



CITY OF SANTA BARBARA
PARK & RECREATION COMMISSION REPORT

AGENDA DATE: September 23, 2009

TO: Park and Recreation Commission

FROM: Administration, Parks and Recreation Department

SUBJECT: Establish an Arts & Crafts Show Ad Hoc Committee

RECOMMENDATION: That the Commission establish an Ad Hoc Committee to develop options and recommendations for the future administration of the Arts and Crafts Show.

DISCUSSION:

The Santa Barbara Arts & Crafts show was established in 1965 and operates under the administration of the Parks and Recreation Department. The weekly show is held along Cabrillo Boulevard in Chase Palm Park on Sundays. Successful for many years, the number of artisans has varied from year to year. Currently the show features original art and crafts of 201 Santa Barbara County artisans. The annual permit cost for each artisan is \$474, generating nearly \$100,000 in revenue for the department in Fiscal Year 2009. An additional \$20 is collected from each member annually and is utilized solely for show advertising.

While the show has struggled with declining numbers of members, over the past couple of years that trend has begun to change and the numbers are on the increase. In the past, staff has worked with the Arts & Crafts Show Advisory Committee in different efforts to promote the show, increase membership, reduce administrative impacts and keep the artisan fees from increasing. Over the years, staff has observed that the administrative burden associated with the Arts & Crafts Show has continued to increase.

With the budget reductions implemented through FY10, and the anticipated additional reductions in FY11, the department is looking at various services which might be structured differently in light of the reduced workforce. The goal is to identify alternatives which insure continued availability of the service to the public, albeit the role of the Parks and Recreation Department in providing the service may change.

Staff recommends that the Park and Recreation Commission establish an Ad Hoc Committee to develop options and recommendations for the future administration of the Arts & Crafts Show. The goal is to enable the show to continue to build on past success while operating with less administrative support from the department. Areas of study may include current rules and regulations, processes and procedures, and increasing

the responsibilities of the Arts & Crafts Show Advisory Committee in managing the operation of the show. The committee may also look at other administrative models which offer both entities opportunities to achieve success, i.e., forming a non-profit organization or aligning under a different entity. The proposed Ad Hoc committee would include the following:

- 1 Advisory Committee member representing the Crafts Section
 - 1 Advisory Committee member representing the Arts Section
 - 1 At Large show member representing the Crafts Section
 - 1 At Large show member representing the Arts Section
- Park and Recreation Commissioner Scott Burns, Commission liaison to the Arts & Crafts Show Advisory Committee
Staff

Arts & Crafts Show Meeting of September 15, 2009

A presentation was made to the Arts & Crafts Show Advisory Committee at their meeting of September 15, 2009. Over 30 show members were in attendance. While there was understanding of the budget challenges facing the City and the Department at this time, much concern was expressed for any efforts which might hurt the continued operation of the show in any way. Very specifically, Advisory Committee members and members of the show expressed that it is important that the show remain aligned under the Parks and Recreation Department. Staff assured the committee that the intent is to work together to identify ways that benefit both the show and the department, given the difficult budget situation facing the City at this time.

The Advisory Committee will appoint members to serve on the Ad Hoc Committee at their October 13, 2009 meeting. The committee asked that meetings be held to a minimum from October through December in recognition that this is a very busy time for artisans due to holiday sales.

Recommendation

Staff recommends that the Commission establish the Ad Hoc committee and direct staff to proceed with coordinating the work of the committee.

ATTACHMENT: Santa Barbara Municipal Code Section 15.08

APPROVED BY: Nancy L. Rapp, Parks & Recreation Director