



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: September 16, 2008

TO: Mayor and Councilmembers

FROM: Administration Division, Community Development Department

SUBJECT: Funding Allocation Of The City Of Santa Barbara Community Promotion Grants And Contract With The Santa Barbara County Arts Commission For Fiscal Year 2009

RECOMMENDATION: That Council:

- A. Review and approve the City of Santa Barbara Arts Advisory Committee grant recommendations for Fiscal Year 2009; and
- B. Authorize the Community Development Director to execute a \$530,047 contract with the Santa Barbara County Arts Commission as approved in the Fiscal Year 2009 budget.

DISCUSSION:

In the Fiscal Year 2009 budget, Council authorized funds to the Santa Barbara County Arts Commission to provide Community Arts, Organizational Development, and Community Events and Festival grants, and for staffing to the City Arts Advisory Committee, Visual Arts in Public Places, and Events and Festivals Committees. The grant funds support city arts organizations and community promotion, and continue the development of the Downtown Cultural District and other special projects. Funds also provide technical assistance to artists, arts organizations, and cultural promotion groups.

The individual grant categories, recommendations, and information regarding the category are listed below.

Community Arts

The Community Arts Subcommittee met on June 30, 2008, and reviewed all applications to the Community Arts Grant Program. The subcommittee's recommendations were reviewed and approved on July 17, 2008, by the City Arts Advisory Committee and on July 29, 2008 by the Finance Committee. The base amount for this program is \$55,000.

A total of \$143,934 was requested by 29 nonprofit organizations. Twenty-five of the 29 applicants were awarded funding. Groups applying for Community Arts grants are not eligible to apply for Organizational Development or Community Events & Festivals grants.

Organizational Development

The Organizational Development Subcommittee met on June 26, 2008, and reviewed all of the applications submitted to the Organizational Development Grant Program. The subcommittee's recommendations were reviewed and approved on July 17, 2008 by the City Arts Advisory Committee.

At the July 29th Finance Committee, this group of grants requests was not approved by the Finance Committee. The Summer Solstice Celebration requested further consideration since they were the only organization not awarded funding in this grant category. The Finance Committee requested to send this category of grant requests back to the Arts Advisory Committee for further review, along with allowing the Summer Solstice Celebration to submit a letter of clarification regarding their grant request.

The Organizational Development Subcommittee met on August 11, 2008, and reviewed all of the applications submitted for the Organizational Development grant funds, including the Summer Solstice Celebration letter of clarification. Their recommendation was to fund the Summer Solstice Celebration \$7,500 by reallocating funding recommendations from eleven of the other organizations in the Organizational Development grant category.

The subcommittee's revised recommendations were reviewed by the full City Arts Advisory Committee on August 21, 2008. After much discussion, with public input, including the Summer Solstice Celebration Executive Director, the City Arts Advisory Committee denied the Organizational Development Subcommittee's recommendation. Instead, there was a unanimous vote to forward the original Organizational Development Subcommittee's recommendation back to the Finance Committee. The discussion, which led to the decision to deny the Organizational Development Subcommittee's recommendation included the integrity of the process and the work completed by the subcommittees, understanding the directive from the Finance Committee, how appeals work and who can appeal decisions, financial participation of the Community Arts Workshop, and the process being valued among other things.

At the September 9, 2008 Finance Committee meeting, the Finance Committee voted unanimously to forward the original recommendation of the Arts Advisory Committee to Council, with no changes.

The base amount for this program is \$180,000. A total of \$387,933 was requested by 26 nonprofit organizations. Groups applying for Organizational Development grants are not eligible to apply for Community Arts or Community Events & Festivals grants.

Community Events & Festivals

The Community Events & Festivals Committee met on July 1 and July 2, 2008, to review applications and interview organization applicants for the Events & Festivals Grant Program. The Committee's recommendations were reviewed and approved on July 17, 2008, by the City Arts Advisory Committee and on July 29, 2008 by the Finance Committee. The base amount for this program is \$143,000.

A total of \$416,398.35 was requested by 22 non-profit organizations. Twenty of the 22 nonprofit organizations were awarded funding. Groups applying for Community Events & Festivals grants are not eligible to apply for Community Arts or Organizational Development grants.

BUDGET / FINANCIAL INFORMATION:

Funds for these programs are included in the approved city of Santa Barbara budget.

- 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
 6. Timeline of Approvals

PREPARED BY: Ginny Brush, Executive Director of the County Arts Commission
Michele De Cant, Administrative Services Manager

SUBMITTED BY: Paul Casey, Community Development Director

APPROVED BY: City Administrator's Office

2008 – 2009 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-01	Art from the Heart	\$6,000	\$1,500
<p>The goal of the Art from the Heart Multigenerational Program is to bring generations together and encourage those artistic gifts in participants of all ages and abilities. Art from the Heart links participants ages 6 to 106 through 16 creative classes and a culminating tea party. Grant funds are requested to purchase materials and pay the instructor to schedule multi-generational classes in Santa Barbara. This project is commendable providing an opportunity for intergenerational interaction and dialog using the arts to promote self-expression, confidence and self-esteem. More specific information on how participants and volunteers are identified is needed. The budget for this project was too sketchy and it was unclear exactly how funds would be spent. More cross cultural programs and ethnic diversity in participants is recommended. A strategy for building programming partners and community support should be developed.</p>			
CA-02	Boys and Girls Club of Santa Barbara	\$5,000	\$1,500
<p>Funds are requested to expand the Fine Arts Program that is focused on under-served audiences through the addition of personnel as well as art materials. The program consists of painting, ceramics, drawing and sculpture education with a focus on art techniques, art history, and artists. The greatest emphasis is in the area of ceramics where 50% of the artist educators teach. The panel questioned the strategy for focusing so heavily on ceramics in the program. The proposal included very good demographic information. Transportation for students is a great asset of the program. The use of high school art students as instructors is commendable. Greater community collaboration is encouraged.</p>			
CA-03	Children's Creative Project	\$6,000	\$2,500
<p>Since 1984, Children's Creative Project (CCP) has produced the free <i>Arts Catalog</i> that is distributed annually to 300 public and private schools throughout the county. Requested grant funds will help subsidize, in part, performances by professional touring artists that will occur at individual school sites (most of whom are Title 1 schools) in the Santa Barbara Elementary School District. During the 2008/09 academic year, Children's Creative Project will serve five schools in the SB Elementary School District and approximately 2360 students. While the administrative costs appeared to be out of scale, CCP's new partnership with Arts Network to leverage additional funding was clearly articulated and serves as a great model to increase funding for these underserved schools.</p>			
CA-04	Chumash Maritime Association	\$6,000	\$2,000
<p>The Chumash Maritime Association is requesting grant funds to support the cultural arts component of a planned community arts program on a bi-monthly basis. Funds are requested for artist fees, supplies and facility charges. The program will take place at the Watershed Resource Center and the Tomol House at Arroyo Burro County Beach through partnerships with Art From Scrap and the Agricultural Extension-4-H program and affiliations with the Channel Islands National Park. Program will include traditional arts of cordage making, walnut dice, paddle making, basket making, storytelling, rattle and clapstick making, songs, language, stone and shell beach making, hair sticks and other projects requested by the community. This program will serve to increase public awareness of Chumash Culture and provide opportunities for increased public awareness and engagement in these traditional arts.</p>			

