

Candidate's Name Floyd L. Morrow

**Candidate Questionnaire
San Diego Regional Arts and Culture Coalition
December 2007**

1. Do you feel that arts and culture is important to the city of San Diego and its citizens? Yes No Please comment

In my prior public service (12 yrs on the S.D. City Council) I was very instrumental in establishing the San Diego Foundation and the Summer Pops we now enjoy. I have been very pro-active.

2. Are you aware of the City of San Diego Commission for Arts and Culture and what it does?

Yes No

3. Do you attend arts or cultural events? Yes No Last year over 3.9 million people attended events presented by 80 nonprofit arts and culture organizations funded by the Commission through competitive grants (including 21 music groups, 13 theatres, 10 dance companies, 12 museums, five arts education groups and 16 other cultural groups). What are the last three art or cultural events you attended? (Fundraisers and special events excluded)

My wife and I volunteer as ushers in most all the local venues. Summer Pops, Hank Williams, and the City of SD Recreation Dept - Darlene's Dance in Balboa Park

4. Are you aware of the source of funding for the Commission? Yes No Five years ago the City of San Diego, through its Commission for Arts and Culture, invested one cent of the ten and a half cents of Transient Occupancy Tax (TOT) in arts and culture. Will you support restoring and dedicating the City's allocation of one cent of TOT to arts and culture?

Yes No

I generally do not support dedicated income streams without some matching incentives.

5. Do you consider San Diego a cultural destination? Yes No According to a regional study, San Diego attracts 2.7 million out-of-town travelers annually who make their travel decisions primarily based on the city's broad variety of cultural attractions (organizations with budgets ranging from \$29,000 to \$18 million). Arts and culture are vital to this community and the local economy. What would you do to promote San Diego as a cultural destination?

Listen to the experts and provide the public cheerleading!

6. Did you participate in visual or performing arts classes in school? Yes No

Did/do your children? Yes No

Unfortunately, most public schools don't have the resources to provide arts education for our young people. What do you see as the role of the arts and cultural community in addressing this issue? Make the community aware and provide more scholarship and opportunities.

7. Do you agree that Balboa Park is an important cultural center for the city? Yes No
In 2015, San Diego will be celebrating the Centennial of Balboa Park. This will be an opportunity to put San Diego in the national spotlight and on the world map. What is your vision of the importance of this event?

The locals have to step up and provide the leadership. We in government have to match the vision provided by you. Balboa is S.D.'s greatest created asset.

8. Have you been involved in efforts to rebuild and sustain museums and cultural institutions the city? Yes No San Diego is home to a number of very important cultural facilities. **How do you plan to protect and sustain the museums and cultural institutions in Balboa Park, the NTC Promenade, Downtown and in our neighborhoods?**

Adopt a plan and follow it.

9. Are you aware of the City's Public Art Master Plan and what it does? Yes No
Many of the world's great cities are renowned for their public art. San Diego's public art includes a range of works from early 20th century to contemporary. Name three pieces of public art that you like in the City of San Diego.

Jim Hubbell's work on shelter island. The gift from Mexico of the Lady of Shoes. I like the public art around the harbor.

10. Do you consider yourself a supporter of arts and culture both personally and publicly? Yes No

Have you met officials of the arts and cultural organizations located in the district(s) served by the elective office for which you are running? Yes No

Which organizations do you or members of your family support? (As an audience member, volunteer, donor, subscriber and/or patron, staff member, board member)

San Diego Symphony volunteer