

## 2012 – 2013 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>EF-01</b>	<b>Art Abounds</b> <i>2012-2013 Season</i>	<b>\$40,000</b>	<b>\$18,500</b>

The Art Abounds program, a partnership between UCSB Arts & Lectures and the Santa Barbara Dance Alliance is the premier performing arts collaboration on the Central Coast, attracting thousands of patrons each year from the Central and Southern California communities with outstanding cultural opportunities in downtown Santa Barbara. Grant funds are being requested for artistic salaries, marketing and publicity costs. Panel Comments: The committee applauds the high quality and innovative programming as well as strategic marketing and collaborations with area businesses that draw increased locals and visitors to downtown venues. The Master Class series provides dynamic professional opportunities for emerging dancers and enrichment opportunities for life-long learners. The committee recognizes the value of new strategies to leverage artist's connections to their fan base, and website optimization for mobile devices to access info and purchase tickets.

<b>EF-02</b>	<b>Cinco de Mayo Festival</b> <i>2013 Cinco de Mayo Festival</i>	<b>\$ 8,000</b>	<b>\$-0-</b>
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This grant request is for support of the 22nd annual Cinco de Mayo Festival. The goal of the two-day festival at De la Guerra Plaza is to bring a focus on Mexican culture and tradition to downtown Santa Barbara. This free event is open to the public with live music, entertainment, food and booths at the center of the festival. Requested funds will be used to market, promote and attract out-of-town guests and locals to downtown Santa Barbara. Panel Comments: While the committee recognizes the importance of this traditional event, it appears to function more as a community celebration than a tourist destination event. The committee had concerns that recommendations made last year were not addressed and the organization was not able to realize the event last year. The committee strongly recommends the following: 1.) Apply for a Community Arts grant in the future; 2.) Engage more youth and emerging leaders in planning and in programmed activities; and 3.) Expand the Board of Directors.

<b>EF-03</b>	<b>Lobero Theatre Foundation</b> <i>Lobero Live!</i>	<b>\$40,000</b>	<b>\$ 17,000</b>
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Funding is requested for marketing the *Lobero Live* series that attracts diverse audiences from all age groups. Programming is designed to complement, not compete with other presentations in town. Lobero's multiple small series with world-class performers are well publicized and serve both visitors and residents. Funding is requested for marketing & publicity and artist fees. Panel Comments: The committee commends The Lobero for its continued efforts to expand audiences outside the area through Twitter, Facebook and artist's fan bases; and for its new fall/winter wit/comedy series and unique roots and strong jazz focus---being opportunistic and flexible in booking acts touring on the West Coast. The committee recognizes the outstanding job The Lobero does in gathering audience surveys at each performance and for its recent efforts to develop partnerships with surrounding restaurants during Mangle del Arte in October.

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<b>EF-04</b>	<b>Mental Wellness Center</b> <i>19<sup>th</sup> Annual Arts Festival</i>	<b>\$2,000</b>	<b>\$2,000</b>

Funds are being requested for the Annual Arts Festival in De la Guerra Plaza in October. This public and free forum showcases the visual and performing arts talents of people living with mental illness such as bi-polar disorder, depression and schizophrenia. Artists are generally from Santa Barbara County, over the age of 18, and distinguished by having been diagnosed with a mental illness. The event provides 65-80 artists the opportunity to participate with a goal to engage the community and reduce the stigma often associated with mental health disorders. Panel Comments: The committee recognizes the value of advancing mental wellness and increasing community awareness through this event and the long partnership with City Parks and Recreation. Grant funds to support increased publicity and promotion of the program will serve to increase community awareness, and attendance at this event that provides a great benefit for this under-served audience.

<b>EF-05</b>	<b>New Noise Music Foundation</b>	<b>\$40,000</b>	<b>\$18,500</b>
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Established in 2009, the New Noise Foundation is a nonprofit organization that hosts the annual *New Noise Santa Barbara Music Conference & Festival*. The NNSBC&F is a three-day music and digital media extravaganza that showcases emerging and established bands, hosts educational panels on the music industry's hottest topics, presents esteemed experts from all walks of the business, and serves as a place for players big and small to connect and plot the future of sound. Funds will be used to market and promote the 4th Festival. Panel Comments: The committee applauds New Noise Festival organizers for a very successful online presence and the use of diverse media and story angles. Developing partnerships with area hotels and businesses for events and packages and linking to area musicians and industry professionals is a great benefit. The Festival Kick-Off with Pianos on State Street and *1<sup>st</sup> Thursday* downtown focus is an excellent model for generating community engagement and excitement for the event.

