



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** September 17, 2013

**TO:** Mayor and Councilmembers

**FROM:** Administration, Housing & Human Services Division, Community Development Department

**SUBJECT:** City Arts Advisory Committee And Community Events And Festivals Committee Funding Recommendations And Contract With The Santa Barbara County Arts Commission For Fiscal Year 2014

**RECOMMENDATION:** That Council:

- A. Review and approve the City of Santa Barbara Arts Advisory Committee and Community Events and Festivals Committee funding recommendations for Fiscal Year 2014; and
- B. Authorize the Assistant City Administrator/Community Development Director to execute an agreement, subject to approval by the City Attorney, with the Santa Barbara County Arts Commission in the amount of \$447,260 as approved in the Fiscal Year 2014 budget.

**DISCUSSION:**

In the Fiscal Year 2014 budget, Council authorized funds to the Santa Barbara County Arts Commission to provide grants for Community Arts, Organizational Development, Community Events & Festivals, and staffing to the City Arts Advisory Committee, Visual Arts in Public Places and Events & Festivals Committees. The funds support city arts and cultural organizations and community promotion, and continue the development of the Downtown Cultural Arts District and other special projects. Funds also provide technical assistance to artists, arts organizations, and cultural promotion groups. The individual grant categories and recommendations are listed below.

**Community Events & Festivals**

The Community Events & Festivals Committee met on June 21, 2013, to review applications, interview organization applicants and make recommendations for the Events & Festivals Grant Program. The amount for this program is \$100,000 in Fiscal Year 2014.

A total of \$201,767 was requested by 10 non-profit organizations. Nine of the ten applicants were awarded funding. Groups applying for Community Events & Festivals grants are not eligible to apply for Community Arts or Organizational Development grants.

### **Organizational Development**

The Organizational Development Subcommittee met on June 28, 2013 and reviewed all of the applications submitted to the Organizational Development Grant Program. The subcommittee's recommendations were reviewed and unanimously approved on July 18, 2013 by the City Arts Advisory Committee. The base amount for this program is \$141,763. There was a one-time carry over in the amount of \$1,500 of unused grant funds from the previous year; which makes a total of \$143,263.

A total of \$458,900 was requested by 38 nonprofit organizations. All of the applicants were awarded funding. Groups applying for Organizational Development grants are not eligible to apply for Community Arts or Community Events & Festivals grants.

### **Community Arts**

The Community Arts Subcommittee met on June 19, 2013, and reviewed all applications submitted to the Community Arts Grant Program. The subcommittee's recommendations were reviewed and unanimously approved on July 18, 2013 by the City Arts Advisory Committee. The amount allocated for this program is \$45,549.

A total of \$84,200 was requested by 16 nonprofit organizations. All of the applicants were awarded funding. Groups applying for Community Arts grants are not eligible to apply for Organizational Development or Community Events & Festivals grants.

### **Special Projects**

The Santa Barbara County Arts Commission allocation includes \$23,901 for the following: \$7,901 for the development and promotion of a Downtown Cultural District; \$6,000 for miscellaneous art projects, such as the Annual Arts Symposium, Poet Laureate honorarium, exhibitions in the City Hall Gallery and Jardin de las Granadas; and a \$10,000 City of Santa Barbara contribution to the restoration of the Courthouse Mural.

### **BUDGET/FINANCIAL INFORMATION:**

The City's Fiscal Year 2014 budget appropriated \$447,260 for this contract which includes a total of \$287,312 for grants, \$23,901 for special projects and \$136,047 for coordination and administration of the City Arts programs. There is also \$1,500 of Fiscal Year 2013 unspent grants that have been carried over by the County Arts Commission.

| Funding   | FY 2014   | FY 2013<br>Carryover | Total     |
|---|-----------|----------------------|-----------|
| Coordination & Administration of City Arts Programs | \$136,047 |                      | \$136,047 |
| Special Projects                                    | \$23,901  |                      | \$23,901  |
| Grants (see below for funding by grant category)    | \$287,312 | \$1,500              | \$288,812 |
| Total   | \$447,260 | \$1,500              | \$448,760 |

The grants are divided among categories as follows:

| Grant Categories                     | FY 2014   | FY 2013<br>Carryover | Total     |
|--------------------------------------|-----------|----------------------|-----------|
| Community Events and Festival Grants | \$100,000 |                      | \$100,000 |
| Organizational Development Grants    | \$141,763 | \$1,500              | \$143,263 |
| Community Arts Grants                | \$45,549  |                      | \$45,549  |
| Total Grants                         | \$287,312 | \$1,500              | \$288,812 |

Attachments 1, 2 and 3 contain detailed descriptions for each applicant. Attachment 4 is a summary of the recommended funding by grant category. Attachment 5 is a roster for the City Arts Advisory Committee and the Community Events and Festivals Committee.

