

# 10 YEARS IN NATIONAL CITY

## BUILDING COMMUNITY WITH CREATIVITY



ARTS



# MESSAGE FROM OUR EXECUTIVE DIRECTOR

Last year, ARTS welcomed more than 150 donors, partners, and friends to events celebrating the 20th anniversary of the organization. Board members, staff, and teaching artists, past and present, shared space with the community of people whose support makes our work possible. Through the conversations and presentations at these events ran a unifying theme: the ARTS Center is a place of potential and possibilities for everyone – regardless of age, background, status or ability – to explore and express their creativity. What an inspiring and affirming image!

The momentum of this message – and the success of our anniversary campaign – carried us into 2022. This year has brought transformation in many forms: a growing team with diverse abilities and stories; revamped programming to reach youth and families where they are; and the embrace of an organizational culture rooted in healing-centered engagement, the foundation for building what we call our “community of care.”

Our Community of Care is built on five CARMA principles (adopted from the Flourish Agenda, founded by Dr. Shawn Ginwright): Culture, Agency, Relationships, Meaning, and Aspirations. In developing our team and board, in designing and delivering on programs and partnerships, we apply these powerful, animating concepts because they infuse our work with purpose and ground our decisions in our mission.

I’m so proud of what we’ve accomplished: from hosting the inaugural STEAM Day in National City, to activating the ARTS Gallery (with a curator on staff) to bringing together young artists, teaching artists, and emerging artists in the cross-border region; to serving more than 600 youth across our programming. I see our values in all of this, and in the budget we just passed for the new year.

Reflecting on the year, there’s a lesson from Dr. Ginwright’s book *The Four Pivots* that resonates: I’ve learned from our young people that “the most important aspect of social change is not problem solving, power building, narrative change, or coalition building – it’s healing.” Looking ahead, thinking about the potential and possibilities of the ARTS Center, I see this community building and asset as a space for healing, collectively and individually, for creating social cohesion and well-being through empowering acts of art and design, and building resiliency. That’s the impactful work ahead; that’s what our community has asked for.


Sincerely,  
James Halliday



Executive Director, ARTS



OUR

An aerial photograph of an outdoor arts festival. In the foreground, a wooden fence runs across the frame. Below it, several people are engaged in musical activities. One person is playing a set of red conga drums, another is playing a keyboard on a stand, and a third is holding a black suitcase. The ground is paved and decorated with blue and white triangular bunting flags. In the background, there are white tents, parked cars, and buildings under a clear sky.

ARTS lifts young people in the  
South County region of San  
Diego to become confident,  
compassionate, and courageous  
community builders through the  
transformative power of creativity.

[www.areasontosurvive.org](http://www.areasontosurvive.org)

# MISSION



# ARTS STAFF

## JACQUELINE BAKER

Maker Workshop & Facilities Tech

## CLAUDIA CENICEROS

Operations Manager

## CONNIE GARCIA

Communication & Design Manager

## JAMES HALLIDAY

Executive Director

## SHANIKA LAZO

Social Media & Marketing Coordinator

## JOSE G. LOPEZ

Operations Coordinator

## YVETTE ROMAN

Lead Teaching Artist (Visual Arts)  
& Gallery Curator

## CHRIS SCHAIE

Maker Workshop Specialist

## ADA SHIDO

Community of Care Coordinator

## OLIMPIA VÁZQUEZ OJEDA

Programs Manager

# AR

# BOARD OF DIRECTORS

## 2021-2022

### LAUREN LOCKHART (CHAIR)

Executive Director, La Jolla Historical Society

### SAM MAZZEO (VICE CHAIR)

Principal, Better APC

### TOM REISE (SECRETARY)

California Institute of Contemporary Art Foundation

### PATRICK STEWART (TREASURER)

CEO, San Diego Public Library Foundation

### CLAUDIA RODRIGUEZ-BIEZUNSKI

Founder and CEO, Sew Loka

### BELIZ IRISTAY

Visual Artist, San Diego and Ensenada, Mexico

### PHIL BEAUMONT

Musician, Artist & Educator, The Color Forty Nine

# TS TEAM

# 2001

Our first year of operations, working with Rady Children's Hospital and Ronald McDonald House. Focus: providing therapeutic arts to youth facing severe challenges.

