



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: November 11, 2008

TO: Mayor and Councilmembers

FROM: Administration Division, Community Development Department

SUBJECT: Annual Symposium For The Arts, Next Generation Neighborhood Arts Demonstration Grants, And Arts Sustainability Collaborative Updates

RECOMMENDATION:

That Council receive updates regarding the Arts Commission Annual Symposium for the Arts, the status of the Next Generation Neighborhood Arts Demonstration Grants, and the status of the Arts Sustainability Collaborative.

DISCUSSION:

The Arts Commission Annual Symposium for the Arts

On April 4, 2008, the third Annual Symposium for the Arts was held at the Cabrillo Arts Pavilion. The Symposium was sponsored by the County Arts Commission with funding support from the City of Santa Barbara's Redevelopment Agency and Southern California Edison Company. There were approximately 100 attendees with representatives from a variety of groups from throughout the County. City Council members were present, as well as County Arts Commissioners, City Arts Advisory and Visual Art in Public Places (VAPP) committee members, County Art in Public Places (CAPP) committee members, visual, literary, and performing arts groups, along with County Board of Supervisor representatives, youth advocates, foundation representatives, arts administrators from Ventura County, and the media.

The theme of this year's Symposium was "Creating Sustainable Funding Solutions / Increasing Participation in the Arts." The keynote speaker was Robert L. Lynch, President and CEO of Americans for the Arts, a national organization dedicated to advancing the arts and arts education in people's lives, schools, and communities.

A report from the Arts Sustainability Ad Hoc Committee preceded a visioning exercise facilitated by Wayne Cook, Arts Program Specialist for the California Arts Council. Three questions were asked of the audience:

Council Agenda Report

Annual Symposium For The Arts, Next Generation Neighborhood Arts Demonstration Grants, And Arts Sustainability Collaborative Updates

November 11, 2008

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1. How can we (the Santa Barbara arts community) maximize participation in the Arts Sustainability Collaboration?
2. How can visual, literary, and performing arts be involved in generating funds for the Arts Sustainability Collaborative grant pool?
3. In what ways will the Arts Sustainability Collective change Santa Barbara's art community?

This dynamic visioning exercise generated a multitude of ideas and responses. Attachment 1 is a compilation of the general input, ideas, and suggestions from that exercise. The information from the two visioning exercises has been used in meetings with the Arts Sustainability Task Force.

The Symposium afternoon program included an update on Next Generation Neighborhood Arts Demonstration grants development, and a diverse panel of youth discussed issues related to the arts in their lives and engaged in a dialogue with the audience and with each other.

The Arts Symposium focuses on issues of interest to the arts community and arts nonprofits. As stated above, information from these Symposiums is used throughout the year. For 2009, although a theme has not been selected, we do plan to provide an update from the Arts Sustainability Collaborative, access to the arts and youth involvement, as well as focusing on the continuing issue of increasing access to the arts to underserved and new audiences.

Next Generation Neighborhood Arts Demonstration Grants

In 2007, the Redevelopment Agency approved \$40,000 for Next Generation Neighborhood Arts Demonstration Grants, also called mini grants. These "mini grants" were designed to:

- enhance neighborhood quality of life through arts
- build leadership and advocacy in the arts community at the neighborhood level
- increase community connectedness with a focus on youth
- serve as an incubator – nurturing grassroots artistic development
- promote the arts as a catalyst for positive change in communities

The County Arts Commission Staff was the medium for this grant process working with the Cultural Development Foundation and University of California (UCIRA). There were a total of 25 grant applicants with funding requests totaling \$120,145. The \$40,000 was disbursed to 17 different organizations, all with an outreach component to underserved families and at-risk youth, and that were centered near the core downtown area of Santa Barbara.

All the Next Generation Neighborhood Arts Demonstration grantees are under contract. Attachment 2 is a list of the grant requests and awards. At the end of their grant request, all organizations will be required to submit a report with information on how funds were utilized, and how they specifically impacted the community. The reports will include the number of people impacted by the funds and media coverage when applicable. Attachment 3 is the required evaluation form each grantee must complete.

All programs are underway. The results of the Next Generation Neighborhood Arts Demonstration grants have been very successful in those projects that are well-underway and those nearing completion. We have seen greater connection to and more involvement by youth in underserved neighborhoods to the downtown and other cultural organizations downtown.

Part of the approval for the mini-grant funding included the completion of an assessment report of current community arts / cultural inventory of programming and facilities; research into regional, national, and international models for sustainability; and solutions that sustain arts in neighborhoods and communities. Staff is working with UCIRA on the completion of the report.

Arts Sustainability Collaborative

The 2007 Arts Symposium focused on "Finding Sustainable Funding Solutions and Improving Accessibility to the Art". Keynote speaker John McGuirk reported on major shifts in California that are affecting the arts, as identified in the 2006 study, "Critical Issues Facing the Arts in California," which highlighted the need for communities to find more sustainable models for funding the arts. Following up on that issue, the City Arts Advisory Committee formed an ad hoc Arts Sustainability Task Force to explore the issue of self-funding for the arts and research existing sustainable funding solutions developed in other cities and communities.

