

# Coronado Cultural Arts Commission

## 2015 Economic Impact Report

### 2012 vs. 2015 Comparisons\*

<b>Individuals Receiving Income from Coronado Arts &amp; Culture Partners</b>	<b>2012</b>	<b>2015</b>
Full Time Employees	67	53
Part-time Employees	65	496
Sub Total of Employees	<b>132</b>	<b>549</b>
Contractors/Consultants	258	76
<b>Total</b>	<b>390</b>	<b>625</b>

Arts and Culture added 235 jobs since 2012. There has been a trend to hire employees and reduce the number of consultants.

<b>Individuals Volunteering</b>	<b>2012</b>	<b>2015</b>
Coronado Arts & Culture Partners Volunteers	433	1283
<b>Total</b>	<b>433</b>	<b>1283</b>

<b>Volunteer Hours</b>	<b>2012</b>	<b>2015</b>
Coronado Arts & Culture Partners Volunteers Hours/per year	Not reported	48,516
<b>Total</b>	Not reported	<b>48,516</b>

Arts and Culture Partner organizations reported 850 new volunteers since 2012, almost tripling their previous volunteer pool in a span of three years. For the first time we asked for an estimate of volunteer hours. The hours reported are the equivalent of adding 23 full-time employees which is the equivalent of adding 50% of the current full time paid staff reported by the organizations.

<b>Employees vs. Volunteers Percentage</b>	<b>2012</b>	<b>2015</b>
Full-time/Part-time employees	23%	30%
Volunteers	77%	70%

Arts and Culture Partner organizations ratio of employee's vs volunteers changed with an increase in paid staff. The number of arts partners' volunteers nearly tripled while the number of employees nearly quadrupled.

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<b>Funding</b>	<b>2012</b>	<b>2015</b>
City Grants (TOTAL)	1065555	1347250
City Grants (Received by Cultural Arts Partners)	649670	697025
Grants (Other)	67535	206805
Corporate Sponsorship	45189	105861
Corporate Sponsorship In-kind	11831	340101
Individuals/Associations Donations	941687	1018425
Ticket Sales/Admissions		295902
Direct Programming		2564106
Merchandise/Concessions	156377	185405
Other Student Fee	17610	66383
Miscellaneous	22825	3491639
Total	1,912,724	8,971,652

Funding for the arts has increased dramatically since 2012 for the arts partners in Coronado. The City funding stayed fundamentally stable with two Arts Partners receiving funding for the first time in 2015. In 2012 Arts partners received 60% of the total funds distributed by the City of Coronado. In 2015 the City increased their grant funding and of the Arts Partners\* reporting the percentage dropped to 52%. Other grants increased with funding sources including the County of San Diego and the Port of San Diego Tidelands Activation Program. Corporate sponsorship both in cash and in-kind increased dramatically indicating a willingness by local businesses to promote the arts. The biggest increase in funding was seen in the miscellaneous category which included new grant sourcing as well as increase in state and federal funding for the arts in our schools.

<b>Expenses</b>	<b>2012</b>	<b>2015</b>
Salaries	1443850	7383046
Performers	1220181	682316
Marketing	293459	233186
Overhead	1185404	1390394
Total Operating Budget	4435000	9688942

Arts and Culture Partner organizations total operating budgets doubled. This increase is attributed to a dramatic increase in salaries for professional staff for partner organizations. Marketing costs decreased slightly with an emphasis on “free” marketing outlets such as Facebook, Instagram and Twitter.

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<b>Annual Events and Productions</b>	<b>2012</b>	<b>2015</b>
Annual Events & Productions	225	504
Performances and Class Meetings	1815	907
<b>Total</b>	<b>2040</b>	<b>1411</b>

In 2015 Arts and Culture annual events and productions have more than doubled since 2012. Performances and class meetings have been cut in half. This shift may be attributable to the financial benefits of events/productions vs. small performances and classes.

<b>Attendees</b>	<b>2012</b>	<b>2015</b>
Paid Attendees	145,983	97914
Free Attendees	235,437	176411
<b>Total Attendees</b>	<b>381,420</b>	<b>281,905</b>

In 2015 Arts and Culture attendance decreased by nearly 100,000 participants and yet revenues increased for arts organizations. This may be due to the types of events being offered and the focus of marketing/advertising to local residents.

<b>Social Media</b>	<b>2012</b>	<b>2015</b>
# of Partners operating Websites (15 total)	NOT REPORTED	14
# of Partners maintaining Facebook Pages	NOT REPORTED	11
Total # of Facebook Likes	NOT REPORTED	22745
# of Partners maintaining Twitter Accounts	NOT REPORTED	7
# of Twitter Followers		6474
# of Partners maintaining Instagram Accounts	NOT REPORTED	6
# of Instagram Followers	NOT REPORTED	930

In 2012, the Economic Impact Survey did not request information for internet and Social Media usage. Subsequently the Cultural Arts Commission engaged with the Arts Partners to assess and encourage the effective use of Social Media by all Arts Partners. 2015 shows significant participation by nearly all the Arts Partners.

\*In 2012 all established Arts Partners participated. In 2015 CIFF participated for the first time and Coronado Mainstreet declined to participate.