# 2007

ARTS opens first office in Liberty Station, develops innovative arts education programming and support services for youth facing critical life challenges.

# 2012

ARTS moves into the 20,000 sq. ft. building in National City – former site of National City Public Library. ARTS Center named in honor of the founder's mother, Pat D'Arrigo. Launch "Heal. Engage. Inspire." program, Creating Vibrant Neighborhoods Initiative to serve hundreds of youth.

# 2013

ARTS wins an Oscar for short documentary "Inocente" -- the story of a young woman's creative journey while struggling with conditions of homelessness.

# 2018

ARTS hires its third (and current) Executive Director. The organization shifts to a place-based focus serving the South County region of San Diego, serving youth with a healing-centered approach to arts and design education for K-12 youth and young adults.

# 2020 – 21

ARTS shifts all programming to virtual as a result of the pandemic. Serves more than 1,200 youth over almost two years, while distributing more than 1,500 ARTS Care Kits and 800 free meals to ARTS families.

# 2022

The organization returns to in-person programming, and grows its staff to its current size: 10 employees. In our 10th year in National City, we anticipate serving more than 600 youth this year.

# ARTS OVE





**ARTS**  
A REASON TO SURVIVE

**R THE YEARS**



# 10 YEARS IN



2014-16

## A AVE MOSAIC

FEATURED ARTIST, ROB TOBIN

Over the years, ARTS has gained an expertise working at the intersection of public art and municipal public works. The A Ave Mosaic Wall – funded by Prop 84 Stormwater grant won by the City of National City – is a true masterpiece of community design, created by dozens of youth and hundreds of local volunteers in National City, with Rob Tobin as lead artist. Built using a mix of mediums – paint, ceramic mosaics, sand, and stones collected from Border Field State Park – this 300-foot mosaic wall truly represents National City and its residents in all its natural beauty. Local businesses and organizations donated pieces significant to the history of National City.





# NATIONAL CITY



The corner of 8th Ave & D in National City is a special place for community projects in the history of ARTS over the last decade. When the City of National City took possession of the old H&M Goodies auction house property, ARTS was invited to activate the exterior of the building as a massive, open-air gallery of artwork by youth and artists. Hoyote's colorful paintings made a big splash on the upper facade, along with a collection of works from more than 30 young artists from ARTS programs. Some years later, in 2021, the development team from the new Parco Commons mixed-use space on the same corner invited ARTS back to create an art wall reflective of the city's culture and community – design ideas from local youth inspired of Furvo, who created the mural and sculpture installed last year.



2015-21

## H&M GOODIES AUCTION HOUSE – PARCO COMMONS

FEATURED ARTIST: HUGO FIERRO  
(HOYOTE) & OMAR QUINTERO (FURVO)

# 10 YEARS IN N



2016-22

## MARKET MAKEOVERS

**FEATURED ARTISTS: SELINA CALVO & ENRIQUE LUGO**

Creative placemaking happens when artists, neighborhood residents, and local partners collaborate around an artistic project that advances community well-being. The work of ARTS teaching artists and youth in our “Market Makeover” series exemplifies this approach. Our work at 5 corner markets (so far) in National City shows how storefront improvements and revitalization efforts can create welcoming, healthy hubs for community activity. Teaching artists work with youth and local market owners to beautify and renovate their businesses. Through these projects, we engaged more than 100 youth to make a positive transformation at these community sites.





# ATIONAL CITY



A decade ago ARTS partnered with the Pomegranate Center to embrace the Pomegranate Method, an approach to community-based design focused on creating space with residents that meet local needs. Between 2017-18, high schoolers in our Community ARTS programs teamed up with the artist Vicki Leon to create a gathering place near Paradise Creek, in Kimball Park (National City). The work includes 14 totems topped with multi-colored sculptural elements, as well as sidewalk murals, painted seated areas, and a little library. The pieces were installed on both sides of the creek bed and on the bridge connecting the two sides. Designing and building a gathering place like this revitalizes a neglected part of park, bringing cultural aspects that enable residents of all ages a space for respite and appreciating the native environment of Paradise Creek.



