



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** September 28, 2010

**TO:** Mayor and Councilmembers

**FROM:** Administration Division, Community Development Department

**SUBJECT:** City Arts Advisory Committee And Community Events & Festivals Committee Funding Recommendations And Contract With The Santa Barbara County Arts Commission For Fiscal Year 2011

**RECOMMENDATION:** That Council:

- A. Review and approve the City of Santa Barbara Arts Advisory Committee and Community Events and Festivals Committee funding recommendations for Fiscal Year 2011; and
- B. Authorize the Community Development Director to execute an agreement with the Santa Barbara County Arts Commission for \$427,260 as approved in the Fiscal Year 2011 budget.

### **DISCUSSION:**

In the Fiscal Year 2011 budget, Council authorized funds to the Santa Barbara County Arts Commission to provide grants for Community Arts, Organizational Development and Community Events & Festival and staffing to the City Arts Advisory Committee, Visual Arts in Public Places and Events & Festivals Committees. The funds support city arts and cultural organizations and community promotion, and continue the development of the Downtown Cultural Arts District and other special projects. Funds also provide technical assistance to artists, arts organizations, and cultural promotion groups.

On September 14, 2010, the Finance Committee reviewed and unanimously approved forwarding the grant recommendations to City Council.

The individual grant categories and recommendations are listed below.

### **Community Arts**

The Community Arts Subcommittee met on June 30, 2010, and reviewed all applications submitted to the Community Arts Grant Program. The subcommittee's recommendations were reviewed and unanimously approved on July 15, 2010 by the City Arts Advisory Committee. The amount of funding available for this program is \$45,549.

A total of \$132,650 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, 2010 and reviewed all of the applications submitted to the Organizational Development Grant Program. The subcommittee's recommendations were reviewed and unanimously approved on July 15, 2010 by the City Arts Advisory Committee. The amount of funding available for this program is \$141,763, plus \$1,500 which was carried-over from an unused grant in Fiscal Year 2010, for a total of \$143,263.

A total of \$486,833 was requested by 34 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 8, 2010 to review applications, interview organization applicants and make recommendations for the Events & Festivals Grant Program. The amount of funding available for this program is \$100,000, plus \$3,000 which was carried-over from an unused grant in Fiscal Year 2010, for a total of \$103,000.

A total of \$254,154 was requested by 12 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.

**Downtown Cultural District**

The Santa Barbara County Arts Commission allocation includes \$7,901 for the development and promotion of a Downtown Cultural District. The Cultural District partners with the Downtown Organization to produce and market cultural promotions throughout the year.

**BUDGET/FINANCIAL INFORMATION:**

The City's Fiscal Year 2011 budget appropriated \$427,260 for this contract includes \$139,948 for administration of the program by the County Arts Commission and for development of the downtown Cultural District; and \$287,312 in grants funding, as shown below.

\$ 132,047	Coordination and Administration of City Arts Programs
<u>7,901</u>	Continued Development of the Downtown Cultural District
<u>139,948</u>	Sub-total

Council Agenda Report  
City Arts Advisory Committee And Community Events & Festivals Committee Funding  
Recommendations And Contract With The Santa Barbara County Arts Commission For  
Fiscal Year 2011  
September 28, 2010  
Page 3

100,000	Community Events and Festival Grants
141,763	Organizational Development Grants
<u>45,549</u>	Community Arts Grants
<u>287,312</u>	Sub-total
<u>\$ 427,260</u>	Total Funding Appropriated

The recommended grant awards total \$291,812, which would be funded from the \$287,312 appropriated in Fiscal Year 2011 and the \$4,500 of Fiscal Year 2010 unspent grants that have been carried over. Attachments 1, 2 and 3 contain detailed descriptions for each applicant. Attachment 4 is a summary of the recommended funding by grant category.

- 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, Assistant City Administrator

**APPROVED BY:** City Administrator's Office

## 2010 – 2011 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>CA-01</b>	<b>Art Without Limits</b>	<b>\$6,000</b>	<b>\$ 500</b>
<p>Art Without Limits is a new nonprofit organization supporting emerging artists residing in Santa Barbara, ages 13 and up, by creating intensive one-on-one mentorships with professional artists and business professionals that will empower them to succeed in their chosen field. The mentorships are individually designed by AWOL, the professional mentor, and the emerging artist in all art forms; Performing, Literary, Visual, Media and Arts Administration. Funds are requested to partially cover the cost of the mentorships and portions of insurance, background checks and materials. <u>Panel Comments:</u> The panel recognizes the value of professional mentorships in the lives of emerging artists and future arts leaders and applauds AWOL's development of the Starting Point and Turning Point pilot program as an efficient model for engaging more youth and professionals as AWOL grows its program. However, the panel encourages the engagement of artists and professionals that donate their time to serve as mentors rather than be paid.</p>			
<b>CA-02</b>	<b>Boys and Girls Club of Santa Barbara</b>	<b>\$5,000</b>	<b>\$ 2,000</b>
<p>Funds are requested to continue 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> The panel recognizes the valuable resource this program is for underserved youth in the community including free classes for Transition House youth. Transportation for youth to attend is a huge asset for this program as it is often a barrier to youth participation.</p>			
<b>CA-03</b>	<b>Children's Creative Project</b>	<b>\$6,000</b>	<b>\$ 2,250</b>
<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 which are Title 1 schools. <u>Panel Comments:</u> The panel recognizes the value of CCP that has a proven track record of vital support to artists and to the schools. The value of this program in providing arts and cultural activities to underserved youth becomes greater as funding for arts in the public schools diminishes. Funding is awarded to support artist fees.</p>			
<b>CA-04</b>	<b>Crescendo! Performance Project</b>	<b>\$6,000</b>	<b>\$ 500</b>
<p>Cleveland Elementary School is requesting funds to provide every student with a full arts education integrated into the core curriculum; and also to a multi-school <i>Performance Project</i> arts event in the spring of 2011 at a major Santa Barbara venue. The project will provide low-income and marginalized children at Cleveland and other Title 1 schools the important opportunity to participate in a major artistic event with students at other schools with very different demographics. <u>Panel Comments:</u> Recognizing the value of public performance and exposure of youth to the talents of their peers, grant funds were awarded in support of the proposed Community Showcase event. Some portions of the grant request were unclear.</p>			

