



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 21, 2015

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: Community Promotion Contract With Summer Solstice Celebration

RECOMMENDATION:

That Council authorize the City Administrator to execute an annual community promotion contract with Summer Solstice Celebration, Inc. in the amount of \$66,000 to support year-round administrative expenses for the community event.

DISCUSSION:

The Fiscal Year 2016 budget adopted by Council on June 23, 2015, includes \$66,000 under Community Promotions for Summer Solstice Celebration, Inc. to plan next year's public arts workshop, annual parade, and festival. This reflects a 3% increase in funding from the prior year. This contract will help support year-round administrative expenses for the organization. The term of the contract covers the period from August 1, 2015, to July 31, 2016.

The organization plans the annual Summer Solstice parade along State Street with a creative display of floats, giant puppets, whimsical costumes and masks, involving over 1,000 parade participants. In addition to the parade, the festivities continue over the weekend in Alameda Park with live music, food, arts and crafts. The next Summer Solstice event is scheduled from June 17 to 19, 2016.

The economic impact from arts and cultural events in Santa Barbara is significant. Cultural arts programs and events provide a major boost to the local economy through sponsorships, services, supplies, and employee salaries. Recognizing cultural arts as a vital component of the community's economic vitality and the importance of providing free entertainment to the community, the City provides over \$2.6 million for events, festivals, and arts and community promotion organizations.

The contract is available for review in the City Clerk's Office at City Hall at 735 Anacapa Street.

PREPARED BY: Nina Johnson, Assistant to the City Administrator
SUBMITTED BY: Paul Casey, City Administrator
APPROVED BY: City Administrator's Office