



City of Santa Barbara

Parks and Recreation Department

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February 28, 2013

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Santa Barbara, CA

Jane Cairns, Founder
Reef & Run Organizing Committee

Sent via email: janeswims@juno.com

Dear Jane,

Thank you so much for providing an overview of the Reef & Run program, your successful 2012 season, and what is ahead for this great community event. It sounds like you have a great format now, and we look forward to your event's continued success.

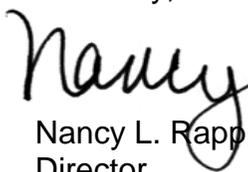
I especially want to express appreciation to all of the members of your Organizing Committee and your volunteers who put so many hours into coordinating and promoting this series of events for the community. We know that this program could not happen without them!

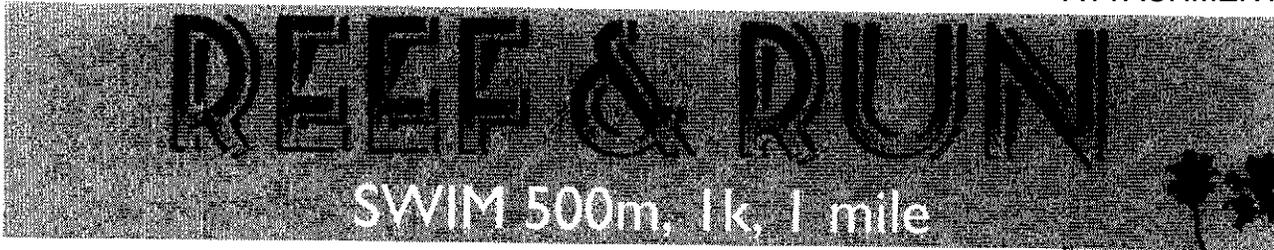
On behalf of the Parks and Recreation Department and all of the youth and their families involved in the City of Santa Barbara Junior Guards Program, we want to thank you for your support. The new shade canopies, paddle board, and rescue buoys will be appreciated by all. We know there are many deserving youth programs in the community, and we appreciate that the Reef & Run program has chosen our Junior Guards program to benefit from your event.

We would like to invite you to attend the March 27, 2013, Parks and Recreation Commission meeting where we will be recognizing Reef & Run and the East Beach Grill for their contributions to the Junior Guard Program and Parks and Recreation Department. We will do this at the start of the meeting, 4:00pm, in Council Chambers, 2nd floor of City Hall. You will have the opportunity to speak briefly during the ceremony, and we encourage you to talk about the upcoming season and how people can get involved. If you have any questions, please touch base with Rich Hanna or me.

Looking forward to seeing you at the Parks and Recreation Commission meeting March 27.

Sincerely,


Nancy L. Rapp
Director



February 6, 2013

Nancy Rapp, Director
 Department of Parks and Recreation
 City of Santa Barbara
 P.O. Box 1990
 Santa Barbara, CA 93102-1990

RECEIVED
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Re: Reef & Run 2012

Dear Nancy:

I am delighted to send you this status report and thank you letter on behalf of all of the members of the Reef & Run Organizing Committee, our many volunteers, hundreds of participants and finally Santa Barbara Junior Lifeguards, the 2012 Reef & Run beneficiary.

Our 2012 season was a great success as a result of contributions by many, certainly including the City of Santa Barbara and the staff of several City departments. Hosting our event at East Beach and the Cabrillo Bathhouse on a weekly basis focused attention on a venue with both great history and great future potential. In picking a deserving beneficiary like the Junior Guard program, our hope was that we could have our net event proceeds be used for the purchase of items that would assist not only Junior Guards, but other City of Santa Barbara beach programs and ocean events. We are delighted that our donation last year enabled the Junior Guard program to purchase much needed shade canopies, paddle boards and rescue buoys.

As you and others in your department know, our first several seasons for Reef & Run had some challenges. Frankly, as the founder and race director of Reef & Run, I was seriously considering termination of the event following the tough 2011 season. Much to my delight, the Reef & Run "regulars" strongly encouraged me to keep the event going and more importantly, key members of that group enthusiastically assumed key roles in the reorganization and presentation of a "new and improved" Reef & Run for 2012.

We had great success in launching our shorter 11-week season with a "everyone participates free" first night in late June. We dropped our weekly 5k running event, replacing it with four swim + beach run biathlons during our shortened season. We added a 500-yard swim, in addition to our traditional 1,000 meter swim and one mile swim, thus bringing a whole new group of participants to our event – members of the Santa Barbara Swim Club and other Junior Guards and youth swimmers; first time ocean swimmers; Moms In Motion and other first time triathletes; and others who were more comfortable with the shorter, less competitive 500 yard distance.

Finally, under our new format we actively collaborated with Francisco Aguilera and his staff at East Beach Grill. By locating our post-race party and awards at East Beach Grill, we were able to provide a post-race event that allowed participants' families and friends to enjoy beautiful summer evenings at East Beach, excellent food from East Beach Grill and a weekly line-up of live, local bands.

Rich Hanna and his aquatic staff, the Junior Guard program (both the program leaders and the Junior Guards and their parents), the City lifeguards and everyone with whom we dealt at the City of Santa Barbara helped our event in some way. We were well aware of the policies, insurance requirements and permitting rules of the City

Nancy Rapp, Director
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of Santa Barbara, and we are pleased that with our new format and other improvements, we were able to satisfy the City's requirements and present both a safe and successful event.

Of course, our event, like others, could not avoid the challenges presented by the numerous shark sightings. One night we cancelled our swim and promoted an informal, free beach run, followed by food, beverage and entertainment at East Beach Grill. On another evening, we opted to simply advise everyone we were "on hiatus" for a week. Fortunately, our finale event – the first annual "Boat to Beach" swim to East Beach from the boat, *Truth*, located approximately 1,000 meters offshore, was a huge success and not affected by the sightings.

Our participants and the many sponsors of our 2012 season are already excitedly awaiting our plans for this year. We are confident that by following and continuously improving on the 2012 format, our 2013 event will be even better.

Reef & Run 2013 – hope to see you there!

Sincerely yours,

A handwritten signature in black ink, appearing to read "Jane Cairns". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jane Cairns, Founder

cc: Jim Armstrong, City Administrator
Jill Zachary, Assistant Director, Parks & Rec
Judith C. McCaffrey, Recreation Manager
Rich Hanna, Aquatics
Francisco Aguilera, East Beach Grill
Reef & Run Organizing Committee