Since the 2008 Symposium, that Arts Sustainability Task Force has been expanded and broadened to include individual artists from a variety of disciplines including arts educators, representatives from venues and nonprofit arts organizations. This diverse group has generally been meeting every other week for the past four months. There has been significant progress in coming up with ideas and possible solutions to address the issue of sustaining regional arts. Attachment 4 is a draft business plan that outlines the overview, the objectives, the mission statement and the organization description. While this document is currently in the working stages, it is the best "snapshot" of what progress the committee has made, following up on the community dialogue and visioning exercise since the Symposium.

Significant issues are:

- To operate as a “bottom-up” grassroots collaborative with broad-based community access and input, operating efficiently and timely as a web-based organization matching needs with resources, and minimizing overhead.
- To partner and pool arts-sustainable funds used to leverage funding from the private sector and regional foundations.
- To increase public awareness of the importance of recognizing, supporting, and promoting the art and artists of our region.
- To identify those individuals, organizations, and venues in Santa Barbara that have already developed arts-sustainable programs and solutions.

ATTACHMENTS:

1. Visioning Exercise Compilation from April 4, 2008, Arts Symposium
2. Next Generation Grant Requests / Awards
3. Next Generation Self-Evaluation Report
4. Arts Funding Sustainability Business Plan Draft

PREPARED BY: Ginny Brush, Executive Director of the County Arts Commission

SUBMITTED BY: Paul Casey, Community Development Director

APPROVED BY: City Administrator's Office

Arts Commission Annual Symposium April 4, 2008
Creating Sustainable Funding Solutions/Increasing Participation in the Arts

Following is an unedited compilation of general community input, ideas and suggestions resulting from responses to 3 questions presented by facilitator Wayne Cook, Arts Program Specialist for the California Arts Council as part of the morning's activities and should be considered as nothing more or less than an informal record of the visioning exercise.

A video tape of the April 4, Symposium will also be available in the near future on SB Channels 17 and 21.

1. How can we (SB arts community) maximize participation in the Arts Sustainability Collaboration (ASC)?

- Establish a percent for art program from new model construction projects in the City
- Create a "United Way for the Arts"
- Establish a new way to say "fee" *MAS* (More Art Surcharge) also works in Spanish! (good ad campaign potential too)
- City could round off utility bills (to nearest dollar) to go into a fund each month (Backed up with PR campaign)
- Outreach to the community.
- Publicize ASC and let schools and businesses know about it. Blast, fax, email. PR to media radio, newspapers, community access TV.
- Property tax... Percent to Arts Sustainability Collaboration Fund
- Chumash Casino Slot Machine donation day.
- Set aside percentage of City Bed Tax (TOT) to go to Arts Sustainability Collaboration Fund. /Redirect city bed tax funds back to the arts for which it was initially intended.
- Radio, paper TV, Posters (Art for Art)
- Focus on marketing! Advertise SB County as an arts destination.
- Identity wall ...Encourage Individuals to adopt either an organization or an individual for a set period of time (particularly individuals who have not provided support for the arts before).
- Develop/create fun exciting and cool posters to promote, especially to encourage youth involvement.
- Call for youth artists to design logo and campaign concepts.
- Website: InkByte, VADA comprehensive, all-inclusive, linked, all groups, click and donate)
- Demonstrate what a day without the Arts would look like.
- Compelling stories about what such funding has done in the past... Stories like Rod Lathim's ...about Access Theatre and what might be accomplished with existing organizations.
- Outreach to traditionally under-represented populations, such as those with disabilities or mentally ill.
- Community arts organizations that charge membership fees could add a discretionary contribution to the Arts Sustainability Fund.
- Provide opportunities for contributions to the fund outside the point of purchase (Not just lobbies, foyers).
- Create wonderful collection boxes at locations around town
- Encourage students to do community service hours to promote this to their peers.