2008 – 2009 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-05	Cleveland Elementary School	\$5,000	\$-0-
<p>Cleveland Elementary School is seeking funds for the salary for a resident visual artist for the 2008-2009 school year. Funds are needed for the expansion of <i>Crescendo!</i> – Cleveland’s program to integrate a full arts education program into the core curriculum. This project serves the under-privileged community on the lower Eastside of Santa Barbara. Cleveland serves 370 students who represent some of the poorest and most underserved children in Santa Barbara. The goal to expand the current <i>Crescendo</i> program, outreach and connection of Cleveland to the community and families and vice versa is commendable with strong letters of community support from Transition House and Villa Santa Barbara. The grant proposal included incomplete budget information and there was general agreement that funding for community outreach or a community coordinator was a more appropriate use of City Grant fund than support for a salaried position.</p>			
CA-06	Everybody Dance Now!	\$6,000	\$4,600
<p>Everybody Dance Now! (EDN!) has brought free weekly dance classes to over 600 low-income children and teens in Santa Barbara since April 2006. Classes are taught by talented and upbeat high school and college students who participate in frequent trainings and team-bonding meetings. EDN! holds 7-10 dance classes per week at various times and locations. The newest edition to EDN! is the creation of a special dance company, which will be by invitation for the most talented and dedicated students. Funds are requested for salaries and world dance classes. This youth generated, youth-led program has proven its ability to be sustainable, build community support and engage youth with compelling programs in underserved communities. A well-written grant and great community programming model.</p>			
CA-07	Friends of the Eastside Library	\$3,500	\$3,000
<p>This Ethnic Outreach Multicultural Arts Program provides a free monthly children’s performance series at the Eastside Branch Library. Programs are bilingual, showcase a variety of cultures, represent a variety of arts forms, encourage participation, and often employ local artists. Participating artists are found either through the Children’s Creative Project Art Catalogue, or by word of mouth through library sources. The Eastside Library’s Spanish speaking director has a goal to increase bilingual programming at the Library. All grant funds are requested for the performance series and will be used for artist fees. Use of the library as a community resource and local artists for programs makes this a great community model. The diversity of programming disciplines is commendable.</p>			
CA-08	Genesis West	\$6,000	\$2,000
<p>Genesis West is a theatre company dedicated to presenting high quality, innovative professional theatre productions for the entertainment, enrichment and education of Santa Barbara audiences. It is the only company of its kind in Santa Barbara focusing solely on contemporary playwrights and occasionally presenting experimental or avant-garde productions. Genesis West is a small, artist-driven production company that supports local actors and theater professionals. Many of its productions are West Coast premiers. GW is unique in that the largest demographic group it draws is 18-30 year olds. While the company needs to move to the next organizational phase, at the present time, it must continue to sustain its work by funding artist fees and production expenses in order to grow its audience and increase public awareness.</p>			

2008 – 2009 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-09	Grupo Folklorico at Peabody	\$3,000	\$1,500
<p>The goal of this project is to continue to build a traditional folkloric dance group at Peabody Charter Elementary School and engage parent and community support. The project began in 2007 with dancers attending weekly 2-hour classes after school. The folkloric dance group strives to serve the Latino/a community both at Peabody and the larger Santa Barbara community by showcasing traditional dances of Mexico. The group gained some public awareness through their performance with the Junior Mariachi Band as part of the Downtown Organization's <i>1st Thursday</i> in conjunction with Cinco de Mayo. This year's goal is to expand the repertoire of dances and costumes. The committee recommends engaging parents more and building community business support to offset the costs of costumes and shoes.</p>			
CA-10	Inner Light Community Gospel Choir	\$4,000	\$2,100
<p>In celebration of the Annual Black History Month held in February, the Innerlight Community Gospel Choir conducts a local Gospel Music Workshop each year. The choir's endeavor is to widen its outreach to include diverse participants throughout the county, thus changing the Workshop from local to regional. The primary purpose of the workshop is to preserve and increase awareness of gospel music as a unique part of American musical cultural tradition. Mama Pat's Inner Light Community Gospel Choir was founded in 1982 by Bishop Pat Patrick. Participants for the Gospel Workshop come from different ethnic groups, generations, faiths, and cultures that join together and perform throughout the year under the leadership of a Grammy Award Winning Gospel Music Director. The continued partnership with Endowment for Youth (EYC) and the Brotherhood to cross-promote events and expand outreach for this under-served community is commendable.</p>			
CA-11	Los Pastores de Santa Barbara	\$6,000	\$1,500
<p>Los Pastores de Santa Barbara will conduct two performances of <i>Una Pastorela</i>, at the Chapel of El Presidio de Santa Barbara State Historic Park in partnership with the Trust for Historic Preservation. <i>Una Pastorela</i> is a ninety-minute traditional Christmas play, conducted entirely in Spanish, and performed by non-professional community actors. The program links directly to Santa Barbara's history and cultural heritage. This project will target underserved families of multi-cultural backgrounds. The project will generate Spanish language flyers and distribute them throughout the predominately Spanish-speaking lower Eastside and Westside neighborhoods in Santa Barbara. Grant funds are to assist primarily with stipends for community actors, production and promotional costs.</p>			
CA-12	Many Hands Children's Peace Camp	\$4,000	\$1,000
<p>The goal of the Many Hands Children's Peace Project (MHCPP) is to promote peace from within and extend to families, neighborhoods, and the community through involvement in the arts. The project will directly benefit the young artists representing all ethnicities from ages 6-12 living in the inner core of Santa Barbara. The MHCPP art studio is offering diverse after school activities as part of the Children's Peace Project as well as "pot luck" gatherings for families. Grant funds are requested to accommodate 40 children and their families referred from various community agencies. MHCPP has demonstrated proof of community support through its partnerships with Antioch University, Shape of Voice, and Open Alternative School. Funds will help pay for art supplies and site expenses. The proposal would have benefited from a stronger proposal that included more specific, defined budget information.</p>			

2008 – 2009 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-13	Marilee Krause Sketching	\$3,700	\$-0-
<p>The grant would be used to provide Sketching in Nature classes to students at Open Alternative School, to be taught on campus, and open spaces such as Alice Keck and Alameda Park. Classes are to be scheduled for the school year and reaching 10 classrooms, grades K-8, with a total number of 230 students. Funds are requested for administrative and artistic fees and purchases of supplies. The sketchbook instruction developed by the artist is an excellent tool and while the value of students connecting to nature through sketching is recognized as important, the grant proposal was incomplete and included no clear proof of community support, or a plan for building the program and expanding it beyond one school.</p>			
CA-14	Michael Katz Storyteller	\$6,000	\$2,000
<p>This project aims to provide supplementary funding for four storytelling residencies and 10 performances by storyteller Michael Katz in 14 Santa Barbara public elementary schools. Each residency will involve two storytelling performances for the entire school. The grant funds are requested as supplemental funding for the performances at area schools and will be used for administrative and artistic salaries. This is a stellar program with a rich history that focuses on the lost art of storytelling and provides access to a large number of underserved youth. The program has proven strong funding support from Children's Creative Project and Parent Teacher Associations and may no longer need City funding support to sustain the program.</p>			
CA-15	Moon Over Morocco	\$2,271	\$-0-
<p>Moon Over Morocco is the Middle East Festival founded in 1998 and has been presented every two years. The mission of the festival is to inspire and nurture good will, understanding and tolerance of the Middle East through education about this region and to create appreciation of the culture and people in the Santa Barbara community through arts, entertainment, lectures and exposure. Funds are requested to support guest artist fees. Unfortunately funds were requested for an event that takes place prior to grant awards (Aug. 23-24) and therefore falls outside the funding cycle.</p>			
CA-16	One Day: Scenes from Sarah House	\$6,000	\$3,100
<p>Sarah House provides end-of-life care to the dying poor and 24-hour residential care to low-income residents with HIV/AIDS. <i>One Day: Scenes from Sarah House</i> is a play written last year that is based on and inspired by life at Sarah House and its mission to serve the dying poor with unconditional love and draw public attention to this to this underserved community. Seven to ten performances will be scheduled at Center Stage Theater and Sarah House anticipates 500-700 attendees. Requested grant funds will go toward artist's fees for the performers with a smart business plan to leverage funds to get venue subsidies and in-kind support for advertising and promotion. Sarah House plans to provide transportation to the play and care for Sarah House residents. The proposal also includes the donation of tickets to seniors, students and low-income residents.</p>			
CA-17	Performing and Visual Arts Camp	\$6,000	\$3,000
<p>Performing and Visual Arts Camp (PVAC) began in 2004 to provide underserved students the opportunity to attend a high-quality arts camp. PVAC is a high-energy arts camp designed for students ages 7-14 to experience the creative process of a musical production as well as receive instruction in core curriculum. This program has been very successful in engaging west-side youth for its summer program and has demonstrated family support through it neighborhood funding raising events. Funds are requested</p>			