2017-18

**PARADISE CREEK  
GATHERING PLACE**

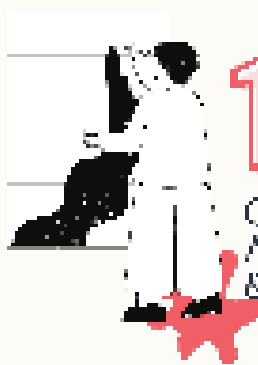
**FEATURED ARTIST, VICKI LEON**

# 22

## POWERFUL PARTNERSHIPS



- National School District
- San Marcos Union High School District
- City of National City
- SDG.U. School of Public Health
- Mesa College, Museum Studies Program
- County of San Diego/ Health & Human Services Agency
- Curcio-Cun Museum
- Art of Han
- Olinwood Gardens & Learning Center
- Aja Bus Xpress
- Museum of Contemporary Art San Diego
- Teet Science Center
- Ocean Connectors
- COCICreats
- Little Fish Comic Book Studio
- Cass Hamler
- San Ysidro Health
- SDCCS (South Bay Community Services)
- San Ysidro School District
- San Diego Unified School District
- David's Haro Foundation
- SD Creative Youth Development Network

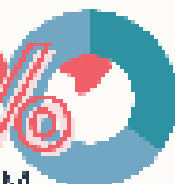


# 18

## COMMUNITY ART PROJECTS & EVENTS



# 35%



## REMOVED FROM CONTRACTED SERVICES



AReasonToSurvive

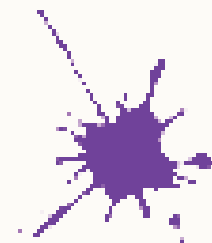


AReason2Survive



A-Reason-To-

# COMMUNITY IMPACT 21 – A REASON TO SURVIVE

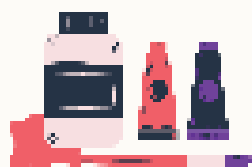


52

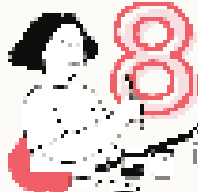
INTERNS, VOLUNTEERS,  
TEACHING ARTISTS &  
ASSISTANT TEACHING ARTISTS

We have also doubled our paid full-time staff

1,360+



HOURS OF HANDS-ON PROGRAMMING



842

YOUTH  
SERVED



Survive

22  
VE

ARTS

# COMMUNITY ARTS

Creative art and community design projects for youth in the South County region of San Diego