- Provide a culture bus that will take people to arts events who cannot drive or don't have transportation.
- Include outreach programs that go to senior living facilities.
- Increase awareness of opportunity to put Arts Sustainability Collaboration Fund in one's will or estate plan.
- Break down and throw away the terms BIG A and SMALL A because BIG As have SMALL A components.
- More collaboration between small programs doing similar things.
- Maximize participation: let go of presumptions about other organizations/ Consider the benefits of the community as a whole.
- Special benefit performances with all proceeds going towards the Arts Sustainability Collaboration Fund.
- The collaborative should advertise, be approachable, establish an email and web network; create a collaborative vision with a good administrative structure.
- Sponsor a small number of underserved kids to participate in the arts extra-curricular of their choice over several years and have those kids write one essay per year about their experiences in the arts.
- Encourage young students to create reports to be read aloud to their classrooms for extra credit.
- Create a membership to the Arts Sustainability Collaboration Fund.
- Establish sliding scale membership fees. \$5+
- Study the impact of the surcharge.
- Encourage support of PTA/Boards existing liaisons to establish "Arts Sustainability Positions"
- Select one day when every organization donates admission fees etc. to the ASC fund.
- Designate a week or weekend for contributions, form audiences included signed posters from Cast, Photos taken with cast/Get touring companies and stars to participate.
- Stop giving kids felony charges for expression. Be open to what youth consider art and what they choose as their medium of expression.
- Create a fund that gives youth from \$13-18/hour for time involved in the arts to show that this is positive time invested.
- Identify and unify successful artists who are products of the SB community and establish a collective to serve as role models for our youth.
- Performing arts groups: ie CAMA SB Symphony, SB Chamber Orchestra would alert their subscribers to this additional fee and why it is important... so they will continue to subscribe event though the ticket price will be increased.
- Create Arts Sustainability rubber bracelet sales... available on website, retail stores, arts venues, performing art venues.
- Everyone who can give to the fund this morning should put in \$20.
- Luxury refreshment tax at performing arts venues.
- Pass a collection plate at theaters as well.
- Visitor tax: add a surcharge to every plane ticket for visitors coming to SB
- Make art affordable so the whole community is committed and involved in the arts.
- Speak Spanish! Outreach to community with mentorship, leadership development, etc. with Latino and other youth.

- Devote space in your performance printed program to explain the Arts Sustainability Collaboration Fund AND if you are a grantee explain how funds are used by your organization in your performance program.
- Produce materials that demonstrate positive outcomes for programs---support for small programs to record outcomes.
- Call the surcharge a tax on the arts.
- Educate businesses on the value of the arts education to their particular interests.
- Create a *1st Thursday* wine surcharge at participating venues with stickers “I’m drinking to the Arts”/ Arts Sustainability Collaborative (ASC) collection boxes out at participating *1st Thursday* venues.
- Encourage developers to give money.

2. How can visual, literary and performing arts be involved in generating funds for the Arts Sustainability Collaborative (ASC) grant Pool.

- Sell an arts calendar with printed local events listed
- Collaborate with realtors: for every property sold the Arts Sustainability Collaboration Fund receives a gift of the sales commission.
- Invite galleries to collect money via collection box particularly on *1st Thursday*. Have literature about ASC available so the public learns about it.
- Have potluck parties where money is collected.
- Charge for wine at all art openings and donate to the ASC.
- Involve youth in fundraising. They can give their own money to feel part of their future. Encourage them to buy and consume art.
- Rotating events/Share resources.
- Galleries have an “Arts Sustainability” fee for all work sold. Also charge an entry fee contribution.
- Give local artists a venue for free display/reading/performance of their work. If anything were sold, a portion of the sales would go to the ASC Fund.
- Send out a non-event funding solicitation mailing for the Arts Sustainability Fund: donors over \$1000 receive a CD with locally performed music.
- Hold an annual event with silent auction: items such as poetry readings, musicians playing at private dinner parties, theatre tickets, etc.
- Create *ART SMART. The Arts create possible futures*. Produce a sexy poster.
- Solicit funds at Thursday Night summer concerts in the Parks.
- Ask guest artists/performers to give back part of their fee to the ASC Fund.
- Create and publicize a series of SB Arts Community success stories written by professional writers and produced by local filmmakers. The fund would set up a grant source to fund kids in schools to document their success stories.
- “Share our strength” model. A percentage of sales at a reading of local writers event would go to the ASC Fund.
- Establish an immediately recognizable logo, put in on collections boxes in every venue foyer in town. (theatres, museums, etc.) Display a different picture of a young artists and his/her story about every box. (rotate boxes around town).
- Establish a recycle for art program.
- Marjorie Luke Theater encourages their renters to add to their ticket fee for the ASC Fund.

- College students often do free performances (senior productions, small events, etc.) encourage them to accept donations for ASC Fund.
- Membership surcharge. Wine surcharge.
- A juried annual exhibition in some public space. Entry fees would go to the ASC Fund. Maybe in conjunction with Solstice Parade or Fiesta. Have an accompanying silent auction with funds to go to ASC fund.
- Silent auction idea ... paying the artist fee for performing at a dinner party.
- Art for Spare Change.
- Have performing arts venues sanction a limited number of tickets to be auctioned off with the profits going to the ASC Fund.
- Support for individual artists: We should try NOT to resort to charging artists for the ASC Fund. Rather, we should aim to make being an artist a viable career choice and set some of the funds aside for artist grants!
- Promote SB as the originator of the slogan "Got Art?"

