



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** September 16, 2014

**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 2015

**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 2015; and
- B. Authorize the Assistant City Administrator 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 2015 budget.

### **DISCUSSION:**

In the Fiscal Year 2015 budget, Council authorized funds to the Santa Barbara County Arts Commission to provide grants for Community Arts, Organizational Development, and 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 23, 2014, to review applications, interview organization applicants, and make recommendations for the Events & Festivals Grant Program. The base amount for this program is \$100,000 in Fiscal Year 2015.

A total of \$217,000 was requested by ten non-profit organizations. All 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 25, 2014 and reviewed all of the applications submitted to the Organizational Development Grant Program. The subcommittee's recommendations were reviewed and unanimously approved on July 17, 2014 by the City Arts Advisory Committee. The base amount for this program is \$141,763. There was a one-time carryover in the amount of \$4,500 of unused grant funds from the previous year, bringing the total to \$146,263.

A total of \$379,253 was requested by 34 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 18, 2014 and reviewed all applications submitted to the Community Arts Grant Program. The subcommittee's recommendations were reviewed and unanimously approved on July 17, 2014 by the City Arts Advisory Committee. The base amount allocated for this program is \$45,549, rounded up to \$45,550.

A total of \$128,505 was requested by twenty-five nonprofit organizations. Twenty-two 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 \$16,901 for the following: \$7,901 for the development and promotion of a Downtown Cultural District, and \$9,000 for miscellaneous art projects, such as Annual Arts Symposium, City Poet Laureate Honorarium, Jardin de las Granadas, and City Hall Gallery Exhibitions.

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

The City's Fiscal Year 2015 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 \$4,500 of Fiscal Year 2014 unspent grants that have been carried over to the Arts Commission.

	FY 2015	FY2014 Carryover	Total
Coordination and Administration of City Arts Programs	\$143,047		\$143,047
Arts Advisory	9,000		9,000
Cultural District Promotions	7,901		7,901
Grants (see below for funding by grant category)	287,312	\$ 4,500	291,812
Total	<u>\$447,260</u>	<u>\$ 4,500</u>	<u>\$451,760</u>

Grant Categories	FY 2015	FY 2014 Carryover	Total
Community Events and Festivals Grants	\$100,000		100,000
Organizational Development Grants	141,763	\$ 4,500	146,263
Community Arts Grants	45,549		45,549
Total	<u>\$287,312</u>	<u>\$ 4,500</u>	<u>\$291,812</u>

Attachments 1, 2 and 3 contain detailed descriptions for each applicant. Attachment 4 is a summary of 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:** Ginny Brush, Executive Director of the County Arts Commission

**SUBMITTED BY:** Nina Johnson, Assistant to the City Administrator

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

- OD-01      Alpha Resource Center’s Slingshot      \$12,000      \$4,500**  
 Funds requested are to support Slingshot Arts Forum that provides opportunities for artists with disabilities to create contemporary artwork, earn income and have valuable interactions with the community. Panel Comments: The panel recognizes the value of this emerging program that provides support for this under-served community and creates cultural crossroads with other youth serving organizations.
- OD-02      American Dance & Music      \$12,000      \$3,500**  
 Funds requested are to support expansion of services to include the Westside Boys & Girls Club and the 5<sup>th</sup> annual production of Dance: Up Close and Cultural, AD&M’s programming that provides seniors and families with young children the opportunity to attend informal & interactive dance performances at no charge. Panel Comments: 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 and the Westside Boys & Girls club should serve this goal.
- OD-03      Architectural Foundation of SB      \$14,000      \$3,500**  
 Architectural Foundation of SB seeks to maintain and expand its current programs, partnerships and projects through increased staff support. Continuing its commitment to serve under-represented youth at no charge, AFSB 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. Panel Comments: The panel commends the Architectural Foundation on its dedication to continued quality programs, expansion of its 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.
- OD-04      Arts Without Limits      \$15,000      \$1,000**  
 Art Without Limits provides intensive one-on-one mentorship programs to promising youth, pairing them with professional artists and business professionals. Art Without Limits also organizes Arts Career Day each spring. Funds are requested to fund a part-time staff person to assist with outreach, promotion and serve as a field coordinator and increase attendance for Arts Career Day. Panel Comments: The panel commends Art Without Limits on its dedication to provide professional mentoring support to aspiring youth in our community.
- OD-05      Future Traditions Foundation (Art Bark)      \$10,000      \$1,000**  
 Requested are funds to build a sustainable organizational structure for Art Bark International that includes support for artist fees, administrative support and studio space rental. Panel Comments: The panel recognizes Future Traditions Foundation for its numerous successful collaborations and the efficiency of its operation and use of online media. Budget figures related to staff salaries were confusing and greater specificity of how funds would be used was needed.
- OD-06      Arts for Humanity!      \$10,000      \$4,000**  
 Arts for Humanity empowers low-income, at-risk youth, persons with disabilities, and the elderly through participatory performing and visual arts. OD funds are requested to expand AH’s development team to outreach to a greater donor base and increase corporate sponsors. Panel Comments: 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. The panel commends AH! for its continuing successes in engaging UCSB student interns and strengthening community partnerships with groups such as the

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Boys & Girls Club, The Arts Fund, Housing Authority, Visual and Design Academy (VADA), and Garden Court.

