



CITY OF SANTA BARBARA

FINANCE COMMITTEE AGENDA REPORT

AGENDA DATE: September 15, 2009

TO: Finance Committee

FROM: Administrative Division, Community Development Department

SUBJECT: Funding Allocation Of City's Community Promotion Grants With The Santa Barbara County Arts Commission For Fiscal Year 2010

RECOMMENDATION:

That the Finance Committee review the City's Arts Advisory Committee grant funding recommendations for Fiscal Year 2010 and forward the recommendations to the City Council for approval.

DISCUSSION:

In the Fiscal Year 2010 budget, Council authorized funds to the Santa Barbara County Arts Commission to provide Community Arts, Organizational Development, and Community Events & Festival grants, and for staffing to the City Arts Advisory Committee, Visual Arts in Public Places, and Events & Festivals Committees. The allocation for this fiscal year was reduced by \$44,524 (8.4%), which is consistent with the same percentage reductions that other outside agencies that receive funding from the City of Santa Barbara experienced, e.g., Santa Barbara International Film Festival (SBIFF).

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 and recommendations approved by the City Arts Advisory Committee on July 16, 2009, are listed below.

Community Arts

The Community Arts Subcommittee met on July 1, 2009, and reviewed all applications to the Community Arts Grant Program. The subcommittee's recommendations were reviewed and approved on July 16, 2009, by the City Arts Advisory Committee. The base amount for this program is \$54,476.

A total of \$124,000 was requested by 23 nonprofit organizations. All of the 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 25, 2009, and reviewed all of the applications submitted to the Organizational Development Grant Program. The subcommittee's recommendations were reviewed and approved on July 16, 2009 by the City Arts Advisory Committee. The base amount for this program is \$161,000 plus \$6,000 for a total of \$167,000. There is an additional \$6,000 available in this category which is a carry-over due to one grantee not using their complete allocation in Fiscal Year 2009.

A total of \$392,882 was requested by 30 nonprofit organizations. All of the applicants were awarded funding. 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 6, 2009, to review applications and interview organization applicants for the Events & Festivals Grant Program. The base amount for this program is \$123,000 plus \$9,000 for a total of \$132,000. There is an additional \$9,000 available in this category which is a carry-over due to one grantee not using their complete allocation in Fiscal Year 2009.

A total of \$296,500 was requested by 14 non-profit organizations. All of the applicants 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 Fiscal Year 2010 General Fund 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

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

SUBMITTED BY: Paul Casey, Community Development Director

APPROVED BY: City Administrator's Office

2009 – 2010 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-01	Art from the Heart	\$6,000	\$2,000
<p>The goal of the Art from the Heart (AFH) Multigenerational Program is to bring generations together and encourage those artistic gifts in participants of all ages and abilities. AFH links participants through creative classes in movement, singing and instrument exploration, and body and face painting. Grant funds are requested to purchase materials and pay the instructor to coordinate and schedule multi-generational classes in Santa Barbara. This project provides an opportunity for intergenerational interaction and dialog using the arts to promote self-expression, confidence and self-esteem. <u>Panel Comments:</u> The Committee applauds the applicant for this program that reaches an underserved audience and sees the value to the community of creative multigenerational interaction and for expanding participation with existing community resources. The grant application, however, was not specific on details of where and how children will be recruited. The budget did not show enough detail; specifically in earned income. If the applicant applies in the future, the committee would request more budget detail and clarification on the project and outcomes.</p>			
CA-02	Betsy Gallery Mosaic Project	\$6,000	\$2,000
<p>The artist proposes to work with the community including survivors and first responders from the recent fires that have occurred in the community using pottery shards that will be gathered by the participants. Workshops will be held to develop a mural that when complete would be installed at SB County Fire Headquarters. Grant funds would pay the artist to coordinate, teach workshops, and oversee the fabrication of the mural in collaboration with Art From Scrap. <u>Panel Comments:</u> The committee liked the concept of the proposal, specifically the community involvement. It was unclear where and how the volunteers would be recruited for the project. The budget was vague and the committee was concerned that the majority of funding for the project would be coming from this grant. The Committee recommends that the applicant find additional matching funds for the project in addition to in-kind contributions listed in the grant.</p>			
CA-03	Boys and Girls Club of Santa Barbara	\$3,000	\$2,000
<p>Funds are requested to expand the Fine Arts Program that is focused on underserved youth 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. <u>Panel Comments:</u> This is an established program that reaches many underserved youth. Their continuity is a great strength. The application did not clarify whose salary would be supported and where the money would be spent. The inclusion of art history (50 Artists in 50 Days Program) as part of the curriculum was also seen as a valuable addition to the program.</p>			

2009 – 2010 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-04	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. During the academic year, Children’s Creative Project will serve six schools in the SB Elementary School District. Requested grant funds will help subsidize, in part, performances by professional touring artists (many from the Santa Barbara Region) that will occur at individual school sites (most of whom are Title 1 schools). <u>Panel Comments:</u> The Committee recognizes and applauds the value of CCP that has a proven track record of support to artists and to the schools. The value of this program becomes greater as funding for arts in the public schools diminishes. The Committee appreciated the detail provided in the grant application. Funding from the Community Arts Grant is to be used to support artist fees.</p>			
CA-05	Chumash Maritime Association	\$6,000	\$2,500
<p>The Chumash Maritime Association requests grant funds to help produce a Syuxtum Cultural podcast to be used to interpret the Chumash mosaic story circle plaza that is included in the West Beach Pedestrian Improvement Project along Cabrillo Blvd. The funds would be used for artist fees, production costs, and marketing for a brochure to increase awareness of the podcast. <u>Panel Comments:</u> The Committee recognizes the importance of the preservation of the Chumash culture and recognizes the podcast is a very appropriate vehicle to convey culture through inclusion of music, sound and the spoken word. The collaboration with the Maritime Museum should provide increased access to the podcast and supporting materials. The committee had concerns that the Community Arts grant is the sole funding source for this project; the budget did not clearly indicate matching funds and reinforce the narrative of the grant request.</p>			
CA-06	Everybody Dance Now!	\$6,000	\$3,500
<p>Everybody Dance Now! (EDN!) has brought free weekly dance classes to over 700 low-income children and teens in Santa Barbara since April 2006. Their classes are taught by talented and enthusiastic high school and college students who participate in frequent trainings and team-bonding meetings. EDN! holds 8-10 dance classes per week at various times and locations. EDN! holds master dance classes and has a performing troupe that performs at numerous and diverse community locations and events. Funds are requested for salaries, insurance, and support for expenses associated with world dance classes. <u>Panel Comments:</u> EDN! Serves a remarkable number of students and is well integrated into the fabric of the community. The grant was very well written, and the volunteer base is admirable. Impact of use of grant funds was very well articulated.</p>			