3. In what ways will the Arts Sustainability Collective change Santa Barbara's Arts Community?

- Artists will feel supported and that they belong, if they can get funding, they can produce and create more.
- SB will be more recognized as an arts destination.
- Young artists will be encouraged, empowered and feel important.
- It will promote greater communication among arts organizations/no *Balkanization* of the arts community anymore.
- Would create a more cohesive collaboration between all the present arts in SB/ increase communication with organizations.
- We have an organization with a website that can be expanded to incorporate ASC Fund if funding id directed to the site www.SBVA.org.
- It would provide a positive powerful view of the future. The arts community coming together to sustain its future in the face of impending additional cuts in funding.
- Less ego community, greater focus on youth.
- Make non-artists more aware of art and its importance.
- Add more representatives from the visual arts organizations and educators to the Arts Sustainability Group. It's not broad enough!
- Educate the general public about not only the value and importance of art, but help them to become aware of the cost of bringing art to the community. Help the public realize that they are consumers of art, and to not take for granted that programs, venues, administrators and talent are free... or cheap.
- Local artist can remain local.
- Less youth in the juvenile justice system.
- SB would be seen nationally as an Art Community.
- Will increase awareness of the small arts organizations that already exist and need community help and support.
- More time could be spent creating art, less time spent raising money.
- Free studio space available for emerging artists.

- The funding will make available energy that will enhance creativity for artists, art appreciators, spectators and more.
- Audiences would get younger and ensure the future of the larger arts organizations.
- This fund would include more youth in making art, in being a part of the audience and in “raising artists.”
- It will encourage youth that a career in the arts is possible and a wise choice!
- Changing the context of the conversations creates a new conversation, which leads to greater truth.
- Concerning the importance of art would raise the consciousness level and engagement of the people of Santa Barbara.
- It would maximize community participation.
- Go digital with an informative, collective website.
- Investment in our future.. including businesses.
- Serve as a reaffirmation of our community.
- Hold a benefit showcase or review at a public venue where local performing organizations each present a brief segment from an upcoming event to both promote the arts organization to a new audience and raise funds. One could add an auction too
- Outcome would see more individuals taking risks and exploring leadership opportunities.
- Increased exposure to arts for youth.
- Renewed appreciation for artists that live and work in Santa Barbara.
- Increased access to venues via a subsidy for grassroots groups to use city venues.
- Recognize that artists work for a living---less volunteer work and more artist fees!
- Funds that may be generated by artists/for artists will be matched, maybe many times, and they can then double or triple their investment--- it is artists caring for themselves that will create a real impact that they can draw upon.
- Hopefully the process will be reaching farther across language differences in SB/unifying the organizations and the whole community: each art organization valuing each other’s work.
- Create a ballot measure to add an amount to the bed tax for the Arts Sustainability Collaborative Fund: this would be similar to the Clean Creeks Measure that added 2% to the bed tax.
- For more revenue have the City Council vote to add \$.50-\$1 that goes on each city restaurant tab that would go directly to the ASC Fund.
- It will give artists hope.
- As an independent filmmaker I will not have to keep going back to LA to get paying gigs, and neither will all my filmmaking friends. We will be able to stay here as true mentors to the next generation of storytellers.

NEXT GENERATION NEIGHBORHOOD ARTS DEMONSTRATION GRANTS**GRANTS REQUESTS / AWARDS**

<u>Organization/Project:</u>	<u>Request/Award</u>
NG 01: Art from Scrap/Drawing and Day of the Dead Project	\$4,970/\$4,000
Two extended (summer and fall) workshops with People’s Self-Help Housing (PSHH) on the Westside) and Santa Barbara Housing Authority (SBHA) (Eastside) families, children and teens. The culminating exhibit will be a Day of the Dead exhibit in the RDA District. Project artists have identified low-income housing projects on both sides of town, creating important bridges.	
NG 02: Art from Scrap/Mask and Self Portrait-Banner Project	\$4,675/-0-
This intensive three-week project on youth identity and community using Life Masks, large scale self-portraits and community building art project will conclude with a fall exhibition in the RDA District. There were concerns about program intensity and compression and recruitment plan. Recruitment of target population is unclear.	
NG 03: Arts for Humanity/Theater of Imagination	\$5,000/\$1,000
Extended project – Fall and Spring programs at SB Girls Club on Eastside of Santa Barbara focused on girls 12-15. Funding supports existing partnerships and additional program support that is in place. Outreach and touring in RDA District is planned.	
NG 04: Brotherhood of Santa Barbara/Embody Dance Project	\$5,000/\$1,500
Veteran dancers/teachers propose ballroom dancing instruction for two 10-week sessions for children (7-12) and youth (13-17) to be given in a downtown dance studio on West Ortega Street in the RDA District. Scheduling and collaborations and referrals from other youth/community arts groups is required. The committee recommends that shoes for participating in the project be provided free of charge.	
NG 05: Children’s Creative Project/Performing and Visual Arts Camp	\$5,000/\$3,000
Established PVAC summer arts program seeks funds for its Westside program (July –early August). Large number of children and families served with most “scholar shipped”. There is ample evidence of parent support. High number of low-income families and focus on Westside families is a plus.	
NG 06: City at Peace/Production Team Restorative Justice Project	\$5,000/\$5,000
Project requests funding for summer component for Production Team to develop Restorative Justice work in conjunction with Superior Court judges. Touring performance piece drawn from youth’s life experiences will promote Restorative Justice and serve as recruitment tool for future programs. Downtown business and arts organization support evident. Youth, training sites (Recreation Center, Lobero Theater rehearsal hall, Housing Authority Laguna community room), and performance venues (Superior Court, Center Stage Theater) are located in the RDA district. Project is a model featuring peer-to-peer recruitment, many working collaborations, artist/mentors and healing impact on participant families.	