2008 – 2009 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	to support resident artists for the camp and the visiting artist series. PVAC artists and educators work closely with students to build self-confidence, teamwork skills, and creative expression while cultivating a drive for academic and personal success.		
CA-18	Pride Festival	\$5,000	\$1,500
	Pacific Pride Foundation produced Santa Barbara’s first Lesbian, Gay, Bisexual and Transgender (LGBT) Pride Festival in 1992. This festival is very successful with over 3,000 attendees from Santa Barbara County, Los Angeles and the Central Coast. Attendees include at-risk youth, families with children, seniors, as well as a large contingency of the straight community. Pacific Pride Foundation is requesting funds to help support the costs of artists, entertainers and arts activities for the 2009 Pacific Pride Festival to be held at Chase Palm Park in July. More clarification and details on the proposed week long community events and activities leading up to the Festival would have strengthened the request. Panel members questioned the support of community partners for the program.		
CA-19	Santa Barbara Festival Ballet	\$5,000	\$1,500
	Since 1971, the Santa Barbara Festival Ballet has been presenting an annual performance of Tchaikovsky’s <i>The Nutcracker</i> at the historic Arlington Theater. The grant request is to support the “Friends of Clara” program, now entering its second year. The program is designed to directly benefit the under-served children in our community by underwriting tickets to the performance. Last year the program gave away 640 tickets to various organizations and schools. The goal this year is to increase the “Friends of Clara” tickets to 790 that have a dollar value of \$15,800 and directly benefits the truly disadvantaged in our community. The community commitment and efforts of this volunteer board to build partnerships with groups such as Boys and Girls Club, Girls Inc. and Transition House are commendable.		
CA-20	Santa Barbara Summer Stock	\$6,000	\$-0-
	Santa Barbara Summer Stock (SBSS) has been serving the community for thirty-two years. Young people from grade school to high school have been singing, dancing and acting in shows that they help create. Summer Stock is currently located at Santa Barbara Middle School. SBSS will provide 2 scholarships to City @ Peace youth and a limited number of free tickets to underserved youth for matinees. While the committee recognizes the quality of this program and long term commitment to youth theatre this request for funds to pay director’s salaries for the 08-09 season for a fee-based program that serves a small segment of the community does little to expand access to the arts and increase diversity and community support for the program.		
CA-21	Santa Barbara Vocal Jazz Foundation	\$3,000	\$2,100
	The Santa Barbara Vocal Jazz Foundation is dedicated to bringing vocal jazz to under-served school children in primarily Title 1 schools in the city. To date, approximately 875 children have received individualized instruction in jazz harmony, jazz history, and firsthand appreciation of jazz as an American art form by participating in the SBVJF Vocal Jazz Workshop. The funds requested will pay for the addition of one entire eight-week workshop at an under-served school. SBVJF links artists to schools with programs that include multi-cultural components, build self-confidence and team building and provide a free grass roots music program that is very accessible since all kids need is their voice to create music. The grant budget information regarding was somewhat confusing.		

2008 – 2009 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-22	Shape of Voice <i>Shape of Voice</i> Youth Newspaper (SOV) empowers Santa Barbara area teenagers, especially those who are under-privileged, by providing a forum to express their thoughts and opinions in the public arena. The program provides regularly run workshops in several subjects including writing, photography, journalism, and visual arts. These workshops are directly connected to the production of the quarterly <i>Shape of Voice</i> Youth Newspaper. The program is open to all youth ages 13 – 20 years of age. SOV workshops serve as a form of education, preparation and initiation into a life of active engagement with their community and the world. Funds are requested for Workshop facilitator stipends, youth/student stipends and production costs. This is a model program that continues to empower youth, garner community support, increase youth presence and diverse viewpoints throughout the community while providing hands on training for the next generation.	\$3,900	\$3,900
CA-23	Song of Place Poetry Project The Song of Place Poetry Project (SPPP) presents diverse programs to a variety of city venues throughout the year. Grant funds are requested for general support of community arts activities. SPPP is an on-going endeavor that was first conceptualized in 1997 and has provided multi-cultural programming to a diversity of participants and presented to a multi-cultural audience in often non-traditional venues. A strategy for identifying and coordinating with specific non-traditional venues and partnering with diverse community groups to schedule and appropriately promote these activities would have greater success and serve to increase access and community involvement. The planned partnership with the Lobero Theatre in presenting the Langston Hughes Night is an excellent example of how these events can be planned and cross-promoted. The proposal suffered because the grant was poorly written. Hiring a grant writer or getting technical support in the future is highly recommended.	\$6,000	\$1,000
CA-24	Student Art Fund The mission of the Student Art Fund is to provide support, opportunity and encouragement to public school art students in local junior high schools and high schools. The <i>Grandparent Project</i> is one that connects students with their family roots and pride. It speaks to intergenerational connections that are strong among families that have recently immigrated, but can be weakened by the alienating experience of school failure and a “lack of place” in the community. Funds are requested to assist with publicity, supplies and reception costs for a public art exhibition of work produced for the <i>Grandparent Project</i> . This project has great potential to grow and be repeated in future years and to generate support from local businesses and individuals.	\$3,000	\$3,000
CA-25	Teen Choreographers Showcase <i>On the Verge</i> is a pre-professional choreography and technical workshop for teens, ages 13-19, who wish to choreograph original work with the help of a dance professional. The OTV Showcase draws teen participants from Santa Barbara County middle schools, high schools and colleges and provides an opportunity to realize their creations while getting hands-on experience in performing, directing, producing and promoting. The Showcase makes continual efforts to expand community visibility and include underserved groups in the Showcase audience by providing free tickets to those in need. Funding from the Community Arts Grant Program would be matched by a variety of additional sources and “in-kind” support through teen volunteers.	\$6,000	\$2,500

2008 – 2009 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-26	The Third Act! Youth Arts Academy	\$6,000	\$2,700
<p>The Third Act! Youth Arts Academy is housed at the Santa Barbara County Education Office’s Center for Community Education. The Academy currently delivers three 8-week arts workshop per year to at-risk youth ages 15-18. The program recognizes the arts provide an important tool for self-expression, building self-esteem, and team building. This proposal is for an expansion of current programming to reach El Puente Community School that will adapt the current curriculum to incorporate the involvement of local artists. Requested funds will be combined with other grant funds from the City, individual donors, and Juvenile Court as well as Community School funds and in-kind contributions from the Santa Barbara County Education Office.</p>			
CA-27	The Tranquility Project	\$3,563	\$1,000
<p>The Tranquility Project will provide six 50 minute long presentations for students in 7th grade Social Studies class at Santa Barbara Junior High. It will introduce Japanese art and culture and its effect on civilization past and present through the exploration of Japanese Tea Ceremony that has been a major vehicle for preserving Japanese art and culture for over four hundred years. Funds are requested for the Project Coordinator/Administrator, equipment/supplies and graphic design materials. While this is an excellent way to engage students in culture and history through tradition and ritual, the audience is serves is very small. Materials purchased with grant funds must be dedicated to the program—items such as bowls not be given away as gifts. Finding support from the community to underwrite the cost of the bowls and the program is recommended, giving consideration to involvement with the Sister City program and its connection to Toba, Japan.</p>			
CA-28	Women’s Literary Festival	\$6,000	\$3,000
<p>The Women’s Literary Festival, partnering with the Santa Barbara Library System and the UCSB Women’s Center, hosts seven diverse female authors who present their work in plenary and breakout sessions. The 2009 Festival will be held in the City of Santa Barbara at the Fess Parker DoubleTree Resort. Grant funds are requested to expand diversity and access to the Festival by funding Spanish translation of the brochure and program and fund an on-site translator for the event. Grant funds are also requested to assist in the payment of advertising in the Los Angeles area and the Hispanic community in the Santa Barbara area. Efforts to increase diversity and expand access through increased scholarships, development of bilingual brochures and collaborative partnerships is commendable.</p>			
CA-29	VIVA EL ARTE!	\$6,000	\$1,500
<p>The VIVA EL ARTE! (VEA!) Community Arts Project is specifically designed to target underserved audiences across Santa Barbara County that include low income, Spanish-speaking communities and to provide them with accessible, no cost art performances and opportunities that reflect their unique cultural heritage and traditions. The Marjorie Luke Theatre on the Eastside has been the site of VEA! events in Santa Barbara. A key to the success and increasing attendance at these Marjorie Luke Theatre performances has been the ongoing efforts of the paid bilingual project coordinators who work directly with their assigned communities on a grassroots basis. The requested grant funds will specifically support the salaries of these project coordinators.</p>			
		Amt. Requested	Amt. Recommended
		\$143,934	\$55,000