## 2010 – 2011 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>CA-05</b>	<b>Community Action Commission</b>	<b>\$6,000</b>	<b>\$ 500</b>
<p>Funds are being requested to create a mural project entitled the <i>Rainbow Bridge</i> for an enclosed courtyard at the Coronel Child Development Center. The <i>Rainbow Bridge</i> story tells why the Chumash regard the dolphins as their brothers and sisters. The artist will work with local youth from two Community Action Commission programs for at-risk teens. <u>Panel Comments</u>: While the panel recognizes the valuable role that public art plays in engaging youth, there was a consensus among members that this project would have more impact with greater and more diverse community input and engagement. The proposal did not successfully demonstrate strong community partnerships and support.</p>			
<b>CA-06</b>	<b>Community Environmental Council</b>	<b>\$4,950</b>	<b>\$ 1,000</b>
<p>The CEC would like to bring the well-known Boxtales Theatre Company to the 2011 Earth Day Festival at Alameda Park. The productions would incorporate environmental theses (such as water, energy and food), using multicultural stories and myths, with at least one dual language production being presented in English and Spanish. In addition to traditional festival offerings; a main stage with two full days of entertainment, a Children's Area, and a food court are all being planned for 2011 with the intent to make a more strategic effort to engage Spanish-speaking children and families. <u>Panel Comments</u>: The panel applauds CEC for its efforts to use art and cultural programming to expand its environmental message to the community and increase engagement of youth and the Spanish-speaking community.</p>			
<b>CA-07</b>	<b>DramaDogs, A Theater Company</b>	<b>\$6,000</b>	<b>\$ 2,000</b>
<p>DramaDogs plans to offer an 8-week Artist in Residency at Santa Barbara High School in the Theatre Arts Department culminating in the performance of a play that addresses the issue of bullying at the high school level. The rehearsal process will provide students with an introduction to different theatrical directing and acting styles, and continue to enhance an already renowned theatre arts school program in our community. <u>Panel Comments</u>: The panel applauds DramaDogs for its commitment to address the issue of bullying in a very accessible and engaging program for youth. The supporting educational materials serve as an invaluable resource to the community.</p>			
<b>CA-08</b>	<b>Everybody Dance Now!</b>	<b>\$6,000</b>	<b>\$ 3,500</b>
<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. <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 youth base is admirable. Impact of use of grant funds was very well articulated.</p>			

## 2010 – 2011 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>CA-09</b>	<b>Friends of the Eastside Library</b>	<b>\$ 6,000</b>	<b>\$ 3,000</b>
<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 panel commends this group for their collaborative efforts to engage the community.</p>			
<b>CA-10</b>	<b>Michael Katz Storyteller</b>	<b>\$ 6,000</b>	<b>\$ 1,000</b>
<p>This project aims to provide supplementary funding or complete funding for storytelling residencies and performances by storyteller Michael Katz in up to 14 Santa Barbara public elementary schools. The residencies are comprised of in-class storytelling workshops as well as assembly performances. The grant funds are requested to supplement or pay entirely for the expense of the performances/residencies in the schools. <u>Panel Comments:</u> This was a well-written grant. The panel recognizes that the grantee reaches a very large and diverse audience and has developed a variety of funding sources his residency. Grant funding is to be used for artist fees only. The applicant is well respected and recognized in the community, and well-beyond the community performing at such prestigious venues as The J. Paul Getty Museum.</p>			
<b>CA-11</b>	<b>On the Verge</b>	<b>\$6,000</b>	<b>\$ 2,000</b>
<p>On the Verge Teen Choreographer's Showcase is a pre-professional dance choreography workshop for teens who wish to choreograph original work with the guidance of a mentor. On the Verge provides the opportunity for teens to see their work performed for their peers and the community in a professional setting. Many of the teens participants have successfully gone on to university dance programs and professional dance careers. Funds are requested to pay salaries. <u>Panel Comments:</u> The panel commends the group for its mentorship model and providing much needed pre-professional training and public performance opportunities for immersing young dancers and choreographers.</p>			
<b>CA-12</b>	<b>Open Alternative Education Fndtn.</b>	<b>\$6,000</b>	<b>\$ 1,000</b>
<p>The Open Alternative Education Foundation is a small grassroots non-profit founded to support the vision of providing an educational experience at Open Alternative School for children in Santa Barbara that embraces the arts as a core value. <i>Art with a Purpose...Lessons learned on the way to the Gallery</i> will present five workshops to 125 students at OAS in the art room. <u>Panel Comments:</u> The panel recognizes the value of exhibition opportunities for youth and applauds <i>Art with a Purpose</i> for its commitment to link visual art and advocacy for art.</p>			

## 2010 – 2011 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>CA-13</b>	<b>Pride Foundation</b>	<b>\$6,000</b>	<b>\$ 2,149</b>
<p>The Pacific Pride Foundation requests funds to help support the costs of artists, entertainers and arts activities for the 2011 Pacific Pride Festival. In addition, there will be a series of events and activities leading up to the festival. Community Arts funds will be used to support the costs of hiring and engaging a headlining performer and local entertainers and to create art activities specifically targeted to children and youth. <u>Panel Comments:</u> The panel commends Pacific Pride for its role in preserving this important festival and its multigenerational impacts; and recognizes their excellent fundraising efforts and community engagement. Grant funds are to be used to pay regional artists.</p>			
<b>CA-14</b>	<b>Performing and Visual Arts Camp</b>	<b>\$ 6,000</b>	<b>\$ 3,000</b>
<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. PVAC's primary goals are to provide arts education to underserved and underperforming youth who could not otherwise afford it, and to guide students as they develop artistic skills, teamwork skills, and in turn, take pride in themselves and their culture. Funds are requested to support resident artists for the camp and the visiting artist series. <u>Panel Comments:</u> A well-written and complete grant. This recognized and valued program with a talented, diverse faculty provides empowering, creative activities for underserved youth. PVAC has a demonstrated history of family and diverse community support.</p>			
<b>CA-15</b>	<b>SB African Heritage Film Series</b>	<b>\$6,000</b>	<b>\$ 3,000</b>
<p>The Santa Barbara African Heritage Film Series (SBAHFS) request funds to offset program costs for the 12<sup>th</sup> year of the series. SBAHFS will again work with FRESHi to provide filmmaking workshops to children and youth; to collaborate with UCSB's MultiCultural Center; to partnership with the Langston Hughes Santa Barbara 10<sup>th</sup> Anniversary Tribute; to collaborate with the Santa Barbara County Commission for Women; and to present a Ugandan art exhibit at the Karpeles Manuscript Library and Museum. <u>Panel Comments:</u> The panel commends SBAHF for expanding its reach through increased collaboration with other community groups and for using accessible new media to expand its reach to youth through the programs with FRESHi.</p>			
<b>CA-16</b>	<b>Santa Barbara Center for the Performing Arts</b>	<b>6,000</b>	<b>\$ 2,000</b>
<p>The SBCPA is requesting funds in support of the Arts Ed at the Granada, Yellow Bus Series presentation of <i>The Bridge-El Puente</i>. <i>The Bridge-El Puente</i> is a dynamic bilingual multi-media event which celebrates the rich and varied cultures of Latin America to promote a modern multicultural awareness of Hispanic societies. Community Arts funds are being requested to subsidize attendance at the performances for K-3 classes from Title 1 schools. <u>Panel Comments:</u> The panel recognizes the Granada's commitment to increase accessibility to arts and culture for underserved youth through the Yellow Bus Series. <i>The Bridge-El Puente</i> performances will be a great benefit to community increasing cross-cultural understanding.</p>			

