



CITY OF SANTA BARBARA

PARK AND RECREATION COMMISSION REPORT

AGENDA DATE: June 23, 2010

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Update on Upcoming Summer Special Events

RECOMMENDATION: That the Commission hear a presentation about upcoming summer special events.

DISCUSSION:

Summer has begun and so has the countdown to three anticipated special events of the summer – the Concerts in the Parks program, the 4th of July events, and the Children's Fiesta Parade. Parks and Recreation staff has been working closely with community volunteers, other City Department staff, and event sponsors to insure that these annual events meet the public's high expectations.

Concerts in the Parks

The City of Santa Barbara Parks and Recreation Department's Concerts in the Parks program will kick-off another exciting summer of free concerts with opening night, Thursday, July 1, 2010. Over 40,000 people attended last year's concert season. The Chase Palm Park series opener will feature Café R & B a Los Angeles group known for their hard hitting and high energy rhythm and blues music.

This summer's schedule includes seven concerts held on Thursday nights from 6:00 - 8:30 p.m. in Chase Palm Park. This is an increase of two concerts over 2009 as staff was able to successfully increase donations and the number of corporate sponsors and grants received to support this summer's program.

This summer's series is made possible by sponsors Target, the Santa Ynez Band of Chumash Indians, KLITE, KTYD, Santa Barbara Independent, Hotel Mar Monte, the Daily Sound, XL5 Productions, SBParent.com, Haagen Printing/Typecraft Inc., Santa Barbara Family Life Magazine and a generous grant from the Towbes Foundation. Staff would like to recognize, and thank them for their generous support.

4th of July Celebration

City staff from the Parks and Recreation, Police, Fire, Waterfront, Harbor Patrol, and Public Works Departments in collaboration with volunteers from SPARKLE have been busy planning this year's 4th of July Celebration slated for Sunday, July 4th.

SPARKLE's 2010 Freedom Celebration will begin at 7:00 p.m. at West Beach and will feature patriotic and family-friendly entertainment from a 50-piece band. Following the musical entertainment will be the City's fireworks display. It will take place off of West Beach at 9:00 p.m. with an 18-20 minute show by Pyro Spectaculars. The public is encouraged to come down to the waterfront early in the day and enjoy the food and beverage vendors along Cabrillo Blvd starting at 11:00 am.

City staff reminds all those in the area that certain regulations apply from 12:01 a.m. to 12 midnight on July 4th in order to make this a safe and fun event for everyone. These include no fireworks, no alcohol, no glass, no pit digging, no open fires, no dogs on the beach, and no parking adjacent to the railroad tracks. The public is encouraged to utilize the MTD bus and shuttle services to get down to the waterfront. Information and schedules can be found on the MTD website at www.sbmtd.com.

Additional events going on in the City on the holiday include the Santa Barbara Arts and Crafts Show that will be held both Saturday and Sunday (July 3rd and 4th) starting at 10:00 a.m. to dusk along Cabrillo Blvd., and the 48th Annual 4th of July Parade, organized by the Spirit of '76 Foundation, beginning at 1:00 p.m. on State Street on the 4th.

Children's Fiesta Parade

On Saturday, August 7, 2010, 2,500 children dressed in costume will parade down State Street as part of the Children's Fiesta Parade. A favorite event during the week-long Old Spanish Days Fiesta Celebration, this 80th annual parade is organized by Parks and Recreation staff and staffed by City Employees and community volunteers on parade day. More than 40,000 spectators line the parade route to view the parade. There is no cost to participate, and applications are now available for parade participants. Community volunteers are also being sought to work the parade day. To sign up to participate in the parade or get more information about volunteering for the parade, the public is urged to call the Parks and Recreation Department at 564-5495 or to stop by the Cabrillo Bath House at 1118 East Cabrillo Blvd., Monday-Friday from 8am-5pm. The public is also invited to view this delightful parade on Saturday, August 7, starting at 10am. The Parade proceeds down State Street, from Victoria to Ortega Streets.

Parks and Recreation Department staff invites the public to come out and enjoy these special events held in Santa Barbara's beautiful beaches and parks this summer!

ATTACHMENT: 2010 Concert Schedule

SUBMITTED BY: Judith McCaffrey, Recreation Programs Manager

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