000	\$460,998	\$537,831
Public Art	\$56,300	\$56,300	\$100,000	\$138,218	\$153,666	\$179,277
Administration	\$941,308	\$941,308	\$1,045,346	\$1,243,962	\$1,300,000	\$1,600,000
Total Arts & Culture Comm'n Funding	\$7,870,858	\$8,870,858	\$11,614,958	\$13,821,800	\$15,366,589	\$17,927,687



A full "penny" for the arts will be achieved in Fiscal Year 2017

\$ 7,870,858 \$ 8,870,858 \$ 11,614,958 \$ 13,821,800 \$ 15,366,589 \$ 17,927,687

Notes:

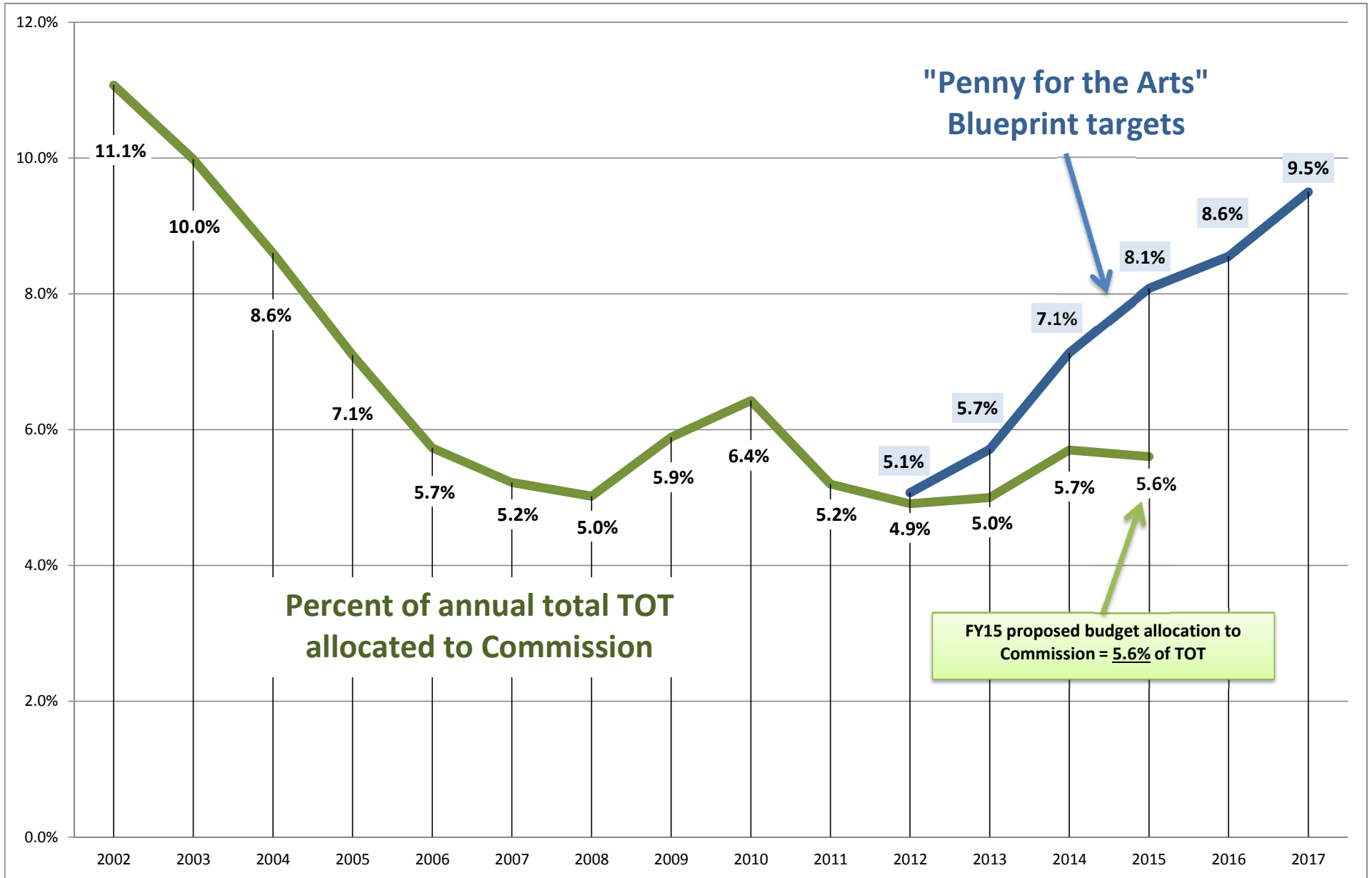
- This budget was developed by the Commission for Arts and Culture after extensive outreach to stakeholders.
- Arts and Culture Festival Revolving Fund is a fund that will roll over and will be used in years when a major event is planned.
- Increases to Admin budget reflect additional staff and overhead.
- Revised Spreadsheet reflects greater spending for CCSD.
- Funding Recommendations subject to City Council action.

I, Elizabeth S. Maland, Clerk of the City of San Diego, California, hereby certify that this is a true copy of papers on file and of record in the office of the Clerk of said city.

ELIZABETH S. MALAND, City Clerk  
By Kyrie Medina, Deputy

Dated 12.17.12

Attachment 4 (Side A)  
 Progress Toward Blueprint Fulfillment, May 2014



Note: A "Penny for the Arts" will be achieved when 9.5% of annual total TOT is allocated to the Commission for Arts and Culture. This 9.5% of TOT is equivalent to 1 cent of the 10 ½ cents collected on each \$1 of hotel room revenue.

Attachment 4 (Side B)  
Progress Toward Blueprint Fulfillment, May 2014

### Annual Total TOT Allocated to Commission

