

GENERAL STATISTICS

Sources: U.S. Census Bureau, Census 2000,
State Department of Finance, 2004

Size	43.09 square miles (21.09 land, 22 water)
City Population (2004)	90,473
Gender	
Female	50.8%
Male	49.2%
Persons Per Household	2.49
Race/Ethnicity	
White	58.3%
Latino	35.0%
African-American	1.5%
Asian-Pacific Islander	2.8%
Native American	0.4%
Other	1.9%
Median Age	35.8
Regional Population	
Santa Barbara County	399,347
San Luis Obispo County	246,681
Ventura County	753,197

HOUSING / ECONOMIC PROFILES AND TRENDS

Residential Real Estate

Median Home Sale Price (2003)	\$925,000		
Property Tax Rate (of value of property)	1.0 - 1.25%		
Total Number of Dwelling Units Citywide (2000)	37,331		
Monthly Rental Rate (2004)*			
Studio	\$890	2-Bedroom	\$1,695
1-Bedroom	\$1,050	3-Bedroom	\$2,300
Percentage of Owner Occupied Housing	42%		
Percentage of Renter Occupied Housing	58%		
Housing Vacancy Rate (Overall)	3%		

* Santa Barbara News-Press Listings

City Adopted FY 2005 Budget

Total City Operating Budget	\$164.5 million
Total City Capital Budget	\$28 million
Total General Fund Operating Budget	\$87.2 million
Total General Fund Capital Budget	\$1.3 million
Four Largest General Fund Revenues (including % of Total):	
1) Sales Tax	\$18,994,900 (22.5%)
2) Utility User's Tax	\$5,837,700 (6.9%)
3) Transient Occupancy Tax	\$10,684,900 (12.7%)
4) Property Tax	\$11,299,100 (13.4%)
Total General Fund Salaries & Benefits	\$66,171,623
Total General Fund Salaries as a % of Total Operating Budget	75.9%

Mayor and Council

Mayor
Marty Blum
(805) 564-5321

Council Members

Brian B. Barnwell
Iya G. Falcone
Roger L. Horton
Grant House
Helene Schneider
Das Williams
(805) 564-5318

EDUCATION / INSTITUTIONS

Education of City Residents

Graduate or professional degree	15.45%
Bachelors degree	23.88%
Associates degree	6.75%
Some college	19.76%
High School diploma or higher	15.14%
No High School diploma	19.01%

Public/Private Schools (K-12)

Public Schools	
Santa Barbara Elementary & High School Districts (K-12)	(805) 963-4331
13 Elementary Schools and 12 Secondary Schools	

Private Schools

16 private schools including elementary, middle, high, and special needs schools

Higher Education: Colleges/Universities/Technical Schools

University of California Santa Barbara	(805) 893-8000
Antioch University	(805) 962-8179
Brooks Institute of Photography	(805) 966-3888
Fielding Graduate Institute	(805) 687-1099
Music Academy of the West	(805) 969-4726
Santa Barbara Business College	(805) 967-9677
Santa Barbara City College	(805) 965-0581
Santa Barbara College of Law	(805) 966-0010
Santa Barbara College of Oriental Medicine	(805) 898-1180
Southern California Institute of Law	(805) 963-4654
Westmont College	(805) 565-6000

Hospitals

Cottage Hospital	(805) 682-7111
Rehabilitation Institute at Santa Barbara	(805) 687-7444

UTILITIES

Electricity: Southern California Edison	(800) 655-4555
Water: City of Santa Barbara Water	(805) 564-5343
Natural Gas: Southern California Gas Co.	(800) 427-2200
Telephone: Verizon	(800) 483-4000
Trash:	
Browning Ferris Industries	(805) 965-5248
Marborg	(805) 963-1852
Cable: Cox Communications	(805) 683-6651

VISITOR INFORMATION

For information on Santa Barbara area lodging, dining, shopping and attractions contact:

Santa Barbara Chamber of Commerce
 (805) 965-3023 |

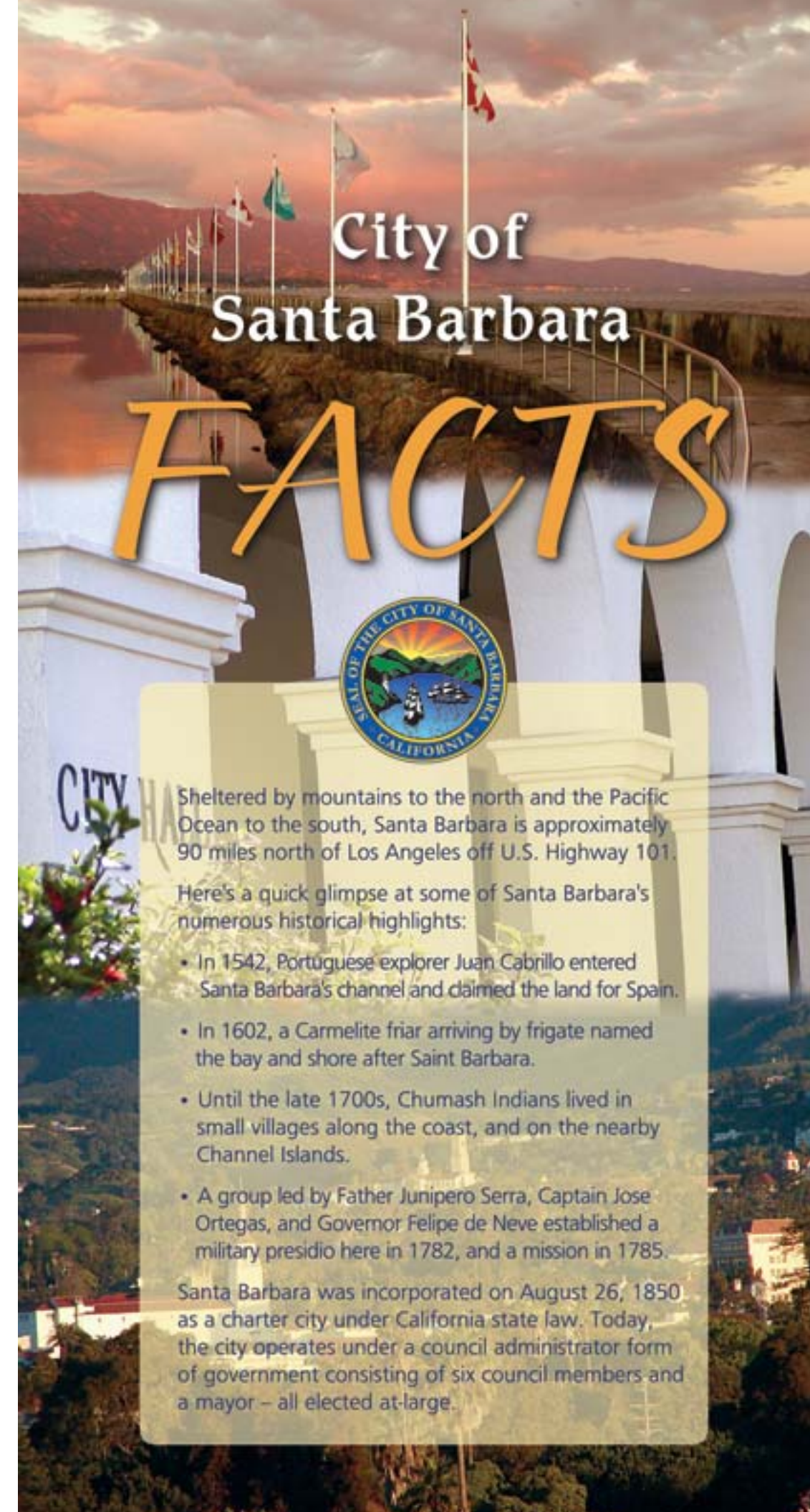
<http://www.sbcchamber.org>

Santa Barbara Conference and Visitors Bureau
 (805) 966-9222 |

<http://www.santabarbaraca.com>

Santa Barbara Downtown Organization
 (805) 962-2098 |

<http://www.santabarbaradowntown.com>



Sheltered by mountains to the north and the Pacific Ocean to the south, Santa Barbara is approximately 90 miles north of Los Angeles off U.S. Highway 101.