NG 07: Chumash Maritime Association/Culture Camp **\$2,700/\$2,000**
One-week watershed education and art camp in late July with focus on understanding creek and shore diversity, cultural values, art making and sustaining indigenous cultures. Project is leading up to next *Tomol* construction effort. Some education and *tomol* launches to take place in RDA District. West Beach launch site could be important component. Per participant cost is high. Technical assistance is recommended.

NG 08: Song of Place/CrossWords **\$5,000/\$2,200**
Multi-generational spoken word project creates re-connection with communities that are represented in the RDA District (seniors, adults, youth) through two 6-week workshops culminating in a Center Stage Theater performance. Work shopped performances, storytelling and poetry as well as cyber communication are featured. All training and performance sites are in RDA district – Main Library, Garden Court, Lobero Theater Patio, Housing Authority sites.

NG 09: Endowment for Youth/Jazz Band and Music Club **\$5,000/\$1,500**
Eastside-based program with participants from Cleveland, Franklin, and Cesar Chavez schools led by local jazz master teacher. Funding for this pilot program is leveraged by diverse sources. Performance at annual “Night of Jazz” at the Lobero Theater and other venues in the RDA district.

NG 10: Ensemble Theater Company/Student Matinee Series **\$5,000/ -0-**
ETC’s Student Matinee series presents work to area youth that is engaging and relevant. Project request is to assist in funding to increase the number of low-income youth in the project. All performances and most students (SBHS and Anacapa School) are in RDA district. Project recruitment of targeted youth is unclear.

NG 11: Everybody Dance Now! **\$5,000/\$4,500**
Established teen-initiated dance instruction and performance program with outreach at many community sites in the RDA district reaches hundreds of children. Funding is for year-long program. This is a model program demonstrating the opportunity for youth leadership in the arts and a clear understanding of how to be inclusive.

NG 12: Center for Community Education/Third Act Project **\$5,000/\$5,000**
Expansion of Third Act program to El Puente Court and Community School develops collaboration with neighborhood arts programs providing rich alternatives for at risk youth. August –September program initiation for this year-round school. One hundred percent of participating youth are in target group. Offering graduation credit for art programs is important opportunity for Court and Community School students. Some sites are in RDA district.

NG 13: Friends of VADA **\$5,000/\$-0-**
Proposal is to build a mobile, modular mural with multi-age group of young artists (elementary, jr. high, high school) that promotes pathways to other arts programs and VADA.

Funding will join other sources of support for program. Recruitment of target population is unclear.

NG 14: Notes for Notes

\$5,000/\$1,000

Music production in state-of-the-art “music box” at Teen Center offers a range of training and opportunities for youth to create their own music. New Eastside (Boys Club) location will provide two sites and increase impact. The Teen Center is under-utilized by target population. Activities and performances are in the RDA district.

NG 15: Project Renaissance

\$5,000/\$1,200

Weekly Westside after-school program proposes summer and fall program extension to create large-scale photo/painted images of Santa Barbara – “The Streets of Paradise” – as seen from youth perspective. Participation in community arts events is another feature of ongoing program that reaches target group. Friday night schedule is good alternative for youth. Exhibition and some activities are in the RDA district.

NG 16: SB African Heritage Film Series/Multi-Cultural Mural

\$5,000/\$ 600

Well-established African American film and art program proposes a traveling multi-cultural mural project to be part of annual African History Month. Inter-cultural idea is important focus. Recruitment of target population is unclear. Funding is to explore a pilot project using local artists. Technical assistance is required. Exhibition and some program activities in RDA district.

NG 17: Many Hands Peace Project

\$5,000/\$1,500

Many Hands Peace Camp offers four one-week summer art camp elements for diverse children and youth. In addition to art components, participants will be taught tolerance, peacemaking practices and group process skills. Funds will ensure diversity of participants. Recruitment of target population is unclear. Technical assistance to reach families is required. Exhibition and some activities are in the RDA district.

NG 18: Fundamentals of Photography Grants Documentation

\$5,000/-0-

Photography project will engage a group of teen photographers in documenting Next generation projects with publication in *Shape of Voice* newspaper and exhibition at various sites in RDA district. Youth working as photojournalists is good idea. Recruitment of target population is unclear. Number served is low.

