

APRIL BOLING

SAN DIEGO CITY COUNCIL

February 15, 2008

Mr. Hilliard Harper
Young Audiences Arts for Learning
4007 Camino Del Rio S., Ste. 211
San Diego, CA 92108

Dear Mr. Harper:

Thank you for the opportunity to provide the San Diego Regional Arts and Culture Coalition with information regarding my campaign, opinions and plans for the city.

As a native San Diegan, I feel that arts and culture are an essential part of our vibrant quality of life. I also believe that cultural tourism plays a valuable role in our economy. For San Diego to thrive, the arts and culture community must thrive.

As you are aware, our city has faced a myriad of financial problems over the past several years. These problems are the direct result of poor decisions made by city leaders. Those poor decisions have led to deteriorating infrastructure, an under-funded pension plan, unfilled public safety positions and reduced funding for important programs such as yours.

My first priority as a councilmember will be to solve the financial crisis of our city in order to begin to reduce debt and revive our infrastructure. Critical needs include important buildings such as the Civic Theatre and the structures in Balboa Park.

I believe that San Diego is indeed, a cultural destination. As such, the city generates revenue from the tourists who either visit us because of cultural amenities or remain longer as a result of those opportunities. When assessing the impact of public funding for the arts, it is reasonable to request a projection of the return on that investment (ROI)

What is not reasonable, however, is that you are being asked to provide ROI data without a firm commitment by the city as to the amount of out-year investment it plans to make. It is unconscionable that important organizations like yours are not given a long-term budget with financial commitments that you can use for future planning. If elected, I will fight for a rolling 5-year firm budget for arts and culture.

It is unfortunate that our city is in this financial situation. But then, that is precisely why I am running for city council. I look forward to working with your organization and with each of your members to continue advancing the important cause of arts and culture in our city.

Sincerely,



April Boling
District 7 City Council Candidate