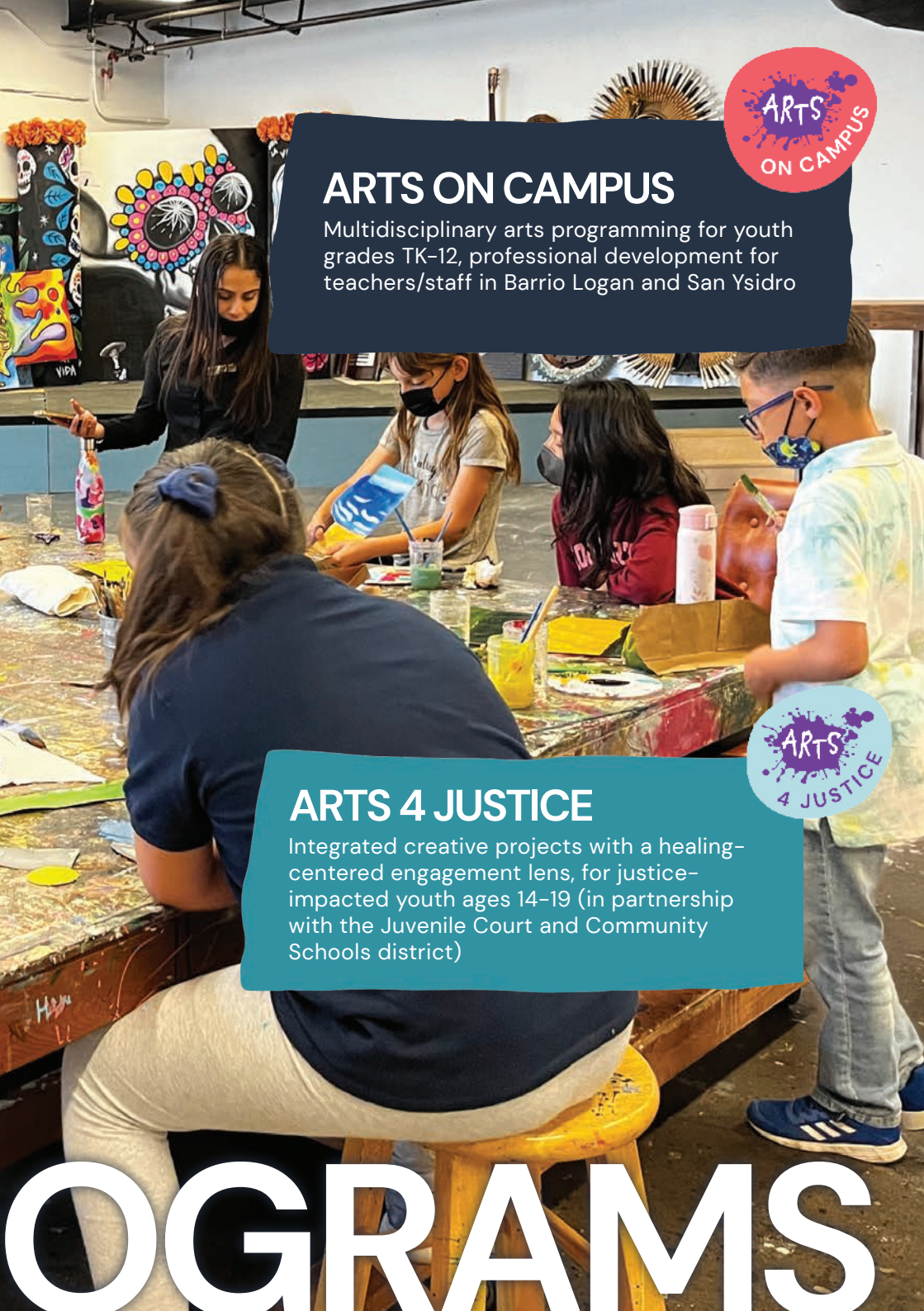
## ARTS @ WORK

Internships and other work-based learning opportunities for youth ages 16-24 to explore careers, access job opportunities in the regional creative economy



# OUR PR





## ARTS ON CAMPUS

Multidisciplinary arts programming for youth grades TK-12, professional development for teachers/staff in Barrio Logan and San Ysidro



## ARTS 4 JUSTICE

Integrated creative projects with a healing-centered engagement lens, for justice-impacted youth ages 14-19 (in partnership with the Juvenile Court and Community Schools district)

# PROGRAMS



Arts Teaching Artists use the CYD framework to create course curriculum focused on hands-on artistic projects that provide youth with the ability to reflect and critically ask themselves the following questions:

## WHAT CAN I DO?

---

Young people develop their cognitive, creative, and artistic skills.

## WHO AM I & WHERE DO I BELONG?

---

Young people explore and build a strong sense of self in relationship to others.

## HOW CAN I CONTRIBUTE?

---

Young people develop their cognitive, creative, and artistic skills.



# CREATIVE YOUTH DEVELOPMENT



CREATE

CREATIVE  
YOUTH  
DEVELOPMENT

CONNECT

CATALYZE

# WE ARE SO GRATEFUL TO WORK WITH SUCH TALENTED TEACHING ARTISTS!

SELINA CALVO  
SHEENA DOWLING  
MR. DYNO  
ADAN ESCOBEDO  
HUGO FIERRO (HOYOTE)  
KOLTEN FRENCH  
LEO FRANCISCO

ZY HERNANDEZ-GRANT  
YESSENIA HULSEY  
THAO HUYNH  
ELLEN KAZ  
KELSEY KENNY  
ENRIQUE (CHIKLE!) LUGO  
ALLAN S. MANZANO

GERARDO MEZA  
RAVEN MONROE  
SAURA NADERI  
ALONSO NUÑEZ  
OMAR QUINTERO  
PATTY RANGEL  
TRAVIS RIPLEY



Teaching Artist, Sheena Dowling and the 8th Grade Art Club with their inspiring mural at Perkins K8.

