



CITY OF SANTA BARBARA
PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: December 12, 2018
TO: Parks and Recreation Commission
FROM: Recreation Division, Parks and Recreation Department
SUBJECT: Facilities and Special Events Program Report

RECOMMENDATION:

That the Commission receive a report on the Parks and Recreation Department Facilities and Special Events Section programs and services.

DISCUSSION:

The Facilities and Special Events Section of the Recreation Division handles indoor facility and outdoor park rentals, permitting of special and sporting events that occur in City parks and beach locations, and permitting of photo and film shoots that occur within the City of Santa Barbara. Staff for this section previously worked at the Cabrillo Pavilion but are currently housed at the Louise Lowry Davis Center while the Pavilion is being renovated. An additional Facility Rental Coordinator is housed at the Westside Neighborhood Center.

Indoor Facility Rentals

Facilities and Special Events staff handle rentals for 3 indoor facilities located along the beachfront – the Chase Palm Park Center, Casa Las Palmas, and the new Carousel House. In addition, 5 indoor facilities are also managed by the staff – the Louise Lowry Davis Center, MacKenzie Center, and Ortega Welcome House, along with two Neighborhood Centers – the Franklin Center and the Westside Center and its community kitchen. These facilities accommodate anywhere from 50 to 200 people, are competitively priced and well-maintained. Staff work with local residents and out-of-town individuals having wedding receptions, birthday parties, and family celebrations; companies having weekly or monthly business meetings; and non-profits organizing meetings, workshops or fundraisers. Other City Departments are also Parks and Recreation customers, as these facilities are used for City staff and public outreach meetings.

The newest facility, the Carousel House, came into operation at the end of April 2018. This new industrial, greenhouse-like facility has been met with positive reviews by both the public and people within the events industry. Rentals are increasing as word gets out

about this beachfront venue. When the renovation of the Cabrillo Pavilion is complete in 2019, that facility will be again be managed and rented by staff.

Outdoor Park and Beach Rentals

Staff handle rentals that take place in City parks and beaches. Outdoor sites are used for picnics, wedding ceremonies and receptions, corporate and non-profit events, and by businesses conducting commercial activities such as fitness classes, yoga, and dog obedience/agility classes. The bulk of outdoor rentals occur between April and October when the weather is relatively predictable.

The Department has 22 rentable picnic sites. Picnic sites offer picnic tables and barbeques and generally have a playground nearby. Staff at the 620 Laguna office assist the Facilities and Special Events Section by directly handling and processing approximately 650 picnic rentals per year.

There are 15 rentable wedding ceremony and private gathering sites that are handled by section staff. Wedding and private gathering sites are open areas of grass or beach that do not come with picnic tables or barbeques, so renters bring in needed furniture and amenities to these locations. There are approximately 100 to 120 weddings, family, and company events held at these sites per year. A lot of staff time goes into making sure customers understand the rules and have a good time, but leave everything in good condition in order to preserve site integrity for future users.

Permitting of Special and Sporting Events

City parks and beaches play host to 110 community special events per year. Special events are festivals, rallies, walks, runs, and sporting events – all open to the general public. These events contribute to making the City of Santa Barbara a lively, caring and vibrant community.

Permitting of these special events is complex, requiring many conversations and meetings with organizers, and extensive time and consideration to review and process applications and set appropriate rules, regulations and fees for the event. Further effort goes into collecting all required permits and contracts, such as insurance certificates, temporary food, alcohol and vending permits, right-of-way use permits, and trash, recycling and portable toilet contracts – all necessary for the safety of all and the protection of the City.

Permitting of Photo and Film Shoots

The Parks and Recreation Department handles the permitting of all commercial photo and film shoots, whether they occur in a City park, beach, street, sidewalk, on Stearns Wharf, or in the Harbor. This has been the case since 2008 when the City of Santa

Barbara adopted a “one-stop” permitting process to make it more user friendly for the commercial photography and film industry. Parks and Recreation is the lead department, and staff in the Facilities and Special Events Section review applications, issue permits, and coordinate many internal logistics with City Departments, such as Police, Fire, Public Works, and Waterfront. The bulk of the permits are for fashion shoots and reality television shows. Santa Barbara has been the backdrop for shows like *The Amazing Race*, *The Great Food Truck Race*, *The Bachelor*, and *Real Housewives of Beverly Hills*. Occasionally major motion pictures have shot in Santa Barbara, such as *It’s Complicated* and *20th Century Women*. In these instances and whenever necessary, staff from Parks and Recreation and other City Departments work to ensure that filming logistics go smoothly, and any street detours and closures have minimal impacts on the community. The section processes about 55 photo and film permits per year.

Revenue

The Facilities and Special Events section, including the rentals of the neighborhood centers generated \$661,495 in Fiscal Year 2018, and has a revenue commitment of \$638,014 in Fiscal Year 2019. The revenue commitment is lower in 2019 since the Cabrillo Pavilion is not currently available to rent. Each of the rental areas are projected to bring in the following revenue:

Indoor Facility Rentals	\$212,260
Neighborhood Centers and Kitchen rentals	\$112,198
Outdoor Park and Beach Rentals	\$198,840
Public Special and Sporting Events	\$95,018
Photo and Film Shoots	\$19,698
Total	\$638,014

In the first half of Fiscal Year 2019 there were more than 850 rentals at these 8 facilities.

PREPARED BY: Susan Jang-Bardick, Senior Recreation Supervisor

SUBMITTED BY: Judith Cook McCaffrey, Recreation Division Manager

APPROVED BY: Jill E. Zachary, Parks and Recreation Director