2008 – 2009 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
OD-01	Art for Humanity!	\$15,000	\$3,500
<p><i>Arts for Humanity! (AH!)</i> Celebrates humanity through the arts with programs that cultivate creativity and empower at-risk youth, people with developmental disabilities, elders and others in partnership with local artists and the Santa Barbara community to increase awareness of these under-served groups. AH! has provided performing and visual arts programs that are intergenerational. This is the first year AH! is requesting Organizational Development rather than Community Arts funds. The goal is to strengthen the organization and expand the work of AH! by partnering with UC Santa Barbara for intern training and the Boys & Girls Club for programming space with OD funds used to increase administrative and artistic time to expand the internship program. The grant request did not clearly articulate a strategic plan on how increased staff time would result in a sustainable plan to maintain partners and an intern pool to grow the program. The committee also had concerns about the presented budget in which there appeared to be a decrease in individual contributions and in-kind donations for last year.</p>			
OD-02	Art From Scrap	\$18,000	\$11,000
<p>The mission of Art From Scrap (AFS) is to support and encourage creative exploration and expression in the arts, while promoting a greater understanding of environmental issues. Grant funds will go toward Guest Artists, the Artist-in-Residence Program and the salary of the Artistic Director, to further develop the community-based arts programming in partnership with schools, businesses, and other arts and community organizations. (Salaries listed seemed considerably higher than comparable non-profits.) The grant request was clearly articulated with programming and long-term goals clearly defined. Art From Scrap is a model organization providing great resources and a broad spectrum of programming and educational opportunities to a large and diverse group of individuals and groups.</p>			
OD-03	ArtSpace, Inc./Center Stage Theater	\$15,000	\$9,000
<p>Center Stage Theater (CST) exists to provide a professional, affordable, and accessible performing arts venue in Downtown Santa Barbara. Center Stage encourages works that celebrate new artists, new works and the cultural diversity of our community. Funds requested in part would be applied to general operating expenses and rental subsidies of theater operations for presenters. This is a much-needed venue as evidenced by increased bookings – 30 organizations rent from CST. The committee recommends increased fundraising efforts and donor support to keep rental fees reasonable and affordable to individual artists and smaller community groups.</p>			
OD-04	Ballet Santa Barbara	\$18,000	\$2,500
<p>Ballet Santa Barbara (BSB) provides educational and artistic programs in dance to meet the wide-ranging needs of our community's children, youth, and adults by fostering participation in dance as both a rewarding, physical activity and living contemporary art. Grant funding will enable BSB by helping to create and implement a new educational program designed to grow and develop its audience base to include low-income families, and underserved children and youth. Lack of a clear plan for how events would be promoted and proposed use of funds for airfare to bring performers and artistic directors from outside the area (NYC) were concerns.</p>			
OD-05	BOXTALES Theatre Co.	\$15,000	\$10,000
<p>Boxtales Theatre Company's mission is to spark imagination, strengthen cultural pride, foster tolerance, and engages young people in the excitement of live performance by presenting myths and folktales from around the world using storytelling, live music, movement, and masks. Funds are requested to support</p>			

2008 – 2009 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	<p>the salary of a part-time managing director to incorporate not only artistic and teaching duties, but to handle database management, research and development, bookkeeping, touring logistics, communication with presenters, and board meeting minutes. This clearly articulated strategy to grow the organization and expand community programming and support while allowing time to focus on developing new work is an excellent use of OD funds. Integration of programs that include diverse multi-cultural and multi-disciplinary content in productions into the schools is an excellent model for other groups.</p>		
OD-06	Camerata Pacifica	\$18,000	\$4,500
	<p>Camerata Pacifica’s mission is to affect positively how people experience live classical music and expand appreciation. The organization strives for this impact through its flagship concert series, offering monthly programs. This request is for support of Camerata Pacifica’s 2008/09 marketing and advertising campaign in the Santa Barbara market. Collaboration with the Music Academy of the West in promoting CP events at newly renovated Hahn Hall and improved website are good strategies for going audience. The committee recommends exploring ways to include programming to attract younger audience and partnerships with the Youth Symphony— possibly in conjunction with free lunchtime concert series.</p>		
OD-07	City at Peace	\$10,000	\$8,000
	<p>City@Peace – Santa Barbara is an award-winning program that uses the performing arts to provide leadership skills, conflict resolution training, and cross-cultural understanding to a diverse group of teens, ages 13-19 from secondary schools. In the short term the funds will provide a portion of the salary and payroll expenses for the Program Director and Artistic Director in the first year of operation as its own non-profit organization. This is a much needed, stellar program that has shown strong growth in the last several years. City at Peace has a great history of collaborating with regional artists and developing programming with other community groups such as Project Renaissance and the City Housing Authority that serve underserved, at-risk youth.</p>		
OD-08	Community Arts and Music Association (CAMA)	\$18,000	\$8,000
	<p>CAMA is the oldest performing arts organization in Santa Barbara County— celebrating its 90th anniversary this year. The purpose of CAMA is to enrich Santa Barbara’s cultural life through the presentation of a variety of concerts by world-renowned performers and orchestras at the highest level of artistic excellence. CAMA has developed a strong classical music outreach and classical music curriculum to elementary school students as well as an outreach to the community through adult education classes for life-long learners that provide reduced price tickets through subsidies. Requested funds, in part, will be used to build the subscriber base over the next several seasons to increase season ticket subscribers and attendance at concerts in order to make up for the loss of potential revenue as a result of fewer seats available due to the move from the Arlington to the Granada Theatre.</p>		
OD-09	Dancing Drum	\$15,600	\$12,000
	<p>Dancing Drum’s mission is to provide a forum for people of all ages to participate in the universal language of rhythm through drumming, dancing, geographical and multi-cultural education, and performance. Dancing Drum programs embrace the power of the drum for making music, building community and transforming lives. This is a stellar program with a history of broad outreach to diverse communities and the ability to partner will with a variety of other organizations. Proposed use of grant</p>		