## 2010 – 2011 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>CA-17</b>	<b>Santa Barbara Festival Ballet</b>	<b>\$6,000</b>	<b>\$ 1,500</b>
<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 funds would provide scholarships for 25 economically challenged students. 100% of the funding support would go toward tuition for ballet instruction, performance and costume fees for the Spring show and 2010-11 <i>Nutcracker</i> production. Performances will be held at the Arlington, Center Stage and Lobero Theaters. <u>Panel Comments:</u> The panel applauds SBFB for its commitment to providing increased access to this event for underserved youth. The committee recommends greater collaboration with other dance organizations such as the Santa Barbara Dance Alliance to expand promotion and outreach to the community.</p>			
<b>CA-18</b>	<b>Santa Barbara Vocal Jazz Foundation</b>	<b>\$ 6,000</b>	<b>\$ 2,000</b>
<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. The SBVJF 12-member vocal jazz ensemble presents a 45-minute program to the student body in an assembly, with student participation and interaction in a lively performance where children are given the opportunity to come up on stage and improvise. Funds are being requested for the cost on one SBVJF Vocal Jazz School Workshop. The grant request will fund one Title-1 Santa Barbara Elementary School. <u>Panel Comments:</u> The panel recognizes the valuable contribution of SB Vocal Jazz Foundation programming to underserved youth through this very accessible art form. The follow-up survey that SBVJF uses to track the impact of the program on families/households of students engaged in the program is commendable.</p>			
<b>CA-19</b>	<b>SONando Santa Barbara</b>	<b>\$6,000</b>	<b>\$ 3,400</b>
<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 are offered at the Franklin Center. The organization requests funds for instructors in order to extend current classes, and to offset costs for the Encuentro de Jaraneros, a community celebration to be held at Casa de la Guerra in October. <u>Panel Comments:</u> The panel commends the work of SONando Santa Barbara for engaging underserved families and youth in classes and Fandangos that focus on this traditional art form and for expanding community partnerships to include the Trust for Historic Preservation to provide classes at the Casa de la Guerra in support of the Encuentro.</p>			
<b>CA-20</b>	<b>Student Art Fund</b>	<b>\$3,000</b>	<b>\$ 2,750</b>
<p>Junior and senior high school art students will be invited to create a portrait of one of their grandparents, or of an elder significant in their lives, in drawing, painting, printmaking, sculpture, photography or digital arts. Eliciting strong cross-cultural interest, intergenerational interest and family involvement, the project will have 450-500 young artists participating, based on a May 2010 poll of twenty local art teachers. Funds are requested for the entire portrait project and exhibit. <u>Panel Comments:</u> The panel applauds the commitment of the Student Art Fund and the efforts of its volunteers in developing this exhibition concept and engaging the community in support of this cross-cultural, intergenerational art exhibition for young artists at the Faulkner Gallery.</p>			



## 2010 – 2011 COMMUNITY ARTS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>CA-21</b>	<b>Vanishing Landscape Photo Documentary</b>	<b>\$6,000</b>	<b>\$ 1,000</b>
<p>The Vanishing Landscapes Documentary Project began in 2003, telling the story of how artists and activists in Santa Barbara use their work to preserve open spaces for future generations. With funding from the City of Santa Barbara through the County Arts Commission, Karuna Foundation, California Council for the Humanities and many other private foundations and individuals, two films were produced. This grant request is to complete a one-hour video pilot which will serve as a piece to raise further money to complete the series, and will also stand alone as a complete documentary and to develop a website for the project. <u>Panel Comments:</u> The panel recognizes the value of documenting this aspect of Santa Barbara's art community and leveraging existing video to develop a video pilot. Funding support for the project will hopefully serve as a catalyst for additional private and foundation support.</p>			
<b>CA-22</b>	<b>VIVA EL ARTE!</b>	<b>\$6,000</b>	<b>\$ 2,500</b>
<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, free 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 artist fees. <u>Panel Comments:</u> A very well written grant for a program that continues to expand its diverse audience and community attendance. The awarded grant funds are far-reaching and provide opportunities for youth to interact with professional musicians.</p>			
<b>CA-23</b>	<b>Women's Literary Festival</b>	<b>\$5,700</b>	<b>\$ 3,000</b>
<p>The Women's Literary Festival, partnering with the Santa Barbara Library System and the UCSB Women's Center and the Santa Barbara County Women's Commission. The 2011 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; and provide scholarship admissions for 50 attendees, and to assist with advertising expenses. <u>Panel Comments:</u> A well-written grant, and a valuable program for the community as one of the only programs that present the written word as an art form. The panel commends WLF for continuing to expand its community support base and outreach to underserved and diverse communities in the region.</p>			
		<b>Amt. Requested</b>	<b>Amt. Recommended</b>
		<b>\$ 132,650</b>	<b>\$45,549</b>

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-01</b>	<b>Architectural Foundation of SB</b>	<b>\$18,000</b>	<b>\$2,500</b>
<p>Founded in 1983, AFSB offers unique programs which foster awareness, understanding, and appreciation of architecture and the arts in our community. AFSB has a wide range of educational outreach programs including Kids Draw Architecture and architectural walking tours of historic downtown Santa Barbara. AFSB is requesting Organizational Development Grant funds to provide increased staff support to aid in the expansion of its educational programs, projects and community partnerships. <u>Panel Comments</u>: The panel commends the Architectural Foundation for its great links to community resources and volunteer engagement. Staff efforts to expand educational bilingual programming and materials should help engage a more diverse audience.</p>			
<b>OD-02</b>	<b>Art From Scrap</b>	<b>\$18,000</b>	<b>\$7,000</b>
<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. AFS is seeking general support funding to help maintain its current program levels during a time of declining contributions and grant revenues. Grant funds will be used for current staff salaries associated with the implementation of the current programming. <u>Panel Comments</u>: The panel recognizes Art From Scrap as a valued community resource with excellent multi-cultural creative educational programs and a broad outreach to the community through a wide variety of partnerships.</p>			
<b>OD-03</b>	<b>Arts for Humanity!</b>	<b>\$8,000</b>	<b>\$4,000</b>
<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. Funds are requested for staff salaries and for PR and Marketing campaigns. <u>Panel Comments</u>: The panel applauds Arts for Humanity for continuing to provide programming and events to a variety of underserved individuals and groups. The panels recognizes the recent successes in engaging UCSB student interns and developing community partnerships with groups including the Boys &amp; Girls Club.</p>			
<b>OD-04</b>	<b>Arts Mentorship Program</b>	<b>\$12,000</b>	<b>\$2,000</b>
<p>The Arts Mentorship Program (AMP) was established in 2001 for the purpose of providing training, education and mentorship to young visual and performing artists in Santa Barbara and the surrounding community. Funds are being requested to support the growth of AMP's three major programs. <u>Panel Comments</u>: The panel recognizes the significant community benefit of the rent subsidy program for individual artists and smaller arts organizations. The commitment of AMP to support scholarships to youth from low-income families is commendable. Budget information provided in the grant application was incomplete.</p>			