2009 – 2010 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-07	Friends of the Eastside Library	\$5,000	\$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, are family oriented, 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. <u>Panel Comments:</u> This was a well written and thorough grant application. This multicultural, multigenerational program is ongoing and year round in a neighborhood that has few resources. The Committee commends their collaborative efforts.</p>			
CA-08	Inner Light Community Gospel Choir	\$2,500	\$1,750
<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 broaden its outreach to include diverse participants throughout the county and beyond. The primary purpose of the workshop is to preserve and increase awareness of gospel music as a unique part of American musical cultural tradition. Grant funds will pay for salaries, advertising, and sound equipment rental. <u>Panel Comments:</u> Good collaboration with Endowment for Youth, the Downtown Organization’s <i>1st Thursday</i> program, and other organizations. The Committee does recognize the need to preserve and inform the community of this cultural tradition. The applicant needs to articulate the community benefit and include more specific information in the future.</p>			
CA-09	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. <u>Panel Comments:</u> This was a well written grant. The applicant is well respected and recognized in the community, as a rare combination of artist and administrator. The grantee reaches a very large and diverse audience. Grant funding is to be used for artist fees only.</p>			
CA-10	On the Verge	\$6,000	\$2,000
<p>On the Verge Teen Choreographer’s Showcase provides teens with the unique opportunity to choreograph original work with the help of professional mentors. On the Verge provides the opportunity for teens to see their work performed for their peers and the community in a professional setting. Funds are requested to pay salaries. <u>Panel Comments:</u> The panel commends the group for its mentorship model to give back to the community through providing lectures and demonstrations to young aspiring dancers and choreographers. In future grant applications, the committee would like to see the specific use of funds and the impact of the program more clearly articulated and see strategies to include more diversity among the participants.</p>			

2009 – 2010 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-11	Pride Foundation	\$5,000	\$2,250
<p>The Pacific Pride Foundation requests funds to help pay for hiring and engaging a headlining performer, musical bands, and LGBT authors for the Pacific Pride Festival. Grant funds would also be used to pay for art activities targeted to children and youth. <u>Panel Comments:</u> Committee commends the applicants for preserving this important festival with multigenerational impacts; and recognizes their excellent fundraising efforts. Grant funds are to be used to pay regional artists. Committee recommends collaboration with Art from Scrap for some of the children’s activities.</p>			
CA-12	Peace Chair Project	\$6,000	\$ 500
<p>The Peace Chair Project will place Peace Chairs designed by artists for the purpose of peaceful conflict resolution and mediation. The applicant plans has initiated this project in Solvang and has plans to place these chairs in Lompoc, Santa Maria, Guadalupe, and the Santa Barbara Main Library and a local Charter School. Grant funds would be used for artists and coordinator salaries, as well as supplies. <u>Panel Comments:</u> While the panel sees this as a good concept with good community sponsorships, it found the Peace Chair Project needs a more defined curriculum and measurable outcomes more defined; and the segment of the community served was limited. The “seed” money for this program is to be used for projects in the City of Santa Barbara only. If the applicant were going to reapply for funds; the Committee would like to see matching grant funds and a broader reach to communities in the City of Santa Barbara.</p>			
CA-13	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. Funds are requested to support resident artists for the camp and the visiting artist series. <u>Panel Comments:</u> Well written and complete grant. This recognized and valued program with a talented, diverse “faculty” serves underserved youth on the Westside. It has demonstrated community support.</p>			
CA-14	Project Renaissance	\$6,000	\$4,000
<p>Project Renaissance targets at-risk youth living on the Westside of Santa Barbara. They present five workshops run by professional artists based on art for social change involving images from the Renaissance. Funds will be used to purchase canvases and pay artists salaries. <u>Panel Comments:</u> A well-written grant that clearly articulates use of funds and value of the program. Project Renaissance has a proven record of reaching at-risk youth and entire families and is one of the few programs that incorporates visual arts in their program and engages them with community events such as Summer Solstice and the I Madonnari Festival.</p>			

