



City of Santa Barbara
Parks and Recreation Department

Memorandum

DATE: June 30, 2007
TO: Park and Recreation Commission
FROM: Santa Barbara Arts and Crafts Show Advisory Committee
SUBJECT: **Annual Advisory Committee Report For Fiscal Year 2007**

Celebrating 42 years in 2007, the Santa Barbara Arts and Crafts Show is a long standing tradition along the Santa Barbara waterfront! Established in 1965 by local artists and sponsored by the City of Santa Barbara's Parks and Recreation Department since 1966, the show is now the only continuous, non-juried art festival of original drawings, paintings, graphics, sculpture, crafts and photography in the world.

The show is held along Cabrillo Blvd. every Sunday of the year and a few Saturdays. All artwork sold is original art created by the approximately 195 Santa Barbara County artists that display their artwork in an informal atmosphere that encourages visitors to the show to talk with the artists about their work and some cases even see them in action....

Committee Members

Art Section

Barbara Galloway, Santa Barbara
Michael Champe, Santa Barbara
Alternate: Mark Hilley, Goleta

Crafts Section

Deborah Healy, Lompoc
John La Pointe, Lompoc
Alternate: Marilyn Loperfido, Santa Barbara
Susan Smith, Goleta

Albert Hannon, Member-at-Large

Parks and Recreation Commission Liaison

Arnoldo Gonzalez

Appointment Process and Meeting Schedule

Committee members are elected by the members of the Santa Barbara Arts and Crafts Show in two elections per year. One year terms are staggered to allow for continuity in

the committee. The Member-at-large is a community member who is appointed by the Parks and Recreation Commission. Monthly meetings are held the 2nd Tuesday of every month at the Cabrillo Pavilion Arts Center from 6:30pm-9:00pm. Meetings include reviewing the work of new applicants, reviewing add-on requests from existing exhibitors, and conducting the monthly business meeting.

Member Representation

The committee is comprised of two members and two alternates representing the Art Section and two members and two alternates from the Crafts Section. In addition, the Member-at-large is a community member who is appointed by the Parks and Recreation Commission.

Committee Projects/Activities

Annual Publicity Plan

The Advisory Committee worked with staff and other show members to develop a marketing plan in FY07 for the money collected from the \$20 annual advertising fee that each artisan pays. Advisory Committee members renewed the advertisements in Passport Magazine and the Fearn's Travel Map (100,000 maps distributed). They also approved the printing of 25,000 new rack cards which will be displayed in 162 hotels and airports in Santa Barbara and Ventura Counties in addition to 97 sites in the San Fernando Valley.

Recommendations/Concerns

Challenges Retaining and Recruiting Members

The show membership has continued to decline despite the increase in publicity and advertising money spent. Less foot traffic on Cabrillo Boulevard combined with the current economy has resulted in reduced sales for many of the artisans. New members are not retained as it is a challenge for them to get established as an artist and work a second job. There are also a number of interested artists and craftspeople that do not qualify for the show as their work is not handmade or they have partners and/or employees. The Advisory Committee and staff will continue to explore strategies to better recruit and retain show members and in turn increase the membership numbers.

Upcoming Construction Projects

In the next two years, there will be three significant construction projects that will affect the Santa Barbara Arts and Crafts Show members and the Cabrillo Blvd. area: East Cabrillo Sidewalk Replacement project, Mission Bridge Replacement Projects and the West Cabrillo Sidewalk Project that will affect the beach way that travels through the Art Section of the show. The Advisory Committee is very concerned about the impacts that these projects will have to the public's access to the show area and the artisans' access to their spaces and unloading/loading areas. Advisory Committee members and show members have actively participated in public meetings regarding these projects and are working closely with City staff to mitigate some of these projects' impacts to the show area.