



CITY OF SANTA BARBARA
PARK AND RECREATION COMMISSION REPORT

AGENDA DATE: June 22, 2011
TO: Parks and Recreation Commission
FROM: Recreation Division, Parks and Recreation Department
SUBJECT: Update on Upcoming Summer Special Events

RECOMMENDATION: That the Commission receive a written report 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 presented by Target will kick-off another exciting summer of free concerts with opening night, Thursday, June 30, 2011. Approximately 35,000 people attended last year’s concert season, and this year’s lineup is sure to bring in large audiences. The Chase Palm Park series opener will feature the Surf City All-Stars, a Los Angeles group whose members are former touring musicians and singers of the original Beach Boys group. The series will continue with six more concerts all held on Thursday nights from 6:00 - 8:30 p.m. in Chase Palm Park.

Funding for the concert series was raised through donations, corporate sponsorship and a grant. This summer’s series sponsors are Target, KLITE, KTYD, Santa Barbara Independent, the Daily Sound, XL5 Events, ParentClick.com, and Santa Barbara Family Life Magazine. A generous grant was also awarded by the Towbes Foundation. Staff would like to recognize them, 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 Monday, July 4th. SPARKLE’s 2011 Freedom Celebration will begin at 7:00 p.m. at West Beach and will

feature patriotic and family-friendly entertainment from the Air National Guard Band of the Southwest. 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 include the 49th Annual 4th of July Parade, organized by the Spirit of '76 Foundation, beginning at 1:00 p.m. on State Street at Micheltorena Street on July 4th.

Additional events going on in the City on the weekend before the 4th include the Santa Barbara Arts and Crafts Show that will be held both Saturday and Sunday (July 2nd and 3rd) starting at 10:00 a.m. to dusk along Cabrillo Blvd

Children's Fiesta Parade

On Saturday, August 6, 2011, 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 81st 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 564-5418 or to stop by the Parks and Recreation Department Administrative Offices at 620 Laguna Street, Monday-Friday from 8am-5pm. The public is also invited to view this delightful parade on Saturday, August 6, 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: 2011 Concert Schedule

SUBMITTED BY: Judith McCaffrey, Recreation Programs Manager

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