**OD-07          Atkinson Gallery, Foundation for SBCC          \$6,000          \$3,000**

Funds are requested to hire an intern to develop and promote a sustainable social media plan, develop a method for tracking visitors and audience participation at the gallery and increase viewership on the website. Panel Comments: 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.

**OD-08          BOXTALES Theatre Co.          \$10,000          \$5,000**

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. Panel Comments: The panel applauds Boxtales for its innovative and unique productions that promote theatrical appreciation for all ages while fostering greater cross-cultural understanding. Boxtales' strategy to enhance lighting and costuming and elevate production quality as a means to increase bookings and expand its reach outside the community is a very good one. This was a very succinct and well-written grant.

**OD-09          Camerata Pacifica          \$5,000          \$3,500**

Funds requested are for artist honoraria and program support, which includes outreach and education activities for Camerata Pacifica's 25<sup>th</sup> Season. Panel Comments: The panel applauds Camerata Pacifica for expanding the reach of its programming and making stellar concerts available and affordable through its Lunchtime and Senior Recital series to music lovers of all ages.

**OD-10          Center Stage Theater          \$10,000          \$7,500**

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. Panel Comments: 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 to support general operating costs and specifically Center Stage's support to community groups through its rent subsidy program.

**OD-11          City at Peace- Santa Barbara          \$9,000          \$8,000**

Funds requested are to help support community outreach efforts and a new artistic director position to guide guest artists and build secure institutional relationships. City of Peace plans to return to its theatrical roots and support of an original teen play through collaboration with the Youth on Probation program (El Puente) and La Cuesta High. Panel Comments: 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. This approach to developing stronger community connections and engaging at-risk youth with professional artists should serve to strengthen and add stability to the organization.

**OD-12          Community Arts Music Association (CAMA)          \$18,000          \$2,000**

Funds will be used to expand subscriber base and support the promotional activities for season subscriptions for our 2014-15 International Concert Series at The Granada and Lobero Theatres. The subscription/promotion drive will begin in April 2014 and will be completed by August 31, 2015.

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Panel Comments: The panel applauds CAMA for its stellar performance offerings; its continued support of music education in schools and to life-long learners; and its efforts to expand its outreach to younger audiences through affordable ticket pricing and information available through social networking. The panel strongly suggests exploring alternatives to promotion through print ads and direct mail pieces as a way to engage youth, and attract more diverse underserved communities.

**OD-13 Ensemble Theatre Co.**

**\$18,000**

**\$5,500**

The Ensemble Theatre Company (ETC) requests funding to support expanded marketing efforts beyond Santa Barbara County to Ventura, SLO County and Los Angeles. ETC plans to work with hotels and restaurants to develop packages to attract out of town theatergoers. Panel Comments: The panel commends Ensemble Theatre Co. for its increased subscriptions and ticket sales in its maiden season and its recent collaborative efforts with The Granada and The Lobero to brand and market The Historic Theatre District with a goal to increase all ticket sales.

**OD-14 Everybody Dance Now**

**\$12,000**

**\$8,000**

Funds requested are to help support an executive director position (EDN Founder Jackie Rotman) to oversee improvements in curriculum development, teacher training and measurement/evaluation methods. Funds will also support a Grant Writer position. Panel Comments: This is a stellar program that continues to expand through strategic alliances and partnerships that provide extraordinary opportunities for underserved youth to experience self-expression through dance with instruction by peers. Adding a grant writer to the staff at this point in the organization's history makes good sense.

**OD-15 Explore Ecology**

**\$10,000**

**\$5,500**

Explore Ecology, formerly Art From Scrap is seeking funding to develop and enhance organizational and administrative functions of the reuse store and to support artist stipends for Saturday workshops. The goal is to develop procedures to handle increased quantity and quality of goods and to expand hours of the store to better serve the public. Panel Comments: 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. Increasing store hours, staff training and operation efficiency at the reuse store should provide increased community benefit.

**OD-16 Fishbon**

**\$15,000**

**\$1,000**

Fishbon requests funds for administrative support to facilitate this all-volunteer organization's educational programs and weekly events, and develop strategies to leverage growing community involvement. Panel Comments: The panel recognizes the great value of Fishbon as a resource, incubator and lab for diverse segments of the creative community.

