



CITY OF SANTA BARBARA

PARKS & RECREATION COMMISSION REPORT

AGENDA DATE: May 28, 2014

TO: Parks and Recreation Commission

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Review of the 2nd Annual Magic on the Urban Wine Trail Event and Recognition of Event Sponsors

RECOMMENDATION: That the Commission receive a presentation on the 2nd Annual Magic on the Urban Wine Trail event and recognize event sponsors.

DISCUSSION:

Thanks to the work of the Parks and Recreation Community (PARC) Foundation Board of Directors and City staff, the Parks and Recreation Community Foundation held a second successful "Magic on the Urban Wine Trail" event on Sunday, April 27, 2014, benefitting Parks and Recreation Department programs.

Following the great success of the 2013 event, this year's fundraiser was moved to the larger Carrillo Recreation Center facility, as last year's event quickly sold out at the Cabrillo Pavilion Arts Center. Two hundred and twenty-five guests, donors, and sponsors were in attendance.

Department staff worked with the Board of Directors of its non-profit foundation, the PARC Foundation, to plan the event. Prior to the event, PARC Board members worked to solicit local businesses to provide financial sponsorship to underwrite the event and donate items and services to the event's silent auction. Board members also helped coordinate the event on event day and assisted with set up and clean up. More than \$6,250 in cash sponsorships and \$4,550 in in-kind sponsorships were raised with seven sponsors stepping forward. The last of the donations and payments for auction items are trickling in. Close to \$20,000 was raised at the event to support PARC in providing scholarships for low income local youth to attend summer camps and funding for the Department's Youth Culinary Arts program, which gives youth job training experience and teaches them about nutrition and healthy cooking, developing skills that will last a lifetime. This is a \$5,000 increase over the previous year's event.

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Some additional highlights of the 2nd Annual Magic on the Urban Wine Trail event included:

- Local magicians Mark Collier and Chris Ballinger wowed the crowd with their magical prowess as they strolled through the event entertaining the guests.
- Thirteen wineries from the Santa Barbara Urban Wine Trail Group participated in this year's event including Area 5.1 Winery, Carr Winery, Grassini Family Vineyards, Happy Canyon Vineyards, Jaffurs Wine Cellars, Kalyra Winery, Oreana Winery, Pali Wine Co., Sanford Winery, Santa Barbara Winery, Silver Wines, Summerland Winery, and Whitcraft Winery. Led by Ryan Carr, President of the Santa Barbara Urban Wine Trail Group, and winemaker at Carr Winery, this group of wineries generously donated their wines for the event and their staff time to serve their wines and interact with the event attendees. Guests were excited to have the opportunity to taste such a wide variety of wines that Santa Barbara County has to offer.
- The delicious food served at the event was created and served by 15 youth of the Department's own Youth Culinary Arts program. These youth along with their mentor Chefs, Don Hardin, Ernie Price, Ian Trenwith, and Ryan Silliman provided an incredible variety of appetizers and desserts to a very hungry and appreciative crowd. Event attendees had the opportunity to interact with the youth and see the benefits of the Culinary Arts program first-hand.
- A large silent auction including more than 130 items dominated the space at the Carrillo Recreation Center. Beautiful photographs of our City parks and beaches, colorful gift baskets, gift certificates, and other merchandise featured in the silent auction were donated by more than 100 local businesses and individuals. PARC and the Department would like to thank all of the local businesses and individuals who donated so generously this year to insure the auction's success

The PARC Foundation and the Parks and Recreation Department would like to recognize the following businesses and organizations whose generous sponsorship insured that the 2nd Annual Magic on the Urban Wine Trail event was a success. The Department would also like to thank the PARC Foundation Board for all of their hard work putting on the event especially Fund Development Chair Lesley Wiscomb. With the continued support of the PARC Foundation and event sponsors, we hope to continue the tradition again in 2015.

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The 2014 Magic on the Urban Wine Trail Sponsors include:

- ***Presenting Sponsor:*** Mission Linen Supply
 - Montecito Bank & Trust
 - Santa Barbara Urban Wine Trail Group
 - Pacific Western Bank
 - Bryant and Sons
 - Casa Magazine
 - MarBorg Industries
 - PARC Foundation Board

SUBMITTED BY: Judith McCaffrey, Recreation Programs Manager

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