2009 – 2010 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-15	SB African Heritage Film Series	\$6,000	\$3,000
<p>This film series aims to promote diversity and tolerance. In collaboration with <i>FRESHi</i>, the goal is to increase access to the arts and 21st century technology for underserved youth with digital filmmaking so they may tell their own stories. The funds would be used for filmmaking enrichment camps and a project coordinator. <u>Panel Comments:</u> The committee commends SBAHFS for targeting this unique and accessible medium used to highlight a specific culture and engage youth in self-expression. In the future more detail is needed to articulate how students benefit from the program and peer activities and how this program can link to other community programs or activities.</p>			
CA-16	Santa Barbara Festival Ballet	\$5,000	\$2,000
<p>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. Requested grant fund would support the "Friends of Clara" program, now entering its third year. The program is designed to directly benefit the underserved children in our community by underwriting tickets to the performance. All funds will be used directly to buy a seat for a child and family member to attend a performance. <u>Panel Comments:</u> Committee recognizes the value of giving youth an entrance to live ballet and the theatre experience and the good partnerships with underserved youth SBFB is developing. The panel sees the huge return and community benefit for grant funds given. Budget figures for 2009-2010 were missing from the grant.</p>			
CA-17	Arts Ed at the Granada	\$6,000	\$2,000
<p>The Teen Project is free of charge to highly at-risk students at El Puente High School. After-school workshops will be led by professional documentary filmmakers. Grant funds will be used for salaries for instruction, marketing and publicity, and digital media supplies. <u>Panel Comments:</u> A well written grant with a structured program and use of funds clearly articulated. The Committee recognizes the need for and value of filmmaking to be taught in this environment. The panel suggests that the selection process for participants needs to be more inclusive.</p>			
CA-18	SB Youth Mariachi Festival	\$6,000	\$3,000
<p>The Youth Mariachi Youth Festival Program holds weekly lessons at Franklin Elementary School that is open to all Santa Barbara area youth. They also hold special camps and workshops in the summer. The goal is to teach the cultural significance and richness of Mariachi music. Funds would pay for instructors. <u>Panel Comments:</u> This was a well-written grant with good collaboration and accountability. This a commendable multigenerational program. The panel found the budget information included in the grant needed more detail, particularly with inclusion of past year's budget, and further clarification of the Foundation Grant.</p>			

2009 – 2010 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-19	Santa Barbara Vocal Jazz Foundation	\$3,000	\$2,000
<p>The Santa Barbara Vocal Jazz Foundation is dedicated to bringing vocal jazz to underserved school children in primarily Title 1 schools in the city. To date, approximately 1,016 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 entire eight-week workshop at an underserved school. SBVJF links artists to schools with programs that include multi-cultural components to build self-confidence and team building and provide a free grass roots music program that is very accessible since all kids need to participate is their voice to create music. <u>Panel Comments:</u> This is a well written grant with good follow-up with the students. Budget needs clarification about expenses in the “other” category.</p>			
CA-20	SONando Santa Barbara	\$6,000	\$3,400
<p>SONando Santa Barbara is an organization dedicated to fostering cross-cultural connections celebrating “son” which is the regional music and dance from Mexico and Cuba with a rhythmic framework provided by the jarana, a small guitar-like instrument. Free evening classes will be offered at the Franklin Center. The organization requests funds for instructors in order to extend current classes, and to pay costs for the Encuentro de Jaraneros, a community celebration to be held at Casa de la Guerra. <u>Panel Comments:</u> A well written and thorough grant. Good collaborations. Open classes and the final event is a bonus to preserving this specific and important art form.</p>			
CA-21	Song of Place Poetry Project	\$4,500	\$576
<p>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 and has provided multi-cultural programming to a diversity of participants and presented to a multi-cultural audience in often non-traditional venues. The artist is requesting funds to support her work. <u>Panel Comments:</u> Committee recognizes the many contributions of the individual artist, but found the grant request quite vague. The panel recommends future requests focus on a specific concept or specific projects such as the yearly Langston Hughes project. Funds from this grant are to be used for the next Langston Hughes project.</p>			
CA-22	VIVA EL ARTE!	\$6,000	\$2,500
<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. The requested grant funds will specifically support the salaries of bilingual project coordinators. <u>Panel Comments:</u> A very well written grant for a program that continues to grow a diverse audience and community attendance at events. The awarded grant funds are far-reaching. In future grants the panel recommends that the eastside performance component be more clearly articulated.</p>			

2009 – 2010 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
CA-23	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 2010 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, fund an on-site American Sign Language translator for the event, and 50 scholarship admissions. Grant funds are also requested to assist with advertising expenses.</p> <p><u>Panel Comments:</u> A well-written grant, and a valuable program to the community. This is one of the only programs that present the written word as an art form. The panel commends WLF for expanding outreach to underserved communities through Spanish and ASL translators and for continuing to provide scholarships and encourages WLF to continue in its effort to that direction.</p>			
		Amt. Requested	Amt. Recommended
		\$124,000	\$54,476

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
OD-01	Art From Scrap	\$18,000	\$9,000
<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 are requested for a portion of 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. <u>Panel Comments:</u> The review committee applauds Art From Scrap for its effective use of new technology, and its exceptional outreach program reaching a wide and diverse cross-section of the community with information on environmental issues and empowering artistic opportunities. Funds awarded will be used to support the salary of the Artistic Director to further community outreach.</p>			
OD-02	Arts for Humanity!	\$12,000	\$4,500
<p><i>Arts for Humanity! (AH!)</i> Provides interactive, intergenerational art experiences with programs that cultivate creativity, promote self-esteem, and provide social integration which empower at-risk youth, people with developmental disabilities, and elders in partnership with local artists and the Santa Barbara community to increase awareness of these underserved groups. A portion of this grant is requested to recruit interns. <u>Panel Comments:</u> The review committee recognizes the valuable interactive opportunities provided by Arts for Humanity! to a significant number of underserved groups. Information and videos available on the website serve as a valuable resource to showcase performances and inform the community. Funds awarded will be used to increase internships and leverage the partnership developed with UC Santa Barbara to expand the reach of programming.</p>			
OD-03	Arts Mentorship Program	\$14,000	\$2,500
<p>The Arts Mentorship Program (AMP) is dedicated to training and educating performing artists regardless of their ability to pay. The grant funds are requested to provide reduced studio rent, mentorships, and scholarships. <u>Panel Comments:</u> The committee recognizes the value of the partnership of the Arts Mentorship Program and Santa Barbara Dance Arts that provides much needed support for dance and performing arts mentors to nurture future dancers and performers and provide opportunities to experience the arts in these challenging economic times. Funds awarded will be used to support the rent subsidies program that provides reduced rent on studio space, mentorships and scholarships.</p>			
OD-04	Ballet Santa Barbara	\$18,000	\$3,000
<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 is requested to enable BSB with educational programs designed to grow and develop its audience base to include low-income families, and underserved children and youth. <u>Panel Comments:</u> The committee recognizes the value of providing professional dance instruction to young students that meet State Instruction Standards for cognitive development. The BSB residency at Roosevelt that provides 16 weeks of instruction to 1st Graders is an excellent model to expand to other elementary schools in the city. The purchase of a portable wooden dance floor would enable greater community outreach.</p>			

