III. PROGRAM INFORMATION

1. Use of Funds:

Describe how this grant funding will help your organization develop in the future. Include short-term and long-term goals of the organization. Be specific on how your organization will use the funding. *(Who, What, When, Where, and How. List any partners and the roles they play.)*

This grant helps to keep our organization solvent and operational. It also allows us to offer salaries to artists which, for many of them, is more money than they make most of the year. Solstice serves our community, cross-pollinating many art groups and artists. Each year many dance companies perform in our parade, such as Vanessa Isaac's Afro Brazilian group and Angelita Eiler's Hawaiian dancers. They constantaly attract new students to their programs from being in our parade. Many times each year we are asked for referrals for them to entertain at events where they receive payment. Many people, after experiencing Solstice, make career changes to the arts. Steven Lovelace, founder and owner of Santa Barbara Jazz Dance, is a good example of this. He returns to Solstice each year and teaches the parade participantss performance skills, dance moves and how to entertain the spectators.

This year we have seven artists in residence receiving funding from Solstice, Carlos Cuellar, Diane Stevenett, Kalo, Pali Ex Mano, Gloria Liggett, Ann Chevrefils, Myka, Angelica Navarro, and Rubeñ Pedregon. Two additional artists, Amanda Hockham, Geoffrey Barber, are working as volunteers. We have several artists working in their own studios without salaries. Carlos is partnering with Project Renaissance, and the at risk youth they serve. Gloria Liggett and Angelica Navarro are working with kids from Harding School and Open Alternative. Mask makers include Melissa Ramsey-Demeter, Edwin Shaw and Junior Artist, Lacy Lopez. The Costume Department is headed by Britt Nelson with Lindy Fuller and Junior Artist, Claudia Orona.

Solstice also provides expert training in the building skills as we have a highly trained staff with carpentry and building trades experience that is applied to float building. One of our artists, Kalo, a world-renowned bamboo artist, is offering a two-day workshop in bamboo building techniques. Bamboo is a renewable material and we are thrilled to be offering this unique and beautiful way of creating structure. Additionally we are offering a stilt-walking workshop for 10 youths to learn this skill taught by Marc McGinnis, the only individual to be in all 32 Solstice parades.... on stilts of course.

We also offer hundreds of scholarships each year to cover the cost of our workshop and parade registration with one of the groups is "Milagro", a Latino dance school. Solstice provides celebration arts for a variety of community events. Recently a group of Solstice staff along with some of our inflatable art and giant puppets went to the Lompoc Theatre Groundbreaking event. We have also furnished floats, inflatables and a variety of props to many organizations including Santa Barbara Art & Jazz Festival, Sullivan Goss's Surrealism Show Opening, Opera Santa Barbara and many more. Solstice worked with the Redevelopment Agency on the Ortega Park Mural project with artist Carlos Cuellar. This work will continue to maintain these cultural murals.

Solstice short-term goals are to provide artists with stipends, buy materials and the administration to run our organization. Each year we will continue to reach out to the underserved with a special focus on youth. Our festival in Alameda Park continues to grow. The opening of the event on Friday last year proved to be a winner, and we expect to expand the audience this year as the press and word of mouth brings awareness of this lovely evening of music and dance.

Our partnership with the City's Redevelopment Agency regarding the permanent community arts workshop continues. The planning is underway and the building stages are set to begin in 2008. Claudia Bratton, Solstice Executive Director will need to spend more time raising funds for the Solstice portion of construction costs that the City expects us to contribute. She will also be raising more awareness of the project for the various arts organizations that will utilize the facility. While no group has more experience in operating a community arts workspace, the Summer Solstice Board is approaching this opportunity with an understanding that this is a public space and that the first lease period will be an ongoing learning process. Building processes are lengthy, and it will be important that we create awareness and support from the organizations that this project will serve. We are in the planning stages to have greater community awareness of the project and the great opportunities this will offer Santa Barbara for the future.

2. Goals:

What are the measurable goals that will be used to determine the success of your organization and your use of Organizational Development funding?

This year, our workshop/parade registration numbers are up 62% compared with last year. If you were to go to our workshop and see the amount of floats and where they are in progress compared to prior years they are significant in their numbers and the amount of work completed by this date.

We expect attendance at the Friday evening festival to double this year and stay about the same on Saturday. We do expect to have larger numbers in the children's festival and we have a much bigger show of musical entertainment planned for this year in that area. We anticipate this particular area will grow.

3. Audience Development:

How is your organization addressing the marketing of programs to new and more diverse audiences? What are the organization's plans for increasing and/or diversifying its core audience?

We will continue to outreach to the Latino community. We are going to be on several Spanish language television and cable programs as well as radio. Synchronizing our Open House Event with Cinco de Mayo and featuring a Salsa Dance group helped outreach this year. Creating more alliances with groups like Project Renaissance and City at Peace are helping to develop young Latino interest in the arts.

As we work on building awareness of the community arts workshop and it's availability to other arts and performance organizations, a greater awareness of Solstice and our programs will increase and diversify our audience. When the building renovations are complete, sometime in 2008, we will have the opportunity to also offer programs that can be tied to cultural events, i.e. costume and mask making workshops for children around Halloween.

The first guests to come to our Cinco de Mayo Opening were a large group of developmentally disabled adults. They were all thrilled to be back in our workshop recognizing familiar staff faces. Our original outreach program began in 2001 and has blossomed since then.

Our Senior and disabled seating area for the parade has now doubled from a couple of years ago and we imagine that this will increase to a second area in the near future. Our seating for the visually impaired has also increased with more awareness of its existence.