

2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
OD-01	American Dance & Music	\$10,000	\$3,000
<p>Funds requested are to support the 4th production of Dance: Up Close and Cultural an expanded component of AD&M's (formerly Santa Barbara Ballet) programming that provides seniors and families with young children the opportunity to attend informal & interactive dance performances at no charge. Plans to include students from Moving to Learn and increased new venues are all part of a long-term goal to develop a broaden audience for ticketed, in-theatre performances to include more diverse populations. <u>Panel Comments:</u> The panel recognizes the Dance: Up Close and Personal event as a good strategy in broadening exposure to a variety of dance experiences and increasing engagement while showcasing the work of regional dancers. Linking youth from Moving to Learn to the program should serve this goal.</p>			
OD-02	Architectural Foundation of SB	\$18,000	\$2,500
<p>Architectural Foundation of SB seeks to maintain and expand its current programs, partnerships and projects. Continuing its commitment to serve under-represented youth at no charge, AFSB is in need of additional support. All programs rely upon the generosity of members and volunteers to keep them active and viable. AFSB is seeking additional staff support to increase promotion of the educational outreach programs and expand the donor base to ensure continued success. <u>Panel Comments:</u> The panel commends the Architectural Foundation on its dedication to continued quality programs, expanding your volunteer base and its links to strategic community resources. The Built Environment Education Program (BEEP) for 5th and 6th graders and other staff efforts to expand educational and bilingual programming to engage more diverse audiences is commendable.</p>			
OD-03	Arts for Humanity!	\$10,000	\$4,000
<p>Requested funds are needed to keep pace with the growth and quality of Arts for Humanity's programs and production of training manuals, instructional and marketing videos, online presence, community and program outreach and monitoring and oversight of program activities. Strategic use of OD funds would promote ongoing measures of growth, continued quality of programming, and increase community awareness and engagement. <u>Panel Comments:</u> The panel applauds Arts for Humanity for continuing to provide valued programming and events to a variety of underserved individuals and groups and expanding offerings from 8 sites to 10 sites. The panel commends AH! for its continuing successes in continuing to engage UCSB student interns and strengthening community partnerships with groups such as the Boys & Girls Club, Housing Authority, Alpha Resource Center, and PAL Twelve 35.</p>			
OD-04	Arts Mentorship Program	\$ 12,000	\$2,500
<p>The Arts Mentorship Program (AMP) was established in 2001 for the purpose of providing training, education and mentorship to young visual and performing artists in Santa Barbara and the surrounding community. AMP's funding request is to support additional staff time to facilitate expanded growth in its 3 distinct programs: Rent Subsidy, Scholarship/Mentorship, and Student Dance Companies. <u>Panel Comment:</u> The panel recognizes the valued services provided by AMP to under-served and talented youth particularly for after-school and weekend programs. AMP's new location within walking distance of schools and neighborhood should serve to increase youth and community engagement.</p>			
OD-05	Atkinson Gallery, Foundation for SBCC	\$15,000	\$2,500
<p>Due to a change of the Gallery Director, gallery renovation, and interruption in all print mailers, the Atkinson Gallery has lost contact with its past donors and its visibility in the community.</p>			

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	<p>Funds are requested to hire a consultant to develop and promote a sustainable social media plan, develop a method for tracking visitors and audience participation at the gallery, and outreach to past visitors and patrons. <u>Panel Comments:</u> The panel recognizes the challenges of location and staff changes and supports plans to develop and promote a sustainable media plan, and expanded Facebook outreach to reconnect with the community and arts patrons. More information and details on the consultant’s interface and participation with staff in implementing new policies (to make them self-sustaining) would have strengthened the grant request.</p>		
OD-06	BOXTALES Theatre Co.	\$10,000	\$5,000
	<p>Boxtales Theatre Company requested \$10,000 for general operating support to be used to support the salaries of the Executive Artistic Director and Managing Director—two key positions in allowing Boxtales to serve 10,000 children each year. <u>Panel Comments:</u> The panel applauds Boxtales for its innovative and unique productions that promote theatrical appreciation for all ages while fostering greater cross-cultural understanding. Boxtales is to be commended for expanding the reach outside the community. This was a very succinct and well-written grant.</p>		
OD-07	Community Arts and Music Association (CAMA)	\$18,000	\$2,000
