



E-MUSIC DANCE THEATRE LIFE - ZINE

San Diego Performing Arts League's Monthly Digital Member Newsletter – August 2004

Don't miss a thing – Check out the [NEW Member Calendar!](#)

EXTRA! EXTRA! Fund-raising tips and workshops!!

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FROM THE EXECUTIVE DIRECTOR

Stephanie Casenza

I would like to extend my gratitude to the 74 member organizations that completed the recent member survey. The unusually high response rate -- 49 percent -- and the artistically and economically diverse cross section of League members that participated delighted our staff. We recently completed a North County member roundtable along with my own individual meetings with member organizations to gain more insight and complement the survey. You have provided us with excellent information that will help us create programs and services that best meet your needs. You will see changes in the coming months! While you will soon receive a report with details of the survey responses, we noted that fund-raising is one of the top three priorities for the majority of members that responded. With that in mind, here is a fund-raising tip.

Fund-raising TIP of the Month

*Most large employers offer matching gift programs whereby the business will match an employee's charitable contribution to a non-profit, but the employee must notify their employer of the gift. Make sure your organization regularly reminds board members and other donors of this important benefit. Companies such as Qualcomm and Sempra Energy tell us that many non-profits overlook this easy way to increase contributions.

Workshops and Seminars

Grants Workshop

Saturday, September 18, 2004 9:00 am - 3:00 pm

University of San Diego's Joan Kroc Peace and Justice Institute 5998 Alcalá Park

Join Congresswoman Davis in conjunction with speakers from museums, libraries and the National Endowment for the Arts to learn how to apply for grant from federal agencies. Representatives from federal agencies will give their insight and answer your questions. **Space is limited. Please call 619-280-5353 to RSVP for this event.**

Raising More Money- FREE

Tuesday, August 24, 2004 1:30 p.m. to 3:30 p.m.

San Diego City College 1313 Park Blvd., San Diego, CA 92101

In this Introductory Session, you will learn a system for building sustainable funding for the mission of your organization from lifelong individual donors, as well as a complete overview of the Raising More Money Model. To register: go to <http://form.raisingmoremoney.com/calendar/western.asp> and scroll down to find 8/24/04 San Diego, CA and click on RSVP. Questions: Contact Elizabeth Case at 206-709-9400 ext. 136 or elizabethc@raisingmoremoney.com

Funds for Mentoring Theatre Leaders and Developing Audiences

Theatre Communications Group: New Generations Program. The objectives of the New Generations Program, an initiative of the Theatre Communications Group, are mentoring the leaders and cultivating the audiences of tomorrow. Nonprofit professional theatre organizations throughout the country are eligible to apply. To find out the focus of these grants and when to submit applications, visit: <http://www.tcg.org/frames/programs/fs_ap_ind.htm>

A D V O C A C Y

TOT Measure on November Ballot

Despite opposition of the Lodging Industry Association and watchdog groups, the San Diego City Council voted on August 3 to place a measure on the November 2004 ballot that will increase the Transient Occupancy Tax from 10.5 percent to 13 percent. The measure will be a general tax and requires only a simple majority approval from the voters, thus avoiding the earmarking of expenditures, which would require a 2/3 or super majority of voter approval.

The proposed increase in TOT would bring an estimated \$28 million additional dollars to the city coffers. TOT generated about \$110 million in 2003. Among the groups supporting this specific measure were the League, the Regional Coalition for Arts & Culture and the San Diego Fire Union. Even though the measure does not insure TOT funds for any given sector, the League and others acknowledge that the city must find new sources of revenue to fund public safety and infrastructure needs, otherwise officials will continue to reduce TOT funds for the arts and other TOT recipients. For more information check our [Advocacy News](#) link.

S A V E T H E D A T E S

Boise Purchasing Program

Thursday, August 5th from 8:30 am to 10:30

6th floor of the City Heights Center, 4305 University Avenue

The league is investigating a discounted office supply-purchasing program for our members. To learn more about PSS Nonprofit Purchasing Program please visit: www.psservices.org/nonprofit.htm. If you'd like to attend this informational seminar on Boise Purchasing, please RSVP to Eve Childs at echilds@sdpal.com by Wednesday August 4, 2004.

“NOTES!” Everything You Wanted to Know About the League... Member Event

August 16, 5:30 pm to 7:30 pm.

San Diego Museum of Art. FREE

Learn how to take advantage of every aspect of your League membership — all in one convenient event! Stephanie Casenza will speak about the League's goals and direction for 2004 and beyond. Meet the staff, and come away with all your questions answered regarding League programs and services. You will receive all of the necessary facts, figures and forms to help you make the most of your membership. ALL staff — from the executive office, to the box office, to backstage — are invited to mix, mingle and chat.