# TEACHIN

AUBRIANNA ROBINSON  
YVETTE ROMAN  
ELVIRA RUIZ  
KATIE RUIZ  
CHRIS SCHAIÉ  
BETO SOTO  
WALTER SUTIN  
ROB TOBIN  
BEAU TRIFIRO  
MARIE ZHIVAGO



Teaching Artist, Yvette Roman and some of her students preparing for the National City Día de los Muertos Festival from our Art Around the World course, Fall 2021



Teaching Artist, Kelsey Kenny and our Summer Camp cohort on a field trip at the Fleet Center, Summer 2022

# GARTISTS



# ARTS IN THE

National City Dia de los Muertos Festival, Fall 2021



FALL 2021



## DIA DE LOS MUERTOS FESTIVAL & COMMUNITY ALTAR

Last Fall, in collaboration with the City of National City, ARTS produced a community altar and festival in Kimball Park! This was a true communal effort, we hosted several workshops leading up to the event and invited community members of all ages to join us to create offerings for the altar and learn more about this tradition.

# ¡VIVA LA VIDA, VIVA LA MUERTE!



# COMMUNITY

STEAM Day @ ARTS, Spring 2022



STEAM  
DAY @  
ARTS



## SPRING 2022

**COLLABORATION W/  
NATIONAL CITY'S 16  
WEEKS OF STEAM**

Last Spring, we hosted a STEAM Day event at the ARTS Center, where families were invited to explore STEAM through hands-on activities led by our partners from the Fleet Science Center, Ocean Connectors, CORI Create, and National City's 16 Weeks of STEAM initiative.





Open House & Youth Exhibition, Fall 2021



Gallery visitors, East 12th Street exhibition, Summer 2022



Lux S., Comic-Con Museum





# ARTS GALLERY

The ARTS Gallery extends the mission of the organization — to provide a space where artists of all ages come together with creativity, courage, and compassion to build community.

ARTS is committed especially to: supporting young artists learn and flourish; fostering

collaboration between youth and teaching artists; and opening a safe, welcoming space where creatives in our binational region can show work and share ideas, regardless of age, status, and abilities.

219

YOUNG  
ARTISTS  
EXHIBITED

OVER

1500

VISITORS

13

YOUTH AND  
COMMUNITY  
EXHIBITIONS

**YOUTH & EMERGING ARTISTS | EXHIBITIONS | WORKSHOPS**



Preview exhibition, Fall 2021



Gallery visitors, East 12th Street exhibition, Summer 2022

# COMMUNITY



Teaching artist Leo Francisco and Care Intern Ada Shido w/ ARTS @ Home class, Spring 2021

Our Community of Care model started taking form in 2019, when ARTS established a partnership with the County of San Diego’s Health and Human Services Agency (HHS) to support and supervise our “Care

Internship” program. Other partnerships with local universities – including SDSU’s School of Public Health – enabled ARTS to connect with undergraduate and graduate level interns, who embedded with our programs team for designing and implementing healing-centered arts programming. These partnerships continued even as the pandemic forced us to convert all our programming to virtual.



Building a Community of Care exercise with ARTS Team, Fall 2021

## FOCUS ON OUR TEAM

The next step in creating our Community of Care began in 2021, when the ARTS team began a year-long training process called “Building a Community of Care from the Inside Out”, facilitated by Rachele Archer (Artful Leadership), and supported by the Clare Rose Foundation.