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-05</b>	<b>Ballet Santa Barbara</b>	<b>\$18,000</b>	<b>\$3,000</b>
<p><i>Moving to Learn</i> is BSB's educational outreach program for children that provides onsite elementary school dance residencies for Title 1 schools. Through a new partnership with the Lobero Theatre, this program has expanded to include free performances by Ballet Santa Barbara for students' K-8. The first annual performance will take place October 2010. Funds are requested for artistic and administrative salaries for the <i>Moving to Learn</i> program. <u>Panel Comments</u>: The panel recognizes the value of BSB developing lesson plans that meet California State Standards and for expanding their program to include an additional Title One school. Expanding the program for adult classes should help increase community involvement and support for Ballet Santa Barbara.</p>			
<b>OD-06</b>	<b>BOXTALES Theatre Co.</b>	<b>\$18,000</b>	<b>\$7,000</b>
<p>Boxtales Theatre Company's mission is to spark imagination, strengthen cultural pride, and foster tolerance. Boxtales 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>: The panel applauds Boxtales for its innovative and unique productions that promote theatrical appreciation for all ages while fostering greater cross-cultural understanding. They are to be commended for expanding the reach outside the community.</p>			
<b>OD-07</b>	<b>Camerata Pacifica</b>	<b>\$10,000</b>	<b>\$3,500</b>
<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 panel applauds Camerata Pacifica for expanding the reach of its programming to include performances in senior centers and for providing affordable \$20 tickets to students and the public for its lunchtime concerts.</p>			
<b>OD-08</b>	<b>Center Stage Theater</b>	<b>\$13,000</b>	<b>\$7,000</b>
<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 support a workshop for aspiring playwrights and in general operating funds to help pay for the salaries of the theater's administrative and technical staff and overhead. <u>Panel Comments</u>: The panel recognizes Center Stage as a valued resource for regional performing arts groups. Funding is awarded to support general operating costs and specifically Center Stage's support to community groups through its rent subsidy program.</p>			

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-09</b>	<b>City at Peace</b>	<b>\$10,000</b>	<b>\$6,500</b>
<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 core staff; an Artistic Director and Managing Director. <u>Panel Comments:</u> The panel applauds City at Peace for the success of this significant youth program and for the organization's thoughtful transition of new administrative leadership.</p>			
<b>OD-10</b>	<b>Community Arts and Music Association (CAMA)</b>	<b>\$18,000</b>	<b>\$4,200</b>
<p>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. <u>Panel Comments:</u> The panel applauds CAMA for its continued support of music education in schools and to life-long learners; and its efforts to expand its outreach to younger audiences by making affordable tickets and information available through an updated website. The panel encourages increased efforts to engage more diverse, and underserved communities.</p>			
<b>OD-11</b>	<b>Dancing Drum</b>	<b>\$15,000</b>	<b>\$7,000</b>
<p>Dancing Drum's mission is to provide a forum for people of all ages to participate in the universal language of rhythm through drumming, dancing, geographical and multi-cultural education, and performance. Dancing Drum programs embrace the power of the drum for making music, building community and transforming lives. Grant funds are requested for School Drum Ensembles; Production of <i>Drum Day for Youth</i>" and <i>Santa Barbara Drum Day</i>. <u>Panel Comments:</u> The panel recognizes the significant community benefit of Dancing Drum's school programs for underserved youth and for the public Drum Day events. The committee encourages Dancing Drum to more aggressively seek additional funding support from foundations and private individuals.</p>			
<b>OD-12</b>	<b>Ensemble Theatre Co.</b>	<b>\$18,000</b>	<b>\$7,000</b>
<p>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. <u>Panel Comments:</u> The panel recognizes the recent efforts to diversify its audience by engaging UCSB theater students, its book club, student ticket and groups sales.</p>			

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-13</b>	<b>Flamenco Arts Festival</b>	<b>\$10,000</b>	<b>\$6,500</b>
<p>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. Funds are being requested to offset; artistic fees and expenses, facility and technical rental for performances, workshops and cinematic viewings. <u>Panel Comments:</u> The panel recognizes the valuable opportunities for local youth and dance studios the Festival provides. The organization needs to develop greater financial support from the community and regional businesses. City funding support was not credited in last year's published program.</p>			
<b>OD-14</b>	<b>Genesis West</b>	<b>\$8,000</b>	<b>\$3,000</b>
<p>Genesis West is a professional theater company founded in 1998 which brings contemporary and well-noted playwrights to Santa Barbara. The mission is to present transgressive plays by contemporary noted playwrights in order to make Santa Barbara a more artistically vibrant community. Organizational Developments funds are being requested to support the costs of grant writing and expanding marketing efforts. <u>Panel Comments:</u> The panel recognizes the unique contribution Genesis West performances provides to the community and its commitment to affordable ticket prices. The committee commends efforts to hire a grant writer and expand its Board of Directors to provide greater financial support and stability.</p>			
<b>OD-15</b>	<b>Lit Moon Theatre Company</b>	<b>\$ 18,000</b>	<b>\$6,000</b>
<p>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 2010-11 festival with an inter-cultural project that celebrates the last 20 years. <u>Panel Comments:</u> The panel recognizes the significant contributions of Lit Moon over the last twenty years and the value of expanding its reach and engaging the international community through innovative theatrical presentations.</p>			
<b>OD-16</b>	<b>Marjorie Luke Theatre</b>	<b>\$13,333</b>	<b>\$6,500</b>
<p>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. <u>Panel Comments:</u> The Marjorie Luke Theatre and its rent subsidy program continue to be an invaluable asset to the community in general and to underserved audiences in particular. Staff expertise and technical support is a valued resource, particularly with smaller organizations and presenting groups.</p>			

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-17</b>	<b>Music Academy of the West</b>	<b>\$18,000</b>	<b>\$2,000</b>
<p>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 is requested to prepare for two key expansions during 2010 and 2011. <u>Panel Comments:</u> The panel commends Music Academy of the West for expanding its reach through programs like Live at the Met. MAW's Orchestra Outreach program of \$10 tickets at the Granada Center for the Performing Arts is a great model for attracting and increasing a younger more diverse audience for classical music and reaching underserved audiences.</p>			
<b>OD-18</b>	<b>Notes for Notes</b>	<b>\$13,000</b>	<b>\$2,000</b>
<p>Notes for Notes (N4N) was founded on the core belief that music is the universal language of humankind, and has the power to transcend virtually any barrier; economic, cultural, racial or societal. N4N offers programs free of charge that will keep musical instruments in the hands of young people and provide after-school recording studios. Grant funds are requested for additional staff support. <u>Panel Comments:</u> N4N's programs at the Boys and Girls Club is a very efficient and effective model for engaging underserved youth. The panel recognizes the need for this type of program on the Westside. The word-of-mouth peer recruitment model is an innovative approach. The budget for the project as submitted was not well presented and articulated.</p>			
<b>OD-19</b>	<b>Outrageous Film Festival</b>	<b>\$8,000</b>	<b>\$3,000</b>
<p>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 are requested for the Festival Administration; Marketing, Publicity and outreach; Theater Rental and Payment to Artists. <u>Panel Comments:</u> The panel applauds this organization for its efficiency and community volunteer engagement in support of this program that reaches underserved audiences. The discounted tickets program increases access for seniors and low-income individuals.</p>			
<b>OD-20</b>	<b>S. B. Chamber Orchestra</b>	<b>\$7,500</b>	<b>\$3,000</b>
<p>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. <u>Panel Comments:</u> The panel commends SB Chamber Orchestra for its commitment to provide increased access through its Concert Seats for Families. The committee encourages collecting more specific information regarding gender and ethnicity in its survey of concertgoers.</p>			