**OD-17 Flamenco Arts Festival**

**\$4,613**

**\$3,513**

Funds are requested to hire a consultant to help generate new revenue sources, develop strategic partnerships; and to offset the costs of developing a new website with the goal to increase audiences and donor support. Panel Comments: The panel recognizes the need for the organization to achieve greater financial stability and donor support for this annual event. The panel acknowledges the significant improvement in branding and marketing for the Festival in the last year. Efforts to improve the website, and partnering with other organizations such as The Granada and the SB Historical Museum are good strategies going forward.

**OD-18 Ganna Walska Lotusland**

**\$10,240**

**\$2,500**



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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 marketing, program costs, and film rental. Panel Comments: The panel applauds this organization for its efficiency, marketing strategy and engagement of community volunteers in support of this program that reaches underserved audiences. Increased outreach efforts to partner organizations to reach more diverse audiences is a good strategy.

**OD-24 Santa Barbara Children's Chorus \$12,000 \$4,000**

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 the spring each year. Funds are requested to expand after-school/on-campus programs for The All Schools Chorus, to 15 public and private schools and provide choral programs to over 300 low- and medium-income students. Panel Comments: The panel applauds SB Children's Chorus on the extraordinary development of this program over the last several years. The scalability of the kit approach to schools is a great model. Funds from this grant must support only those activities, events and programs that take place in the City of Santa Barbara.

**OD-25 S.B. Choral Society \$10,000 \$2,750**

Grant funds are requested to retain a consultant to formulate and implement a multi-year fund development plan, an audience development strategy and mobilize a development committee comprised of volunteer Board members. Panel Comments: The panel recognizes the value of SB Choral Society's contribution to Santa Barbara's cultural landscape. Engaging a consultant to work with the Board and partnering with other organizations such as the Children's Choir and church choirs are good strategies for engaging more diverse audiences and becoming more self-sustaining. The short-term goal of raising \$70,000 seems very ambitious without a dedicated fundraising professional or a developed campaign.

**OD-26 SB Community Youth Performing Arts (Marjorie Luke) \$14,400 \$7,500**

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 196 arts and education groups that use the Luke, and 3,100 SBJHS students and its faculty and 36,000 people annually. Panel Comments: 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.

**OD-27 S.B. Dance Institute \$15,000 \$6,500**

Santa Barbara Dance Institute (SBDI) requests grant funds to hire an Executive Director with business expertise to lead SBDI into its next phase of development. This strategy will allow the organization to maintain programs at existing levels, while developing new programming, partnerships and increasing operational sustainability. Panel Comments: 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. Adding an Executive Director position to lead during the next phase of SBDI's development strategy makes good sense.

**OD-28 S.B. Education Foundation \$5,000 \$5,000**

The SB Education Foundation requests \$5000 in Organizational Development funds to be used to expand staff to allow for increased grant writing capacity and allow the Director to focus on community outreach and arts advocacy for music education in schools. Panel Comments: The panel recognizes the importance of music and expansion of the music enrichment programs in the schools and acknowledges SBEF for its



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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.

- OD-29      Santa Barbara Maritime Museum      \$4,000      \$3,000**  
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 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. Panel Comments: 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 those inside and outside the community with an interest in the sea and maritime culture. A plan to increase attendance and participation through outreach and collaboration with other organizations is very viable.
- OD-30      S.B. Symphony      \$15,000      \$3,000**  
Funds are requested to support the Santa Barbara Symphony in implementing strategic audience and donor cultivation methods in its 2014-15 Season in order to improve sustainability. 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. Panel Comments: The panel commends The Symphony for its focus on ensuring financial sustainability and exploring new avenues for support and audience development through strategic changes to programming, advertising, corporate and community relations.
- OD-31      Speaking of Stories      \$10,000      \$6,000**  
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 our collaborative partner Center Stage Theatre. Speaking of Stories plans to increase audiences for its off-season through interesting new programming such as combining stories with Opera musical performances. Panel Comments: The panel applauds Speaking of Stories for its highly successful WORD UP program, its recent inclusion of Opera performances, and its commitment to making affordable tickets available to students. The strategic partnership with Center Stage Theater to share resources, office space and staff is very efficient and commendable.
- OD-32      State Street Ballet      \$18,000      \$5,000**  
Funds requested by State Street Ballet (SSB) will be used to support focus on goals to deepen audience engagement, expand collaborations across the arts sector, and build on new arts initiatives in its 20<sup>th</sup> Season. This year SSB will produce 5 major productions and collaborate with The Symphony, UCSB, Music Academy of the West, and the Choral Society. Panel Comments: The panel recognizes State Street Ballet for its legacy of excellence in dance performance and instruction and its innovative collaborations with other presenters. New initiatives such as the Library Dances, Professional Track and Summer Dance initiatives and “Ballet: Funk Zone Style” all demonstrate the organization’s innovative approach to programming and its deep understanding of its audience and the community.
- OD-33      Teen Star (Lambert Foundation)      \$8,000      \$4,500**  
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 2014-15 Teen Star program at The Granada.