Here's a quick glimpse at some of Santa Barbara's numerous historical highlights:

- In 1542, Portuguese explorer Juan Cabrillo entered Santa Barbara's channel and claimed the land for Spain.
- In 1602, a Carmelite friar arriving by frigate named the bay and shore after Saint Barbara.
- Until the late 1700s, Chumash Indians lived in small villages along the coast, and on the nearby Channel Islands.
- A group led by Father Junipero Serra, Captain Jose Ortigas, and Governor Felipe de Neve established a military presidio here in 1782, and a mission in 1785.

Santa Barbara was incorporated on August 26, 1850 as a charter city under California state law. Today, the city operates under a council administrator form of government consisting of six council members and a mayor – all elected at-large.

TRANSPORTATION

Santa Barbara Airport

www.flysba.com
 Non-Stop service to: Dallas, Denver, Las Vegas, Los Angeles, Phoenix, Portland, Salt Lake City, San Francisco, San Jose and Seattle.

Airport Transportation

SuperRide Airport Shuttle
 (805) 683-9636
 Door to door service to Santa Barbara Airport

Taxis, car rental, public buses, and limousine services are readily available.

Commercial Bus Lines

Clean Air Express
 (805) 961-8920
 Serving South Coast commuters in Buellton, Lompoc, Goleta, Santa Barbara and Santa Maria

Coastal Express
 (800) 438-1112
 Serving commuters Ventura to the South Coast

Greyhound
 (805) 965-7551

Santa Barbara Airbus
 (805) 964-7759
 Serving travelers to and from LAX

Freeways

Major freeways serving Santa Barbara:
 Highway 101 – Santa Barbara to LA/San Francisco
 Highway 154 – Santa Barbara to Santa Ynez
 Highway 150 – Santa Barbara to Ojai

Public Bus

Santa Barbara MTD
 (805) 683-3702
 Serving Santa Barbara, Carpinteria and Goleta

Waterfront Shuttle
 (805) 683-3702
 Serving Waterfront and State Street

Easy Lift Transportation
 (805) 681-1181
 Serving seniors and the disabled

Train

Amtrak
 (800) 872-7245

EMPLOYMENT

Work Population (16 yrs & older) 82.1%
 City Family Median Annual Income (2003 Estimated) \$52,570

Residents by Major Profession

- Management, Professional and Related 40.9%
- Sales & Office Occupation 25.3%
- Service 18.7%
- Construction, Maintenance, Production and Transportation 14.6%

Major Industry Employers

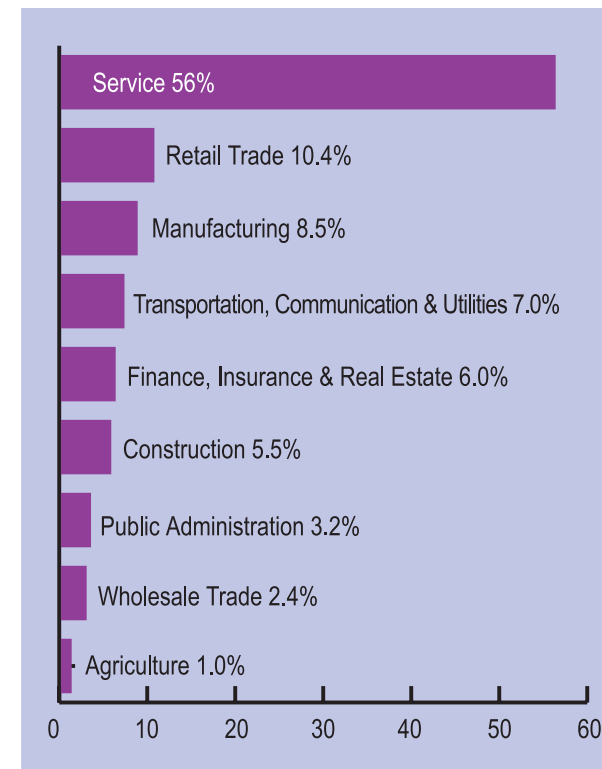
Services • Wholesale & Retail Trade • Manufacturing • Transportation
 Communications • Utilities • Finance • Insurance • Real Estate

