

SAN JOSE ARTS & CULTURE ROUNDTABLE

**American Musical Theatre
of San Jose**
Stewart Slater
President & Executive Producer

February 24, 2003

**Arts Council
Silicon Valley**
Bruce Davis
Executive Director

Ballet San Jose
Andrew Bales
Executive Director

**Children's Discovery
Museum**
Connie Martinez
Executive Director

**City of San Jose
Office of Cultural Affairs**
Jerry Allen
Deputy Director

History San Jose
David Crosson
President & CEO

Opera San Jose
Irene Dalis
General Director

**Mexican Heritage
Corporation**
John Stuckey
Managing Director

**San Jose Convention
and Visitors Bureau**
Dan Fenton
President & CEO

San Jose Museum of Art
Dan Keegan
Oshman Executive Director

San Jose Repertory Theatre
Alexandra Urbanowski
Managing Director

**The Tech Museum
of Innovation**
Peter Giles
President & CEO

Dear Arts and Culture Supporters:

All arts and culture organizations are at a crossroads in our economy and believe our activities continue to be an important tool in sustaining the San Jose economy. With the potential loss of millions of dollars in funding for arts and cultural programs in the upcoming months, it is time to collectively build broader support to ensure funding is sustained.

A recent 'white paper' commissioned by the San Jose Arts and Culture Roundtable (SJACR) shed light on the tremendous economic impact of the nonprofit arts and culture industry in San Jose. According to the study, in FY 01-02, nonprofit arts and culture organizations/events in San Jose and their audiences of 3.8 million generated over **\$177 million in economic activity** in San Jose and contributed an estimated **\$18.2 million in tax revenue** to local and state governments. The industry also boosts the local economy by playing a strategic role in nurturing, growing and sustaining Silicon Valley's creative industries. For instance, technology companies turn to the arts for innovation and inspiration to develop the creative skills necessary to compete successfully in the 21st century workplace.

The economic crisis we are facing commands a concerted effort to protect funding for arts and culture programming. I encourage you to review the information included in the Arts and Culture 'Advo-Kit' and take a moment to remind your representatives that arts and culture are good for the economy and essential to enhancing the quality of life for San Jose residents.

Inside the Arts and Culture 'Advo-Kit' you will find the following information:

- White Paper on the Economic Impact of the Arts and Culture Industry in San Jose
- White Paper Fact Sheet
- Sample Letters to City and State Representatives
- Speaking Points
- Roster of City and State Representatives and the SJACR

On behalf of the San Jose Arts and Culture Roundtable, I would like to thank you for your commitment to the arts and culture in San Jose. If you have any questions, please contact me at (408) 298-5437, ext. 260. I look forward to working together to make San Jose a more vibrant and creative center.

Sincerely,

Connie Martinez
Chair, San Jose Arts and Culture Roundtable