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
OD-05	BOXTALES Theatre Co.	\$15,000	\$9,000
<p>Boxtales Theatre Company’s mission is to spark imagination, strengthen cultural pride, foster tolerance; and it 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 the salary of a Development/Company Manager responsible for touring logistics, booking performances, marketing and communication with presenters and board members, bookkeeping, database management, and fundraising. <u>Panel Comments:</u> Boxtales submitted a very well prepared grant clearly outlining their program and request for funds. The committee applauds Boxtales for the exceptional reach of their program to a wide, diverse, cross-generational audience. Increasing the time and focus of the Company Manager’s position to expand bookings, and therefore revenue, is an excellent strategy in the current economic climate. The shift to greater use of social media in reaching the public is commendable.</p>			
OD-06	Camerata Pacifica	\$10,000	\$4,000
<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 outreach initiatives with musical activities outside the concert hall to expand and attract future audiences. <u>Panel Comments:</u> The strategy to grow audiences by providing free or low-cost musical performances outside the Concert Hall is a good one. Programs like the planned Martini Club should attract a young professional audience. The target audience for programming seems to be shifting to the south beyond the borders of Santa Barbara.</p>			
OD-07	Center Stage Theater	\$13,000	\$8,000
<p>Center Stage Theater 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 to keep rental rates affordable. <u>Panel Comments:</u> The committee recognizes the community benefit and value of keeping rental rates as low as possible for grassroots groups and making performances affordable. The developing partnership with Speaking of Stories that shares resources and staff is an excellent model in the current economic climate.</p>			
OD-08	City at Peace	\$10,000	\$7,000
<p>City at 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. <u>Panel Comments:</u> City at Peace is a ground-breaking program that effectively engages at-risk youth in creative self-expression while building leadership and conflict resolution skills. Building public performances on the perspective and experience of at-risk youth provide an invaluable opportunity for a cross-generational, cross-cultural community dialogue. The planned collaboration with the Lobero Theatre to expand the outreach program is an excellent strategy.</p>			

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
OD-09	Community Arts and Music Association (CAMA)	\$18,000	\$5,000

CAMA is 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 for 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 of new younger audiences through marketing, education and outreach. Panel Comments: CAMA’s music education outreach to youth in public schools and life-long learners through the adult education program serve as a valuable resource to the community. Expanding the subscriber base to attract younger concert goers is essential to the sustainability of your organization. Use of social networking and new media to attract younger audiences is a good strategy.

OD-10	Dancing Drum	\$17,800	\$9,500
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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. Panel Comments: This is a outstanding program with a history of broad outreach to diverse communities and the ability to partner with a variety of other organizations. The grant funds are proposed to implement School Drum Ensembles, develop and promote “Drum Day for Youth” and “Santa Barbara Drum Day,” and to provide teacher training and materials to allow for sustained drumming programs in schools. The grant will also fund collaboration with Santa Barbara Dance Institute.

OD-11	Ensemble Theatre Co.	\$18,000	\$9,000
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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 theater from a wide body of work that reflects contemporary aesthetics and current social concerns. Grant funding is requested to pay artist salaries, including actor, director and designer fees, as well as to increase the overall marketing efforts. The Ensemble Theater has arranged collaboration with the Rubicon Theater in Ventura to expand regional awareness of Ensemble Theater and draw audiences from Ventura. Panel Comments: The recent successes of Ensemble Theatre are evident in the increased subscriber base. Expanding opportunities and awareness of contemporary theater through the proposed matinee program, Children’s Theater and the developing partnership with the Rubicon Theatre are all good strategies. Programs such as the Salon Program and Book Club are also excellent ways to increase community awareness and enthusiasm for contemporary theater.

OD-12	Flamenco Arts Festival	\$10,000	\$7,500
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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. Grant funding will help fund the major activities of the festival including artist’s fees,

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
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instructors, workshops, and scholarships. Requested funds will also be used for advertising and marketing to increase ticket sales. Panel Comments: The committee recommends continued efforts to collaborate with other regional cultural groups to share costs of artists' transportation and performance fees. The workshops and scholarships organized by the Flamenco Festival provide a valued resource to underserved Latino/a youth.

OD-13	Genesis West	\$8,500	\$3,000
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Genesis West is a professional theater company founded in 1998 which brings contemporary and well-noted playwrights to Santa Barbara. They hire all local actors, designers, and artists for their productions. Requested grant funds will be used to hire a fund raising/public relations consultant to develop marketing and PR in order to expand audience base and sponsorships. Panel Comments: Genesis West is a little gem that continues to provide contemporary theatrical programming to a younger 20s-30s audience. The strategy to hire a fund raising/public relations consultant to expand its audience base and increase community support is a good next step in growing the organization and its expanding the reach of Genesis West.

OD-14	Lesbian, Gay, Bisexual, and Transsexual Film Festival (LGBT)	\$4,000	\$3,000
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The LGBT Film Festival provides a cultural program targeting the LGBT communities in Santa Barbara County and raises awareness in the general community of Santa Barbara as a culturally relevant and inclusive community. The funds will be used to support the salary of the Outrageous Film Festival Administrator as well as some marketing costs. Panel Comments: Funds requested for support of the Festival Administrator's position will help continue and expand the reach of this successful festival by providing additional resources for marketing.

OD-15	Lit Moon Theatre Company	\$18,000	\$8,500
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Lit Moon Theatre provides the Santa Barbara area with an alternative to mainstream theater, 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 theater. Grant funds will help subsidize the 2010 Lit Moon World Shakespeare Festival that will include performances, workshops, exhibits, panel discussions, and social events. Panel Comments: Lit Moon continues to expand its international reach and grow its subscriber base by creating innovative cross-cultural programming while developing strategic collaborations and marketing plans.