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Panel Comments: The panel applauds Teen Star for its efficient and very 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. The addition of a scholarship for the winner to attend Pepperdine Performing Arts Camp provides for a great career path.

**OD-34 Youth Interactive (Media4Good) \$8,000 \$ 8,000**

Requested grant funds will allow Youth Interactive Santa Barbara to launch an exciting new youth contemporary art gallery program for Santa Barbara through a partnership with the Museum of Contemporary Art SB. The goal is to open opportunities to under-served youth from the heart of the Funk Zone and provide much needed exhibition space and allow them to develop financial and artistic literacy.

Panel Comments: The panel applauds Youth Interactive for its innovative and engaging programs and its successful partnerships that provide diverse and meaningful programming and creative opportunities for at-risk youth from Santa Barbara's East and Westside. Youth Interactive has become a significant creative hub in the Funk Zone and an incubator for aspiring young artists and future entrepreneurs.

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<b>Amt. Requested</b>	<b>Amt. Recommended</b>
<b>\$379,253</b>	<b>\$ 146,263</b>

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- EF-01      Awakened World Int'l Film Festival Retreat      \$15,000      \$ 7,000**  
 Funding is requested for marketing and promotion of the 10<sup>th</sup> Annual Awakened World International Film Festival Retreat to be held for the first time in Santa Barbara. Funds will be used for marketing and promotion and outreach with plans to coordinate with Historic Cultural District venues and businesses for this 4-day midweek film festival and urban retreat. It is intended to become an annual event. Panel Comments: The panel recognizes the potential for success and applauds the organizers for their efforts in bringing this urban retreat concept and its film festival component to Santa Barbara and applauds the collaboration with Visit Santa Barbara, and Downtown Santa Barbara in arranging for accommodations, dining, and cultural opportunities for the 600+ estimated attendees.
- EF-02      Coalition for Sustainable Transportation      \$20,000      \$7,500**  
**COAST Santa Barbara Open Streets**  
 Funding is requested for marketing of the 2nd Santa Barbara Open Streets event, to take place October 25, 2014 along Cabrillo Blvd. stretching from the Bird Refuge to the Funk Zone. Twenty thousand participants are anticipated. The event route will feature local businesses and attractions while providing an environment for community interaction and healthy lifestyle activities for people of all cultures, incomes and physical abilities. This year Open Streets will be promoted through partnerships with the Sol Food Fest, Lucidity, New Noise Foundation and Earth Day to assist in getting the word out to their constituents through social media and targeted emails. Panel Comments: 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 while working with the lodging association in creating packages for over-night stays.
- EF-03      Lobero Theatre Foundation      \$30,000      \$15,000**  
**Lobero Live!**  
 Funding is requested for marketing, publicity and artist fees for the *Lobero Live* series that attracts diverse audiences from all age groups in the off-season. Programming is designed to complement, not compete with other presenters in town. Lobero's multiple small series with world-class performers are well publicized and serve both visitors and residents. Panel Comments: The Panel commends The Lobero for its participation in the Historic Theatre Arts District collaboration with The Granada and The New Vic and for its continued efforts to expand audiences outside the area through social media and artist's fan bases. The Lobero's strategy of being opportunistic and flexible in booking acts touring on the West Coast is smart. The committee recognizes the outstanding job The Lobero does in gathering valuable audience surveys at each performance.
- EF-04      Museum of Contemporary Art/On Edge      \$10,000      \$5,000**  
 The On Edge Performance Art Festival scheduled for September 18-21 is a groundbreaking, 4-day public festival with free performances by some of the most dynamic contemporary artists today. It features educational and family-friendly events, commissioned pieces, and site-specific works (including a work at the Historic County Courthouse) that celebrate contemporary arts. As the only festival of its kind on the Central Coast, it has the potential to contribute to the local economy by drawing a significant number of out-of-town guests through its unique programming. Panel Comments: The panel appreciates effort to increase the Festival's reach, through collaboration with Parent Click, Visit Santa Barbara, and Car Free SB to attract out-of-towners, with an emphasis on Los Angeles, San Francisco, and Palm Springs areas.
- EF-05      New Noise Music Foundation      \$25,000      \$11,000**  
 Established in 2009, the New Noise Foundation is a nonprofit organization that hosts the annual *New Noise Santa Barbara Music Conference & Festival*. 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 6th Festival. Linking to area musicians and industry professionals is a great benefit. Panel Comments: The Panel applauds New Noise Festival organizers for its efforts to expand corporate support and increase opportunities for regional artisans to participate in the Funk Zone block party. The very successful online presence and the use of diverse media should reach your demographic. The Festival Kick-Off with Pianos on State Street as well as the link to the Funk Zone are excellent models for generating community engagement and excitement for the event.