- ATTACHMENTS:**
1. Community Arts Recommendations
  2. Organizational Development Recommendations
  3. Community Events & Festivals Recommendations
  4. Funding Comparisons for All Three Grants
  5. City Arts Advisory Roster and Community Events & Festivals Committee Roster

**PREPARED BY:** Sue Gray, Community Development Business Manager  
 Ginny Brush, Executive Director of the County Arts Commission

**SUBMITTED BY:** Paul Casey, Assistant City Administrator/Community Development Director

**APPROVED BY:** City Administrator's Office

## 2013-14 Community Arts GRANT RECOMMENDATIONS

| Grant #  | Organization                                | Amt. Requested  | Amt. Recommended |
|--|---|-----------------|------------------|
| <b>CA-01</b>   | <b>Boys and Girls Club of Santa Barbara</b> | <b>\$6,000</b>  | <b>\$3,300</b>   |
| <p>Funds requested are to expand the current Fine Arts Program to include performing and media arts. Dance classes will be included through collaboration with Everybody Dance Now and media classes with support from Media and Digital Design (MADD) Academy at Santa Barbara High School.</p> <p><u>Panel Comments:</u> The panel recognizes the value of the programs and resources of the Boys and Girls Club that serves over 150 students/day from 8am-3pm, and the 15+ students/day in after-school programs serving ages 6-18. Fine Art Director Bill O'Malley is a valued resource in art instruction and community outreach with teachers and visiting artists. The addition of dance, media and performing arts classes will serve to engage more low-income youth.</p>  |   |                 |                  |
| <b>CA-02</b>   | <b>Children's Creative Project</b>          | <b>\$6,000</b>  | <b>\$3,000</b>   |
| <p>Since 1984, Children's Creative Project (CCP) has produced the free <i>Arts Catalog</i> that is distributed annually to 300 public and private schools throughout the county. During the 2013-14 academic year, CCP will serve six schools in the SB Elementary School District (reaching approximately 3000 students). Requested grant funds will help subsidize, in part, performances by professional touring artists, many who are from the Santa Barbara region, and will occur at individual school sites, most of which are Title 1 schools. <u>Panel Comments:</u> The panel recognizes the value of CCP programs linked to study guides and engagement of area artists in this program and the connection to Arts Network members. The shared evaluations of touring artists by Arts Network members provide essential feedback to CCP which should support dynamic and effective programming.</p> |   |                 |                  |
| <b>CA-03</b>   | <b>Sexy Sandwich Productions [Fishbon]</b>  | <b>\$6,000</b>  | <b>\$1,849</b>   |
| <p>Funds requested are to support a pop-up, immersive multi-media Funk Zone event titled <i>The Wilde Circus</i> on Halloween night at the intersection of Mason and Helena Streets. Shadow-puppets, projection art, and live music will encourage audience participation. <u>Panel Comments:</u> The review panel recognizes the value of pop-up events that engage area businesses and the community in participatory events. Collaboration with other organizations to expand promotion and volunteer efforts is advised. More detail on plans to promote the event would have strengthened the grant application.</p>  |   |                 |                  |
| <b>CA-04</b>   | <b>Flamenco Santa Barbara</b>               | <b>\$6,000</b>  | <b>\$2,500</b>   |
| <p>Flamenco Santa Barbara requested funds to support a project coordinator to manage a variety of programs and services, including free public community performances in schools, senior centers, multi-cultural events targeting under-served audiences. Flamenco SB plans to expand in 2013-14 to include funding for more scholarships and more live shows at diverse venues. <u>Panel comments:</u> The panel commends Flamenco Santa Barbara for expanding scholarships to low-income youth, its participation in <i>1<sup>st</sup> Thursday</i> and Focus on the Funk Zone. New models for Flamenco Santa Barbara becoming more self-sustaining and off-setting costs of stage rentals are encouraged.</p>   |   |                 |                  |
| <b>CA-05</b>   | <b>Friends of the Eastside Library</b>      | <b>\$ 6,000</b> | <b>\$ 4,000</b>  |
| <p>The Performance Series at the Eastside Branch provides a free monthly children's multicultural performance series at the Eastside Branch Library. Selection of artists is made with the following guidelines in mind: a) showcase a variety of cultures during the year; b) present bilingual programs whenever possible; c) represent a variety of art forms during the year including poetry, storytelling, crafts, dance, instrumental music, song, drama and dance programs; d) hire as many local artists as possible; and</p>   |   |                 |                  |