<b>EF-06</b>	<b>Opera Santa Barbara</b> <i>2012-2013 Mainstage Opera Productions</i>	<b>\$15,000</b>	<b>\$11,500</b>
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Funds provided by the Events & Festivals Grant Program will be used to continue to broaden and expand the audience for Opera with a goal to make Santa Barbara an Opera destination. Marketing efforts will be directed to Ventura and Los Angeles Counties where OSB is seeing increased ticket buyers from those areas. Panel Comments: The committee applauds Opera Santa Barbara for its successes in the last several years in increasing the number of subscribers and capacity at events. Innovative programs such as Opera Lab in local schools and the recent Lip Sync event serve to increase awareness and appreciation for this art form and attract a younger audience "cultural adventurers".

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Grant #	Organization	Amt. Requested	Amt. Recommended
<b>EF-07</b>	<b>SB Downtown Organization</b> <i>epicure.sb: a month to savor santa barbara</i>	<b>\$30,000</b>	<b>\$15,000</b>

Epicure.sb is a month-long promotion showcasing Santa Barbara's diverse epicurean and cultural offerings. It is designed to stimulate business and introduce new customers to restaurants, retailers and events that highlight Santa Barbara's cuisine, libations and culture in Downtown and throughout Santa Barbara. Locals and visitors have the opportunity to experience events and special offerings related to the culture of food and beverages. Panel Comments: The committee applauds the continued efforts to optimize resources and online resources. The panel recognizes the success of Epicure SB in bundling area food festivals and cultural offerings to strengthen branding for Santa Barbara as a cultural tourist destination and underscore the depth and connection of local food, wine and culture. The strategy to mentoring and providing resources to better link and embed culture with culinary events is a successful model.

<b>EF-08</b>	<b>Santa Barbara Revels</b> <i>The Christmas Revels: In Celebration of the Winter Solstice</i>	<b>\$15,000</b>	<b>\$12,000</b>
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Santa Barbara REVELS requests funds to present a full schedule of performances for adults and children to celebrate the Christmas tradition and Winter Solstice 2012 scheduled to again coincide with 1<sup>st</sup> Thursday in December. Funds from this year's grant are requested for marketing and publicity, administrative, artistic, and design/technical salaries and wages. Panel Comments: The committee recognizes Revels success and continued efforts to expand audiences and community participation through strategic marketing with the Performing Arts League and the Conference and Visitors Bureau online. Scheduling events throughout the year continues to be an effective tool in increasing public awareness for Revels as a lead-up to the Holiday event. The panel looks forward to this year's Appalachian focused event and recommends marketing to a broader audience using more social media.

<b>EF-09</b>	<b>SB Trust for Historic Preservation</b> <i>Annual Founding Day</i>	<b>\$ 8,000</b>	<b>\$3,500</b>
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Founding Day is a tradition the Santa Barbara Trust for Historic Preservation (SBTHP) celebrates annually with the community, visitors from throughout the State and around the world to honor and celebrate the beginnings of culture and history of Santa Barbara. Funds are being requested to assist with marketing and publicity for the 50<sup>th</sup> anniversary event scheduled for April 20th. Panel Comments: The committee values SBTHP's continuing efforts to link to surrounding businesses and to the State Historical Park website to help promote and advertise Founders Day as an event that reconnects locals to their history and engages cultural tourists and their families. Recent additions to the historical reenactment of living arts activities focusing on early California music, food, archeology, Chumash culture and native plants have added greater depth to their program.

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GRANT RECOMMENDATIONS**

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<b>EF-10</b>	<b>SUMMERDANCE Santa Barbara <i>DANCEworks Residency</i></b>	<b>\$5,500</b>	<b>\$4,000</b>

SUMMERDANCE has been presenting nationally recognized choreographers in Santa Barbara since 1996. The event *DANCEworks* is a collaboration between SUMMERDANCE Santa Barbara and the Lobero Theatre Foundation. With a history of connections within the Contemporary Dance community this model helps promote Santa Barbara as an international arts destination through its links to national dancers, contemporary dance community and the opportunity to have the work of exceptional choreographers linked to Santa Barbara. Panel Comments: SUMMERDANCE continues to expand its reach nationwide through Social Media, past and present choreographer's blogs their fan bases and in the afterlife of touring the original work created in Santa Barbara. *DANCEworks* continues to find new ways to engage the community in the process through calls for dancers, open rehearsals, a daily video diary of the process and the final performance.

<b>Amt. Requested</b>	<b>Amt. Recommended</b>
<b>\$203,500</b>	<b>\$ 102,000</b>