NG 19: Santa Barbara Dance Institute

\$5,000/\$2,000

SBDI requests funds to support the SWAT (Super Wonderful Advanced Team) leadership group from East and Westside of Santa Barbara. Program teaches fundamentals of dance and success and promotes teamwork across neighborhoods. Proposed inclusion of McKinley School families will reach large underserved community. Program is an excellent introduction to healthy life-long activity. Some performances are in the RDA district.

NG 20: SB Museum of Art **\$5,000/\$1,500**
 Teen program proposes bi-lingual pod cast to accompany *State of the Art Gallery* exhibition. Questions about how target population will be made aware of this resource. Grant could be a “ray of light” into the arts community for target population. Collaboration with youth arts programs that work with target population is recommended. All activities are in the RDA district – Museum of Art, Main Library, State of the Art Gallery.

NG 21: SB Revels **\$5,000/-0-**
 Community-based holiday production with multi-cultural themes requests funds to support project and ensure performances in historic venues of the RDA district. Low number served and unclear recruitment plan for target population.

NG 22: SB Symphony/Musical Mentors Program **\$2,800/-0-**
 Musical Mentors program brings professional musicians to Girls Inc. site to provide in-depth experience with Symphony. Project includes tickets to opening concert for participants and their family. Recruitment of target population is unclear. Direct link to neighborhoods via performers could be powerful. Performances and some activities are in the RDA district.

NG 23: Santa Barbara Theater **\$5,000/-0-**
 Santa Barbara Theater proposes to bring low-income children and families from the RDA district to performances of J.M. Barrie’s *Peter Pan* at the Lobero in December. All performances and participants are within the RDA district. Number served is low. Impact and recruitment of target population is unclear.

NG 24: Shape of Voice **\$5,000/\$2,500**
 Funding for three-month photo essay project (July-Sept.) titled “Picture Santa Barbara: Landmarks of a New Generation”. Photos will be the focus of fall issue of *Shape of Voice*. Diversity of youth viewpoints and greater outreach are important. Many featured sites, possible exhibition and publication availability in RDA district are assets.

NG 25: Viva El Arte **\$5,000/-0-**
Viva El Arte presents performances of cultural heritage-based music free to the Latino community. Many of these families are from Santa Barbara’s downtown neighborhoods as well as in I.V. and Guadalupe. Recruitment of target population is unclear. Most activities are not in the RDA district.

TOTAL: **\$120,145/\$40,000**



2008-09 Next Generation Grant Program
SELF-EVALUATION REPORT



The Next Generation Grant your organization received is the demonstration element of a City of Santa Barbara Redevelopment Agency effort to address community arts sustainability. The demonstration grants are intended to address amelioration of “urban blight” in the Redevelopment Project Area by bringing together the youth development and arts community in order to reach underserved and under represented families, children and youth. Your completion of this self-evaluation report will provide important information about the impact of your Next Generation funded program or project and will be invaluable in evaluating the grant program’s effectiveness. These Next Generation Grants have been funded for one-year as a pilot program. Final evaluations will provide important documentation to the City Arts Advisory Committee and can be helpful in making a case to find future funding support for these types of community based projects.

We have tried to simplify this form so it can be done quickly and easily. Answers to the questions do not have to be lengthy, but try to be as specific as possible and use measurable results or statistics to help clearly illustrate results and levels of community involvement. If you have any questions, please call Linda Gardy at 568-3990.

Return this form with your final invoice to:

*Linda Gardy: attn: Patrick Davis
Next Generation Grants Program
Santa Barbara County Arts Commission
P.O. Box 2369
Santa Barbara, CA 93120*

Completion of this form is required in order to receive the final 10% payment of your grant award.

ORGANIZATION NAME: _____

NAME OF PROJECT: _____

PROJECT START DATE: _____ END DATE: _____

AMOUNT OF GRANT: _____

PROJECT COORDINATOR: _____ Phone: _____

FOR OFFICE USE ONLY

Date of Site Visit: _____ Date of Audit Review: _____

Name of Reviewer: _____

Consultant recommendation:

ATTACHMENT 3

1. Project Description: Describe in specific terms your project's accomplishments and activities using the project objectives included in your grant application and grant agreement as a guide. Include the number of artists paid and the amount of Next Generation grants funds used for artistic salaries or fees.

2. Demographics: Describe how this grant benefits youth, children and families in the Redevelopment Agency's project area.

Number of participants: _____ Volunteers: _____
Age range: _____ K-12 _____ 19-28 _____ 29-39 _____ 40-55 _____ 56+

3. Community Partners: Please list partners and their contribution or support for your program.

Were there any participant's stipends paid? No ____ Yes ____ If so, how much? _____

4. How Did Your Project/Event Link to the City Redevelopment Agency Project Area? Describe the public component (if any) of your project and its impact on the community arts in the project area.