## 2013-14 Community Arts GRANT RECOMMENDATIONS

| Grant #   | Organization                         | Amt. Requested | Amt. Recommended |
|---|--------------------------------------|----------------|------------------|
| <p>e) focus on multicultural programs emphasizing active participation. Performances are offered at various times: mornings, afternoons, and Saturdays to give greater exposure to events.</p> <p><u>Panel Comments:</u> Use of the library as a community resource and of local artists for programs makes this a great community model. This is a stellar community program and a model for others to emulate. The diversity of programming disciplines is commendable.</p>   |                                      |                |                  |
| <b>CA-06</b>  | <b>Friends of VADA</b>               | <b>\$6,000</b> | <b>\$2,400</b>   |
| <p>Funding is requested to support the VADA Artist-in-Residence Program during the 2013-14 school year. The project involves engaging six professional artists in very diverse areas of design and painting in an expanded program that includes 1-2 week residencies in the 11<sup>th</sup> and 12<sup>th</sup> grade VADA classes. Grant funds will cover artist residency fees. The project will include public presentation of student work at <i>1st Thursdays</i> and inclusion in the annual Spring Show. <u>Panel Comments:</u> The panel applauds VADA for its ability to engage students from a diverse student body and have them gain strong career-building skills for 11<sup>th</sup> and 12<sup>th</sup> graders. Exposure to a group of professional regional artists with very diverse styles and careers is a great opportunity for these aspiring artists.</p> |                                      |                |                  |
| <b>CA-07</b>  | <b>Incredible Children's Network</b> | <b>\$5,000</b> | <b>\$3,000</b>   |
| <p>Funding is requested to support a community outreach coordinator and materials for the Juntos Project, a project to increase access to cultural arts learning in the community by forging ICAN K-6 arts programming with Latino artists to work in tandem with six Title 1 Schools in the 2013-14 school year. The program objectives are to provide active professional development to teachers; applicable curriculum and outreach; and inclusive strategies for serving English Language learners. <u>Panel Comments:</u> The panel recognizes the great success of ICAN in linking arts to curriculum standards in Title 1 schools and the fact that the program reaches more than 600 low-income youth. Proposed artists to be included are of the highest caliber with great experience working with youth.</p>  |                                      |                |                  |
| <b>CA-08</b>  | <b>Inner Light Gospel Choir</b>      | <b>\$3,000</b> | <b>\$2,700</b>   |
| <p>In honor of Black History Month, the Inner Light Community Gospel Choir organizes an annual gospel music workshop each February. This workshop provides an opportunity for the greater Santa Barbara community to engage in an intensive, immersive experience in traditional and contemporary gospel music. The workshop runs for 3 days and culminates in a Saturday evening concert performance. For the last 17 years, this annual workshop has been bringing together people of the Santa Barbara community, uniting them in musical celebration regardless of race or creed. <u>Panel Comments:</u> The panel recognizes the commitment and stability of this group and the value of this annual workshop's ability to engage the greater Santa Barbara Community in this unique American art form.</p>  |                                      |                |                  |
| <b>CA-9</b>   | <b>Nebula Dance Lab</b>              | <b>\$6,000</b> | <b>\$1,500</b>   |
| <p>Nebula Dance Lab is a project dedicated to providing a forum for professional choreographers to produce new and existing works. The project is 9 months in length and will allow one emerging choreographer in modern dance the opportunity to: create original work in a studio; rehearse with professional dancers; present workshops to the public; perform their works for the community at free-to-the-public performances; and, finally, culminate in a fully produced show at Center Stage Theater October 10-13, 2013. <u>Panel Comments:</u> The panel applauds Nebula Dance Lab for its collaborative model and progress in engaging community support both in-kind and monetary for its program and its online fundraising campaign. Support for emerging regional artists is a valued service to the community.</p>  |                                      |                |                  |

## 2013-14 Community Arts GRANT RECOMMENDATIONS

| Grant #  | Organization                             | Amt. Requested | Amt. Recommended |
|--|--|----------------|------------------|
| <b>CA-10</b>   | <b>PARC-SB Arts Alliance</b>             | <b>\$6,000</b> | <b>\$3,500</b>   |
| <p>The PARC Foundation is requesting funds in the amount of \$6,000 to provide funding for artists' salaries and for the purchase of art related materials and supplies to be used by under-served youth through the 2013-14 Santa Barbara Arts Alliance program. The Arts Alliance is a free art-based after-school mentoring program that provides leadership and life skills development opportunities through hands-on community service projects that focus on neighborhood improvement activities. The program curricula include art workshops, field trips, and community service projects including biweekly graffiti abatement along Milpas Street. The program this year will culminate in the creation and installation of up to 3 public murals as part of the youths' ongoing efforts at minimizing and/or eliminating graffiti in public areas.</p> <p><u>Panel Comments:</u> The panel recognizes the valuable contribution of this program that engages more than 60 youth ages 12-18 in our community and provides opportunities for self-expression and collaboration. Expanding partners and collaborating organizations supporting the Arts Alliance program are a sign of its ongoing community engagement and success.</p> |  |                |                  |
| <b>CA-11</b>   | <b>Performing &amp; Visual Arts Camp</b> | <b>\$6,000</b> | <b>\$3,800</b>   |
| <p>The Performing and Visual Arts camp (PVAC) is a summer arts camp designed for underprivileged students ages 8-14 to experience the creative process of musical production, as well as to receive instruction in core curriculum during 2 different summer sessions in June and August. Students will participate in many aspects of production, including music preparation, traditional theatre techniques, dance, set design painting, and creative writing. PVAC's primary goals are: to provide arts education to underserved and underperforming youth who could not otherwise afford it, and to guide students as they develop artistic skills, teamwork skills, and in turn, take pride in themselves and their cultures. <u>Panel Comments:</u> The panel recognizes PVAC as a popular and dynamic program that engages youth as well as their families. This program provides a much needed resource to underserved youth in the City, particularly during the summer.</p>   |  |                |                  |
| <b>CA-12</b>   | <b>Pride Foundation Festival</b>         | <b>\$4,000</b> | <b>\$2,200</b>   |
| <p>Pacific Pride is requesting funding to support the costs of artists and entertainers for the 2014 Pacific Pride Festival. There will be a series of events and activities leading up to the Festival itself. The importance of a Pride Festival to the local lesbian, gay, bisexual, and transgender (LGBT) community is significant both socially and culturally. It is often the only time the LGBT community gathers in large numbers, in a family-friendly atmosphere to enjoy the Beach and element of the arts – drag artists, bands, comedians, dancers, etc. For 2013 the headliners are Expose and Latrice Royale. <u>Panel Comments:</u> The panel recognizes PPF's continuing efforts to expand promotion of this event in very cost-effective ways and its outreach to the greater community.</p>   |  |                |                  |
| <b>CA-13</b>   | <b>Santa Barbara Co. Park Foundation</b> | <b>\$3,400</b> | <b>\$3,400</b>   |
| <p>This grant request is to assist the Park Foundation in providing free family summer outdoor movies in the SB County Courthouse Sunken Gardens in July and August. A very diverse audience of more than 1000 people for each film attends this popular movie series. Grant funds will offset costs for the picture show vendor, publicity and other costs associated with producing this event. The summer movie series started in 2008 and through donations and grants, the Foundation strives to continue to offer this free family friendly event. The 2013 season is Alfred Hitchcock Nights. <u>Panel Comments:</u> The panel recognizes the success and value of a free family-friendly cultural activity in the summer in this iconic setting.</p>   |  |                |                  |