OD-16	S.B. Dance Alliance	\$18,000	\$8,500
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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. Grant funds will be used to sustain the organization through these economic hard times and to help with increased rent expenses with the move to the Hutton's new Center for Arts and Culture Center. Funds will also help reinstate previously reduced hours for staff and the Executive Director's salary. Panel Comments: The committee

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
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recognizes the SB Dance Alliance for its commitment to scholarships and mentoring to young dancers and its reputation for attracting diverse audiences to its events. Residency in the new Arts and Culture Center should help expand the visibility and reach of the organization. The commitment to serve as a nonprofit umbrella to individual artists and small community groups is a valued resource.

OD-17	Marjorie Luke Theatre	\$13,332	\$7,000
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The Marjorie Luke Theatre 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. Panel Comments: The community and a diverse array of cultural organizations benefit from the rent subsidy program and technical support provided by the Marjorie Luke Theatre and the resources of its staff. This program has resulted in greater audience diversity and improved access to cultural events for youth and underserved groups in Santa Barbara.

OD-18	Music Academy of the West	\$18,000	\$3,000
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Since 1947 the Academy has dedicated itself to advancing the development of gifted young classical musicians and professionals through both educational programs and performance opportunities. The community benefits from these high caliber performances. The Music Academy of the West has collaborations with 19 other performing community arts groups offering them studio and rehearsal rooms as well as use of the newly renovated Hahn Hall. Grant funding will help the Academy offer 94 of this summer’s 197 musical events for free and also to continue their Orchestra Outreach Series with \$10 tickets. Panel Comments: The panel approves of the Academy’s efforts to provide free and reasonably priced tickets to the community to further their outreach efforts.

OD-19	S. B. Chamber Orchestra	\$6,000	\$4,000
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The Chamber’s mission is to serve the community by offering chamber orchestra performances of the highest quality to concert audiences and, through outreach, provide increased access for seniors who can no longer attend regular venues. Additionally, a goal of the SBCO 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 are requested to support the Concert Seats for Families program providing staff payroll and marketing costs necessary to recruit families. Panel Comments: The committee recognizes the importance of building the next generation of musicians and music lovers and applauds SBCO for its continued efforts to engage youth and expand the reach of its programs to underserved and more diverse audiences.

OD-20	S.B. Contemporary Arts Forum (CAF)	\$18,000	\$5,500
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The Contemporary Arts Forum provides an arena for the presentation, documentation and support of a broad variety of visual, media and performing arts with the aim of expanding and educating the audience for contemporary art. CAF promotes the work of local, regional, national and international artists. The OD Grant will enable CAF to sustain operational costs and staff salaries for such community programs as

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
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the Call for Entries, Bloom Projects, Forum Lounge and CAF as Classroom. Panel Comments: Although the submitted budget was incomplete, the panel recognizes the importance of contemporary art and the goal of increasing membership. The panel commends CAF for their upcoming collaboration efforts with the Santa Barbara Endowment for Youth.

OD-21	S.B. Dance Institute	\$18,000	\$8,500
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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 and their creative expression. SBDI offers 31 -35 weekly lessons during school hours as part of the curriculum with one in-school assembly and the opportunity to participate in an end-of-the-year Production with hundreds of other students at the Marjorie Luke Theatre. Organizational Development funds will support SBDI programs, to train teachers, and deepen existing school partnerships. Panel Comments: This is an exemplary program with a proven ability to garner community support and reach very diverse and underserved youth with programs that promote self-esteem and cross-cultural understanding. The panel recognizes and applauds the far-reaching effects of this superior program.

OD-22	S.B. Education Foundation	\$5,000	\$2,000
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Santa Barbara Education Foundation initiates and supports academic enrichment programs for students in the Santa Barbara School District. In the past they have implemented classroom mini-grants for the purchase of classroom materials, a museum of tolerance program, a safe playground project, purchased library materials and technology equipment. This year the Foundation is requesting funds to help purchase musical instruments for their Keep the Beat Project. Panel Comments: Santa Barbara Education Foundation is to be commended for implementing seven community academic enrichment projects. Their goal of purchasing musical instruments for students is a program that will help assuage the loss of funding in community music programs and provide greater access to music appreciation and instruction through the Keep the Beat Project.

OD-23	S.B. Maritime Museum	\$18,000	\$2,000
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The Maritime Museum preserves and celebrates the maritime heritage of the California Coast with interactive exhibits, educational programs, and community events. Requested grant funds would be used to increase the marketing of the museum in order to increase attendance and thus reach more of the community. Funds would be used for developing marketing and promotion strategies, the services of a marketing consultant and the printing of marketing materials. Panel Comments: The committee encourages the continued outreach efforts and more targeted marketing strategies. Recent collaborations with other cultural groups are a good strategy in increasing SBMM’s visibility and expanding its visitor base.

OD-24	S.B. Master Chorale	\$5,000	\$2,500
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The Santa Barbara Master Chorale provides the opportunity for singers from the community to learn and perform choral music; fosters public awareness and education about choral music by staging public concerts; and stimulates interest in choral and classical music amongst students and the public. Funds are

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
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requested for an Audience Development Campaign designed to reach a greater number of potential concert goers; attract new singers into membership in the Chorale; and draw a wider audience to concerts. Requested funds would also be used for the Young Concertgoers Program that provides free tickets to K-12 students. Panel Comments: The strategy of using social networking sites to attract younger audiences is a good one and providing free tickets to students is a way to increase diversity by reaching underserved youth.