2008 – 2009 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	funds to implement School Drum Ensembles, develop and promote “Santa Barbara Drum Day” and provide teacher trainings and materials to allow for sustained drumming programs in schools.		
OD-10	Ensemble Theatre Co.	\$18,000	\$10,000
	Founded in 1979, the Ensemble Theatre Company is Santa Barbara’s oldest professional, resident theater company. Housed at the historic Alhecama Theatre Ensemble offers five full-length plays each season and produces challenging, professional theatre from a wide body of work that reflects contemporary aesthetics and current social concerns. Plans to add a new student matinee series and expand outreach to the Latino community are to be commended. OD grant funding requested will be used to pay artist salaries, including actor, director and designer fees, as well as to increase the overall marketing efforts. The marketing strategy needs to be clearly articulated.		
OD-11	Flamenco Arts Festival	\$15,000	\$9,000
	The internationally renowned Flamenco Arts Festival, a non-profit organization, was founded in 1999 and holds the distinction of being the first Flamenco Festival in California which was conceived, organized and implemented by Latinos. The Festival coincides with the nationwide Hispanic Heritage Month celebrations. Among its goals for this year’s funding, the two-day festival plans to leverage Organizational Development funds to successfully negotiate and partner with another West Coast group to contract with an “A” list Spanish Company to offset artist fees and travel expenses. With increasing transportation costs, struggling airlines and the decreasing value of the dollar compared to the Euro have made it very challenging and increasingly expensive to bring international talent directly to Santa Barbara for this event. Fundraising goals are too low. Marketing and promotion plans need to be more strategic and aggressive, and number and levels of sponsorship need to be increased.		
OD-12	Lit Moon Theatre Company	\$18,000	\$10,000
	Lit Moon Theatre provides the Santa Barbara area with an alternative to mainstream theatre, and offers educational opportunities that broaden and deepen the understanding of world theater and cultural traditions. Programs attract a broad-based, multi-generational audience. Lit Moon has demonstrated success in growing its organization and developing community support while building a reputation for innovative world-class theatre for cross cultural understanding in Europe and Eastern Europe. Grant funds will help subsidize the 2009 Lit Moon World Theatre Festival, celebrating work in physical, visual, and dance theatre.		
OD-13	Marjorie Luke Theatre	\$13,333	\$9,000
	The Marjorie Luke Theatre/Santa Barbara Community Youth Performing Arts Center (CYPAC) is a unique and innovative partnership of public and private entities to provide an accessible, affordable, youth oriented venue for the community. The non-profit organization manages and operates the Marjorie Luke Theatre in a building owned by the Santa Barbara School District. The Marjorie Luke Theatre offers free technical theater classes and a program for venue subsidies to help support smaller grassroots organizations. This funding request represents a third of the General Manager’s salary whose position helps provide community support and resources through the programs mentioned above.		
OD-14	Pacific Pride Foundation	\$6,000	\$4,000
	Founded in 1992, the mission of the Outrageous Festival is to provide cultural programming targeting the lesbian, gay, bisexual and transgender (LGBT) communities in Santa Barbara County. The four-day		

2008 – 2009 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	Festival presents a range of diverse films and videos, including independent, foreign, experimental and documentary that attracts a diverse, multi-generational underserved audience. Grant funds requested to support the salary of the Festival Coordinator, costs associated with marketing, printing/postage and film rental were clearly articulated. This organization is operated largely through a dedicated group of volunteers. Growth of the event and progress was clearly framed.		
OD-15	Pearl Chase Society Music Series	\$10,000	\$2,000
	In partnership with the UCSB Arts & Lectures, grant funds will be used to support a concert series that will bring in renowned musicians and diverse ensembles to significant architectural landmarks in Santa Barbara. The primary goal of this many-faceted program is to continue to increase the community's understanding of and support for its cultural & architectural tradition while rejuvenating and nourishing the community's interest in chamber music. Adding the Music Academy of the West as a partner and using the newly renovated Hahn Hall and the ability to cross-promote events was a great strength of the proposal, the lack of variety of architectural venues this year was seen as a weakness of the proposal.		
OD-16	Project Renaissance	\$12,000	\$8,500
	Project Renaissance, in collaboration with the City of Santa Barbara, is offering a program of youth living in disadvantaged circumstances in low-income neighborhoods on the Westside of Santa Barbara. Project Renaissance is an art-based conflict resolution and prevention program promoting resiliency and the acquisition of development assets in youth from disadvantaged backgrounds. The requested funds would be used specifically to expand the services the program is currently delivering as well as provide the funds to support a major art exhibition of work by Project Renaissance youth in January 2009 entitled "LISTEN WITH YOUR EYES". The exhibition would provide the opportunity for engagement with the community and increased visibility and recognition for their creative talents.		
OD-17	S. B. Chamber Orchestra	\$18,000	\$3,000
	The Chamber's mission is to serve the community by offering chamber orchestra music performances of the highest quality to concert audiences and through outreach provide increased access for seniors who can no longer attend regular venues. Additionally SBCO goal is to promote classical music as a living, accessible art form to youth through performance and educational efforts that will engender a new generation of musicians, music-lovers and patrons. Funds from the grant will support the Season Finale performance. These funds will empower the development of the orchestra in many ways including; leveraging funds, expanding the repertoire and audience; fulfilling the mission with respect to education, nurturing a younger audience and organizational development. SBCO has been very successful in generating funding support its programs and for the planned "run-out" performance to LA. While this was a well-written grant, the committee recommends concentrating on developing strategies to successfully reach and engage underserved groups and youth.		
OD-18	S.B. Choral Society	\$15,000	\$3,000
	The Santa Barbara Choral Society is a one hundred-member semiprofessional volunteer choral ensemble dedicated to presenting and preserving classical choral composition. The company represents a demographic cross-section of Santa Barbara County with the current ensemble drawn from diverse professional, ethnic, and socioeconomic backgrounds. Funds will be used to establish a small, professional administrative structure so that they can secure their existing constituent base, stabilize operations and contain costs. The grant request clearly articulated the strategy to move this volunteer		

2008 – 2009 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	organization into a more professional, sustainable model by hiring part time paid staff to begin to grow management of the organization.		
OD-19	S.B. Dance Alliance	\$18,000	\$9,000
	Santa Barbara Dance Alliance (SBDA) was established in 1979 as a non-profit arts service organization to foster, promote, and increase the awareness of dance by bringing together choreographers and performers from all ages, schools, ethnic traditions, and artistic styles for common projects. SBDA presented a well-written grant outlining plans to use funds to organize public performances, events, and classes spread throughout the year. Each performance is preceded by extensive organization, rehearsal, and marketing efforts. SBDA provides important broad based community support for dance through programs that increase visibility of local dancers, youth showcases and master classes engage and prepare the next generation of dancers and scholarships provide access to classes to under served youth.		
OD-20	S.B. Dance Institute	\$18,000	\$10,500
	Santa Barbara Dance Institute is an in-school dance program that is modeled after the National Dance Institute. The SBDI is founded in the belief that the arts have a distinctive ability to engage children to find excellence within themselves. The purpose of SBDI programs is to help children develop discipline, a standard of excellence, and a belief in themselves. SBDI offers weekly lessons at schools as part of the curriculum and after school programs. Organizational Development funds will support SBDI's 3-year expansion plan that includes expansion of programs in key partner schools, and expansion of SBDI programs to further children with trained teachers and deepen existing school partnerships. There is evidence of great community support and involvement for this program.		
OD-21	S.B. Education Foundation	\$5,000	\$2,000
	Santa Barbara Education Foundation is again requesting funds to underwrite the services of a grant writer to apply for a variety of grants to help sustain the future of arts and music in the community. Last year's \$2,000 grant appropriation from the City of Santa Barbara has helped to leverage \$297,500 in additional funding. The funds requested would augment funds received by the Santa Barbara Foundation for a grant writer and an administrative assistant.		
OD-22	S.B. Master Chorale	\$10,000	\$2,500
	The Santa Barbara Master Chorale provides the opportunity for singers from the community to learn and perform choral music; foster public awareness and education about choral music by staging public concerts; and stimulate interest in choral and classical music amongst students and the public. Funds are requested for a marketing and advertising program designed to reach a greater number of potential concert goers; attract new singers into membership in the Chorale, and draw a wider audience to the concerts. While these are all important goals the strategy for outreach is too print media based. Finding unpaid media opportunities, print, radio, television and partnering with other appropriate community groups in cross-promoting would be more cost effective and would help get the message out to a wider, more diverse audience.		
OD-23	S.B. Performing Arts League	\$18,000	\$10,000
	The Santa Barbara Performing Arts League (PAL) exists to promote and advocate for the Santa Barbara performing arts community: Music, Theater and Dance. PAL sponsors programs that promote Santa Barbara as a cultural arts destination and attract cultural tourists; increase community access to		