## 2013-14 Community Arts GRANT RECOMMENDATIONS

| Grant #  | Organization                               | Amt. Requested        | Amt. Recommended        |
|--|--|-----------------------|-------------------------|
| <b>CA-14</b>   | <b>Santa Barbara Vocal Jazz Foundation</b> | <b>\$2,800</b>        | <b>\$2,800</b>          |
| <p>The Santa Barbara Vocal Jazz Foundation (SBVJF) requests funds to support the cost of one SBVJF Vocal Jazz Workshop in 2013-14. The grant request amount of \$2,800 will fund one Title-1 Santa Barbara elementary school. The SBVJF Vocal Jazz School Workshop will be scheduled during the regular school day. The program is free to students and will be administered to 6th grade students. <u>Panel Comments:</u> The panel recognizes the success of this program and the value of art instruction that takes place during the school day. The panel commends SBVJP for its continuing effort to build support for the program. The partnership with the Lobero Foundation to reduce overhead and link to its shared interest in presenting Jazz is a good strategy in becoming more visible and more self-sustaining.</p>   |  |                       |                         |
| <b>CA- 15</b>  | <b>Sarah House/Betsy Gallery Mosaic</b>    | <b>\$6,000</b>        | <b>\$2,200</b>          |
| <p>Mosaic artist, Betsy Gallery, will work with Sarah House residents, staff and families to create a 3 x 10 foot mosaic mural to be installed at Sarah House. The artist will work with staff and family members in memorializing loved one's with mementos included in resin tiles to be incorporated into the mosaic. Funds will cover artist fees and materials costs. <u>Panel Comments:</u> The committee recognizes the value of this project in unifying residents, family and staff through engagement in the mosaic mural project with an artist trained in art therapy. The permanent installation of the mural will honor and serve as a legacy for those served by Sarah House.</p>   |  |                       |                         |
| <b>CA-16</b>   | <b>VIVA EL ARTE!</b>                       | <b>\$6,000</b>        | <b>\$3,400</b>          |
| <p>Arts &amp; Lectures and its community partners created the award-winning ¡Viva el Arte de Santa Barbara! community arts program in 2005. The program engages low-income, Spanish-speaking youth and multi-generational families through free family night public performances and extended residencies that include in-school assemblies, community workshops, and lectures/demonstrations all at no cost. For the 2013 season of ¡Viva el Arte de Santa Barbara!, the program will present five artist ensembles in residence to three distinct communities including Santa Barbara's Eastside. Funds requested are to support artist fees for outreach and programming at the Marjorie Luke. <u>Panel Comments:</u> The committee recognizes this stellar program that provides family-oriented programming and opportunities for youth to interact with professional musicians through the program's Master-Classes in classrooms and community centers.</p> |  |                       |                         |
|  |  | <b>Amt. Requested</b> | <b>Amt. Recommended</b> |
|  |  | <b>\$84,200</b>       | <b>\$45,549</b>         |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #  | Organization                                 | Amt. Requested   | Amt. Recommended |
|--|--|------------------|------------------|
| <b>OD-01</b>   | <b>American Dance &amp; Music</b>            | <b>\$10,000</b>  | <b>\$3,000</b>   |
| <p>Funds requested are to support the 4<sup>th</sup> production of Dance: Up Close and Cultural an expanded component of AD&amp;M's (formerly Santa Barbara Ballet) programming that provides seniors and families with young children the opportunity to attend informal &amp; 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>   |  |                  |                  |
| <b>OD-02</b>   | <b>Architectural Foundation of SB</b>        | <b>\$18,000</b>  | <b>\$2,500</b>   |
| <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 5<sup>th</sup> and 6<sup>th</sup> graders and other staff efforts to expand educational and bilingual programming to engage more diverse audiences is commendable.</p>   |  |                  |                  |
| <b>OD-03</b>   | <b>Arts for Humanity!</b>                    | <b>\$10,000</b>  | <b>\$4,000</b>   |
| <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 &amp; Girls Club, Housing Authority, Alpha Resource Center, and PAL Twelve 35.</p> |  |                  |                  |
| <b>OD-04</b>   | <b>Arts Mentorship Program</b>               | <b>\$ 12,000</b> | <b>\$2,500</b>   |
| <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>   |  |                  |                  |
| <b>OD-05</b>   | <b>Atkinson Gallery, Foundation for SBCC</b> | <b>\$15,000</b>  | <b>\$2,500</b>   |
| <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>   |  |                  |                  |



## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #      | Organization  | Amt. Requested  | Amt. Recommended |
|--------------|---|-----------------|------------------|
|              | <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>   |                 |                  |
| <b>OD-06</b> | <b>BOXTALES Theatre Co.</b>   | <b>\$10,000</b> | <b>\$5,000</b>   |
|              | <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>  |                 |                  |
| <b>OD-07</b> | <b>Community Arts and Music Association (CAMA)</b>  | <b>\$18,000</b> | <b>\$2,000</b>   |
|              | <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> |                 |                  |
| <b>OD-08</b> | <b>Camerata Pacifica</b>  | <b>\$4,500</b>  | <b>\$3,500</b>   |
|              | <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>  |                 |                  |
| <b>OD-09</b> | <b>Center Stage Theater</b>   | <b>\$10,000</b> | <b>\$6,000</b>   |
|              | <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>   |                 |                  |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #      | Organization  | Amt. Requested  | Amt. Recommended |
|--------------|---|-----------------|------------------|
|              | to support general operating costs and specifically Center Stage’s support to community groups through its rent subsidy program.  |                 |                  |
| <b>OD-10</b> | <b>City at Peace- Santa Barbara</b>   | <b>\$10,000</b> | <b>\$6,500</b>   |
|              | 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. |                 |                  |
| <b>OD-11</b> | <b>DramaDogs</b>  | <b>\$9,000</b>  | <b>\$3,000</b>   |
|              | 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.   |                 |                  |
| <b>OD-12</b> | <b>Ensemble Theatre Co.</b>   | <b>\$18,000</b> | <b>\$5,500</b>   |
|              | 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.  |                 |                  |
| <b>OD-13</b> | <b>Everybody Dance Now</b>  | <b>\$12,000</b> | <b>\$4,500</b>   |
|              | 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.   |                 |                  |
| <b>OD-14</b> | <b>Explore Ecology</b>  | <b>\$18,000</b> | <b>\$5,500</b>   |
|              | 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   |                 |                  |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #      | Organization  | Amt. Requested   | Amt. Recommended |
|--------------|---|------------------|------------------|
|              | 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.   |                  |                  |
| <b>OD-15</b> | <b>Flamenco Arts Festival</b>   | <b>\$6,500</b>   | <b>\$3,000</b>   |
|              | 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.                                    |                  |                  |
| <b>OD-16</b> | <b>Future Traditions Foundation</b>   | <b>\$6,200</b>   | <b>\$2,500</b>   |
|              | 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.  |                  |                  |
| <b>OD-17</b> | <b>Genesis West</b>   | <b>\$9,000</b>   | <b>\$4,000</b>   |
|              | 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. |                  |                  |
| <b>OD-18</b> | <b>Lit Moon Theatre Company</b>   | <b>\$ 18,000</b> | <b>\$6,000</b>   |
|              | 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.  |                  |                  |
| <b>OD-19</b> | <b>Ganna Walska Lotusland</b>   | <b>\$10,000</b>  | <b>\$2,500</b>   |
|              | 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   |                  |                  |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #      | Organization  | Amt. Requested  | Amt. Recommended |
|--------------|---|-----------------|------------------|
|              | <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>   |                 |                  |
| <b>OD-20</b> | <b>Marjorie Luke Theatre</b>  | <b>\$14,400</b> | <b>\$5,500</b>   |
|              | <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>   |                 |                  |
| <b>OD-21</b> | <b>Music Academy of the West</b>  | <b>\$18,000</b> | <b>\$1,500</b>   |
|              | <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> |                 |                  |
| <b>OD-22</b> | <b>Notes for Notes</b>  | <b>\$14,000</b> | <b>\$4,500</b>   |
|              | <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>  |                 |                  |
| <b>OD-23</b> | <b>Outrageous Film Festival</b>   | <b>\$4,000</b>  | <b>\$3,000</b>   |
|              | <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>   |                 |                  |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #      | Organization  | Amt. Requested  | Amt. Recommended |
|--------------|---|-----------------|------------------|
|              | 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.   |                 |                  |
| <b>OD-24</b> | <b>Out of the Box Theatre Company</b>   | <b>\$10,000</b> | <b>\$3,000</b>   |
|              | 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.   |                 |                  |
| <b>OD-25</b> | <b>Santa Barbara Center/Performing Arts</b>   | <b>\$18,000</b> | <b>\$2,000</b>   |
|              | 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. |                 |                  |
| <b>OD-26</b> | <b>SB Children's Chorus</b>   | <b>\$18,000</b> | <b>\$3,500</b>   |
|              | 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.  |                 |                  |
| <b>OD-27</b> | <b>S.B. Choral Society</b>  | <b>\$7,000</b>  | <b>\$2,500</b>   |
|              | 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.                                      |                 |                  |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #  | Organization                          | Amt. Requested  | Amt. Recommended |
|--|---------------------------------------|-----------------|------------------|
| <b>OD-28</b>   | <b>Santa Barbara Dance Alliance</b>   | <b>\$17,300</b> | <b>\$4,300</b>   |
| <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>   |                                       |                 |                  |
| <b>OD-29</b>   | <b>S.B. Dance Institute</b>           | <b>\$18,000</b> | <b>\$6,000</b>   |
| <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> |                                       |                 |                  |
| <b>OD-30</b>   | <b>S.B. Education Foundation</b>      | <b>\$5,000</b>  | <b>\$2,750</b>   |
| <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>       |                                       |                 |                  |
| <b>OD-31</b>   | <b>Santa Barbara Foundation (KDB)</b> | <b>\$12,000</b> | <b>\$4,500</b>   |
| <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>  |                                       |                 |                  |
| <b>OD-32</b>   | <b>Santa Barbara Maritime Museum</b>  | <b>\$5,000</b>  | <b>\$4,000</b>   |
| <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>  |                                       |                 |                  |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #      | Organization   | Amt. Requested  | Amt. Recommended |
|--------------|--|-----------------|------------------|
|              | 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.  |                 |                  |
| <b>OD-33</b> | <b>S.B. Master Chorale</b>   | <b>\$4,000</b>  | <b>\$1,213</b>   |
|              | 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.   |                 |                  |
| <b>OD-34</b> | <b>S.B. Symphony</b>   | <b>\$17,000</b> | <b>\$3,000</b>   |
|              | 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. |                 |                  |
| <b>OD-35</b> | <b>Speaking of Stories</b>   | <b>\$10,000</b> | <b>\$4,750</b>   |
|              | 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.   |                 |                  |
| <b>OD-36</b> | <b>State Street Ballet</b>   | <b>\$18,000</b> | <b>\$4,750</b>   |
|              | 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  |                 |                  |