OD-25	S.B. Museum of Art	\$18,000	\$5,000
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The Santa Barbara Museum of Art aims to integrate art into the lives of people. Organizational Development grant funds are requested to help support the 40 free educational programs which serve 40,000 people of diverse ages, interests, socio-economic and cultural backgrounds. Panel Comments: The committee recognizes the commitment to, and value of SBMA’s cultural outreach to diverse underserved youth, communities and neighborhoods through strategic partnerships and engaging programs and activities.

OD-26	S.B. Symphony	\$16,500	\$7,000
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The Santa Barbara Symphony is a resident orchestra that aims to perform great works with passion and excellence in order to enrich the lives of the community. The symphony provides numerous free concerts and educational programs. The Organizational Development funds are requested to help underwrite the salaries of the Director of Operations/Artist Planning and the Director of Patron Services in order to maintain the current programs. Panel Comments: The strategy to downsize programs and increase efforts to maximize efficiency is prudent during difficult economic times. The panel appreciates the efforts to provide free concert opportunities for Santa Barbara families.

OD-27	S.B. Visual Arts Alliance	\$7,750	\$1,500
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The Visual Arts Alliance supports and promotes Santa Barbara County’s visual art community through a website to attract art lovers, buyers, collectors, and patrons. Artist’s opportunities and educational information can be found on the website as well. Grant funds would be used to expanded website development. Panel Comments: The new sbva.org website design allows potential cultural tourists to access art information by calendar dates and by locations around town and is an improvement and asset to the arts and tourism community. In future grants, it is necessary to include more statistical information to determine audience demographics. Board information was missing from the grant request.

OD-28	Speaking of Stories	\$15,000	\$7,500
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Speaking of Stories promotes the appreciation of literature through live theatrical readings with performances that 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. In addition they have educational programs that are particularly targeted towards at-risk youth in our community. Grant funds would be used to help pay the salaries of the administrative staff. Panel Comments: The committee applauds Speaking of Stories for its WORD UP program and commitment to making affordable tickets available to students. The partnership with Center Stage Theater to share resources, office space and staff is a good strategy in the current economic climate.

2009 – 2010 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
OD-29	State Street Ballet	\$18,000	\$7,500
<p>State Street Ballet is a fully professional dance company dedicated to presenting excellence in classical dance through public performances and educational outreach programs. Funds are requested to fund core production costs. <u>Panel Comments:</u> The committee recognizes the contributions of State Street Ballet to the community and its role as the resident company at the Gail Towbes Center for Dance. The production of <i>Jungle Book</i>, the <i>Nutcracker</i> and the collaboration with the Master Chorale for <i>Mission Chorale</i> is evidence of an outstanding artistic team; and the subsequent arts education program will benefit a wide cross-section of school children.</p>			
OD-30	The Santa Barbara Channels	\$12,000	\$3,000
<p>The Santa Barbara Channels is a community access TV station that produces The Creative Community that showcases local artists, playwrights, poets, filmmakers, authors, directors, and musicians. Organizational Development funds will provide much needed financial support for the production costs associated with this series. <u>Panel Comments:</u> The Creative Community program hosted by current City Poet Laureate David Starkey serves as a valuable resource to the arts community by increasing visibility for regional artists and arts organizations while stimulating community dialogue about cultural issues. The committee recognizes that recorded shows serve as a valuable archive of artists and cultural events in the community.</p>			
		Amt. Requested	Amt. Recommended
		\$392,882	\$167,000

2009 – 2010 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-01	Art Abounds <i>2009-2010 Season</i>	\$40,000	\$20,500

Art Abounds is a partnership with UCSB Arts and Lectures and the Santa Barbara Dance Alliance which this year will present 22 large-scale events plus four residency activities featuring artists from around the world. Marketing funds for Arts and Lectures 50th Anniversary will include special subscription series with opening events and pairings with local restaurants, downtown events, and special packaging. In addition to direct mailings and local distribution, electronic media and text messaging will be used. Out of area print media and radio advertising are part of their proposal. Panel Comments: A very ambitious program with increased events downtown and links to the Cultural Arts District through the concept of restaurant pairings. Strong marketing strategy outside the area including links to artists' websites and greater use of electronic media through Facebook, Twitter. Panel applauds shifts from direct mail to electronic media and social networking and embedded YouTube videos. Art Abounds has statistics and a proven track record of drawing out-of-town visitors midweek.

EF-02	Cinco de Mayo Festival <i>Cinco de Mayo Festival</i>	\$8,000	\$6,000
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This grant request is for support of the 19th 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. Panel Comments: The committee recognizes the cultural significance of this event in the life of Santa Barbara. The group's bilingual event survey presented is an excellent tool for tracking information on attendees, however, the survey samples collected was a relatively small number. It was this year's good fortune to have attendance at the festival boosted by cruise ships in town, and points to the potential draw to the event with a stronger, more strategic marketing plan.

EF-03	Endowment for Youth Committee <i>Black History Month Celebration</i>	\$8,000	\$7,000
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The Endowment for Youth Committee (EYC) requests funds to support and promote various collaborative events celebrating Black History Month. The BHM Preview Assembly, hanging of African-American Flags along State Street, 1st Thursday performances, African-American Cultural Festival at the Maritime Museum, a gospel workshop and concert, and other events downtown. Funds are requested for marketing and publicity including electronic media and extending to the LA Times. Panel Comments: Increased exposure by expanding last year's website and links to Maritime Museum and SB Independent will increase visibility. A more targeted marketing plan for the Night of Jazz event on radio outside the area to African-American audiences; and the focus on an evening with the Giants of the Harlem Renaissance seem appropriate and timely to increase attendance.

2009 – 2010 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-04	Latino CineMedia Film Festival <i>CineMedia Festival</i>	\$6,000	\$3,000

This on-going project presents the Seventh Annual Latino CineMedia Film Festival that continues to be an important component of the Santa Barbara International Film Festival through collaborations with UC 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. Panel Comments: This program has become a vital part of the SBIFF and has done much to increase attendance and participation of those interested in Latino culture and issues. The level of funding awarded for marketing represents 50% of the marketing budget described in the grant, and is the maximum available for E&F funds under the guidelines.