2008 – 2009 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	performing arts and make performances affordable; and to expand and develop of new more diverse audiences. Requested funds will be used for cooperative advertising; website upgrades and programming; and for staff to run a new more effective youth ticket program. Grant was well written, articulated the issues and provided a clear strategy while demonstrating the efficiency of collaboration in all efforts.		
OD-24	Speaking of Stories	\$15,000	\$9,000
	Speaking of Stories promotes the appreciation of literature through live theatrical readings and educational programs that are particularly targeted towards at-risk youth in our community. Speaking of Stories performances bring short stories to life while focusing on the power of the spoken word. Talented actors transform stories from the page to the stage. The Speaking of Stories performance program is a 5-show season at the Lobero Theatre in Santa Barbara. This well-written grant requests funds to support and expand youth involvement in Word Up workshops and audience development for Sus Narrativas programs. This is a unique and diverse program with multi-generational interest and proven community support.		
OD-25	State Street Ballet	\$18,000	\$10,000
	State Street Ballet is a fully professional dance company dedicated to presenting excellence in classical dance through public performances and educational outreach programs. The company is at a pivotal point in its growth and will be making transitions in artistic aspirations and audience goals as a result of the move from the Lobero Theatre to the Granada Center for the Performing Arts. The use of funds to increase marketing and outreach to expand audiences and increase subscriber base for the coming season is a very appropriate use of OD funds. There was some concern that too much of the strategy depends on pre season ticket packages in an era that sees consumer trends moving in the direction of “on demand” tickets or customized “design your own series” particularly for younger generations.		
OD-26	Summer Solstice	\$18,000	\$-0-
	In existence since 1974, Summer Solstice is an organization that brings the community together through the arts. Solstice produces the annual parade and festival, while providing a community space to make art and learn performance skills from local visual and performance artists during May and June of each year. Summer Solstice receives \$45,000 in City Funds through a line item in the City Budget. Last year the City Finance committee requested that City Arts Advisory amend City grant applications to include a designation for “City budget line item” for those groups that have that status. Groups with that status making grant requests could not “double dip” and would need to clearly articulate that a 08-09 City grant request was for a different unrelated program or event exclusive of the event for which the line item was designated. This year’s Solstice grant request did not clearly articulate a program for funding unrelated directly or indirectly to the Annual parade for which it received City funds. The grant panel recommends that Solstice staff attended a technical support workshop or take advantage of the offer to review grant drafts prior to the deadline. Grant requests in the future will need to focus on the Community Arts Workshop or other programs not associated with the parade.		
		Amt. Requested	Amt. Recommended
		\$387,933	\$180,000

2008 – 2009 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-01	Brotherhood of Santa Barbara <i>Martin Luther King Day March & Celebration</i>	\$10,000	\$2,000

The MLK Day March and Celebration will encompass a pre-march rally, a unity march and a culminating program at either the Arlington or Granada Theatre. The rally, march, and celebration are planned to build on last year's event moving from Milpas St. corridor to Downtown. The pre-march rally will take place at De la Guerra Plaza and will consist of a variety of dance and spoken word. The pre-march dance program will consist of local individual artists from the greater Santa Barbara community. Spoken word presentations will include a variety of local leaders from the faith community as well as representatives from the Chumash community.

EF-02	Endowment for Youth Committee <i>Black History Month Celebration</i>	\$20,000	\$5,500
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The Endowment for Youth Committee (EYC) requests funds to support and promote various collaborative events including the Black History Month Preview Assembly; Hanging of African-American Flags along State Street; Langston Hughes Musical Project; Future Black Leaders Conference, Night of Jazz, a gospel workshop and concert, and other events Downtown, and at City College in February 2009. Funds are requested for artist fees, marketing and publicity. Collaborative community support and media support are clearly indicated. Proposal needed a much more complete marketing plan.

EF-03	Jewish Film Foundation <i>Jewish Film Festival</i>	\$5,000	\$3,000
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The Jewish Film Foundation (JFF) seeks to broaden understanding of Jewish culture and heritage through the medium of film. Completely secular in nature, the Santa Barbara Jewish Film Festival provides an opportunity to combat stereotypes, and go behind the headlines to promote cross-cultural understanding of Jewish culture and heritage. Funds are requested for marketing and publicity. Applicant is connected to appropriate publications and a good understanding of Southern California demographics to attract visitors from outside the area. Location for film screenings closer to the Cultural Arts District is recommended for the future to expand audiences and increase community awareness.

EF-04	Latino CineMedia Film Festival <i>CineMedia Festival</i>	\$8,000	\$3,000
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This on-going project presents the Sixth Annual Latino CineMedia Film Festival that continues to be an important component of the Santa Barbara International Film Festival through collaborations with University of California Santa Barbara and the UC Interdisciplinary Humanities Center. The festival organized by Dr. Christina Venegas will feature a twenty-film schedule of screenings to include both U.S. and regional premieres of fiction and documentary works by Spanish, Latin American, Latino and indigenous filmmakers. Funding is requested for marketing and publicity and for program costs to increase visibility targeting Latino audiences from throughout the Central Coast. The committee recommends increased support from the SBIFF and recommends development of a strategic marketing plan to reach a larger Latino audience beyond SB County. More media sponsorships and partnerships like the one with TintaLatina are encouraged.

EF-05	Lobero Theatre Foundation <i>Lobero Live!</i>	\$40,000	\$20,000
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Funding is requested for marketing the Jazz Series, special events and Lobero non-series events from August 16, 2008 – May 9, 2009. *Lobero Live* series attract diverse audiences from all age groups. Programming is designed to complement, not compete with other presentations in town. Their focus on jazz avoids

2008 – 2009 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	<p>duplication of classical music events at other venues. Lobero’s multiple small series with world-class performers that are well-publicized serve visitors and residents throughout the year. A stellar season is proposed for one of California’s great historic venues. Use of the patio for events and partnerships with restaurants help define the Cultural Arts District. Lobero presents a good model for audience surveys and tracking ticket buyer demographics.</p>		
EF-06	Opera Santa Barbara <i>2008-2009 Season</i>	\$30,000	\$16,000
	<p>Opera Santa Barbara has planned a 2008-2009 festival for late February early March 2009. The Festival will center around two of the most spirited works in the operatic repertoire with fully staged productions of George Bizet’s <i>Carmen</i> and Franz Lehar’s <i>The Merry Widow</i>. During the festival, OSB will continue to provide programs and activities for opera-goers and the general public at a variety of locations throughout Santa Barbara. The move to Granada will allow for lower ticket prices making performances more affordable. Collaborations with restaurants and hotels to develop packages for visitor groups are a great model. OSB is to be commended for a very strategic marketing and tracking plan.</p>		
EF-07	SB African Heritage Film Series	\$10,000	\$2,000
	<p>The Santa Barbara African Heritage Film Series (SBAHFS) was founded in 2000 to serve an unmet need in the community by screening premiere quality films centered on the rich cultural heritage of Africa and the descendents of Africans in America and around the world. The SBAHFS Festival is an annual 4-day event held in February during Black History Month. Funds are requested for marketing and publicity. Plan to hire an outside marketing group is a good strategy. Figures presented in the budget proposal lacked detail and no clear explanations were provided for the projected large jump in overhead. The review committee feels the series could benefit through collaboration with the SB International Film Festival and Black History Month community groups.</p>		
EF-08	SB Book and Author Festival <i>Book & Author Festival</i>	\$8,000	\$3,000
	<p>The Santa Barbara Book and Author Festival is dedicated to lifelong literacy, reading and education, and to fostering appreciation for diverse cultural and literary heritage. This day long, free community event in the heart of the Cultural Arts District celebrates reading and literacy with panel discussions, book signings, author interviews, literary awards, and family activities showcasing authors, publishers and booksellers. Partnership with Chamber of Commerce, a strong advisory board and collaboration with Arts & Lectures are great strengths of the proposal. A strategic marketing plan outside the area is recommended as well as use of radio, i.e. NPR stations such as KCLU and KCBX to increase participation.</p>		
EF-09	SB Botanic Garden <i>Art in the Garden</i>	\$20,000	\$10,000
	<p>The Santa Barbara Botanic Garden requests funds to support a two-week artist-in-residency in May 2009 for artist Herb Parker—his first in Southern California. Mr. Parker will work with dozens of volunteers in the Garden to construct a large temporary environmental sculpture from natural materials using a community participation model similar to the very success “Toad Hall” project with Patrick Dougherty. The Garden is developing plans and timelines associated with the project to include an opening reception, grant opening festival, docent training and tours, adult and children’s classes, family workshops, outreach to schools as well as producing interpretive signage. Budget and marketing plan were very well articulated.</p>		

2008 – 2009 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-10	SB Cinco de Mayo Festival <i>Cinco de Mayo Festival</i>	\$8,000	\$3,000

This grant request is for support of the 18th Annual Cinco de Mayo Festival. During the two-day festival at De la Guerra Plaza, the goal will be to bring a focus on Mexican culture and tradition to downtown Santa Barbara. This free event is open to the public with live music, entertainment, food and booths at the center of the festival. Requested funds will be used to market, promote and attract out-of-town guests and locals to downtown Santa Barbara. The idea to contact tour bus companies mentioned during the interview process was seen as a good strategy. Demographic and follow-up statistics presented for last year's event were not credible.

