

Candidate's Name Marti Emerald

**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 I was a song and dance kid – the arts represented my ticket out of low income rural life – to San Diego and greater appreciation for arts, culture and our cultural differences. USIU School of Performing Arts 1973.

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)

Opera – love it – great growth in recent years. Old Globe Theatre – a regular. Mainly Mozart – wonderful musical/social experience. Dead Sea Scrolls – wondrous – world treasure.

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

When 1 cent translates to \$442 million in revenues – it's a no brainer!!

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?

Since my early years studying theatre and dance in San Diego in 1973, I have seen tremendous growth and vitality. We must continue to reach into our community – schools, parks, community centers to generate interest in and support for the arts. We must create more effective marketing: generate stories and other “free” media locally, nationally and in the international media.

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?

The arts community must expand outreach in communities with help from grants, government funding, endowments, etc – enlist community and neighborhoods to help support and promote arts within their communities. The arts community has a great opportunity to inspire these communities to then pick up the banner and carry it. Ultimately, we must all be stewards for the arts and offering school children the opportunity to enjoy them.

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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?

Needs an aggressive push. An aggressive 2015 commemoration not only would celebrate the last century of arts and culture in San Diego but would set a tone for the next century of art and culture in our community. It must be done right. If approached too casually it could send the wrong message, that we are not committed to a strong arts community. Raising funds under the 2015 banner must begin immediately with clear goals for how the money will be spent and what form the 2015 celebration would take. Stories would be easy to generate building up to the event.....also beginning now.

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?

The one cent fee is a minimum – must create strong marketing around for arts/culture – and tell the story!!! 2015 is a great peg for meeting goals - support and membership.

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.

The art at the pump station by Deerfield St in Tierrasanta. The Butterfly and art at the Water Reclamation Plant and, of course, the College-Rolando Library work – I believe it is called the Continuum. Great examples of simple art in public places that is inexpensive and takes the edge off the harsh profile of urban infrastructure.

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) Opera, theatre – Lyceum, Old Globe, museums in Balboa Park. School arts programs on foundation boards. Public art as appreciator. ...and drawing with kids.

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or

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San Diego Regional Arts & Culture Coalition: Mission and Purpose

- To lobby and advocate for appropriate funding levels for Arts and Culture to support new and ongoing projects throughout San Diego County
- To lobby, advocate and promote the awareness and importance of Arts and Culture throughout San Diego.
- To serve as an information resource entity to benefit all Arts and Culture institutions in San Diego County.