	<p>Funds will be used to support the promotional activities supporting the drive for season subscriptions for our 2014-15 International Concert Series at the Granada and Lobero Theatres and expand subscriber base. The subscription/promotion drive will begin in April 2014 at the end of the 2013/14 Season and will be completed by August 31, 2014. <u>Panel Comments:</u> The panel applauds CAMA for its continued support of music education in schools and to life-long learners; and its efforts to expand its outreach to younger audiences by making affordable tickets and information available through social networking, Facebook and an updated website. The panel strongly suggests exploring alternatives to promoting through direct mail pieces as a way to engage more youth, and attract more diverse underserved communities.</p>		
OD-08	Camerata Pacifica	\$4,500	\$3,500
	<p>Funds requested are for program support for Camerata Pacifica’s monthly Lunchtime concerts at Hahn Hall. This lower-cost series that features Camerata Pacifica’s principal musicians serve local seniors but also music students who can purchase \$10 tickets, and groups like SB Music Lovers who promote programs among their membership. <u>Panel Comments:</u> The panel applauds Camerata Pacifica for expanding the reach of its programming and making stellar concerts available and affordable to music lovers of all ages. A Downtown venue for this same type of program would be a great addition to the Historic Cultural Arts District.</p>		
OD-09	Center Stage Theater	\$10,000	\$6,000
	<p>Center Stage requests \$10,000 to support the venue subsidy fund and offset general operating overhead expenses as well as the salaries of the theater’s administrative and technical staff. The Rental Subsidy Fund specifically supports new producers, producers presenting new works, or productions that serve new and alternative audiences. <u>Panel Comments:</u> The panel recognizes Center Stage as a valued resource for regional performing arts groups and its commitment to keep ticket prices affordable. Funding is awarded</p>		

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	to support general operating costs and specifically Center Stage’s support to community groups through its rent subsidy program.		
OD-10	City at Peace- Santa Barbara	\$10,000	\$6,500
	After 18 years of changing teens’ lives, City at Peace is evolving, in order to respond to shifting funding conditions and better respond to shifting lifestyles and interests of teens today. The plan is to expand from one production each year to multiple shorter performance pieces to be showcased in City Parks and Recreation venues. Changes will increase opportunities for teens to work with special artists with backgrounds in theatre, mixed and multi-media and photography giving them tools to express themselves and create art commentaries on their lives and their neighborhoods. <u>Panel Comments:</u> The panel applauds City at Peace for the ongoing success of this significant youth program that serves at-risk youth and provides valuable tools for self-expression, empowerment, mediation and conflict resolution. The new model for greater community connection and engagement is a good strategy to fit with increased engagement of youth in ever-evolving media, social networking resources and tools.		
OD-11	DramaDogs	\$9,000	\$3,000
	DramaDogs requests funds to be used to expand on the marketing/PR and outreach campaign successes of last year through continued financial support for an intern position--- freeing up the creative director(s) to develop and produce quality performances in traditional theatre venues. <u>Panel Comments:</u> The panel recognizes the value of freeing up creatives from the tasks of PR and Outreach in order to create new workshops and productions. The panel commends DramaDogs on its commitment to affordable workshop fees and “Pay What You Can” performances to attract and engage more students and those with limited income.		
OD-12	Ensemble Theatre Co.	\$18,000	\$5,500
	The Ensemble Theatre Company requests funding to support expanded marketing efforts and education initiatives in its maiden season at The New Vic and capitalize on increased awareness of the new state-of-the-art theatre in the Cultural Arts District. <u>Panel Comments:</u> The panel commends Ensemble Theatre for its outreach program and partnership with the Conference and Visitors Bureau, Chamber of Commerce, Downtown Organization in expanding the reach of marketing to Ventura, SLO County and Los Angeles. The concentrated two-week long festival of events targeting new and diverse audiences is a good strategy.		
OD-13	Everybody Dance Now	\$12,000	\$4,500
	Funds requested are to help support a full-time executive director position (EDN Founder Jackie Rotman) to support local chapter leaders and oversee improvements in curriculum development, teacher training and measurement/evaluation methods. Funds will also offset the costs of salaries for the Education Director and Fundraising consultant. <u>Panel Comments:</u> This is a stellar program that continues to expand through strategic alliances and partnerships that provide extraordinary opportunities for under-served youth to experience self-expression through dance with instruction by peers. Hiring a full-time Executive Director at this point in the organization’s history makes good sense.		