**EF-06 Opera Santa Barbara** **\$14,000** **\$10,000**  
***2014-2015 Mainstage Opera Productions***

Funds provided by the Events & Festivals Grant Program will be used 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 panel 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 pop-up opera performances 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-07 Santa Barbara Museum of Art** **\$40,000** **\$18,000**

*The Botticelli, Titian and Beyond: Masterpieces of Italian Painting* from Glasgow Museum exhibition at the SBMA February 8-May 3, 2015 illuminates the evolution of Italian painting over five centuries through spectacular works by these Italian masters and others. The exhibit features masterworks that have never been seen in the US and SBMA will be its only West Coast venue. Panel Comments: The panel recognizes the value of this unique exhibition and its ability to attract out-of-town visitors with targeted advertising. Linking to other Cultural institutions in town such as Opera Santa Barbara, the Symphony and the UCSB Italian Department will enhance the experience and greater engage the community.

**EF-08 Santa Barbara Revels** **\$15,000** **\$7,000**  
***The Christmas Revels: In Celebration of the Winter Solstice***

Santa Barbara REVELS requests funds to present a full schedule of performances for adults and children to celebrate the holiday tradition and Winter Solstice 2015 scheduled to coincide with *1<sup>st</sup> Thursday* in December. Grant funds will support marketing and publicity, administrative, artistic, and design/technical salaries for the 3 evening events. Panel Comments: The panel 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 recommends continued efforts to market to a broader audience by using more social media and looks forward to this year's theme of the Irish Immigrant experience of the 1900s.

**EF-09 SB Trust for Historic Preservation** **\$ 8,000** **\$1,500**  
***Annual Founding Day***

Grant funds are being requested to assist with marketing and publicity for Founding Day, Saturday, April 25, 2015. Founding Day is a tradition that 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. Panel Comments: The panel values SBTHP's annual celebration that reconnects locals to their history and engages cultural tourists and their families with historical reenactment of living arts activities focusing on early California music, food, archeology, Chumash culture and native plants have added much. The grant panel does recommend SBTHP apply in the Community Arts Grant category in the future, which is more appropriate than Events & Festivals based on the nature and scope of this one-day event.

**EF-10 UCSB Arts & Lectures \$40,000 \$18,000**  
***2014-2015 Season***

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 more than 28,000 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. Panel Comments: The panel applauds the high quality and innovative programming as well as strategic marketing and collaborations with area businesses that draw increased locals and visitors to the Historic Theatre District.

<b>Amt. Requested</b>	<b>Amt. Recommended</b>
<b>\$217,000</b>	<b>\$ 100,000</b>

<b>Grant #</b>	<b>Organization</b>	<b>Amt. Requested</b>	<b>Amt. Recommended</b>
<b>CA-01</b>	<b>Boys and Girls Club of Santa Barbara</b>	<b>\$3,500</b>	<b>\$3,000</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. Growing partnerships with a variety of community nonprofits and the addition of dance, media and performing arts classes will serve to engage more low-income youth.</p>			
<b>CA-02</b>	<b>Casa Dolores</b>	<b>\$6,000</b>	<b>\$2,500</b>
<p>Casa Dolores, Center for the Study of the Popular Arts of Mexico, the only free-admission/bilingual museum in Santa Barbara requested funds for a variety of multicultural art/education programs consisting of 2 arts exhibition, 6 public workshops, a summer film series, and 6 days of educational outreach to Jr. High and High School Spanish classes. Additionally funds would support Casa Dolores' honoraria to career-path college students for research, and translation of materials in the collection archive. <u>Panel Comments:</u> The panel commends Casa Dolores for its program offerings and diverse outreach approaches to all age groups to a very underserved community. Through the collaboration with iCAN Casa Dolores provides valuable cultural resources to nearly 3,000 elementary students.</p>			
<b>CA-03</b>	<b>Children's Creative Project</b>	<b>\$6,000</b>	<b>\$3,000</b>
<p>Grant support will subsidize in part performances by professional touring artists during the 2014-15 academic year, to occur at six school Title 1 sites in the Santa Barbara Elementary School District for roughly 2,500-3,000 under-served students. <u>Panel Comments:</u> The panel recognizes the value of CCP programs linked to study guides, the 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 necessary to maintain dynamic and effective programming.</p>			
<b>CA-04</b>	<b>Drama Dogs</b>	<b>\$6,000</b>	<b>\$1,100</b>
<p>Drama Dogs requested funds to support costs associated with a new theatrical production, Tales of Woo and Woe: A Journey of the Heart written by local playwright Jinny Webber and scheduled for Center Stage Theatre February 6<sup>th</sup> -14, 2015. Drama Dogs has a group of arts nonprofits it is reaching out to in order to attract a broad and diverse audience. <u>Panel comments:</u> While the panel recognizes Drama Dogs support for and commitment to our local playwrights and the programmatic value of scheduling the production to coincide with Valentine's Day, there were other more compelling grants and projects with broader community benefit.</p>			
<b>CA-05</b>	<b>Friends of the Eastside Library</b>	<b>\$ 6,000</b>	<b>\$ 3,000</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 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>			

Panel Comments: 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.