EF-11	SB Contemporary Arts Forum <i>Off-Axis: Contemporary Arts Month 2008</i>	\$25,000	\$11,000
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Based on the success of the first *Off-Axis: Contemporary Arts Month*, Santa Barbara Contemporary Arts Forum (CAF) is requesting funds to make *Off-Axis 2008* a nationally recognized destination for contemporary art and art tourism. *Off-Axis 2008* is the unique result of a broad-based collaboration between non-profit museums, commercial galleries, civic organizations, academic institutions, and private citizens. *Off-Axis 2008* features a month-long schedule of exhibitions, public openings, tours, lectures, and other special events. Detailed marketing plan and good strategy for advertising outside the area. Funds spent to date were clearly articulated and appropriate. The collaborative approach of groups to pool marketing contacts and dollars to maximize reach is a good model.

EF-12	SB Downtown Organization <i>Annual Holiday Parade</i>	\$7,500	\$4,000
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The Downtown Organization of Santa Barbara is dedicated to the promotion and enhancement of the business, cultural, community and environmental vitality of downtown Santa Barbara for the benefit of its members, Santa Barbara residents and visitors. The Annual Downtown Holiday Parade has become a Santa Barbara tradition for local families and visitors. Requested funds are for marketing and publicity to increase the draw of the parade outside the area. In the last year the DO has begun linking the event to *1st Thursday*, selecting "celebrity" grand marshals and adding large inflatables in order to increase visibility and attract overnight out of town visitors. More out of town marketing and surveys to track out of town visitors is recommended.

EF-13	Santa Barbara Maritime Museum <i>Sea Festival – Celebrating Ocean Exploration</i>	\$3,248.35	\$1,500
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Funds are being requested for the 2009 weekend Sea Festival. The Museum has presented the annual Sea Festival since 2001. This is the first year SB Maritime Museum will highlight the newest live-science broadcast and link it to the activities of the Sea Festival. A spin-off of the Jason Project, the *Immersion Presents* will welcome over 800 4th – 8th grade students to take part in hands-on lessons and interactive live broadcasts with scientists in the field during the week prior to the Sea Festival. Advertising in print and radio outside the area and expanding beyond to Museum focus to link more to the activities of the Sea Festival are recommended.

EF-14	Santa Barbara Museum of Art	\$40,000	\$15,000
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Photography exhibitions have been presented at the Santa Barbara Museum of Art (SBMA) since the inception of the organization in 1941. This photography exhibition *Shooting Star: The Photographic Journey of Gina Lollobrigida*—the sole exhibition in the United States will be presented after the opening

2008 – 2009 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
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weekend of the Santa Barbara Film Festival. These activities and the SBMA produced exhibition catalogue will increase the regional, national and international appeal for this exhibition. A well-thought out marketing plan and the strategic partnership with the SBIFF were strong components of the grant request.

EF-15	Santa Barbara Revels <i>REVELS</i>	\$20,000	\$5,000
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Santa Barbara REVELS request funds to present a full schedule of performances for adults and children to celebrate Christmas and Winter Solstice 2008 scheduled to coincide with *1st Thursday* in December. Using Events & Festival’s funds from 07-08, SB REVELS presented a “tasting” performance at Casa de la Guerra in conjunction with *1st Thursday*, and become the 10th company of Revels nationwide. REVELS also developed a website linked to the national site with E&F funds. Funds from this year’s grant are requested for marketing and publicity, administrative, artistic, and design/technical salaries and wages. The committee recommends collaborating with other organizations to compliment rather than competing with or duplicating holiday programming.

EF-16	SB Symphony <i>International Guitar Festival</i>	\$23,000	\$15,000
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This is the Symphony’s second International Guitar Festival, which alternates biannually with the International Percussion Festival. Planned venues for the citywide festival include the Granada Theatre, De la Guerra Plaza, and various locations throughout the City of Santa Barbara. The festival will offer world-renowned guitarists, master classes and more. A wide range of ticket prices and free community events ensure the festival is accessible to everyone. The Festival has a developed a great concept to use instruments that link to all types of musical genre and promote cross-cultural understanding, with a well-thought out marketing and promotional plan to attract out of town visitors. Use of community resources, partnerships and venues is a good model.

EF-17	SB Theatre <i>Peter Pan</i>	\$40,000	\$-0-
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Santa Barbara Theatre (SBT) requests funds to assist with marketing and promotion of the American theatrical premier of Leonard Bernstein’s *Peter Pan* in December 2008. SBT’s *Peter Pan* will feature a live, professional orchestra. SBT has established a J.M. Barrie Memorial Scholarship Fund to sponsor tickets for local low-income children. While the committee recognizes the potential for this to be a big event with a good draw, they feel strongly that funds awarded in 07-08 to fund an event that did not take place should stand for the 08-09 production. The 2007-08 funds should have helped leverage other support for this year’s production.

EF-18	SB Trust for Historic Preservation <i>Annual Founding Day</i>	\$3,650	\$2,000
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Founding Day is a tradition 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. Founding Day is the most significant public outreach event held by the SBTHP each year —with costumes, hands on events and activities that bring to life the understanding of Santa Barbara’s heritage. Its purpose is to inspire an appreciation for and an interest in Santa Barbara history for people of all ages, thereby enhancing the cultural life of Santa Barbara for future generations. The committee recommends promoting the event through the State Historical Park website, California Tourism Board, and advertise as an opportunity for family travel.

2008 – 2009 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-19	SB Visual Arts Alliance <i>Visual Arts Guide</i>	\$13,500	\$5,000
<p>The Santa Barbara Visual Arts Alliance has been in existence since 2001. SBVA has created and maintained a website which is linked with numerous local, national, and international arts and travel websites. SBVA maintains its membership list that includes 95% of all galleries and museums in Santa Barbara County. Funds are requested to maintain and upgrade the website to expand online search capabilities to allow for locating art galleries and exhibitions in geographic proximity, link to concierge services and expand to capture greater tracking and number of site visit information. Grant funds for site upgrade will help leverage membership fees. Print publications such as in-flight magazines and gallery guides in Southern California and Western States are good vehicles to drive traffic to the website.</p>			
EF-20	SUMMERDANCE Santa Barbara <i>DANCEworks</i>	\$6,500	\$4,000
<p>SUMMERDANCE has been presenting nationally-recognized choreographers in Santa Barbara since 1996. The event <i>DANCEworks</i> is a new collaboration between SUMMERDANCE Santa Barbara and the Lobero Theatre Foundation. The mission of <i>DANCEworks</i> is to build an audience for contemporary dance nationwide, to provide a geographical place for noted early and mid-career choreographers to create work and to share the inspiration that dance provides through performances, educational events and community outreach. With a history of connections with the Contemporary Dance community this model will help promote Santa Barbara as an international arts destination through its links to national dancers, contemporary dance community and the opportunity to have the work of exceptional choreographers linked to Santa Barbara. The partnership of a creative director with the promotion, technical, and venue support of the Lobero is a great model.</p>			
EF-21	Twiiin Productions, Inc. <i>West Beach Music & Arts Festival</i>	\$40,000	\$-0-
<p>The 2nd Annual West Beach Music & Arts Festival will be a three-day event with more than 25 bands performing on three stages on more than 11 acres of West Beach. In addition to the musical talent performing, this year's festival will accommodate more than 65 fair trade arts & crafts in the Vendor Village. Proof of their promotion to date indicates a good ability to draw from out of town and the potential use of West Beach was well received by the review. And while the proposed advertising plan, demographic information and commitment to use local vendors for services is a stellar model, because this for-profit organization is carrying \$200,000 + in debt from the previous event, the committee has concerns for their ability to execute the event.</p>			
EF-22	UCSB Arts & Lectures <i>Art Abounds Season</i>	\$35,000	\$13,000
<p>ArtAbounds program has been in existence since 2001. For the last seven years, the ArtAbounds program—a partnership between UCSB Arts & Lectures and the Santa Barbara Dance Alliance—has been one of the primary presenters of high quality cultural opportunities in downtown Santa Barbara including performances of music, dance, and lectures. In addition to helping brand the Cultural Arts District with these events they also provide lectures and master classes that do much to enliven the dialogue with and work of our regional artists.</p>			
		Amt. Requested	Amt. Recommended
		\$416,398.35	\$143,000