MAJOR EMPLOYERS IN SANTA BARBARA

Source: UCSB Economic Outlook 2004

1. County of Santa Barbara
2. Santa Barbara Cottage Hospital
3. Santa Barbara City College
4. Santa Barbara Elementary and High School District
5. Santa Barbara School District Administration
6. City of Santa Barbara
7. Sansum Santa Barbara Medical Foundation Clinic
8. Santa Barbara Bank & Trust
9. US Postal Service
10. County Schools Office
11. Albertson's Stores
12. Vons
13. Inamed
14. Four Season's Biltmore
15. Long's Drugs

MIX OF BUSINESSES IN SANTA BARBARA

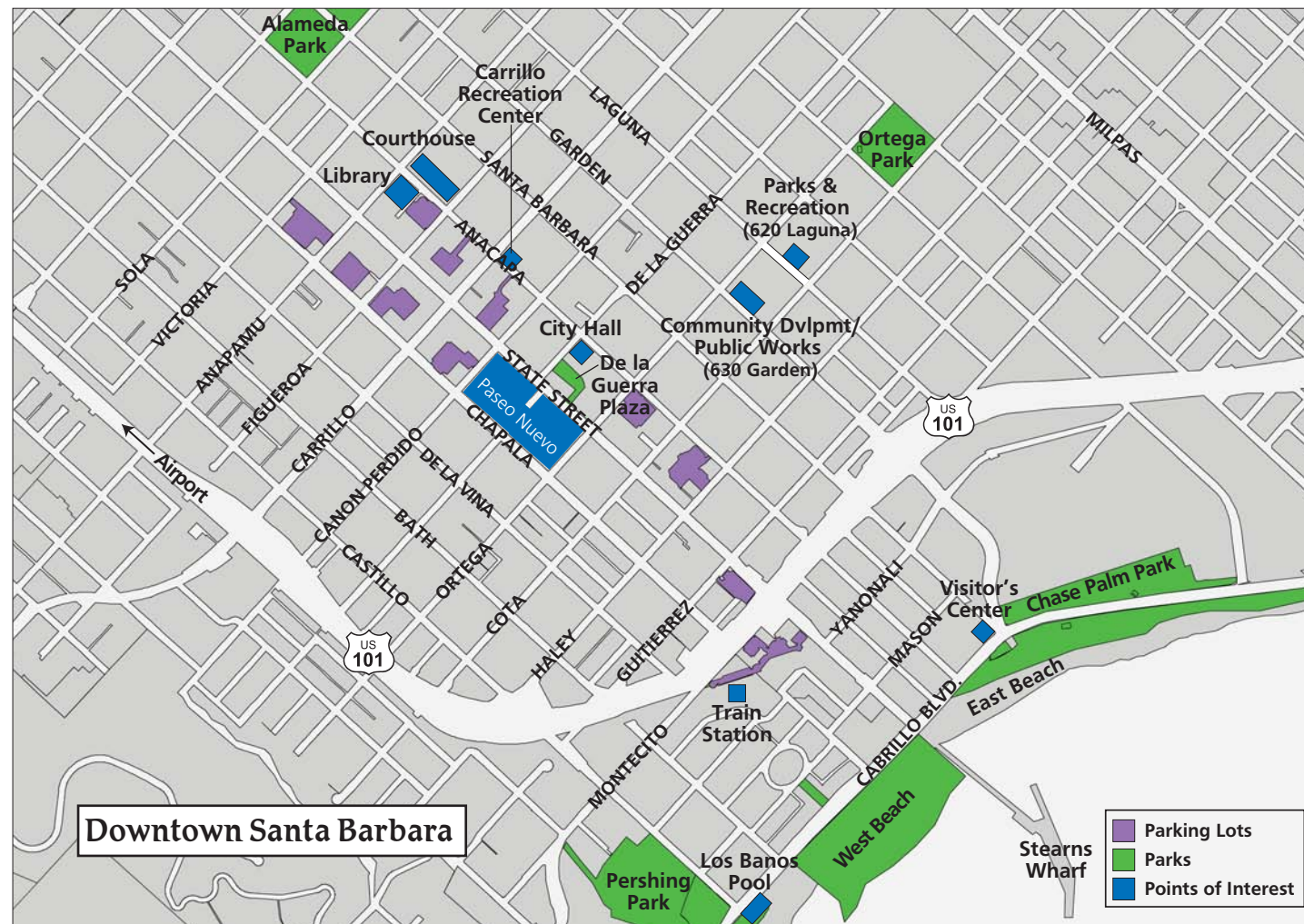
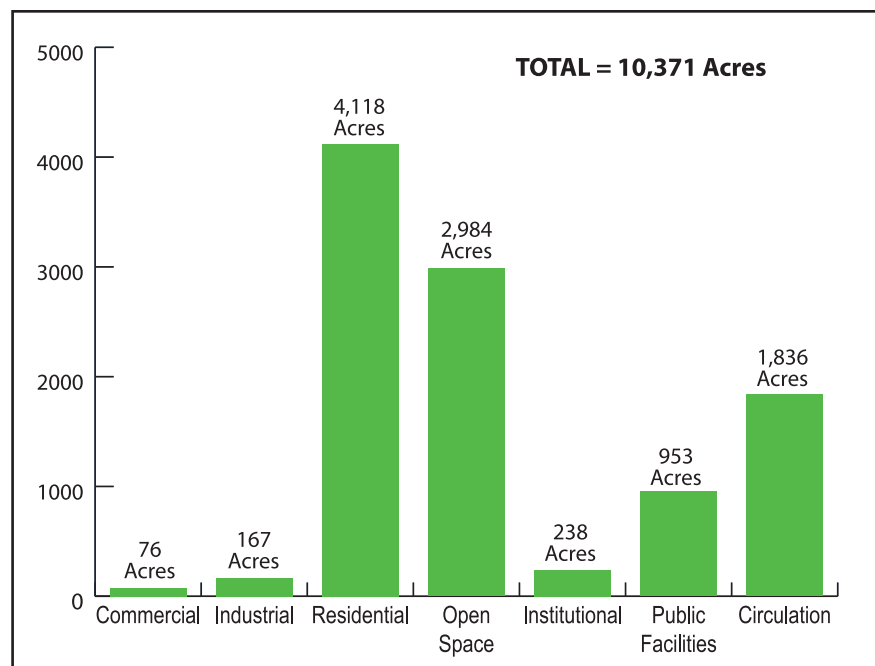