## 2013– 2014 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

| Grant #      | Organization  | Amt. Requested        | Amt. Recommended        |
|--------------|---|-----------------------|-------------------------|
|              | 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.  |                       |                         |
| <b>OD-37</b> | <b>Teen Star</b>  | <b>\$18,000</b>       | <b>\$4,000</b>          |
|              | 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.<br><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.   |                       |                         |
| <b>OD-38</b> | <b>Youth Interactive</b>  | <b>\$7,000</b>        | <b>\$ 4,500</b>         |
|              | 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. |                       |                         |
|              |   | <b>Amt. Requested</b> | <b>Amt. Recommended</b> |
|              |   | <b>\$458,900</b>      | <b>\$ 143,263</b>       |



## 2013– 2014 Events & Festivals GRANT RECOMMENDATIONS

| Grant #  | Organization   | Amt. Requested  | Amt. Recommended |
|--|--|-----------------|------------------|
| <b>EF-01</b>   | <b>American Choral Directors Association</b>   | <b>\$17,500</b> | <b>\$ 7,000</b>  |
| <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 &amp; Visitors Bureau and Downtown Organization in arranging for visitor accommodations, and transportation services to the Cultural Arts District for attendees.</p>  |  |                 |                  |
| <b>EF-02</b>   | <b>Coalition for Sustainable Transportation<br/>COAST Santa Barbara Open Streets</b> | <b>\$17,267</b> | <b>\$15,000</b>  |
| <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>  |  |                 |                  |
| <b>EF-03</b>   | <b>Lobero Theatre Foundation<br/>Lobero Live!</b>                                    | <b>\$33,500</b> | <b>\$16,000</b>  |
| <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> |  |                 |                  |
| <b>EF-04</b>   | <b>New Noise Music Foundation</b>  | <b>\$30,000</b> | <b>\$16,000</b>  |
| <p>Established in 2009, the New Noise Foundation is a nonprofit organization that hosts the annual <i>New Noise Santa Barbara Music Conference &amp; Festival</i>. The three-day music and digital media extravaganza scheduled on October 17, 18, &amp; 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>  |  |                 |                  |