5. Comments: Please give us your feedback regarding the Next Generation Grants Program?

DRAFT

Arts Sustainability Collaborative

Santa Barbara, California

Business Plan

Updated:
May 4, 2008

OUTLINE

- I. Executive Summary
 - A. Overview
 - B. Objectives
 - C. Mission Statement
- II. Organization Summary
 - A. Organization Description
 - B. Legal Entity
 - C. Key Success Factors
 - D. The Collaborative
- III. Services
 - A. Mini-grants
 - B. Mentorship and Organizational Development
 - C. Coordination
- IV. Market Summary
 - A. Market Analysis
 - B. Alternatives
- V. Strategy & Implementation
 - A. Marketing Strategy
 - 1. Brand Development - Name, Logo, etc.
 - 2. Advertising Campaign
 - 3. Publicity
 - 4. Outreach
 - B. Fundraising Strategy
 - 1. Business Funding
 - a. Donations
 - b. Sponsorships
 - c. Matching
 - d. Point of Sale Collection Containers
 - 2. Arts Funding
 - a. Performing Arts Venues
 - b. Performing Arts Presenters
 - c. Visual Arts Organizations
 - d. Literary Arts Organizations
 - 3. Public Funding
 - a. Grants
 - b. Taxes
 - 4. Private Funding
 - a. Foundations
 - b. Individuals
 - C. Personnel
 - D. Grant Making Process
- VI. Financial Strategy
 - A. Financial Goals
 - B. Expenses
 - C. Pro-forma Projections (profit & loss statements)

I. EXECUTIVE SUMMARY

A. Overview

The Arts Sustainability Collaborative (ASC) was organized as an ad hoc committee in 2007 in response to the changing landscape for arts funding in Santa Barbara. Public funding for the arts has dwindled significantly at all levels of government and private funding patterns have shifted to the detriment of “bottom-up” arts endeavors. Looking forward, the outlook for arts funding is a cause for concern as budgets shrink and limited resources are diverted to other priorities.

The word “sustainability” is increasingly becoming a part of the global vocabulary, and thinking in terms of the arts “ecology” of a community has informed the work of the ASC.

The ASC is comprised of a diverse group of individuals representing organizations from across the community including the arts, business, government and the private sector. The goal is to organize the effort of all those who want to preserve Santa Barbara’s unique arts culture in the face of the bleak funding picture by creating a “sustainable” program for permanent funding of the arts.

The ASC will work to identify existing programs already working toward supporting the arts in Santa Barbara and seek opportunities for collaboration and coordination. Further, the ASC will work to identify community partners in this endeavor along with potential funding sources. A marketing campaign will also be launched in support of the effort.

B. Objectives

The objective of the ASC is to build a broad coalition of

- Build a broad coalition committed to the arts from all sectors of the community – arts, business, government, non-profit, private sector.
- Raise \$250,000 by December 31, 2009
- Outreach to artists and arts organizations working in Santa Barbara.
- Distribute mini-grants (up to \$5,000) across all artistic disciplines – performing arts, visual arts, literary arts.
- Serve as “center of gravity” for the arts community – provide mentorship, coordination and facilitation.

C. Mission Statement

The Arts Sustainability Collaborative is a broad-based group of citizens and organizations who have come together to help develop and sustain the arts in Santa Barbara through focused support of organizations and individual artists that contribute to the interconnectedness and cultural vitality of our community.

II. ORGANIZATION SUMMARY

A. Organization Description

Participation in the ASC draws from a wide spectrum of the arts community in Santa Barbara, encompassing the performing arts (both presenters and venues), visual arts and literary arts. The goal is to invite anyone who cares about art in our community to participate in one way or another. A conscious effort has been made to define “arts sustainability” as broadly as possible, to include all ideas and efforts that will advance the goals of the organization.

