



E-MUSIC DANCE THEATRE LIFE-ZINE

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

Coming Soon! *Followspots*, the League's Annual Report.

Also, be sure to explore our newest Member Resource...
[The Performing Arts Resource Directory.](#)

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NEWS ON ADVOCACY FROM THE EXECUTIVE DIRECTOR -

Stephanie Casenza



THE 2004 ELECTIONS: LOOKING INTO A CRYSTAL BALL

One thing we can say for certain about this election year, it certainly wasn't business as usual. While the outcome of the presidential election was settled quickly, we still didn't know the outcome of the San Diego mayoral race as the deadline arrived for this column. The good news is that whoever the next mayor is, arts and culture will have a friend.

At issue for the arts community will be another potential cut in TOT funding for arts and culture. Proposition J, the measure that sought to increase the TOT by 3.5%, would have helped San Diego tremendously by infusing an estimated \$28 million annually into the City's general fund. The financial challenges facing the City of San Diego are staggering, and without additional funds, the City will have to make very difficult cuts in order to maintain basic services, including replacing aging communications equipment for the Fire Department. Now, more than ever, the arts and culture community must stick together, advocate with one voice and support each other as the saga at City Hall unfolds.

SAVE THE DATES

Get OnBoard!

Creating an Effective Board: Roles and Responsibilities Presented with Nonprofit Management Solutions as part of San Diego OnBoard. This interactive workshop will clearly define the roles and responsibilities for board members and staff, and offer tools you can use to build a more effective board. The course will cover assessing organizational needs; attracting, recruiting and retaining board members; governance and legal/fiduciary responsibilities; and successful orientation, training and ongoing board education. Attendance at this workshop is **required** by those arts organizations wishing to apply for a board member match through San Diego OnBoard. [Registration](#) is now available online!

Wednesday, November 17th, 2004 5pm-9pm

Christian Community Theater

1545 Pioneer Way, El Cajon

San Diego Performing Arts League's Annual Meeting

Monday, December 6th, 2004 5:30-7:30pm

Hosted by: San Diego Repertory Theatre- Lyceum, 79 Horton Plaza

RSVP to sdpal@sdpal.com no later than December 3rd, 2004

MARKETING & PR NEWS

Call for submission for *Followspots*

The next issue of *Followspots* will be coming out in December and we'd like to include news and events from our member organizations. If you have information to share, such as new staff members, major gifts, a report on a particularly successful event, etc., please send to Judith Anderson at janderson@sdpal.com.

THE ARTS TIX MOMENT

The staff at ARTS TIX is proud to announce that we have surpassed our ticket sales goal this year. At the present moment we have sold 27,803 tickets for our members, 81 tickets over what was projected. This has allowed us to give over \$89,000 to our member theatres in 2004 alone, and we still have 8 more weeks left. Bravo to our members for creating such amazing work this year and for also allowing us to help fill your houses! Our goal for 2005 is to make sure every performance, for every show, in every theatre is completely filled. We know it is a hefty goal, but all of the amazing work that is being done in San Diego County deserves to be seen, heard, felt, and experienced. To fill your house, contact Joey Landwehr at jlandwehr@sdpal.com or call 619.238.5582.

All About Judith

Judith Anderson joined the League staff last month as director of marketing and public relations. She brings 18 years experience in arts administration, including many years in marketing, public relations and development with other local organizations such as the Old Globe Theatre, the San Diego Repertory Theatre, and most recently, La Jolla Music Society. She also served as director of marketing and communications for Utah Festival Opera for seven years, and served for three years as chair of the Utah Cultural Alliance, a state-wide advocacy group. Judith will be evaluating and adapting the League's marketing and public relations programs to increase the organization's ability to provide visibility for our member organizations. She can be reached at 619-238-0700, ext. 19 or janderson@sdpal.com.

T A K E A D V A N T A G E O F T H I S !

Outstanding Special Events

PR pros have been tasked with coordinating news conferences, restaurant openings, gala dinners, and conventions—events to communicate a client's message and achieve specific objectives. Panelists will present new trends in special events, the power of the social press, how to build sponsor value, and tips to keep a cool head on the big day. Moderated by Fred Sainz, San Diego Convention Center. For more details visit: <http://prsasandiego.org/events.php?ev=1>

RSVP or pay online by this Friday, November 12 and receive a reduced rate!

Tuesday, November 16, 2004 11:30am

Mission Valley Hilton (parking is only \$1)

“GIG” Listing

Here's a great new way to advertise your organization for **free!** People call the League all the time looking for a musical act for their wedding, a string quartet for a reception, or a group of actors for a video shoot. I am currently building a list of organizations from our membership that are interested and available for small “gigs” and will be including it in the [Performing Arts Resource Directory](#). If your organization would like to be included on the “Gig” list please email your booking contact information and a 50-word description of your acts to Eve Childs, member services coordinator echilds@sdpal.com.

Public School Services partnership with OfficeMax

PSS is glad to announce that many San Diego nonprofits have signed up to purchase their office supplies through the program. When asked, several of these nonprofits said they would gladly recommend it to other nonprofits because they were saving their organizations money (%36) and time. If you have not signed up, please contact Bob Magarian at (877) 633-2629 ext. 6820 or BobMagarian@BoiseOffice.com for more information.

Benefit Concert for Mama's Kitchen-Featuring the cast of the hit musical “Jersey Boys”

Mama's Kitchen, a volunteer-driven, non-profit meal delivery service dedicated to providing nutritious meals 365 days a year to San Diegans living with HIV/AIDS, will be the recipient of a benefit concert called Rockers on Broadway. The benefit event will be held on Monday, November 15 from 7 p.m. – 9 p.m. at Bourbon Street, located at 4612 Park Boulevard. Tickets are \$25 per person. For more information and for ticket reservations, please call Mama's Kitchen at (619) 233-6262, ext. 104 or www.mamaskitchen.org.

NEWS FROM ARTS & BUSINESS

Helping Us Help You

Are you making best use of your membership? SDPAL is here to serve you – the arts community! Go to www.sandiegoperforms.com to see the new [Performing Arts Resource Directory](#) and learn about other membership benefits. **Curriculum planning for 2005 workshops is now in session!** This is the perfect opportunity to weigh in on programs and services that the League offers to better help you. Are you interested in expanding your audience to Gen X & Gen Y? Would you like to learn more about fundraising? If you have ideas for workshops, or would like to give feedback on past workshops, feel free to call Megan Wolf, 619-238-0700 xt.16.

OnBoard, Wednesday, November 17th

Dysfunctional boards are of no benefit to the organization they serve, or the dedicated, well-meaning volunteers that want to make a difference. The need for board development is common among different-sized arts groups. Small to mid-sized groups often begin operations with a creative vision, but lack organizational experience; while the larger organizations often find a need for a refresher on the roles and responsibilities of their board. SDPAL has assisted hundreds of arts groups through our organizational development programs. Send your incoming as well as current board members to the upcoming OnBoard workshop on November 17th. For more information on the November 17th OnBoard workshop, please contact Megan Wolf, 619-238-0700 xt 16 or email mwolf@sdpal.com and don't forget **Registration is now available online!**

C O N T A C T U 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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