OD-14	Explore Ecology	\$18,000	\$5,500
	Explore Ecology, formerly Art From Scrap is seeking funding to help support a number of initiatives including continued rebranding of the ReUse store and community art programs, support for guest artist stipends, and development of a 5-year strategic plan. Web Marketing Therapy is helping with audience		

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	outreach and rebranding of Art from Scrap as Explore Ecology. <u>Panel Comments:</u> The panel recognizes Explore Ecology as a valued community resource with excellent multi-cultural creative educational programs and a broad outreach to the community through a wide variety of partnerships. Attention to rebranding of Art From Scrap is essential and must be effective to remain connected to decades of supporters.		
OD-15	Flamenco Arts Festival	\$6,500	\$3,000
	Funds are requested to hire a consultant to help generate new revenue sources to create more financial stability for the organization and to help define strategies for engaging more diverse sectors of the community. <u>Panel Comments:</u> The panel recognizes the need for the organization to achieve greater financial stability and financial/donor support for this annual event. A consultant that can develop a plan for new funding generation and expansion of the Board of Directors to include individuals with links to funders and the community is a good step forward. Increasing community awareness and examining current public perceptions should be part of that process.		
OD-16	Future Traditions Foundation	\$6,200	\$2,500
	Funds are requested to assist in developing a sustainable organizational structure and build on the progress made last season. Future Tradition’s long-range goal is to establish a Santa Barbara community arts resource center. <u>Panel Comments:</u> The panel commends Future Traditions Foundation for its growing number of successful collaborations and the efficiency of its operation and use of online media. Strategies for community outreach are very thoughtful and should produce great results. Budget figures in the grant related to staff salaries were confusing and greater specificity of how funds will be used was needed.		
OD-17	Genesis West	\$9,000	\$4,000
	Thanks to past support from City arts grants, the adventure into pop-up theatre began a long-term evolution of the entire experience of the Genesis West theatergoer. This year Genesis West intends to introduce Santa Barbara audiences to “immersion theatre” offering 2 production “Wrecks” by Neil La Bute (October) and Extraordinary Wonders: The Davenport Brothers, or a collaborative original play to premiere in spring of 2014. Funds are requested for general operating expenses to support administration, marketing and presenting costs. <u>Panel comments:</u> The panel commends Genesis West for its fresh and innovative approaches to engaging new and diverse audiences in more participatory and viral ways.		
OD-18	Lit Moon Theatre Company	\$ 18,000	\$6,000
	Funds from the Organizational Development grant will help subsidize Lit Moon’s 2013-14 “Year of Cheknov” which will feature small and large productions. The project will use artists from Lit Moon Theatre, Bitola (Macedonia) National Theatre, Marjanisvhill State Drama Theatre, Tbilisi, Georgia. Westmont College, and other local professionals. Funds will be used to defray artistic costs for local professionals. <u>Panel Comments:</u> The panel recognizes the significant contributions of Lit Moon over the last twenty years in presenting innovative international theatre and commends efforts to reach underserved audiences through special low and no-cost performances.		