SALES TAX RATE

Retail Sales Tax (Total)
 7.75%

COMMERCIAL AND INDUSTRIAL REAL ESTATE

Land Use Mix



Brochure available online at http://www.SantaBarbaraCA.gov/Resident/Community/City_Facts/

City Directory

Address

City Hall
 735 Anacapa Street
 Santa Barbara, CA 93101
www.SantaBarbaraCA.gov

City Departments

Airport	
Administration	967-7111
Parking (Ampco)	967-2745
City Administrator	564-5305
City Attorney	564-5326
City Clerk	564-5309
City TV – Channel 18	564-5311
Community Development	564-5502
Building & Safety	564-5485
Housing & Redevelopment	564-5461
Planning	564-5470
Finance	564-5334
Business Licenses	564-5346
Purchasing	564-5349
Water Billing	564-5343
Fire	965-5254
Human Resources	564-5316
Library	962-7653
Eastside Branch	963-3727
Parks and Recreation	564-5418
Adapted Recreation	564-5421
Adult Sports	564-5422
Aquatics	897-2680
Community Services	963-7567
Creeks & Water Quality	897-2508
Cultural Arts	897-1982
Facility Rentals & Locations	564-5418
Golf	687-7087
Parks Information	564-5418
Senior Recreation Services	897-2519
Teen Programs	897-2650
Tennis	564-5517
Youth Activities	564-5495
Police	897-2300
Public Works	564-5377
After Hours	963-4286
Cater Water Treatment Plant	897-2628
Distribution & Collection	
(Water & Sewer Mains)	564-5413
Downtown Parking	963-1581
El Estero Wastewater Plant	568-1010
Engineering	564-5363
Graffiti Hotline	897-2513
Permit Counter	564-5388
Pot Hole Hotline	897-2630
Street Light/Traffic Signal Hotline	564-5416
Street Maintenance	564-5413
Transportation Operations	564-5394
Transportation Planning	564-5385
Water Conservation Hotline	564-5460
Water Resources Admin.	564-5387
Waterfront	564-5531
Harbor Patrol	564-5530
Parking	564-5523