



**City of Santa Barbara**  
Parks and Recreation Department

**Memorandum**

**DATE:** April 12, 2019

**TO:** Mayor and Council  
Parks and Recreation Commission

**FROM:** Santa Barbara Arts and Crafts Show Advisory Committee

**SUBJECT:** **RECOMMENDATION FOR THE SANTA BARBARA ARTS AND CRAFTS SHOW FISCAL YEAR 2020 BUDGET**

---

On February 12, 2019, the Santa Barbara Arts and Crafts Show Advisory Committee (Committee) unanimously approved the following motion for Fiscal Year (FY) 2020:

**That the Santa Barbara Arts and Crafts Show Advisory Committee recommend an increase of \$4 to the annual advertising fund fee in FY 2020.**

The advertising fund fee had not been increased in over a decade. The moderate increase, from \$20 to \$24 per year, will help offset increased advertising costs and stabilize the fund due to reductions in show membership.

On March 12, 2019, the Committee received a report from Senior Recreation Supervisor Jason Bryan on the Parks and Recreation Department proposed FY 2020 budget, and schedule of Fees and Charges. Mr. Bryan reported that many Recreation Division program fees, including the Arts and Crafts Show membership fee, were proposed to increase between 2% and 5%. The membership fee is proposed to increase from \$529 to \$544 (2.8%).

The Committee understood that the change was aligned with other increases and stated that membership in the Arts and Crafts Show remains a good value.

cc: Paul Casey, City Administrator  
Robert Samario, Finance Director  
Jill Zachary, Parks and Recreation Director  
Nicole Parmelee, Parks and Recreation Business Manager