EF-05	Lobero Theatre Foundation <i>Lobero Live!</i>	\$40,000	\$20,500
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Funding is requested for marketing the Jazz Series, special events and Lobero non-series events from September 22, 2009 – April 29, 2010. *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 duplication of classical music events at other venues. Lobero's multiple small series with world-class performers are well publicized and serve both visitors and residents. Panel Comments: The committee applauds the non-duplicative, program diversity, and appropriateness of performances offered by the Lobero. The committee concurs that the move from radio to television makes good sense to attract targeted audience and greater use of online networks, use of fan-based websites and new media to attract diverse audiences.

EF-06	Opera Santa Barbara <i>2009-2010 Season</i>	\$17,500	\$14,500
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Opera Santa Barbara will stage Verdi's Macbeth on May 7th and 9th in collaboration with Fresno Opera. This is a way to share costs for sets and costumes, technical staff and the principal artists in order to accomplish more with less. There will be backstage tours, wine tastings and special restaurant packages. Students will be invited to attend a free final dress rehearsal. Funds will be used for marketing and promotion which include a branding launch, on-line website marketing, group sales, and a variety of local and out-of-area media. Panel Comments: This is an exemplary model for bringing high profile productions to Santa Barbara while reducing expenses by sharing the costs with another opera company in a different, non-competitive setting. The focus on experiencing Opera in a more intimate setting (like the Granada) compared to venues such as the Music Center in Los Angeles reinforces the appeal of Santa Barbara as a Cultural Tourist destination.

EF-07	Rumble Art <i>Rumble Art</i>	\$40,000	\$3,250
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Rumble Art, a 10-day art festival that coincides with the International Film Festival, aims to showcase innovative and emerging national and international artists as well as local artists. The group would like to

2009 – 2010 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
	<p>build on the initial exhibition and events promoted during last year’s SBIFF. Grant funds will be used for marketing and promotion widespread via both print and electronic media. <u>Panel Comments:</u> While Rumble Art presented a good understanding of new media, international online and social networking sites, the overall marketing strategy was too vague and unrealistic. In order to draw significant audiences from out-of-town a more sophisticated strategic branding campaign for Rumble Art needs to be developed to compete with other international art fairs.</p>		
EF-08	<p>SB Botanic Garden <i>Art in the Garden</i></p>	\$20,000	\$10,500
	<p>The Santa Barbara Botanic Garden will use 100% of the grant funds for out of area marketing and promotion of the Herb Parker installation which is hoped to become a major tourist attraction. The installation will be in place for two years. <u>Panel Comments:</u> While funding was given to the Botanic Garden previously for this project, the committee understands the importance of targeted marketing outside the area this year to counteract the misperceptions people may have due to recent highly visible wildfire coverage in the media nationwide. The concept to use and track coupons from visitors for room upgrades at participating area hotels are a good one for determining the effectiveness of ads.</p>		
EF-09	<p>SB Downtown Organization <i>epicure.sb</i></p>	\$20,000	\$12,000
	<p>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. <i>epicure.sb</i> will be a month-long promotional platform to stimulate business and introduce new customers to restaurants, retailers, attractions and events in Santa Barbara enticing visitors to extend their stay here. Grant funds and various collaborations will be used to market and promote <i>epicure.sb</i>. <u>Panel Comments:</u> The committee was enthusiastic about the concept of building on existing food-related festivals and linking them more to other locations and events midweek in the off-season. The collaboration with the Conference & Visitors Bureau should be a great resource in promoting <i>epicure.sb</i>.</p>		
EF-10	<p>Santa Barbara Choral Society</p>	\$32,000	\$8,500
	<p>The Choral Society is a one hundred member semiprofessional volunteer choral ensemble dedicated to presenting and preserving excellent classical choral composition. The grant funds would be used to fund their participation in the inaugural 2010 week-long Sea Festival in collaboration with other community groups to celebrate the sea and educate the community about ways each person can protect and preserve our ocean. The choral society will present a performance of Ralph Vaughan Williams’ <i>Sea Symphony</i> at the Granada. The funds will be used for the general marketing of the festival via both print and on-line in the community and out-of-the-area. <u>Panel Comments:</u> The overall collaborative nature and actual involvement of various groups in the Sea Festival was too vague. The inclusion of SOFTIN (Seafaring Opportunities for Those In Need) a non-profit organization serving the disabled/impaired/victims of abuse/elderly/youth is commendable for reaching out to new underserved audiences. The marketing strategy needed more details and lacked specifics about other media beyond the use of funds to produce a color brochure.</p>		

2009 – 2010 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-11	Santa Barbara Revels <i>REVELS</i>	\$15,500	\$8,000

Santa Barbara REVELS request funds to present a full schedule of performances for adults and children to celebrate the Christmas tradition and Winter Solstice 2009 scheduled to coincide with *1st Thursday* in December. SB REVELS will again present a “tasting” performance at Casa de la Guerra in conjunction with *1st Thursday* as a marketing tool. REVELS 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. Panel Comments: REVELS organizer recognizes the need to get publicity and materials out much earlier this year. Proposed use of online programs and e-services such as Constant Contact should also help. The Committee encourages the group to enlist interns to help with online promotion and volunteer coordination.

EF-12	SB Trust for Historic Preservation <i>Annual Founding Day</i>	\$4,500	\$2,250
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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. 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 SBTHP will promote the event through the State Historical Park website, California Tourism Board, and advertise the event as an opportunity for family weekend travel for out of town visitors. Panel Comments: Links to the State Parks website and La Purisima Mission have been helpful in increasing awareness of the event regionally and throughout the State. Expanding participation with cooperative advertising with restaurants and hotels in the immediate area is a good strategy. This educational, participatory and family oriented activity is a draw for a certain segment of the traveling population especially with the growing concept of “staycations”.

