

The background of the entire slide is a close-up photograph of several woven baskets. The baskets are made of natural fibers and are decorated with vibrant, multi-colored patterns in shades of red, orange, yellow, green, blue, and purple. Some baskets have thick, braided handles. The lighting is bright, highlighting the texture of the weaving.

Creative Conversations 2026: The Arts in Rural and Unincorporated San Diego County

*A Presentation to the San Diego Rural Arts Alliance by
San Diego ART Matters*

October, 2025



About San Diego ART Matters



- Advocacy
- Convenings
- Marketing and Communications
- Research and Strategic Initiatives
- Intermediary Services
- Training and Professional Development



Why Rural Communities Matter

It's large part of San Diego and people are moving there

Affordability and “room for a better quality of life” top motivators for moving from urban to rural areas:

- *Sense of Belonging and Community*
- *Connection to Nature and Place*
- *Lower Cost of Living and Space*
- *Safety, Family and Quality of Life*
- *Opportunity for Meaningful Contribution*
- *Escaping Urban Challenges – Coming Home to something Meaningful*

About Creative Conversations: 2025

What we Heard:

People choose a rural life – not just for what it lacks - but what it offers, BUT...

Rural communities often lack the vibrant arts and culture scene urban areas offer – and rural residents want more. Rural communities are underserved by San Diego's arts and culture sector.

How World Café Works





Creative Conversations: 2026

What's Ahead?

Using World Café method, answer the following questions:

- *What's working now?*
- *Where are there gaps?*
- *What don't we want?*
- *What do we want more of?*

ENVISION THE FUTURE

What we hope to Learn

- How can the arts attract more visitors?
- How can the arts expand employment and economic development?
- How can the arts promote health and well-being, particularly with youth?
- How can the arts preserve heritage while fostering new collaborations and creative expression?





When and Where is Creative Conversations?

When: January or February 2026 - TBD

Time: 9:30 am until 1:30 pm

Where: PowPac

Admission: FREE



How can the Rural Arts Alliance Participate?

- Attend the event and join in the conversation
- Outreach Partner - Help get the word out
- Co-Brand - promote Rural Arts Alliance