2008-2009 Grant Funding Comparisons

ORGANIZATIONAL DEVELOPMENT									
OD #	Organization	REQUEST	#1 CITY ARTS ADVISORY RECOMMENDATION	#2 SUBCOMMITTEE RECOMMENDATION	SUBCOMMITTEE RECOMMENDED CHANGES	2007-08	2006-07	2005-06	Notes
OD-01	Arts for Humanity!	\$15,000	\$3,500	\$3,500	\$0	NA	NA	NA	Previously CA
OD-02	Art From Scrap	\$18,000	\$11,000	\$10,000	-\$1,000	\$15,000	\$7,500	\$8,500	
OD-03	ArtSpace, Inc./Center Stage Theater	\$15,000	\$9,000	\$8,500	-\$500	\$8,500	\$8,000	\$9,000	
OD-04	Ballet Santa Barbara	\$18,000	\$2,500	\$2,000	-\$500	NA	NA	NA	New Applicant
OD-05	BOXTALES/Community School, Inc.	\$15,000	\$10,000	\$10,000	\$0	\$9,500	\$9,000	\$9,000	
OD-06	Camerata Pacifica	\$18,000	\$4,500	\$4,000	-\$500	\$4,000	\$6,000	\$10,000	
OD-07	City @Peace	\$10,000	\$8,000	\$7,500	-\$500	\$8,000	NA	\$7,000	
OD-08	Community Arts Music Association (CAMA)	\$18,000	\$8,000	\$6,000	-\$2,000	\$6,000	\$6,000	\$4,000	
OD-09	Dancing Drum	\$15,600	\$12,000	\$11,500	-\$500	NA	NA	NA	Previously CA
OD-10	Ensemble Theatre Company	\$18,000	\$10,000	\$9,500	-\$500	\$9,500	\$9,300	NA	
OD-11	Flamenco Arts	\$15,000	\$9,000	\$9,000	\$0	\$9,000	\$7,000	\$7,000	
OD-12	Lit Moon Theatre Company	\$18,000	\$10,000	\$10,000	\$0	\$10,000	\$9,300	\$9,500	
OD-13	Marjorie Luke Theatre	\$13,333	\$9,000	\$8,500	-\$500	\$7,000	\$7,000	\$4,000	
OD-14	Pacific Pride Foundation/Outrageous Film Fest.	\$6,000	\$4,000	\$4,000	\$0	\$5,000	\$3,000	\$5,500	
OD-15	Pearl Chase Society	\$10,000	\$2,000	\$2,000	\$0	NA	NA	NA	Previously CA
OD-16	Project Renaissance	\$12,000	\$8,500	\$8,500	\$0	\$8,000	\$3,500	NA	
OD-17	Santa Barbara Chamber Orchestra	\$18,000	\$3,000	\$3,000	\$0	\$5,500	\$6,500	\$4,000	
OD-18	Santa Barbara Choral Society	\$15,000	\$3,000	\$2,500	-\$500	NA	\$2,500	\$2,500	
OD-19	Santa Barbara Dance Alliance	\$18,000	\$9,000	\$9,000	\$0	\$12,000	\$11,600	\$11,500	
OD-20	Santa Barbara Dance Institute	\$18,000	\$10,500	\$10,000	-\$500	\$11,000	NA	NA	
OD-21	Santa Barbara Education Foundation	\$5,000	\$2,000	\$2,000	\$0	\$2,000	NA	NA	
OD-22	Santa Barbara Master Chorale	\$10,000	\$2,500	\$2,500	\$0	\$3,000	\$2,000	\$3,400	
OD-23	Santa Barbara Performing Arts League	\$18,000	\$10,000	\$10,000	\$0	NA	NA	NA	Previously E&F
OD-24	Speaking of Stories	\$15,000	\$9,000	\$9,000	\$0	\$11,000	\$9,600	\$13,000	
OD-25	State Street Ballet	\$18,000	\$10,000	\$10,000	\$0	\$11,000	\$11,000	\$13,500	
OD-26	Summer Solstice Celebration	\$18,000	\$0	\$7,500	\$7,500	\$15,000	\$14,500	\$14,000	
	Total Requested	\$387,933	\$180,000	\$180,000	\$0				
	Amount in Grant Pool	\$180,000							
	Difference	-\$207,933							
	Notes:								
	Column #1 is the OD Subcommittee's original recommendation and the approved recommendation from the Arts Advisory Committee which was sent to the Finance Committee.								
	Column #2 is the OD Subcommittee's REVISED recommendation which the Arts Advisory Committee did NOT approve. Instead, they voted to resend their original recommendation (column labeled #1) back to the Finance Committee.								

City Arts Advisory Roster and Community Events & Festivals Committee Roster

CITY ARTS ADVISORY ROSTER

<u>NAME</u>	<u>GRANT CATEGORY</u>
Darian Bleecher	Community Arts
Suzanne Fairly Green	Organizational Development
Phyllis de Picciotto	Community Arts
Michael Humphrey	Organizational Development
Gail Pine	Community Arts
Tom Morey	Organizational Development
Judy Nilsen	Alternate
Ginny Brush	Staff, Executive Director
Rita Ferri	Staff
Linda Gardy	Staff

COMMUNITY EVENTS & FESTIVAL ROSTER

<u>NAME</u>	<u>ATEGORY</u>	<u>APPOINTED</u>	<u>TERM ENDS</u>
Rebekah Altman	Public at Large	12/19/2006	12/31/2010
Katrina Carl	Marketing Industry	12/13/2005	12/31/2007
Steven B. Engels	Public at Large	12/07/2004	12/31/2006
Jason McCarthy	Lodging Industry	12/13/2005	12/31/2007
Debbie Neer	Conf. & Visitors Bureau	07/11/2006	12/31/2007
Roger Perry	Cultural Arts	12/19/2006	12/31/2010
Mark Sherman	Retail Organization	07/11/2006	12/31/2007

**CITY ARTS ADVISORY COMMITTEE
COMPETITIVE GRANT PROCESS TIMELINE
FOR REVIEW AND APPROVAL
2009 FUNDS**

- July 17, 2008 The City Arts Advisory Committee reviewed and approved recommendations from the subcommittees for Community Arts and Organizational Development categories, and the Community Events and Festivals Committee category. These recommendations were forwarded to the Finance Committee.
- July 29, 2008 The City Finance Committee reviewed and approved recommendations for the Community Arts and the Community Events and Festivals categories. These recommendations were forwarded to City Council.
- The City Finance Committee did not approve the recommendations for the Organizational Development category. Instead, this category was sent back to the City Arts Advisory Committee for reconsideration.
- August 21, 2008 The City Arts Advisory Committee reviewed revised recommendations from the subcommittee for the Organizational Development category.
- They did not approve the revised recommendations. Instead, they reaffirmed the original recommendation and forwarded that recommendation back to the Finance Committee.
- Sept. 9, 2009 The City Finance Committee reviewed and forwarded the Arts Advisory Committee's original recommendation for the Organizational Development category, with no changes.
- Sept. 16, 2008 All three competitive grant categories are before the City Council for final approval.