EF-13	SUMMERDANCE Santa Barbara <i>DANCEworks</i>	\$5,000	\$4,500
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SUMMERDANCE has been presenting nationally-recognized choreographers in Santa Barbara since 1996. The event *DANCEworks* is a collaboration between SUMMERDANCE Santa Barbara and the Lobero Theatre Foundation. With a history of connections within 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. SUMMERDANCE is working to spread the publicity nationwide through both print and on-line advertising. Panel Comments: The committee appreciates this thoughtful collaboration and its marketing strategy for attracting a younger, urban audience through programming and use of online resources such as links to contemporary dance community through websites, dancers and contemporary dance blogs and publications. Ms. Vapnek’s connections to significant dancers and dance critics with national recognition and the Lobero’s booking and marketing resources are key to developing and expanding the profile for the event and attracting out-of-town visitors.

2009 – 2010 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-14	The Santa Barbara Theater <i>A Festival of Classics</i>	\$40,000	\$11,500
<p>The Santa Barbara Theater (SBT) is a regional, professional theater company in residence at the Lobero Theater. They are requesting funds to market and promote <i>A Festival of Classics</i>; three plays presented during the off-season. The plays will be Peter Pan, Our Town, and Arms & the Man. Marketing will be both inside and outside of Santa Barbara via print, radio and TV, and websites. <u>Panel Comments:</u> Reducing the number of performances and selecting classics, is a good direction in the current economy. Listing on Zipper Arts is a wise strategy to reach LA Theatergoers, as is tracking audiences by Zip Code for efficient use of direct mail. Linking the performances to other community activities such as the Karpeles Manuscript display and the Pirate Cruise for Peter Pan should help build awareness and enthusiasm for the performances.</p>			
		Amt. Requested	Amt. Recommended
		\$296,500	\$ 132,000

**2009-2010
City of Santa Barbara
Events and Festivals Grants**

EF#	Organization	Event	Dates	Location	Request	Recommended	2008-2009	2007-2008	2006-2007
EF-01	Arts & Lectures	<i>ArtAbounds 2009-2010 Season</i>	10/24/09- 04/28/10	Various venues	\$40,000	\$20,500	\$13,000	\$17,500	\$12,200
EF-02	Cinco de Mayo Festival	<i>Cinco de Mayo Festival</i>	May 1 - 2, 2010	De la Guerra Plaza	\$8,000	\$6,000	\$3,000	\$6,000	\$2,000
EF-02	Endowment for Youth Committee	<i>Black History Month Celebration</i>	Jan 25 - Mar 7, 2010	Various locations	\$8,000	\$7,000	\$5,500	New Applicant	NA
EF-04	Latino CineMedia Film Festival	<i>CineMedia Festival</i>	February 4 - 14, 2010	Varies	\$6,000	\$3,000	\$3,000	\$4,000	\$4,000
EF-05	Lobero Theatre Foundation	<i>Lobero Live</i>	Sept 22, 2009 - Apr 29, 2010	Lobero Theatre	\$40,000	\$20,500	\$20,000	\$24,000	\$26,000
EF-06	Opera Santa Barbara	<i>2010 OperaSB Mainstage Production</i>	May 7 - 9, 2010	Granada Theatre	\$17,500	\$14,500	\$16,000	\$18,000	\$21,000
EF-07	Rumble Art	<i>Rumble Art Festival</i>	February 4 - 14, 2010	Various venues	\$40,000	\$3,250	1st time applicant	NA	NA
EF-08	SB Botanic Garden	<i>Art in the Garden: A Herb Parker Environ.</i>	May 2009 - June 2011	SB Botanic Gardens	\$20,000	\$10,500	\$10,000	NA	NA
EF-09	SB Downtown Organization	<i>epicure.sb: a month to savor Santa Barbara</i>	October 2009	Various locations	\$20,000	\$12,000	\$4,000	\$5,500	\$5,300
EF-10	Santa Barbara Choral Society	<i>Sea Symphony at the Sea Festival</i>	April 24 - May 2, 2010	Various locations	\$32,000	\$8,500	Previously OD	NA	NA
EF-11	SB Revels	<i>The Christmas Revels: In Celebration of the Winter Solstice</i>	December 2009	Casa de la Guerra & MLT	\$15,500	\$8,000	\$5,000	\$4,000	NA
EF-12	SB Trust for Historic Preservation	<i>Founding Day Celebration</i>	April 17, 2010	El Presidio de Santa Barbara	\$4,500	\$2,250	\$2,000	\$2,000	\$3,500
EF-13	SUMMERDANCE Santa Barbara	<i>DANCEworks Residency</i>	March 29 - April 24, 2010	Lobero Theatre	\$5,000	\$4,500	\$4,000	New Applicant	NA
EF-14	SBT: The SB Theatre	<i>Festival of Classics: Peter Pan; Our Town; Arms & The Man</i>	Dec, Jan, Feb, Mar & May 2010	Lobero Theatre	\$40,000	\$11,500	\$0	\$12,400	NA
				Amount Requested	\$296,500	\$132,000			
				Amount in Grant Pool	\$123,000				
				One Time Carry-Over	\$9,000				
				Total Amount Available	\$132,000				
				Difference	(\$164,500)				

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
Phyllis de Picciotto	Alternate
Suzanne Fairly Green	Organizational Development
Michael Humphrey	Organizational Development
Gail Pine	Community Arts
Tom Morey	Organizational Development
Judy Nilsen	Community Arts
Ginny Brush	Staff, Executive Director
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
David Boire	Business/Lodging/Retail	12/16/2008	12/31/2011
Katrina Carl	Marketing Industry	12/18/2007	12/31/2011
Wayne Hewitt	Business/Lodging/Retail	12/16/2008	12/31/2011
Jason McCarthy	Lodging Industry	12/18/2007	12/31/2011
Roger Perry	Cultural Arts	12/19/2006	12/31/2010
Willie Shaw	Public at Large	07/01/2008	12/31/2010