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-21</b>	<b>S.B. Choral Society</b>	<b>\$18,000</b>	<b>\$3,000</b>
<p>The Santa Barbara Choral Society is a nonprofit music organization, community-based in performance and education. The SBCS serves the public by performing choral music at the highest level and fostering musical development and appreciation within the Santa Barbara Community. Funds are requested for support of full-time professional management. <u>Panel Comments</u>: The panel recognizes the value of providing performance opportunities and choral instruction to enrich the lives of Santa Barbara residents. The panel recommends greater focus on community outreach to increase accessibility for underserved audiences and to grow greater financial support. Better tracking of demographic information needs to be included in future requests. Budget information was incomplete as presented in the application.</p>			
<b>OD-22</b>	<b>S.B. Contemporary Arts Forum</b>	<b>\$18,000</b>	<b>\$3,500</b>
<p>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 funds are being requested to focus on strategic partnerships, expand the Educational Resource Center, and update the website. <u>Panel Comments</u>: The panel applauds CAF for its commitment to increasing youth access to information on contemporary art and issues through development of a dual language Mac-based Cornerstone Educational Center. Areas of the overall budget and demonstrated need were unclear in the grant.</p>			
<b>OD-23</b>	<b>S.B. Dance Alliance</b>	<b>\$18,000</b>	<b>\$7,000</b>
<p>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 are requested to focus on five specific areas for growth: mission and purpose, administrative capacity and sustainability, program expansion, relationships and collaborations, and a diverse fund development plan. <u>Panel Comments</u>: The panel applauds Dance Alliances' increased efficiency in communication and resource sharing and for expanding engagement of the local Dance community.</p>			
<b>OD-24</b>	<b>S.B. Dance Institute</b>	<b>\$18,000</b>	<b>\$7,000</b>
<p>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's operational sustainability and development plan. <u>Panel Comments</u>: This is a stellar program with a defined vision, strong leadership and the proven ability to garner increased community support. Programs reach hundreds of very diverse and underserved youth with programs that promote self-esteem and cross-cultural understanding.</p>			

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-25</b>	<b>S.B. Education Foundation</b>	<b>\$15,000</b>	<b>\$1,500</b>
<p>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 for a grant writer to raise additional funds for the Keep the Beat program, Music Teachers, and a benefit concert. <u>Panel Comments:</u> The panel recognizes the importance of music in the schools and the success of the Keep the Beat program. The committee encourages developing more partnerships in the community and awards grant funding towards a grant writer position to pursue private and foundation support for this valued program.</p>			
<b>OD-26</b>	<b>S.B. Maritime Museum</b>	<b>\$15,000</b>	<b>\$1,500</b>
<p>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. <u>Panel Comments:</u> The panel applauds the Maritime Museum for its innovative programming and creative marketing through partnerships with other non-profits such as the pirate-themed events in conjunction with Opera Santa Barbara's Pirates of Penzance and Storyteller, and linking the Choral Society's Sea Symphony presentation with the Sea Festival. The committee recognizes the value of cross-cultural promotion in expanding and engaging more diverse audiences.</p>			
<b>OD-27</b>	<b>S.B. Master Chorale</b>	<b>\$5,000</b>	<b>\$1,500</b>
<p>The Santa Barbara Master Chorale provides the opportunity for singers from the community to learn and perform choral music. Additionally SBMC 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 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. <u>Panel Comments:</u> The panel recognizes the value of the work of this organization and encourages increased collaborations with other voice-and classical-based organizations and more innovative outreach strategies.</p>			
<b>OD-28</b>	<b>S.B. Museum of Art</b>	<b>\$18,000</b>	<b>\$2,000</b>
<p>The Santa Barbara Museum of Art aims to integrate art into the lives of people. Organizational Development grant funds are requested to develop the SBMA Afterschool Program. Funds will be used toward salaries and benefits of staff involved in training, development of curriculum, and administration of the program. <u>Panel Comments:</u> The panel applauds SBMA for its commitment to community arts education outreach and its efforts to establish more formal, sustainable relationships with area schools. Budget figures and how they related to this program were unclear in the grant application.</p>			



## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-29</b>	<b>S.B. Performing Arts League</b>	<b>\$18,000</b>	<b>\$4,000</b>
<p>The Santa Barbara Performing Arts League is a nonprofit organization that fosters communication and collaboration within the performing arts community to contribute to the cultural vitality of greater Santa Barbara. Funds are requested to secure funding necessary to retool and reorganize the business plan for the benefit of the membership. <u>Panel Comments</u>: SBPAL is clearly an organization in transition from a primarily marketing-based focus, to an organization focused more on advocacy, resource sharing and service support for the broader performing arts community. Funding is provided to help transition to a new model and expand engagement of performing arts organizations and artists in a more innovative and cohesive way.</p>			
<b>OD-30</b>	<b>S.B. Symphony</b>	<b>\$16,500</b>	<b>\$4,500</b>
<p>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. <u>Panel Comments</u>: The panel applauds the Symphony's commitment to educational outreach and encourages more aggressive and innovative approaches to engaging young musicians, emerging leaders and diverse young professionals in programming and events.</p>			
<b>OD-31</b>	<b>S.B. Youth Music Academy</b>	<b>\$18,000</b>	<b>\$1,500</b>
<p>This nonprofit organization serves local children and the community at large through youth based music programs – from lessons for the very young to instruction and band coordination at local high schools. SBYMA's mission is to have the children perform in Santa Barbara and surrounding areas throughout the year. Funds are requested for artistic fees and program costs. <u>Panel Comments</u>: The panel applauds SBYMA for its focus on providing performing opportunities for youth and recommends that in the future the group apply for Community Arts grant funding rather than an Organizational Development grant to increase public awareness, engage greater community support, and expand partnerships.</p>			
<b>OD-32</b>	<b>Speaking of Stories</b>	<b>\$13,000</b>	<b>\$6,000</b>
<p>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 for the Word Up workshops with public performances and general operating funds to support administrative and artistic salaries. <u>Panel Comments</u>: The committee applauds Speaking of Stories for its ongoing 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 very efficient model.</p>			

## 2010 – 2011 ORGANIZATIONAL DEVELOPMENT GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>OD-33</b>	<b>State Street Ballet</b>	<b>\$18,000</b>	<b>\$6,000</b>
<p>State Street Ballet is a fully professional dance company dedicated to presenting excellence in classical dance through public performances and educational outreach programs. SSB strives to exhibit leadership in the arts and cultural field. Request grant funds will be primarily dedicated to the support of artists and collaborative leverage. <u>Panel Comments:</u> The panel recognizes State Street Ballet for its legacy of excellence in dance performance and instruction and recent innovative collaborations with other presenters at the Granada Center for the Performing Arts. The panel applauds SSB for its recent innovative outreach to underserved audiences... on the Westside in particular.</p>			
<b>OD-34</b>	<b>The Arts Fund</b>	<b>\$6,500</b>	<b>\$1,563</b>
<p>The Arts Fund creates, funds, and administers programs and projects that support the visual, performing and literary arts for the benefit of the people of Santa Barbara County. The Fund also acts as a catalyst, maximizing the effectiveness of arts resources by nurturing collaborative relationships among area arts organizations and institutions. Funds are being requested to hire consultants to implement a much-needed redesign to its website. <u>Panel Comments:</u> The panel applauds the continuing Mentorship Program for youth and the IAA awards program that recognize the valued resource and talents of Santa Barbara-based artists in all disciplines. Funds awarded are towards updating and enhancement of The Arts Fund website.</p>			
		<b>Amt. Requested</b>	<b>Amt. Recommended</b>
		<b>\$486,833</b>	<b>\$ 143,263</b>