## 2013– 2014 Events & Festivals GRANT RECOMMENDATIONS

| Grant #      | Organization  | Amt. Requested  | Amt. Recommended |
|--------------|---|-----------------|------------------|
|              | and 1 <sup>st</sup> 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.  |                 |                  |
| <b>EF-05</b> | <b>Opera Santa Barbara</b><br><i>2013-2015 Mainstage Opera Productions</i>  | <b>\$14,500</b> | <b>\$11,000</b>  |
|              | 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. <u>Panel Comments:</u> 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.   |                 |                  |
| <b>EF-06</b> | <b>SB Latino Media Group</b><br><i>¡Si Quires saber pregunta. If you want to know ask!</i>  | <b>\$20,000</b> | <b>\$-0-</b>     |
|              | <i>¡Si Quires Saber Pregunta</i> 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. <u>Panel Comments:</u> 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.  |                 |                  |
| <b>EF-07</b> | <b>Santa Barbara Revels</b><br><i>The Christmas Revels: In Celebration of the Winter Solstice</i>   | <b>\$15,000</b> | <b>\$10,000</b>  |
|              | 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 1 <sup>st</sup> Thursday in December. Grant funds will support marketing and publicity, administrative, artistic, and design/technical salaries and wages. <u>Panel Comments:</u> 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. |                 |                  |
| <b>EF-08</b> | <b>SB Trust for Historic Preservation</b><br><i>Annual Founding Day</i>   | <b>\$ 8,000</b> | <b>\$2,000</b>   |
|              | 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. <u>Panel Comments:</u> 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.  |                 |                  |

## 2013– 2014 Events & Festivals GRANT RECOMMENDATIONS

| Grant #  | Organization  | Amt. Requested        | Amt. Recommended        |
|--|---|-----------------------|-------------------------|
| <b>EF-09</b>   | <b>SUMMERDANCE Santa Barbara</b><br><i>DANCEworks Residency</i> | <b>\$6,000</b>        | <b>\$5,000</b>          |
| <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> |   |                       |                         |
| <b>EF-10</b>   | <b>UCSB Arts &amp; Lectures</b><br><i>2013-2014 Season</i>      | <b>\$40,000</b>       | <b>\$18,000</b>         |
| <p>The ArtAbounds program, a partnership between UCSB Arts &amp; 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>   |   |                       |                         |
|  |   | <b>Amt. Requested</b> | <b>Amt. Recommended</b> |
|  |   | <b>\$201,767</b>      | <b>\$ 100,000</b>       |