Call 619.238.0700x12 to RSVP

NAMP Workshop #7 — “The 4th Annual Media Panel”

Wednesday, September 8, 1 pm to 5 pm.

Reuben H. Fleet Science Center. \$25, \$15 for each additional participant from same organization.

Don't miss our most popular workshop! Get tips and tricks on getting your PR strategies “pitch perfect” — and, get instant feedback on your pitching technique from seasoned PR professionals. *Be sure to bring sample press kits/releases and be ready to pitch your story to a “practice” reporter.* Members of the media reveal their philosophies on coverage, offering you insight on the most effective ways to pitch your story. Afterward, take advantage of the opportunity to network with panelists and peers at a reception immediately following the workshop. Panelists will include representatives from both print and broadcast outlets, including San Diego Union Tribune, KNSD, KPRI, El Latino, CityBeat, San Diego Daily Transcript, KUSI and more! (**Panelists subject to change*)

Arts Leadership Roundtable

Tuesday, Sept. 21, 8 am to 9:30 am.

Location TBD

Each quarter, the Arts Leadership Roundtable will focus on a specific issue facing board members and senior staff of arts organizations. Its purpose is:

- to promote collegiality among board members and staffs of arts organizations
- provide a structured forum for exploration of critical issues related to arts boards
- discuss common solutions/best practices

The Roundtable will also provide valuable feedback on how the League's Arts & Business programs can assist or respond to your organizations' challenges.

***Click here to register http://www.sandiegoperforms.com/volunteer/workshop_training.htm

TAKE ADVANTAGE OF THIS

Arts License Plate Supports Arts Education Programs

In these difficult times, you can make a difference and help support the arts, by purchasing the Arts License Plate you will be supporting arts programs in schools, neighborhoods, and communities. Your investment in the Arts License Plate is crucial to supporting programs for at-risk kids, seniors, and thousands of Californians. Order the plate online at www.dmv.ca.gov.

MARKETING & PR NEWS

Hail & Farewell

The League says a sad, but grateful farewell to graphic design manager Glenn Kramer. For over four years, Glenn implemented and executed the design and production of all League materials. We have all come to know and love Glenn not only for his skill as a designer and production manager, but for his extraordinary piano prowess which entertained us at League events for many years. We will him the best of luck. On that note, we welcome **Jennifer Dyer** to the League family. She will take over all graphic design responsibilities and you can meet her in person at **NOTES on August 16th**. Contact her at jdyer@sdpal.com

ARTS TIX Milestone

Great news from the half price ticket booth. Summer sales have kicked in! We recently had our best week ever selling 1,635 tickets! We also topped the 10,000 mark on number of tickets sold through ARTS TIX Online. Thanks to you, we have a good selection of shows for customers to choose from if their first choice is sold out. The ARTS TIX staff is aggressively working to "suggestive sell" other shows and collect names and e-mail addresses for future marketing efforts. There are a lot of tourists in town, and they're finding out about us from friends, online, and through hotels. For more information or to put your tickets on sale contact Joey Landwehr at 619-238-5552 or jlandwehr@sdpal.com
On a fun, celebrity note, MARRISA JARET WINOKUR, Hairspray's leading lady and Tony award-winner came by to purchase tickets. Even stars know a good deal when they see one!

NEWS FROM ARTS & BUSINESS

The Arts & Business Council of Greater Phoenix (A&BC) invites you to attend a Sponsorship Boot Camp, led by nationally-recognized sponsorship procurement expert, Patricia Martin. The Sponsorship Boot Camp will teach participants how to re-think their offerings and see them through a buyer's eyes, along with concrete direction on how to price, package and manage the pitch. The intensive half-day course will be held at the Point Hilton Squaw Peak Resort in Phoenix, AZ on September 22, 2004 from 8:30 a.m. until 12:30 p.m. Cost is \$60 per person. RSVP to Carol Hogan, chogan@artsbusinessphoenix.org.

National Arts Marketing Conference 2004 "High-Tough/ High-Tech Marketing" October 2-5, Hilton Chicago

Register at www.ArtsMarketingConference.org

Got Space?

Is your organization interested in hosting a future NAMP, OnBoard or BVA training workshop? Space must be able to accommodate approx. 50 people classroom style. Please contact Craddock Stropes at cstropes@sdpal.com or 619.238.0700 x16.

COOL LINKS

www.sandiegoperforms.com

www.managementhelp.org

www.pttrain.com

www.sdfilm.com

www.artistshelpingartists.org

C O N T A C T S

For information, questions, or comments about this E-Zine,
or to add your staff to the mailing list, please e-mail Eve Childs a echilds@sdpal.com

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