## 2010 – 2011 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-01	Art Abounds <i>2010-2011 Season</i>	\$40,000	\$ 18,000

The ArtAbounds program is a partnership between UCSB Arts & Lectures and the Santa Barbara Dance Alliance and is the premier performing arts collaboration on the Central Coast, attracting thousands of patrons each year from the Central and Southern California communities with outstanding cultural opportunities in downtown Santa Barbara. Grant funds are being requested for artistic salaries, marketing and publicity and administrative overhead. Panel Comments: This stellar program and long-standing partnership has extraordinary community benefit and does much to promote Santa Barbara as a cultural arts destination and draw out-of-town visitors in the off-season. The Master Classes offered provide a great opportunity to aspiring artists and community members.

EF-02	Cinco de Mayo Festival <i>Cinco de Mayo Festival</i>	\$ 8,000	\$ 4,000
-------	---------------------------------------------------------	----------	----------

This grant request is for support of the 20th 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 in 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 panel recognizes the 20-year tradition of this festival and the engagement of volunteers in support of this event. The focus on partnerships with radio advertising is a good strategy for promoting the event to Hispanic audiences. The panel encourages increasing the board size and engaging a younger generation of volunteers in support of the event, and encourages greater collaboration with presenting venues.

EF-03	Endowment for Youth Committee <i>Black History Month Celebration</i>	\$9,000	\$ 3,500
-------	-------------------------------------------------------------------------	---------	----------

The Endowment for Youth Committee (EYC) requests funds to support and promote various collaborative events celebrating the 4<sup>th</sup> Annual Black History Month Celebration: The BHM Preview Assembly, display of African-American Flags along State Street, Mamma Pat's Gospel Choir's workshop and concert, and a variety of other cultural events downtown. Funds are requested for marketing and publicity. Panel Comments: Partnering with Noozhawk is a great strategy for PR, as is the shift to focus more on educational events as a way to encourage and promote cross-cultural understanding. Developing partnerships with presenting venues is encouraged to expand community engagement.

EF-04	Lobero Theatre Foundation <i>Lobero Live!</i>	\$40,000	\$ 18,000
-------	--------------------------------------------------	----------	-----------

Funding is requested for marketing the *Lobero Live* series that attracts diverse audiences from all age groups. Programming is designed to complement, not compete with other presentations in town. Lobero's multiple small series with world-class performers are well publicized and serve both visitors and residents. Funding is requested for marketing, publicity and artist fees. Panel Comments: The panel recognizes the valuable role Lobero Live plays in providing alternative music offerings in the Cultural Arts District especially during the off-season. Reducing media costs locally, leveraging the benefits of "fan-based" websites, tracking audience info and expanding media outreach to Ventura, are all good strategies; as are recent efforts of the Lobero to expand offerings through strategic collaborations such as DanceWORKS.

## 2010 – 2011 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
<b>EF-05</b>	<b>New Noise Music Foundation</b>	<b>\$40,000</b>	<b>\$ 14,000</b>

*New Noise Santa Barbara Music Conference & Festival*

The New Noise Foundation is a nonprofit organization that hosts the annual *New Noise Santa Barbara Music Conference & Festival*. The NNSBC&F is a three-day music and digital media extravaganza that showcases emerging and established bands, hosts educational panels on the music industry's hottest topics, presents esteemed experts from all walks of the business, and serves as a place for players big and small to connect and plot the future of sound. Funds will be used to market and promote the 2<sup>nd</sup> Festival. Panel Comments: The panel applauds New Noise for the success of its pilot festival last year and its thoughtful marketing strategy and strategic partnerships to create a mini "South by Southwest" West Coast music industry event. The balance of timely educational, entrepreneurial-focused and entertainment programming in both large and small scale events over the course of 3 days should benefit residents; while drawing out-of-town visitors north from San Francisco and San Jose and south from Los Angeles. The concept shows great promise for continuing and expanding.

<b>EF-06</b>	<b>Opera Santa Barbara</b>	<b>\$16,000</b>	<b>\$11,000</b>
--------------	----------------------------	-----------------	-----------------

*2010-2011 Mainstage Opera Productions*

Opera Santa Barbara will present its "grand" opera of the season in Giuseppe Verdi's *La Traviata* at the Granada Theater. To close its season, OSB is presenting a double bill at the Lobero Theater of two short operas: *Trouble in Tahiti* by Leonard Bernstein and *La Serva Padrona* by Giovanni Pergolesi. 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: Opera Santa Barbara has a history of effective and efficient marketing and promotion. The panel applauds OSB for its creative partnerships with San Jose, and San Francisco's Opera to reduce set and production costs significantly while increasing a targeted audience outside the Santa Barbara area for scheduled off-season events. Inclusion of San Francisco's Adler Fellows in productions in Santa Barbara should do much to increase Bay Area opera aficionados to travel to Santa Barbara for performances.

<b>EF-07</b>	<b>Rumble Art</b>	<b>\$10,000</b>	<b>\$ 1,500</b>
--------------	-------------------	-----------------	-----------------

*Rumble Art*

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 plans to build on the initial exhibition and events promoted during last year's SBIFF. Grant funds will be used for widespread marketing and promotion via both print and electronic media. Panel Comments: While the panel recognizes the value of linking contemporary art by international artists to the SBIFF, and recognizes the success of last year's event, they found the marketing strategy presented in the grant request to be unclear and budget information on last year's grant expenditures was incomplete. Significant proof of strategic partnerships for promotion was lacking in the grant and during the interview. The panel recommends Rumble Art develop a much more strategic and complete marketing plan or consider applying for a Community Arts event next year rather instead of Events & Festivals.

## 2010 – 2011 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-08	<b>SB Downtown Organization</b> <i>epicure.sb: a month to savor santa barbara</i>	<b>\$30,000</b>	<b>\$ 12,000</b>

The objective of *epicure.sb: a month to savor santa barbara* is to create a collaborative marketing platform to promote Santa Barbara as a rich culinary tourism destination and provide visitors and locals with 31 days of educational seminars, tasting events, farmers' market tours, cooking classes and demos, winemaker dinners, book signings, epicurean inspired art exhibits and more opportunities to celebrate the art of good eating and drinking. Events & Festivals funds are requested for marketing and publicity, production and program costs. Panel Comments: The panel applauds epicure.sb for its California Tourism Board award for "best promotion of a culinary event" for its first year. Strategic partnerships, coupled with thoughtful and effective marketing strategies that expand the use of blogs and social networking to compliment an expanded printed brochure/calendar should result in a highly successful event that engages the community and attracts culinary tourists.