**CA-06 Friends of VADA \$6,000 \$2,100**  
Funding is requested to support the VADA Artist-in-Residence Program during the 2014-15 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 grades 9-12 VADA classes. Grant funds will cover artist residency fees. The project will include public presentation of student work at *1st Thursdays* and inclusion in the annual Spring Show. Panel Comments: The panel applauds VADA for its ability to engage students from a diverse student body and have them gain strong career-building skills. Exposure to a group of professional regional artists with very diverse styles and careers is a great opportunity for these aspiring artists.

**CA-07 Girls Rock Santa Barbara! \$6,000 \$2,700**  
Girls Rock Santa Barbara (GRSB) requested funding assistance with its 2014-15 After School program staff costs in order to offer more classes and reach more low-income, underserved girls from diverse backgrounds and neighborhoods who qualify for scholarships. In its outreach efforts, GRSB partners with Girls Inc., Transition House, and Notes for Notes at the Boys & Girls Club. Panel Comments: The panel commends Girls Rock Santa Barbara for its strategic partnerships and programs that provides increased access to the arts and opportunities for music studies and performance that promote self-expression and self-esteem in young women.

**CA-08 Inner Light Gospel Choir \$3,400 \$2,100**  
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 18 years, this annual workshop has been bringing together people of the Santa Barbara community, uniting them in musical celebration regardless of race or creed. Panel Comments: 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.

**CA-09 Sarah House Mosaic (Jolene Law) \$5,450 -\$0-**  
Sarah House served as an umbrella for this grant request for Joleen Law, a mosaic artist to produce a mural at Sarah House working with staff and family members in memorializing loved ones. Funds requested would cover artist fees and material costs. Panel comments: The panel recognizes the value of the initial mural project at Sarah House organized and created by Betsy Gallery, an Arts Therapist in which Sarah House staff and residents played a significant role in developing that mural creating a sense of family and healing in the process. The 2014-15 Grant application did not make a compelling case for the need for another mural and the greater community benefit of the project.

**CA-10 Joleen Law (UCP Work, Inc.) \$5,350 -\$0-**  
Funds were requested to support artist fees and materials for a mosaic art piece. Panel comments: The panel appreciates the artist's outreach to a nonprofit for this grant. This grant request would have been more compelling and fundable if it included a strategy for greater community engagement in the mural process and had a broader reach. For these reasons the panel chose not to support this funding request.

- CA-11 Mental Wellness Center** **\$1,700** **\$1,450**  
 Funds are requested to support costs associated with producing and publicizing the 21<sup>st</sup> Annual Mental Wellness Arts Festival scheduled for September 27, 2014 in De La Guerra Plaza. Approximately 70 artists living with mental illness will display arts and crafts for one day in the De La Guerra Plaza. Panel Comments: The panel commends the Mental Wellness Center for its 21-year commitment to this event that increases community awareness of mental illness issues; and recognizes the value of providing these underserved artists opportunities for self-expression and recognition through the display of their work.
- CA-12 Nebula Dance Lab** **\$6,000** **\$1,500**  
 Nebula Dance Lab provides a professional forum for artists, dancers and choreographers to produce new and existing works. This year's project is focused on the creation of a new original evening length work which will be created through a fully collaborative process and culminate in a fully produced show at Center Stage Theater October 9-13, 2014. Funds are requested to offset promotion and production costs and artist fees. Panel Comments: 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.
- CA-13 Pacific Pride Foundation Festival** **\$4,000** **\$1,700**  
 Pacific Pride requested funding to support the costs of artists and entertainers for the 2015 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 2014 the headliners were Cazwell and DaniElle Delaite. Panel Comments: 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.
- CA-14 PARC-SB Arts Alliance** **\$6,000** **\$2,500**  
 The PARC Foundation requested grant support 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 2014-15 Santa Barbara Arts Alliance program that focus on the creation of public art murals in places previously plagued by graffiti vandalism. 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 increase artistic skills and creativity while minimizing and/or eliminating graffiti in public areas. Panel Comments: The panel recognizes the valuable contribution of this program that engages approximately 50 youth ages 14-21 in our community and provides opportunities for self-expression and collaboration. Expanding partners and collaborating organizations supporting the Arts Alliance program are indicative of its ongoing community engagement and success.
- CA-15 Performing & Visual Arts Camp** **\$6,000** **\$2,700**  
 The Performing and Visual Arts camp (PVAC) is a summer arts camp designed for underprivileged students ages 7-14 to experience the creative process of musical production during summer sessions in July. Students participate in many aspects of production, including music preparation, traditional theatre techniques, dance, and set design painting. Funds are requested to support resident artists fees. 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. Panel Comments: The panel recognizes PVAC as a popular and dynamic program that inspires and engages youth as well as their families. This program provides a



