



# Summer Solstice Celebration

February 17, 2015

Mayor Helene Schneider, Councilmembers  
Dale Francisco, Gregg Hart, Frank Hotchkiss, Cathy Murillo, Richard Rouse,  
and Bendy White,

Dear Madame Mayor and Esteemed Councilmembers:

Now in our 41st<sup>h</sup> year, Solstice has continued to grow in spite of dwindling funds for free community events. We have grown, primarily through new corporate sponsorships and private funding, from a one-day event to a three-day event. As you might expect, these extra days have substantially increased our costs. We have over 75 people now who receive some kind of compensation for our event. These include artists, teachers, performers, and festival workers—all of whom are extremely important to our highly visible local cultural life and the Santa Barbara brand.

We have struggled to keep providing this free public arts event with our public funding below the historic 20% level. Our event has become so much a part of Santa Barbara's cultural identity. Last year we were very pleased to receive an increase in our City funding to \$64,000 for the 2015 Celebration. We are actively seeking new sponsorships this year and hoping to balance our 2016 budget with an increase to \$76,000, which is 20% of next years budget.

We are a fiscally responsible community-based organization very closely tied to Santa Barbara's image and marketing strategy. Our goal in increasing our presence (i.e. from a one to three day festival) was in direct response to the Visit Santa Barbara's "one more day" program to increase the City's TOT, as well as revitalizing the downtown arts and entertainment district especially during the summer months when tourism is at it's greatest numbers. We need more support from the City.

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Claudia Bratton  
Executive Director

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MAYOR & COUNCIL OFFICE

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We would like to have our City line item increased to \$76,000, which will bring it closer to the funding provided other major civic events such as Old Spanish Days and the Santa Barbara Film Festival. This funding is vital to our ability to sustain this organization and event in the years to come.

I would be most happy to discuss this with you. Please call me to answer any questions you might have.

Best regards,

A handwritten signature in cursive script that reads "Claudia Bratton". The signature is written in black ink and is positioned above the printed name and title.

Claudia Bratton  
Executive Director

PS: Save the dates: June 19, 20 and 21 for the festival and noon on June 20<sup>th</sup> for the parade. The theme for this year's parade is "Sci Fi"