EF-09	<b>Santa Barbara Revels</b> <i>The Christmas Revels: In Celebration of the Winter Solstice</i>	<b>\$16,500</b>	<b>\$ 7,000</b>
-------	---------------------------------------------------------------------------------------------------	-----------------	-----------------

Santa Barbara Revels requests funds to present a full schedule of performances for adults and children to celebrate the Christmas tradition and Winter Solstice 2010 scheduled to coincide with 1<sup>st</sup> Thursday in December. They will be participating in the Downtown Organization's Holiday Parade, and present three performances at the Lobero Theater themed around Victorian Tradition. Funds from this year's grant are requested for marketing and publicity, administrative, artistic, and design/technical salaries and wages. Panel Comments: Revels continues to expand its reach to the community. Partnerships with the Downtown Organization and the move to the Lobero Theater are good strategies to expand audiences. The panel recommends Revels explore other cross-promotional opportunities and ways to outreach to other Revels communities nationally through listings and blogs.

EF-10	<b>SB Trust for Historic Preservation</b> <i>Annual Founding Day</i>	<b>\$ 10,000</b>	<b>\$2,000</b>
-------	-------------------------------------------------------------------------	------------------	----------------

Founding Day is a tradition the Santa Barbara Trust for Historic Preservation (SBTHP) celebrates annually with the community, and 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. Funds are being requested to assist with marketing and publicity. Panel Comments: The panel recognizes the significance of recognizing and celebrating Santa Barbara's history and tradition through this event. Expanding outreach and opportunities to participate to other non-profit cultural groups and surrounding businesses in Founding Day is a good strategy.

## 2010 – 2011 COMMUNITY EVENTS & FESTIVALS GRANT RECOMMENDATIONS

Grant #	Organization	Amt. Requested	Amt. Recommended
EF-11	SUMMERDANCE Santa Barbara <i>DANCEworks</i>	\$7,500	\$ 4,000

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 helps promote Santa Barbara as an international arts destination through its links to national dancers, contemporary dance community. *DANCEworks* provides the opportunity to have the work of exceptional choreographers linked to Santa Barbara as a cultural arts destination and spreading publicity nationwide through both print and on-line advertising. Panel Comments: *DANCEworks* is a very well-run, very successful collaboration with the Lobero Theatre Foundation. Visibility for this program continues to grow in the contemporary arts/dance community both nationally and internationally with support and connections with choreographers' fan pages. This year's Bolero project posted a daily video journal, and blogs online that continue to draw interest in the dance community worldwide. Engagement of non-dancers in the performance also helps expand Santa Barbara's performing arts audience.

EF-12	The Santa Barbara Theater <i>A festival of Classics</i>	\$27,154	\$8,000
-------	------------------------------------------------------------	----------	---------

The Santa Barbara Theater (SBT) is a regional, professional theater company in residence at the Lobero Theater. Funds are being requested for the marketing and promotion of *Theatre Festival 6*, three productions to be presented during the 2010-2011 off-season. Marketing will be both inside and outside of Santa Barbara via print, radio and TV, and websites. Panel Comments: Postcard outreach to Los Angeles regarding group sales to attract out-of-town theatre-goers is a good strategy; as is print listings in the LA Times. The Tony Award winning *Golda's Balcony* should attract out-of-town visitors. The panel encourages follow up to retirement homes and with past groups regarding the new season; and to continue to develop hotel and lodging packages.

---

<b>Amt. Requested</b>	<b>Amt. Recommended</b>
<b>\$254,154</b>	<b>\$103,000</b>

2010-2011  
Community Arts Grants

ATTACHMENT 4

#	Project/Artist	Organization	Dates	Requested	Award	2009-2010	2008-2009	2007-08
CA-01	Art Without Limits	Santa Barbara Presents	9/01/10-8/30/11	\$6,000	\$500	First Time Applicant	NA	NA
CA-02	Boys & Girls Club of Santa Barbara	Boys & Girls Club of Santa Barbara	10/01/10-08/31/11	\$5,000	\$2,000	\$2,000	\$1,500	NA
CA-03	Childrens Creative Project	Childrens Creative Project	09/01/10-06/30/11	\$6,000	\$2,250	\$2,500	\$2,500	\$2,750
CA-04	Crescendo!	Cleveland Elementary School	07/01/10-06/30/11	\$6,000	\$500	First Time Applicant	NA	NA
CA-05	Community Action Commission	Community Action Commission	09/13/10-10/30/10	\$6,000	\$500	First Time Applicant	NA	NA
CA-06	Community Environmental Council	Community Environmental Council	04/22/11-04/23/11	\$4,950	\$1,000	New to Category	NA	NA
CA-07	DramaDogs Theater Company	DramaDogs	11/01/10-01/31/11	\$6,000	\$2,000	NA	NA	\$3,300
CA-08	Everybody Dance Now!	Art Without Limits	On-going	\$6,000	\$3,500	\$3,500	\$4,600	\$2,500
CA-09	Friends of the Eastside Library	Friends of the Eastside Library	Year-long	\$6,000	\$3,000	\$3,000	\$3,000	\$3,250
CA-10	Michael Katz Storytelling	Childrens Creative Project	09/29/10 - 03/19/11	\$6,000	\$1,000	\$2,000	\$2,000	\$3,250
CA-11	On The Verge - Teen Choreographers	Santa Barbara Dance Alliance	03/01/11-06/30/11	\$6,000	\$2,000	\$2,000	\$2,500	\$3,000
CA-12	Open Alternative Education Fndtn.	Open Alternative Education Fndtn.	09/10 - 03/11	\$6,000	\$1,000	First Time Applicant	NA	NA
CA-13	Pride Festival	Pacific Pride Foundation	09/10 - 8/11	\$6,000	\$2,149	\$2,250	\$1,500	NA
CA-14	Performing & Visual Arts Camp	Childrens Creative Project	06/14/10 - 08/15/11	\$6,000	\$3,000	\$3,000	\$3,000	\$3,250
CA-15	SB African Heritage Film Series	Peace of Wisdom	02/01/11-05/30/11	\$6,000	\$3,000	\$3,000	First time to category	\$2,000
CA-16	Arts Ed at the Granada	Santa Barbara Center for the Performing Arts	01/28/11-01/29/11	\$6,000	\$2,000	\$2,000	First Time Applicant	NA
CA-17	Santa Barbara Festival Ballet	Santa Barbara Festival Ballet	09/01/10-06/30/11	\$6,000	\$1,500	\$2,000	\$2,500	\$1,500
CA-18	Santa Barbara Vocal Jazz Foundation	Santa Barbara Vocal Jazz Foundation	12/10-11/11	\$6,000	\$2,000	\$2,000	\$2,100	\$2,500
CA-19	SONando Santa Barbara	SB Cultural Development Fndtn.	09/01/10-07/31/11	\$6,000	\$3,400	\$3,400	NA	NA
CA-20	Student Art Fund	Santa Barbara Art Association	08/10 - 04/11	\$3,000	\$2,750	Did not apply	\$3,000	NA
CA-21	Vanishing Landscapes	SB Cultural Development Fndtn.	09/01/10-06/30/11	\$6,000	\$1,000	Returning Grantee	NA	NA
CA-22	VIVA EL ARTE!	SB Cultural Development Fndtn.	10/01/10-05/31/11	\$6,000	\$2,500	\$2,500	\$1,500	\$1,500
CA-23	Women's Literary Festival	Women's Literary Festival	09/01/10-05/31/11	\$5,700	\$3,000	\$3,000	\$3,000	NA

