



Arts and Economic Summit (Name TBD) – WORKING DOCUMENT

Suggested Scheduled June 2, 2017 approx 8 AM to noon at CSUSM

Possible Names: Vibrant Community, Booming Economy”

Possible goals:

Sharing of Stories of success that offer incentive for arts involvement by the business community

Possible audience: chamber of commerce/economic development type members (i.e. business owners, corporations) and civic decision makers. All others are invited but the thrust of the event seems to be toward this group.

Possible panel subjects; How work force is made stronger and healthier by the arts: How the community is safer with the arts and arts education: How tourism is built through the arts. How place making is possible through the arts.

Possible entertainment: ?

Introduction of NCAN and supporting organization by ?

Possible presenters: Keynote speaker as a combined position with Moderator of panel.

Presenters are encouraged to show video. Here is an example from Dave Mering for SD Tourism Authority. <https://www.youtube.com/watch?v=U0617Yx6JC4&feature=youtu.be>

Keynotes

John Eger, SDSU Professor School of Journalism and Media Studies. He is an author and lecturer on the subjects of creativity and innovation, education and economic development, and formerly served as President of Smart Communities, a research and educational organization dedicated to helping local communities connect to the global economy. John Eger recently authored the seminal “Guidebook for Smart Communities, a “how to” for communities struggling to compete in the age of the internet; The Creative Community: Linking Art, Culture, Commerce and Community”, a call to action to reinvent our communities for the Creative Age: and “Art Education and the Innovation Economy”. Eger has just been named the first Zahn Professor of Creativity. His role is to better prepare SDSU students for the innovative economy.

Matt Sanford, Executive Director of the Regional EDC

Mark Cafferty, CEO Innovate 78 Speaks on Quality of Life Indicators

Panelists

Matt Sanford and **Mark Cafferty** (above) would also be considered for the panel

Meryl Goldberg—Personal and economic impact of arts

DREAM Developing Reading Education through Arts Methods and Centre ARTES, committed to remaining on the leading edge of arts education research, development, and practice. Dr. Goldberg is a Professor in the School of Arts at California State University San Marcos and Executive Director of Center ARTES. She teaches classes related to music, and learning through the arts. Her publications include the books, Arts Integration: teaching subject matter through the arts in multicultural settings (4th edition, Pearson); Teaching English Language Learners through the Arts: A SUAVE Experience (2004, Allyn and Bacon); and Arts as Education (1992, Harvard



Educational Review). She is the recipient of Federal grants including Arts Education Model Development and Dissemination grant from the DOE Office of Innovation and Improvement, Spencer, John D. and Catherine T. MacArthur grants, California Arts Council, and Fulbright-Hays Foundations grants relating to her work with arts in the schools. Merryl is also a professional saxophonist and recording artist. She toured internationally for 13 years with the Klezmer Conservatory Band, and has recorded over a dozen CDs with major labels. She received her undergraduate degree from New England Conservatory of Music and her Doctorate in Teaching, Curriculum and Learning Environments, from the Harvard Graduate School of Education. Dr. Goldberg is co-principal investigator on the DREAM (Developing Reading Education through Arts Methods) project <http://dreaminstitute.wordpress.com/> and regularly speaks at national, statewide, and local conferences on the need and benefits of arts in education.

Josh Williams of B&W Research—good for stats/numbers

BW Research provides clients a clear picture of the dynamic economic landscape to better understand how industries, jobs and technologies are changing and the impact that can have on their community, their organization, and their households. Economic Development Research Workforce; Employer Research Education; Job Seeker Research; Economic Impact and Forecasting Research

Patrick Johnson City Manager, City of Vista Art Development—reportedly a dynamic speaker. Patrick Johnson is the City Manager of Vista, California. A native of San Diego, Patrick Johnson has served in local government for more than 20 years. Prior to the City of Vista, Mr. Johnson worked for two other North County cities. Mr. Johnson began working for the City of Vista in 1998 as a Management Analyst for the Community Development and Engineering departments. He was promoted to the position of Senior Management Analyst, then Assistant to the City Manager, next Deputy City Manager, and was the Assistant City Manager before he became the City Manager in January, 2012. Mr. Johnson is a member of the International City/County Management Association, and holds a Bachelor's degree and a Master in Public Administration degree from San Diego State University. 200 Civic Center Drive, Vista, CA 92084 P: 760.643.5200 or Mayor Judy Ritter or City Council Members

The following were also mentioned at NCAN meeting:

CAC representative – in what role so we know who to ask? [Cultural District Public Input Meeting](#) by Patricia Frischer has a list of those who made the presentation.

Legoland Representative to speak on empowering children **Peter Kock,**

Michael McDowell, Senior Director of Cultural Tourism for LA INC. The Convention and Visitors Bureau

Our own SD Tourism Authority director, *Kerri Kapich* Here is a link to the summary of the annual workshop: [Annual San Diego Tourism Authority \(SDTA\) Workshop](#) A+ Art Blog by Patricia Frischer

Supervisor Bill Horn or Dave Roberts if he is re-elected

Regarding additional recommendations for speakers: Consult with Jeff Segall, By Design Public Relations & Marketing and a Moonlight Cultural Foundation board member

Call to action: Visual Arts Committee presentation of Looking Glass Project



Budget: Funds available at this time are \$1000

Funding needs:

Print Invites	\$500	(will also send evites to entire list)
Evites	\$200	(design and student stipend)
Programs and Mapping Data summary	\$500	(8 page with advertising which will cover cost of programs)
Signage	\$250	(one 4x3 NCAN poster by door)
Speakers?		

Not covered by either CE or NRP grants

Venue Rental	\$500	(for 200 seated; 200-250 tables)
Tables/Setup	\$250	(10 each at 25 tables; linen etc.)
Parking	\$600	
Food	\$2,000	
Flowers/Centerpiece	\$150	(Ralph's, Flower stand)

Possible Revenue:

Ticket revenue is \$2,000-4,000

Selling sponsorship advertising \$?

Membership if we started charging by June of 2017. \$?