Figure 1.0

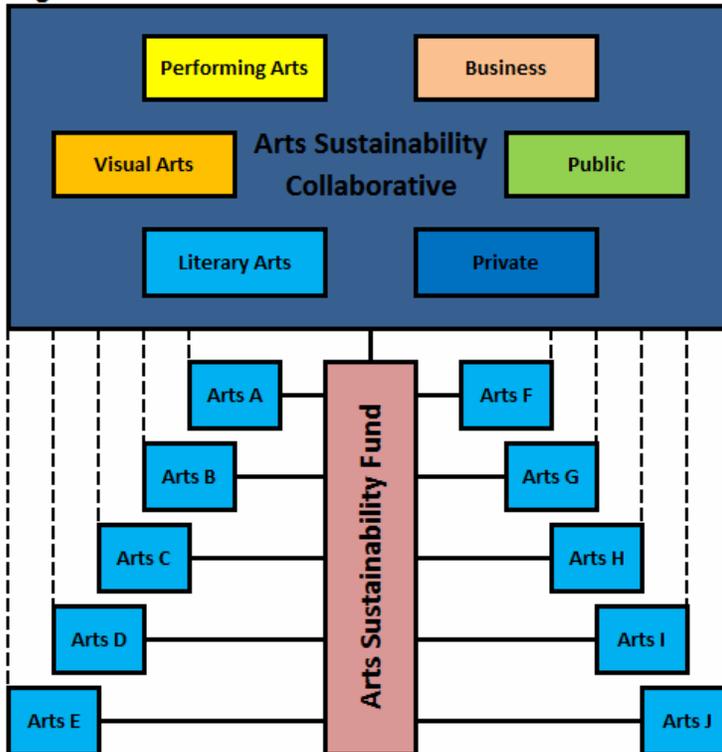


Figure 1.0 is intended to illustrate that the ASC is a true “collaborative,” made up of a wide variety of citizens, groups and organizations throughout the community who are united in their concern for arts sustainability. These include not only arts organizations, but the business community, governmental organizations, private foundations and individuals as well.

Many of these groups already participate in various programs to support the arts, or education outreach, or scholarships, or any number of other programs including many in-house efforts designed to support artistic endeavors in our city. The ASC wants to acknowledge and support these programs and leverage them through better coordination, matching opportunities and other collaborative approaches.

Beyond existing programs, the ASC believes there will likely be a need for a fund, for the time being named the Arts Sustainability Fund (ASF), which will become an additional source of funding for a mini-grant program in support of artists and arts organizations in Santa Barbara.

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B. Legal Entity

The ASC legal structure remains uncertain. It may be organized as a stand-alone 501(c)3, or under the umbrella of an existing organization. The consensus of the committee membership has been to avoid forming a new entity if possible, but remain open to the possibility if it becomes necessary.

C. Key Success Factors

Many factors will determine the outcome of this effort. We have attempted to identify those that will be most critical.

1. Inclusive – more voices make a better effort.
2. Community Support – individuals city-wide taking a personal interest in the arts.
3. Voluntary Participation – avoid mandates, persuade rather than preach.
4. Effective Branding – a memorable, highly recognizable identity (i.e. name, logo, etc.)
5. Publicity and Advertising – a well coordinated, high profile campaign.

D. The Collaborative

[A list of the ASC membership]

III. SERVICES

A. Mini-grants

The ASC intends to distribute mini-grants of up to \$5,000 beginning in 2009. Eligibility requirements will include individual artists or arts organizations creating, performing or presenting in Santa Barbara. Funds may be used for artist fees, materials, operating expenses, events and exhibitions, performances, workshops, arts education, and promotion related to the activity or program. Funds may not be used for capital projects, endowments or debt reduction.

B. Mentorship and Organizational Development

In addition to distributing grants, the ASC will endeavor to identify opportunities for mentorship of emerging artists and arts organizations to contribute to the overall goal of sustainability.

C. Coordination

During the course of its work, the ASC will be introduced to the work of many individuals and organizations and be in a position to make connections that might otherwise not happen.

IV. MARKET SUMMARY

A. Market Analysis

[TBD]

B. Alternatives

Supporting the arts and arts sustainability is not a new idea. The ASC recognizes that others are doing noteworthy work in this area. The ASC is focused on adding value in the area of sustainability – not instead the work that’s already being done, but to leverage and enhance that work to the betterment of the community. As such, the ASC will identify those organization which have already embarked on this or similar mission and seek opportunities for collaboration.

1. [The list is far from complete – just a placeholder]
2. The Arts Fund
3. Santa Barbara Bowl Foundation – Education Outreach
4. Lobero Theater Foundation – Performing Arts Initiative
5. Marjorie Luke Theater

V. STRATEGY & IMPLEMENTATION

A. Marketing Strategy

The ASC will launch an effective branding effort complete with a strong name for the effort and a memorable logo, followed by a high-profile publicity and advertising campaign.

B. Fundraising Strategy

The ASC will take a multi-faceted approach to fundraising – customized to work with the wide variety of viewpoints that are a function of the diverse groups supporting its mission.

1. Business Funding

2. Arts Funding

3. Public Funding

4. Private Funding

C. Personnel

In order to minimize expenses, the ASC intends to keep its staffing to a minimum -- perhaps a part-time staff person for administrative functions.

D. Grant Making Process

The grant making process is yet to be fully determined, but will include a volunteer committee of experienced artists, arts administrators, arts educators, youth, and art advocates from diverse disciplines.

VI. FINANCIAL STRATEGY & IMPLEMENTATION

A. Financial Goals

The ASC will raise \$250,000 by December 31, 2009 with an interim goal of \$50,000 in commitments by December 31, 2008.

B. Expenses

The ASC will keep expenses to a minimum but anticipates some initial and ongoing marketing costs as well as part-time personnel costs.

C. Pro-forma Projections

[TBD]