<b>Total</b>	\$132,650	\$45,549
<b>FY 2011 Allocation</b>	\$45,549	
<b>Difference</b>	(\$87,101)	

Organizational Development

#	Organization	REQUEST	Award	2009-10	2008-09	2007-08	Notes
OD-01	Architectural Foundation of SB	\$18,000	\$2,500	N/A	N/A	N/A	New Applicant
OD-02	Art From Scrap	\$18,000	\$7,000	\$9,000	\$11,000	\$15,000	
OD-03	Arts for Humanity!	\$8,000	\$4,000	\$4,500	\$3,500	NA	
OD-04	Arts Mentorship Program	\$12,000	\$2,000	\$2,500	NA	NA	
OD-05	Ballet Santa Barbara	\$18,000	\$3,000	\$3,000	\$2,500	NA	
OD-06	BOXTALES	\$18,000	\$7,000	\$9,000	\$10,000	\$9,500	
OD-07	Camerata Pacifica	\$10,000	\$3,500	\$4,000	\$4,500	\$4,000	
OD-08	Center Stage Theater	\$13,000	\$7,000	\$8,000	\$9,000	\$8,500	
OD-09	City @Peace	\$10,000	\$6,500	\$7,000	\$8,000	\$8,000	
OD-10	Community Arts Music Association (CAMA)	\$18,000	\$4,200	\$5,000	\$8,000	\$6,000	
OD-11	Dancing Drum	\$15,000	\$7,000	\$9,500	\$12,000	NA	
OD-12	Ensemble Theatre Company	\$18,000	\$7,000	\$9,000	\$10,000	\$9,500	
OD-13	Flamenco Arts	\$10,000	\$6,500	\$7,500	\$9,000	\$9,000	
OD-14	Genesis West	\$8,000	\$3,000	\$3,000	\$2,000	NA	
OD-15	Lit Moon Theatre Company	\$18,000	\$6,000	\$8,500	\$10,000	\$10,000	
OD-16	Marjorie Luke Theatre	\$13,333	\$6,500	\$7,000	\$9,000	\$7,000	
OD-17	Music Academy of the West	\$18,000	\$2,000	\$3,000	NA	\$4,000	
OD-18	Notes for Notes	\$13,000	\$2,000	N/A	N/A	N/A	New Applicant
OD-19	Outrageous Film Festival	\$8,000	\$3,000	\$3,000	\$4,000	\$5,000	
OD-20	Santa Barbara Chamber Orchestra	\$7,500	\$3,000	\$4,000	\$3,000	\$5,500	
OD-21	Santa Barbara Choral Society	\$18,000	\$3,000	\$8,500	\$3,000	N/A	09-10 EF Category
OD-22	Santa Barbara Contemporary Arts Forum	\$18,000	\$3,500	\$5,500	\$12,500	\$11,000	
OD-23	Santa Barbara Dance Alliance	\$18,000	\$7,000	\$8,500	\$9,000	\$12,000	
OD-24	Santa Barbara Dance Institute	\$18,000	\$7,000	\$8,500	\$10,500	\$11,000	
OD-25	Santa Barbara Education Foundation	\$15,000	\$1,500	\$2,000	\$2,000	\$2,000	
OD-26	Santa Barbara Maritime Museum	\$15,000	\$1,500	\$2,000	\$1,500	\$2,900	
OD-27	Santa Barbara Master Chorale	\$5,000	\$1,500	\$2,500	\$2,500	\$3,000	
OD-28	Santa Barbara Museum of Art	\$18,000	\$2,000	\$5,000	\$15,000	N/A	
OD-29	Santa Barbara Performing Arts League	\$18,000	\$4,000	N/A	\$11,000	\$11,000	Did not apply in 09-10
OD-30	Santa Barbara Symphony	\$16,500	\$4,500	\$7,000	\$15,000	\$12,100	
OD-31	Santa Barbara Youth Music Academy	\$18,000	\$1,500	N/A	N/A	N/A	New Applicant
OD-32	Speaking of Stories	\$13,000	\$6,000	\$7,500	\$9,000	\$11,000	
OD-33	State Street Ballet	\$18,000	\$6,000	\$7,500	\$10,000	\$11,000	
OD-34	The Arts Fund	\$6,500	\$1,563	\$2,500	N/A	N/A	New to Category

**Total**                    \$486,833    \$143,263  
**FY 2011 Allocation** \$141,763  
**One Time Carry-Over** \$1,500  
**Total Amount Available**        \$143,263  
**Difference**                                **(\$343,570)**



2010-2011  
Events Festivals

#	Organization	Event	Request	Award	2009-2010	2008-2009	2007-2008
EF-01	Arts & Lectures	<i>ArtAbounds 2010-2011 Season</i>	\$40,000	\$18,000	\$20,500	\$13,000	\$17,500
EF-02	Cinco de Mayo Festival	<i>2011 Cinco de Mayo Festival</i>	\$8,000	\$4,000	\$6,000	\$3,000	\$6,000
EF-03	Endowment for Youth Committee	<i>Black History Month Celebration</i>	\$9,000	\$3,500	\$7,000	\$5,500	New Applicant
EF-04	Lobero Theatre Foundation	<i>Lobero Live</i>	\$40,000	\$18,000	\$20,500	\$20,000	\$24,000
EF-05	New Noise Music Foundation	<i>New Noise Festival</i>	\$40,000	\$14,000	New Applicant	NA	NA
EF-06	Opera Santa Barbara	<i>2010-2011 Season Mainstage Production</i>	\$16,000	\$11,000	\$14,500	\$16,000	\$18,000
EF-07	Rumble Art	<i>Rumble Contemporary Art Fair</i>	\$10,000	\$1,500	\$3,250	time applicant	NA
EF-08	SB Downtown Organization	<i>epicure.sb: a month to savor Santa Barbara</i>	\$30,000	\$12,000	\$12,000	\$4,000	\$5,500
EF-09	SB Revels	<i>The Christmas Revels: In Celebration of the Winter Solstice</i>	\$16,500	\$7,000	\$8,000	\$5,000	\$4,000
EF-10	SB Trust for Historic Preservation	<i>Founding Day Celebration</i>	\$10,000	\$2,000	\$2,250	\$2,000	\$2,000
EF-11	SUMMERDANCE Santa Barbara	<i>DANCEworks Residency</i>	\$7,500	\$4,000	\$4,500	\$4,000	New Applicant
EF-12	SBT: The SB Theatre	<i>Theatre Festival 6</i>	\$27,154	\$8,000	\$11,500	\$0	\$12,400

**Total** \$254,154 \$103,000

**FY 2011 Allocation** \$100,000

**One Time Carry-Over** \$3,000

**Total Amount Available** \$103,000

**Difference** (\$151,154)

# City Arts Advisory Roster and Community Events & Festivals Committee Roster

## CITY ARTS ADVISORY ROSTER

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

## COMMUNITY EVENTS & FESTIVAL ROSTER

<u>NAME</u>	<u>CATEGORY</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