OD-19	Ganna Walska Lotusland	\$10,000	\$2,500
	Funds requested are to support a portion of the salary for a 2013-14 Community Outreach Coordinator dedicated to Lotusland’s emerging art program. Following on the great success of the “Swarm” exhibit at		

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	<p>Lotusland, an exhibition entitled “Flock” is planned for Spring 2014 with Nancy Gifford serving as guest curator. <u>Panel Comments:</u> The panel commends Lotusland on last year’s success in engaging the Santa Barbara community through the successful promotion and outreach for the Swarm exhibition and integrating art experiences into the Garden. Funding to support an Outreach Coordinator should help guarantee the success of the Flock exhibition in the spring.</p>		
OD-20	Marjorie Luke Theatre	\$14,400	\$5,500
	<p>Requested grant funds are to support approximately 30% of the General Manager’s salary. This support is key to the successful operation of the Theatre and its direct service to over 150 arts and education groups that use the Luke, and 3,100 SBJHS students and its faculty. <u>Panel Comments:</u> The Marjorie Luke Theatre and its rent subsidy program continue to be an invaluable asset to the community in general and to under-served audiences in particular. Staff expertise and technical support is a highly valued resource, particularly with smaller organizations and presenting groups.</p>		
OD-21	Music Academy of the West	\$18,000	\$1,500
	<p>The Academy strives to be a year-round cultural treasure for Santa Barbara by creating, presenting, and nurturing outstanding classical music. Through its annual Summer Festival, its Met: Live in HD broadcasts in Hahn Hall and at the Arlington, and partnerships with local organizations and music teachers, the Academy contributes in many ways to Santa Barbara’s cultural landscape. To make this possible each year, MAW must raise \$3.4 million in contributed income. These funds are critical to offsetting our programmatic expenses, as well as our marketing, publicity, and administrative operating costs. A general operating grant from the Arts Commission will provide vital funding towards this effort. <u>Panel Comments:</u> The panel recognizes the Music Academy of the West’s vital contributions to Santa Barbara’s cultural landscape and applauds MAW’s outreach efforts to the community. The panel recommends that future grant requests be devoted to support underwriting for a specific series of outreach programs or events.</p>		
OD-22	Notes for Notes	\$14,000	\$4,500
	<p>Notes for Notes requests Organizational Development funding to increase staffing with a dedicated outreach/development team member. The position should serve to increase participation and volunteer outreach (tracked through membership cloud software) enhanced community engagement networking opportunities; and increased fundraising through private/corporate donations and foundation grants. <u>Panel Comments:</u> Notes for Notes’ programs at the Boys and Girls Club in Santa Barbara and now Carpinteria and Ventura and its out-of-state programs have become stellar models for engaging underserved youth and engaging private and business support for this program. Additional staff support to address significant growth of Notes for Notes and its programming is an excellent use of Organizational Development funds.</p>		
OD-23	Outrageous Film Festival	\$4,000	\$3,000
	<p>The 2013 Outrageous Film Festival will be held November 7, 2013 at the Multicultural Center at UCSB and November 8-10 at the Metro Four Theatre. Due to the economy and its negative effect on our audience size over the last three years, the focus for the 2013 festival is to begin to rebuild audiences. Because the target audience (LGBT people) is so underserved, Outrageous Film Festival believes deeply in the importance of the festival in serving the community in the arts arena. Funds will be used for</p>		

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	marketing, program costs, and film rental. <u>Panel Comments:</u> The panel applauds this organization for its efficiency, marketing strategy and engagement of community volunteers in support of this program that reaches underserved audiences. Increased outreach efforts to partner organizations to reach more diverse audiences is a good strategy.		
OD-24	Out of the Box Theatre Company	\$10,000	\$3,000
	Grant funding is requested by Out of the Box Theatre Company to help cover operational costs, advertising, and stipends for its 5th season. This year OOTB plans to produce 3 shows instead of 2. <u>Panel Comments:</u> The panel applauds Out of the Box Theatre for its student rush ticket program, grass roots support, audition workshop and for being a very efficient and collaborative member of the arts community. Receipt of two Indy awards is a testament to the work you are doing in the performing arts community and engaging new more diverse audiences.		
OD-25	Santa Barbara Center/Performing Arts	\$18,000	\$2,000
	The Granada Theatre is home to eight world-class arts organizations. To help assure their ongoing vitality, SBCPA supports these resident companies at a level of slightly less than \$1,000,000 per year through facility rental subsidies and pro bono advertising. Currently, ticket sales and other earned income cover only half of the SBCPA's budget. Grant funding would help support this program. <u>Panel Comments:</u> The Panel commends Santa Barbara Center for the Performing Arts for its commitment to support resident companies through rent subsidies and pro bono advertising. The panel recognizes the significant benefit to resident companies that are able to perform in The Granada's state-of-the-art venue and leverage its expanded marketing reach in and beyond Santa Barbara.		
OD-26	SB Children's Chorus	\$18,000	\$3,500
	The SB Children's Chorus program delivers Glee Club kits to schools and brings together students from participating elementary schools into a group performance that takes place in April each year. Funds are requested to expand after-school/on-campus programs for The All Schools Chorus, to public and private schools in Santa Barbara, Carpinteria and Goleta. <u>Panel Comments:</u> The panel applauds SB Children's Chorus on the extraordinary development of this program over the last several years. The scalability of the kit approach to schools is a great model. Funds from this grant must support only those activities, events and programs that take place in the City of Santa Barbara.		