much-needed resource to underserved youth in the City, particularly during the summer and on the City's Westside.

**CA-16 Santa Barbara Co. Park Foundation \$3,500 \$2,800**

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 2014 season is Silent Films: Comedy Classics. Panel Comments: The panel recognizes the success and value of a free family-friendly cultural activity in the summer in this iconic setting.

**CA-17 Santa Barbara Festival Ballet \$6,000 \$1,400**

Funds are requested to support the 40<sup>th</sup> year of the Friends of Clara project, which provides free tickets to disadvantaged children and their families to professional theatrical production of the Nutcracker at the Arlington Theater in December of 2014. Panel comments: The panel commends Santa Barbara Festival Ballet for its commitment to provide this professional art experience through the Friends of Clara project and for its extensive outreach to community agencies to reach underserved children and families.

**CA-18 Santa Barbara Music Club \$5,817 \$1,600**

Funding is requested to support expenses associated with providing free, live concerts of instrumental, vocal and chamber music series at the Faulkner Gallery, main branch of the Santa Barbara Public Library; and development of a program for youth and concerts at La Cumbre Junior High's recently renovated theatre. Funds would help cover costs of Faulkner Gallery rental fees, advertising, development of bi-lingual materials and the position of an outreach coordinator at La Cumbre. Panel comments: The panel recognizes the Music Club's commitment to provide access to professional live concerts that are accessible to the people of all ages and incomes and applauds efforts to outreach to underserved youth.

**CA-19 Santa Barbara Vocal Jazz Foundation \$3,300 \$2,600**

The Santa Barbara Vocal Jazz Foundation (SBVJF) requests funds to support the cost of one SBVJF Vocal Jazz Workshop in 2014-15. The grant request amount will fund one Title-1 Santa Barbara elementary school and a performance at the Lobero. The 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. Panel Comments: The panel recognizes the success of this program and the value of art instruction that takes place during the school day. The panel commends SBVJF 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 remaining visible and more self-sustaining.

**CA-20 Sexy Sandwich Productions [Fishbon] \$6,000 \$500**

Funds requested are to support production expenses and artists honorarium for an immersive multi-media event titled *The Wilde Circus* to be performed on Halloween night at Center Stage Theatre. Shadow-puppets, projection art, and live music are intended to encourage audience participation. Panel comments: The review panel found this project overly ambitious and had concerns regarding community and funding support to fully realize the project. More detail on plans to promote the event and attract funding support would have strengthened the grant application.

**CA-21 Student Art Fund \$3,500 \$2,000**  
 Funds are requested to support promotion and exhibition expenses for the Grandparents Arts Exhibition in the Faulkner Gallery in April of 2015. Approximately 500 junior high and high school students will participate in the program that focuses on portraits of grandparents or significant elders. Approximately 120 works in a wide variety of media will be selected for exhibition. Panel comments: The panel commends the Student Arts Fund for its volunteer support and fundraising efforts in coordinating and facilitating this very popular cross-generational project and the exhibition opening reception at the Public Library.

**CA-22 The Turner Foundation \$5,988 \$1,800**  
 Funds are requested to support a yearlong music enrichment education program for 30 children, mostly Latino, who reside at The Village, a 70-unit low-income housing complex on the Westside. The Foundation has 12 violins and a baby grand piano in the Music Room of the Community Center in the complex, connections to professional music teachers and has developed a partnership with Notes for Notes at the neighborhood Boys & Girls Club for guitar and drum instruction. Student recitals are planned to engage families and community. Panel comments: The panel recognizes the value of access to instruments, music education for the underserved youth and values the partnerships that the Foundation is developing with neighborhood resources to establish this program.

**CA-23 VIVA EL ARTE! \$6,000 \$2,000**  
 Arts & 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 2014 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. Panel Comments: The panel 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.

