



February 24, 2014

The Honorable Helene Schneider  
Mayor, City of Santa Barbara  
P.O. Box 1990  
Santa Barbara, CA 93102-1990

Dear Mayor Schneider,

On behalf of the Board of Directors of the Santa Barbara Center for the Performing Arts (SBCPA), I am pleased you are considering serving as the City of Santa Barbara Board Liaison. During our first ten years of operation while the Granada was under construction, Roger Horton and Iya Falcone served on our Board as liaisons. In addition, Salud Carbahal serves as a liaison from the County of Santa Barbara. You will be welcome to attend any or all of the board and committee meetings but there would be no expectation of regular attendance. You would serve in an advisory role on matters of mutual interest to the city and the SBCPA. There would be no fiduciary responsibilities. Liaisons are listed in some of our print materials as it reinforces our mutual commitment to the performing arts and our desire to serve the whole community.

As I mentioned when we spoke, even though the SBCPA is best known in town for owning and operating the historic Granada Theatre, the organization's goals are actually more broadly focused on supporting the full range of performing arts organizations in Santa Barbara. As our missions states "The SBCPA promotes appreciation for excellence in the performing arts enhancing the quality of life in our region."

During the past two years the SBCPA has expanded the level of support we offer to our eight resident companies. Among the most significant are:

- Regional distribution of two Performance Catalogs and two Calendars of Events each of which contain *pro bono* information about all our resident company performances with a distribution of approximately 200,000
- Common Playbills reducing production and printing costs and paper waste (currently for the SB Symphony and Opera Santa Barbara with others in discussion for 2015)
- *Pro bono* advertising for all resident company performances in our print ads
- Common Accounting and Human Resources Functions (currently for the SB Symphony and Opera Santa Barbara)

In essence, the SBCPA is positioning itself as a provider of skilled organizational management to the resident companies in the service of allowing them to focus more intensively on the quality of their artistic endeavors as well as ease some of the fundraising needs in these difficult financial times. In 2013 the SBCPA began reaching beyond The Granada Theatre's walls to provide support services to the other venues in Santa Barbara. The Lobero Theatre and the Granada now share a common ticketing system. The Ensemble Theatre/New Vic will be joining the consortium as well. Plans to add additional participants such as CAMA, Music Academy of the West, UCSB Pollack Theater and Ventura's Rubicon Theater are in discussion.

Please know that the SBCPA Board of Directors would be grateful to have you join us as a partner in providing Santa Barbara an artistically-rich and fiscally-sound home for performing arts. Please let me know if you have any questions or would like to meet with anyone else on the board or staff.

Regards,

Sarah Chrisman  
President, Board of Directors  
Santa Barbara Center for the Performing Arts