OD-27	S.B. Choral Society	\$7,000	\$2,500
	In order to grow and reach wider audiences, and become self-sustaining the Santa Barbara Choral Society needs a stable, effective administrative foundation. Requested grant funds would be used to retain a consultant to formulate and implement a multi-year fund development plan, provide a day-long basic fund raising seminar for the Board members, and train certain Choral Society members in the use of proven fund raising techniques. <u>Panel Comments:</u> Engaging a consultant to work with the Board, changing venue for performances to the Lobero Theatre, and partnering with other organizations such as the Children's Choir and other church choirs are all good strategies for engaging more diverse audiences and becoming more self-sustaining.		

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OD-28	Santa Barbara Dance Alliance	\$17,300	\$4,300
<p>Funds requested are to support three distinct efforts to strengthen SB Dance Alliance. They are 1.) Contract with a designer to update website and database to provide greater connections to their audiences; 2.) Produce three community classes in partnership with Rock Shop Academy; and 3.) Hire an event coordinator to produce a “Dance ‘til you drop Marathon.” <u>Panel Comments:</u> The panel recognizes the role the Dance Alliance plays in unifying and connecting the dance community. Strategies to improve interactivity of website and database update, while collaborating to produce new community events should yield new audiences and supporters.</p>			
OD-29	S.B. Dance Institute	\$18,000	\$6,000
<p>Santa Barbara Dance Institute(SBDI) requests OD funds to build upon the successes of its growing programs and partnerships and properly sustain the growth achieved, by increasing staff capacity. Funds will be used to support key staff positions needed to continue to carry out its mission, and meet the demands of adding 6 new schools through a partnership with AOK. These include expanding the Program and Event Coordinator position to full-time, hiring a part-time Director of Operations, and increasing the number of dance instructors. <u>Panel Comments:</u> This is a stellar program with a defined vision, strong leadership and the proven ability to garner increased community support. Programs reach hundreds of very diverse and underserved youth with programs that promote self-esteem and cross-cultural understanding.</p>			
OD-30	S.B. Education Foundation	\$5,000	\$2,750
<p>The SB Education Foundation requests \$5000 in Organizational Development funds to be used to continue funding the development program that includes grant writing, direct mail appeal, and solicitation of individuals, major donors, businesses, corporations, service clubs and foundations. SBEF actively raises funds to purchase instruments for four jr. high music programs, hires eight art instructors for Incredible Children’s Network (ICAN) Title 1 schools. <u>Panel Comments:</u> The panel recognizes the importance of music and expansion of the music enrichment programs in the schools and acknowledges SBEF for its continuing efforts to strengthen partnerships in the community. Funding is awarded to help support a grant writer/development position to pursue private and foundation support for this valued program.</p>			
OD-31	Santa Barbara Foundation (KDB)	\$12,000	\$4,500
<p>KDB (93.7FM and KDB.com) is the County’s only local classical music radio station. The primary purpose is to enrich the lives of those who listen and to be a vital link between the arts and its audience to create a more vibrant community. Grant funds are requested for artistic wages and salaries to expand current programming and add new more diverse programming. <u>Panel Comments:</u> The panel recognizes the value of KDB to provide a digital archive of Santa Barbara based performances and interviews and commends KDB for its expanded cultural programming in the last year. Live local broadcasts and online streaming provide a vehicle for expanding the reach of Santa Barbara artists beyond the community.</p>			
OD-32	Santa Barbara Maritime Museum	\$5,000	\$4,000
<p>Requested Organizational Development Grant funds will help support the Santa Barbara Maritime Museum’s audio-visual recordings of its monthly lecture series. The Museum’s short-term goals are to continue to offer one unique lecture per month, and to film each presentation. Its long-term goals are to</p>			

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	make lecture recordings available online to the public, to expand collaborative efforts with other organizations, and to better market this program in order to increase attendance. <u>Panel Comments:</u> The panel commends the Maritime Museum’s efforts to provide historically and culturally relevant content to the community through lectures, films and other activities. The value of having these lectures in an archive and accessible online will serve as a great resource for the community and to those outside the community with an interest in the sea and maritime culture. Planned efforts to outreach and collaborate with other organizations to increase attendance and participation is a great strategy.		