**CA-24 Women’s Literary Festival \$6,000 \$1,500**  
 Funds are requested to support promotion, admission scholarships for low-income attendees, and speaker honoraria for the 10th Annual Women’s Literary Festival scheduled for March 7, 2015 at the Fess Parker. This year’s featured speaker will be Santa Barbara Poet Laureate Chryss Yost. The Women’s Literary Festival serves the Tri Counties of the Central Coast with a handful of attendees coming from points further north and south. Panel comments: The panel acknowledges the Women’s Literary Festival for its 10 years of celebrating the written word and the women who write them while raising awareness and increasing understanding of 21<sup>st</sup> century issues. The panel applauds efforts to increase diversity and build strategic partnerships with the SB Public Library, SB City College, UCSB, Cal Lutheran, and Antioch University in organizing and promoting the Festival.

**CA-25 Yulia Maluta (TV Santa Barbara) \$5,000 \$-0-**  
 Funds were requested to support production of Tango Dance instruction by Yulia Maluta, a professional dancer and produced at TV Santa Barbara. Panel Comments: While the panel appreciates the connection to TV Santa Barbara as a resource for video production and airing, they did not recognize significant need or community benefit from this proposed project.

	<b>Amt. Requested</b>	<b>Amt. Recommended</b>
	<b>\$128,505</b>	<b>\$45,550</b>

2014/2015 Community Arts  
Grant Recommendations

Applicant	Umbrella	2012/2013 Award	2013/2014 Award	2014/2015 Request	2014/2015 Recommended
1 Boys & Girls Club of Santa Barbara		\$ -	\$ 3,300.00	\$ 3,500.00	\$ 3,000.00
2 Casa Dolores		-	-	6,000.00	2,500.00
3 Children's Creative Project		2,100.00	3,000.00	6,000.00	3,000.00
4 DramaDogs		3,263.00	* 3,000.00	6,000.00	1,100.00
5 Friends of the Eastside Library		2,900.00	4,000.00	6,000.00	3,000.00
6 Friends of VADA		2,300.00	2,400.00	6,000.00	2,100.00
7 Girls Rock Santa Barbara!	Art Without Limits	-	-	6,000.00	2,700.00
8 Inner Light Community Gospel Choir	Beacon of Light Foundation	2,000.00	2,700.00	3,400.00	2,100.00
9 Joleen Law	Sarah House	-	-	5,450.00	-
10 Joleen Law	UCP Work, Inc	-	-	5,350.00	-
11 Mental Wellness Center		** 2,000.00	-	1,700.00	1,450.00
12 Nebula Dance Lab		1,500.00	1,500.00	6,000.00	1,500.00
13 Pacific Pride Foundation		2,100.00	2,200.00	4,000.00	1,700.00
14 PARC Foundation		2,900.00	3,500.00	6,000.00	2,500.00
15 Performing and Visual Arts Camp	Children's Creative Project	2,900.00	3,800.00	6,000.00	2,700.00
16 Santa Barbara County Park Foundation		2,700.00	3,400.00	3,500.00	2,800.00
17 Santa Barbara Festival Ballet		1,500.00	-	6,000.00	1,400.00
18 Santa Barbara Music Club		-	-	5,817.00	1,600.00
19 Santa Barbara Vocal Jazz Foundation		1,900.00	2,800.00	3,300.00	2,600.00
20 Sexy Sandwich Productions	Fishbon	-	1,849.00	6,000.00	500.00
21 Student Art Fund		2,400.00	-	3,500.00	2,000.00
22 Turner Foundation		-	-	5,988.00	1,800.00
23 Viva el Arte - UCSB Arts & Lectures	Santa Barbara Cultural Development Fndtn	2,600.00	3,400.00	6,000.00	2,000.00
24 Women's Literary Festival		-	-	6,000.00	1,500.00
25 Yulia Maluta	TV Santa Barbara	-	-	5,000.00	-
				\$ 128,505.00	\$ 45,550.00

\* Awarded OD Grant in previous year(s)

\*\* Awarded EF Grant in previous year(s)

## 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
Marylove Thralls	Community Arts
Nina Dunbar	Community Arts
Darian Bleecher	Organizational Development
Elizabeth Owen	Organizational Development
Nathan Vonk	Organizational Development
Vacancy	
Ginny Brush	Staff, Executive Director
Lyn Semenza	Staff, Business Analyst

### COMMUNITY EVENTS & FESTIVALS ROSTER

<u>NAME</u>	<u>CATEGORY</u>	<u>APPOINTED</u>	<u>TERM ENDS</u>
Katrina Carl	Business/Lodging/Retail Industry	12/17/2013	12/31/2015
Brittany Odermann Heaton	Business/Lodging/Retail Industry	06/25/2013	12/31/2015
Laura McIver	Business/Lodging/Retail Industry	12/31/2011	12/31/2015
Roger Perry	Cultural Arts	12/07/2010	12/31/2014
Kate Schwab	Public At Large	12/31/2011	12/31/2014
Vacant	Public At Large		
Vacant	Cultural Arts		