



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 28, 2015

TO: Mayor and Councilmembers

FROM: Administration Division, Finance Department

SUBJECT: Community Promotion Contract With Old Spanish Days

RECOMMENDATION:

That Council authorize the City Administrator to execute a community promotion contract with Old Spanish Days in an amount of \$101,000, covering the period from July 1, 2015, to June 30, 2016.

DISCUSSION:

The Mayor and Council's Office Arts and Community Promotion budget includes \$101,000 for the Old Spanish Days organization for Fiscal Year 2016. This reflects a 3% increase in funding from the prior year. The funding will be used for organizing, promoting, and sponsoring the community celebration of Fiesta, as well as supporting year-round administrative expenses. The funds will cover janitorial service for cleaning, trash pick-up, and portable toilets at the two "Mercados" and power-washing of the De la Guerra Mercado area. These funds will also partially cover promotional costs for posters and brochures.

The Old Spanish Days community celebration known as Fiesta helps educate the community about the history and traditions of Santa Barbara's heritage. The event includes a historic parade, evening variety shows, and marketplaces for entertainment, food and crafts. The community festival is a vehicle for numerous non-profit and service groups to raise funds for local causes. The events are scheduled from August 5 through August 9, 2015.

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 ticket sales, 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