OD-33	S.B. Master Chorale	\$4,000	\$1,213
	SB Master Chorale requests grant funds to be used to print additional color brochures to solicit sponsorships and donor funds; and to increase print and advertising on KDB and offset the cost for audition ads; and provide modest support for scholarships for college students and other singers of limited means. <u>Panel Comments:</u> The panel recognizes the value of the work of this organization and encourages increased collaboration with other voice- and classical-based organizations and development of more innovative and effective outreach strategies.		
OD-34	S.B. Symphony	\$17,000	\$3,000
	Funds are requested to support the Santa Barbara Symphony in implementing strategic audience and donor cultivation methods in order to grow earned and contributed income. The Symphony intends to implement strategies in the areas of audience and fund development that will increase contributed and earned income over time, diversify donations, with specific intent to bring in more money from mid-pyramid donors. The Symphony is shifting its strategy in 2013-14 to organizing small, private in-home events that more closely cultivate our existing patron base to grow them further as donors and advocates. <u>Panel Comments:</u> The panel commends The Symphony in its focus on ensuring financial sustainability and exploring new avenues for support and audience development. The strategy of organizing small, more intimate, engaging events is an excellent way to reach new donors and strengthen the commitment of current donors.		
OD-35	Speaking of Stories	\$10,000	\$4,750
	Requested Organizational Development funds will support Word Up workshops, administrative and artistic staff salaries and an increase in the overall marketing efforts working closely with KDB and the Santa Barbara Independent. Speaking of Stories plans to increase audiences for its Off-Season through interesting new programming such as combining stories with Opera musical performances. <u>Panel Comments:</u> The committee applauds Speaking of Stories for its successful WORD UP program and commitment to making affordable tickets available to students. The strategic partnership with Center Stage Theater to share resources, office space and staff is very efficient and commendable.		
OD-36	State Street Ballet	\$18,000	\$4,750
	Funds requested by State Street Ballet will be used to support seasonal programming for the 2013-14. Major productions include Taming of the Shrew, Nutcracker, Snow White, and Carmen as well as smaller, more accessible intimate performances at the Gail Towbes Center for Dance. The studio series will include new work by company choreographers, outreach for students coming to the studio, and provide an intimate and engaging audience experience. <u>Panel Comments:</u> The panel recognizes State Street Ballet for its legacy of excellence in dance performance and instruction and its innovative		

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	collaborations with other presenters at the Granada Center for the Performing Arts including the Santa Barbara Symphony, Choral Society and Opera Santa Barbara. The Studio Series provides a great way for audiences of all ages to learn all aspects of ballet in a more intimate setting.		
OD-37	Teen Star	\$18,000	\$4,000
	Organizational Development funds are requested by Teen Star to help support and offset the administrative costs of a Financial Accounting/Grant Administrator and Publicist, Social Media Producer, and Community Outreach Coordinators for the 2013-14 Teen Star program at The Granada. <u>Panel Comments:</u> The panel applauds Teen Star for its efficient and effective use of collaboration, and social media in reaching and engaging youth and showcasing their talents in a very professional production at The Granada. The professional support provided during the auditions and in preparation for the final competition is exceptional and an extraordinary resource for aspiring talented youth.		
OD-38	Youth Interactive	\$7,000	\$ 4,500
	Requested grant funds will allow Youth Interactive Santa Barbara to launch an exciting new youth Arts & Entrepreneurship program for Santa Barbara. The goal is to open opportunities to under-served youth from the heart of the Funk Zone. Bringing together youth and local artists to develop the artistic potential of youth, launching their creative voice and developing business acumen, by selling their creations in our Funk Zone shop and keeping the profits. <u>Panel Comments:</u> The panel applauds Youth Interactive for its successful partnerships in providing diverse and meaningful programming and creative opportunities for at-risk youth from Santa Barbara's East and Westside. Youth Interactive is becoming a significant creative hub in the developing Funk Zone neighborhood.		
		Amt. Requested	Amt. Recommended
		\$458,900	\$ 143,263