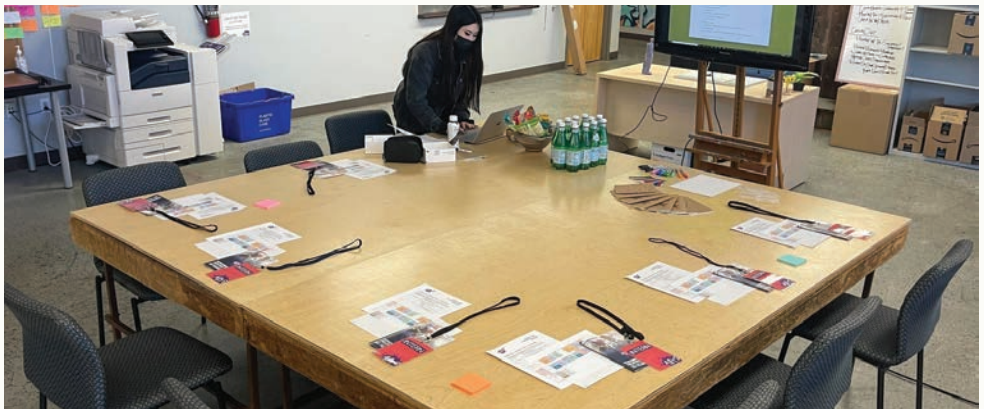
# OF CARE

## COMMUNITY OF CARE COORDINATOR

In Fall 2022, with support from the Parker Foundation and Robert T. Keeler Foundation, ARTS hired its first Community of Care Coordinator, Ada Shido. Combining her educational background in psychology and youth development with her professional experience at ARTS as an intern and program assistant, Ada is ideally suited to step into this role. In addition leading our integration efforts of CARMA principles in program design and delivery, Ada also oversees implementation of a social-emotional assessment tool for youth called the Holistic Student Assessment (HSA). The Community of Care Coordinator works closely with our Programs Manager and teaching artists, and in collaboration with an MSW practicum student whose placement at ARTS runs Fall 2022 – Spring 2023.



Building a Community of Care exercise with ARTS Team, Spring 2022



Ada prepares for the new group of Care Interns first visit to the ARTS Center, Spring 2022

# CARMA PRINCIPLES

In Summer 2022, we adopted the “CARMA” Principles as building blocks for integrating our healing and self-care practices into our programs in order to foster positive social-emotional development and augment our Creative Youth Development (CYD) framework. Developed by Dr. Shawn Ginwright and the Flourish Agenda, the CARMA Principles are: Culture, Agency, Relationships, Meaning, and Aspirations.

As a team, we take time every week to make sure we are honoring and exploring these principles through activities and check-ins with each other.

## AGENCY

The individual and collective power to act, create and change personal conditions and external systems.

## CULTURE

The values and norms that connect us to a shared identity.



ARTS on Campus Mural, Horton Elementary, Spring 2022



**RELATIONSHIPS**

The capacity to create, sustain and grow healthy connections with others.

**MEANING**

The profound discovery of who we are, why we are, and what purpose we were born to serve.

**ASPIRATIONS**

The capacity to imagine, set and accomplish goals for personal and collective livelihood and advancement, and the exploration of possibilities for our lives and the process of accomplishing goals for personal and collective livelihood.



# THANK YOU FOR

## FOUNDATIONS:



CLARE ROSE  
FOUNDATION



THE  
CONRAD PREBYS  
FOUNDATION



**PRICE**  
PHILANTHROPIES



**ROBERT T KEELER FOUNDATION**



**COWLIN FAMILY  
FOUNDATION**

**SAGER FAMILY  
FOUNDATION**

# YOUR SUPPORT!

## CORPORATE:



## PUBLIC/GOVERNMENT:



County of San Diego, Supervisor  
Nora Vargas  
(District 1)

San Diego County Office  
of Education - Juvenile  
Court & Community  
Schools District

City of San Diego,  
Commission for  
Arts & Culture



# 100 DAYS OF

SEPTEMBER 8TH - DECEMBER 16TH

ARTS



**THIS IS A SPECIAL CAMPAIGN  
FOR A UNIQUE YEAR!  
IT'S OUR 10 YEAR ANNIVERSARY  
FOR THE ARTS CENTER IN  
NATIONAL CITY!**

Because of generous supporters like you, ARTS will continue our mission: to lift young people in the South County region of San Diego to become confident, compassionate, and courageous community builders through the transformative power of creativity.



**DONATE & HELP US  
SPREAD THE WORD**

[www.areasontosurvive.org/donate](http://www.areasontosurvive.org/donate)