



LOCAL ARTS ADVOCACY GROUP NEW NAME AND BRAND REFLECTS TRANSFORMATION

Prebys Foundation Grant Provides Resources for Growth

SAN DIEGO – April 5, 2024 - Founded in 1989, the San Diego Regional Arts and Culture Coalition has been on the front lines of arts advocacy efforts and has worked tirelessly to ensure that art and culture in San Diego continue to thrive.

When the SDRACC board hired Felicia Shaw to the newly created role of Executive Director in January 2023, her first goal was to restructure the organization and initiate a comprehensive strategic planning process to clarify SDRACC's role and impact in the arts and culture community. The process revealed a strong need to rename and reframe the organization to better align with community needs and changes in the creative sector.

San Diego ART Matters—the new name and brand—was unveiled at a special event at their new home, UC San Diego Park & Market. The event helped celebrate [Arts, Culture, & Creativity Month](#), a statewide initiative spearheaded by California for the Arts.

“Thanks to a generous grant from the Prebys Foundation, we have been able to plan for the future with enhanced capacity and vision,” explained Shaw. “To that end, we have identified a new name and four advocacy initiatives that are the cornerstones of our work to support the arts throughout the region.”

“The final step in our evolution is to adopt a new way of talking about who we are, what we do, and how we present ourselves to the public,” proclaimed Shaw.

On hand to help celebrate was **Julie Baker, CEO of California for the Arts (CFA)** and California Arts Advocates. In 2019, CFA, a statewide arts advocacy organization, successfully campaigned to recognize and celebrate the arts by declaring April as **Arts, Culture & Creativity Month** through a resolution passed in the

California Senate. This year's theme of **ART WORK is REAL WORK** was woven throughout the celebration. A proclamation, presented by the office of **County Supervisor Monica Montgomery Steppe** recognized the importance of the advocacy work by both organizations.

“By clarifying our mission and vision going forward, we concluded that **San Diego ART Matters: Advancing Arts & Culture Across the Region** communicates our overarching value to the community and how we plan to work to shape our future. Our overall mission is to build a region where the arts can thrive. We work for the people and institutions that make San Diego a vibrant cultural place to live, work and visit,” added Bob Lehman, San Diego ART Matters Board Chair.

According to Shaw, the new brand captures three key messages. “We are gearing up for an incredibly active year of advocacy and service in our region. We are committed to **Promote, Protect and Preserve** our valuable arts & culture community and we are here for the entire San Diego region!

In addition to a new name, logo and website, the organization has established a first-ever base camp at UCSD Park & Market downtown. Establishing a central office and meeting space is a major step in the journey to be a major catalyst and convener. **San Diego ART Matters** will join other nonprofits such as Media Arts Center, The Burnham Center for Community Advancement, San Diego EDC and World Design Capital, among others providing more opportunity for partnerships, collaborations and civic engagement.

The creative was developed through a partnership between TR/PR Public Relations and DeMarco Design.

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New website: <https://sdartmatters.org/>

Photos: <https://adobe.ly/3J6p7gr>

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