2013 - 2014  
Organizational Development Grants

| OD #  | Organization                                 | REQUEST           | Award   | 2012-2013 | 2011-2012 | 2010-2011 | Notes                         |
|-------|--|-------------------|---------|-----------|-----------|-----------|-------------------------------|
| OD-01 | American Dance & Music Inc.                  | 10,000            | 3,000   | 4,000     | 3,250     | 3,000     | Formerly Ballet Santa Barbara |
| OD-02 | Architectural Foundation of SB               | 18,000            | 2,500   | 2,500     | 2,500     | 2,500     |                               |
| OD-03 | Arts for Humanity!                           | 10,000            | 4,000   | 5,000     | 4,000     | 4,000     |                               |
| OD-04 | Arts Mentorship Program                      | 12,000            | 2,500   | 0         | 3,000     | 2,000     |                               |
| OD-05 | Atkinson Gallery                             | 15,000            | 2,500   | 0         | 0         | 0         | New Applicant                 |
| OD-06 | BOXTALES                                     | 10,000            | 5,000   | 6,500     | 7,000     | 7,000     |                               |
| OD-07 | Community Arts Music Association (CAMA)      | 18,000            | 2,000   | 2,000     | 3,500     | 4,200     |                               |
| OD-08 | Camerata Pacifica                            | 4,500             | 3,500   | 3,500     | 3,500     | 3,500     |                               |
| OD-09 | Center Stage Theater                         | 10,000            | 6,000   | 6,000     | 7,000     | 7,000     |                               |
| OD-10 | City @Peace                                  | 10,000            | 6,500   | 6,500     | 6,500     | 6,500     |                               |
| OD-11 | Drama Dogs                                   | 9,000             | 3,000   | 3,263     | 3,063     | NA        |                               |
| OD-12 | Ensemble Theatre Company                     | 18,000            | 5,500   | 5,500     | 7,000     | 7,000     |                               |
| OD-13 | Everybody Dance Now                          | 12,000            | 4,500   | 2,949     | 3,500     | 3,500     | Funded by CA Grants 2010-2012 |
| OD-14 | Explore Ecology                              | 18,000            | 5,500   | 6,000     | 7,000     | 7,000     | Formerly Art From Scrap       |
| OD-15 | Flamenco Arts                                | 6,500             | 3,000   | 3,500     | 4,500     | 6,500     |                               |
| OD-16 | Future Traditions Foundation                 | 6,200             | 2,500   | 2,750     |           |           |                               |
| OD-17 | Genesis West                                 | 9,000             | 4,000   | 5,000     | 5,000     | 3,000     |                               |
| OD-18 | Lit Moon Theatre Company                     | 18,000            | 6,000   | 6,000     | 6,000     | 6,000     |                               |
| OD-19 | Ganna Walska Lotusland                       | 10,000            | 2,500   |           |           |           | New Applicant                 |
| OD-20 | Marjorie Luke Theatre                        | 14,400            | 5,500   | 5,500     | 6,500     | 6,500     |                               |
| OD-21 | Music Academy of the West                    | 18,000            | 1,500   | 2,000     | 2,000     | 2,000     |                               |
| OD-22 | Notes for Notes                              | 14,000            | 4,500   | 4,250     | 4,000     | 2,000     |                               |
| OD-23 | Outrageous Film Festival                     | 4,000             | 3,000   | 3,000     | 3,000     | 3,000     |                               |
| OD-24 | Out of the Box Theatre Company               | 10,000            | 3,000   | 3,000     | 1,500     | NA        |                               |
| OD-25 | Santa Barbara Center for the Performing Arts | 18,000            | 2,000   | 2,250     |           |           |                               |
| OD-26 | Santa Barbara Children's Chorus              | 18,000            | 3,500   |           |           |           | New Applicant                 |
| OD-27 | Santa Barbara Choral Society                 | 7,000             | 2,500   | 2,250     | 1,000     | 3,000     |                               |
| OD-28 | Santa Barbara Dance Alliance                 | 17,300            | 4,300   |           | 7,000     | 5,000     |                               |
| OD-29 | Santa Barbara Dance Institute                | 18,000            | 6,000   | 6,500     | 7,000     | 7,000     |                               |
| OD-30 | Santa Barbara Education Foundation           | 5,000             | 2,750   | 3,000     | 2,500     | 1,500     |                               |
| OD-31 | Santa Barbara Foundation (KDB)               | 12,000            | 4,500   | 5,500     | 6,000     | NA        |                               |
| OD-32 | Santa Barbara Maritime Museum                | 5,000             | 4,000   | 3,000     | 1,500     | 1,500     |                               |
| OD-33 | Santa Barbara Master Chorale                 | 4,000             | 1,213   | 2,500     | 1,500     | 1,500     |                               |
| OD-34 | Santa Barbara Symphony                       | 17,000            | 3,000   | 3,000     | 4,500     | 4,500     |                               |
| OD-35 | Speaking of Stories                          | 10,000            | 4,750   | 6,000     | 7,000     | 6,000     |                               |
| OD-36 | State Street Ballet                          | 18,000            | 4,750   | 5,000     | 6,200     | 6,000     |                               |
| OD-37 | Teen Star                                    | 18,000            | 4,000   | 4,000     |           |           |                               |
| OD-38 | Youth Interactive/Media 4 Youth              | 7,000             | 4,500   |           |           |           | New Applicant                 |
|       |  |                   | 143,263 |           |           |           |                               |
|       | <b>Amount Requested</b>                      | 458,900           |         |           |           |           |                               |
|       | <b>Amount in Grant Pool</b>                  | 141,763           |         |           |           |           |                               |
|       | <b>One Time Carry-Over</b>                   | 1,500             |         |           |           |           |                               |
|       | <b>Amount Available</b>                      | 143,263           |         |           |           |           |                               |
|       | <b>Difference</b>                            | <b>-\$315,637</b> |         |           |           |           |                               |



# City Arts Advisory Roster and Community Events & Festivals Committee Roster

## CITY ARTS ADVISORY ROSTER

| <u>NAME</u>          | <u>GRANT CATEGORY</u>              |
|----------------------|------------------------------------|
| Robert Adams         | Community Arts                     |
| Roman Baratiak       | Community Arts                     |
| Phyllis de Picciotto | Community Arts                     |
| Darian Bleecher      | Organizational Development         |
| Suzanne Fairly-Green | Organizational Development         |
| Nathan Vonk          | Organizational Development         |
| Carol Taylor         | Alternate                          |
| Ginny Brush          | Staff, Executive Director          |
| Susan Brindle        | Staff, Business Analyst-Extra Help |

## COMMUNITY EVENTS & FESTIVAL ROSTER

| <u>NAME</u>    | <u>CATEGORY</u>         | <u>APPOINTED</u> | <u>TERM ENDS</u> |
|----------------|-------------------------|------------------|------------------|
| Rebekah Altman | Public at Large         | 12/19/2006       | 12/31/2014       |
| Laura Inks     | Cultural Arts           | 12/31/2011       | 12/31/2015       |
| Laura Mclver   | Business/Lodging/Retail | 12/31/2011       | 12/31/2015       |
| Kate Schwab    | Public at Large         | 12/31/2011       | 12/31/2015       |
| Roger Perry    | Cultural Arts           | 12/07/2010       | 12/31/2014       |
| Vacant         | Business/Lodging/Retail |                  | 12/31/2015       |