

2013– 2014 Events & Festivals GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-01	American Choral Directors Association	\$17,500	\$ 7,000
<p>Funding requested is for marketing of the Golden Anniversary Conference of the American Choral Directors Western Division (members from California, Nevada, Utah, Arizona, and Hawaii) to be held in Santa Barbara February 19-22, 2014. Funds will be used to help hire a professional local promotional specialist with strong ties to the vocal community to coordinate with all venues, concentrate on community engagement, and build audiences for Conference performances. <u>Panel Comments:</u> The committee applauds the ACDA for their efforts in bringing this event and its cultural offerings to Santa Barbara and partnering with the Conference & Visitors Bureau and Downtown Organization in arranging for visitor accommodations, and transportation services to the Cultural Arts District for attendees.</p>			
EF-02	Coalition for Sustainable Transportation COAST Santa Barbara Open Streets	\$17,267	\$15,000
<p>Funding is requested for marketing of a new event, Santa Barbara Open Streets, to take place November 2, 2013 along Cabrillo Blvd. from the Bird Refuge to the Funk Zone. The event route will feature local businesses and attractions while providing an environment for community interaction and improve public health for people of all cultures, incomes and physical abilities. Open Streets initiatives are growing throughout the nation. The event will be promoted at Open Streets in Santa Cruz and at CicLAVia in Los Angeles prior to the Nov. 2 event. Twenty-thousand participants are anticipated. <u>Panel Comments:</u> The committee recognizes this growing trend and commends COAST for its strategic outreach to CicLAVia events in Los Angeles and to Amtrak and Metrolink to attract participants and outreach to local businesses and its partnership with the lodging association in creating packages for two-night stays.</p>			
EF-03	Lobero Theatre Foundation Lobero Live!	\$33,500	\$16,000
<p>Funding is requested for marketing the <i>Lobero Live</i> series that attracts diverse audiences from all age groups. Programming is designed to complement, not compete with other presentors 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. This year's season will begin in December rather than September due to theatre renovations. <u>Panel Comments:</u> 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 being opportunistic and flexible in booking acts touring on the West Coast. Planned website revisions and the addition of a mobile version of the site to make it more usable on Smart phones and tablets is a good strategic move. The committee recognizes the outstanding job The Lobero does in gathering valuable audience surveys at each performance.</p>			
EF-04	New Noise Music Foundation	\$30,000	\$16,000
<p>Established in 2009, the New Noise Foundation is a nonprofit organization that hosts the annual <i>New Noise Santa Barbara Music Conference & Festival</i>. The three-day music and digital media extravaganza scheduled on October 17, 18, & 19 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 5th Festival. <u>Panel Comments:</u> 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</p>			

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and 1st Thursday downtown as well as the link to Focus on the Funk Zone are excellent models for generating community engagement and excitement for the event.

EF-05	Opera Santa Barbara <i>2013-2015 Mainstage Opera Productions</i>	\$14,500	\$11,000
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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 Santa Barbara (OSB) 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 of cultural adventurers. Outreach effort to Ventura, Thousand Oaks and Ojai to increase audiences is a great strategy.

EF-06	SB Latino Media Group <i>¡Si Quires saber pregunta. If you want to know ask!</i>	\$20,000	\$-0-
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¡Si Quires Saber Pregunta is a 3-part annual conference in Spanish covering three main topics: 1.) Media and Entertainment; 2.) Finances/Creating Wealth; and, 3.) Health and the Environment with support from Casa de la Raza and the Fund for Santa Barbara. Panel Comments: While the panel recognizes the need for this program for empowering and engaging more Latinos, the grant request is more appropriate for a Community Arts grant or Organizational Development Grant than for an Event & Festivals Grant which are intended to increase tourism and Santa Barbara's cultural footprint.

EF-07	Santa Barbara Revels <i>The Christmas Revels: In Celebration of the Winter Solstice</i>	\$15,000	\$10,000
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Santa Barbara REVELS requests funds to present a full schedule of performances for adults and children to celebrate the holiday tradition and Winter Solstice 2013 scheduled to again coincide with 1st Thursday in December. Grant funds will support 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. Scheduling events throughout the year continues to be an effective tool in increasing public awareness for Revels as a lead-up to the Holiday performance. The panel looks forward to this year's theme of traditional English music; Middle Ages focused music that through plot links to the present. The panel recommends marketing to a broader audience using more social media.

EF-08	SB Trust for Historic Preservation <i>Annual Founding Day</i>	\$ 8,000	\$2,000
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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. Grant funds are being requested to assist with marketing and publicity for Founders Day, Saturday, April 26, 2014. Panel Comments: The committee values SBTHP's continuing efforts to link 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 much.

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EF-09	SUMMERDANCE Santa Barbara <i>DANCEworks Residency</i>	\$6,000	\$5,000
<p>SUMMERDANCE has been presenting nationally recognized choreographers in Santa Barbara since 1996. <i>DANCEworks</i> 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. This year’s Artist in Residence is Mark Dendy.</p> <p><u>Panel Comments:</u> <i>DANCEworks</i> 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. <i>DANCEworks</i> 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.</p>			
EF-10	UCSB Arts & Lectures <i>2013-2014 Season</i>	\$40,000	\$18,000
<p>The ArtAbounds 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 will support artistic salaries, marketing and publicity costs.</p> <p><u>Panel Comments:</u> 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 addition of the American Festival that reaches out and expands to new venues downtown should broaden audiences. The committee recognizes the value of new strategies to leverage artists connections to their fan base, and website optimization for mobile devices to access info and purchase tickets.</p>			
		Amt. Requested	Amt. Recommended
		\$201,767	\$ 100,000