



SANTA BARBARA BOWL

February 15, 2021

U.S. Congressman Salud Carbajal
Representing California's 24th District
2331 Rayburn HOB
Washington, DC 20515

Dear Congressman Carbajal,

Thank you for providing the opportunity to share the meaningful impact, importance and history of the Santa Barbara Bowl Foundation with your office. We are excited to communicate many of the ways that the Bowl has created economic, cultural and social change throughout Santa Barbara County.

As you know, the Santa Barbara Bowl has been dark since March of 2020. As a result, we have been unable to generate the much-needed income to continue our positive impact throughout the community.

Everyone is anxious and eager to apply for the Shuttered Venue Operators grant. Receipt of this grant will ensure that the Foundation not only survives and operates, but also creates important continuity with our programs for when we are able to host live events and return our full focus and energy on local education and the environment.

We are ready to review the attached information with you and your office and we look forward to seeing you in attendance at a Bowl concert in the near future.

Sincerely,

Rick Boller
Executive Director

Enclosures: Impact Document; Letters of Support
CC: Jeremy Tittle, Sasha Davidson, Erica Reyes, Mannal Haddad



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The Santa Barbara Bowl Foundation is an important piece of the vibrant arts and entertainment culture in Santa Barbara County. For the first time since the non-profit's formation in 1981, the Santa Barbara Bowl has been unable to host a concert season for Santa Barbara County. Because of COVID-19, SBBF was forced to fundraise for over \$495,000 towards the costs of utilities, maintenance and upkeep of the venue which are normally covered by concert income.

Santa Barbara's arts play a pivotal role in the local economy. According to the County Office of Arts & Culture:

- 2.6 million people were recorded attending an arts event in SB county in 2019.
- Our county arts industries generated nearly \$200 million in revenue in 2019 alone.
- Local government revenue generated from arts organizations & performances 2019 was \$19.1 million – 71% above the national average.
- 5.3% of all businesses in Santa Barbara County are arts related.

The Santa Barbara Bowl is vital to this overall economic impact. Its place as a world-class venue for unique entertainment experiences gives the Santa Barbara Bowl Foundation the tools to make lasting change by supporting our community, the environment and performing arts education.

Economic Impact

One doesn't have to go far to hear positive stories about the Santa Barbara Bowl and the experiences of patrons. People from far and wide come to attend concerts but it is the local influence that we cherish the most.

Bars, restaurants, local transportation drivers, baby-sitters, media and more are all part of the long tail of the Bowl's economic impact. We have received countless feedback from local bar and restaurant owners and their staff who talk about the busy nights after a Bowl concert.

Some important stats:

- 2017 – 2019 Number of Patrons
 - 411,721 attendees over the three-year period
- 2017 – 2019 Patron Location
 - 33.1% - Percentage ticket buyers with known zip codes from Santa Barbara City
 - 42.7% - Percentage ticket buyers with known zip codes from Santa Barbara County
 - 84.2% - Percentage ticket buyers with known zip codes from California
- 2011 – 2018 Hotel Occupancy
 - 1.6% - Percentage hotel occupancy increases on nights with a Santa Barbara Bowl event



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Environmental Impact

The Santa Barbara Bowl Foundation takes seriously the responsibility of the land entrusted to its care. With 17 acres of largely undeveloped land in the middle of the city, Santa Barbara Bowl has become stewards of the environment and leaders in the industry to significantly reduce the impact from events and operations.

The Santa Barbara Bowl is an industry and nationwide leader in significantly reducing our footprint. There is currently a project to install enough solar arrays to take our annual net energy consumption to zero. The final phase of this project is currently in design with full funding committed.

Some important Stats:

- 2017 – 2019 Waste Diversion
 - 91.4% - Percentage of event waste diverted from landfill to recycling and composting.
 - .9 – Total number of yards of waste per 1,000 attendees the Bowl has eliminated from 2017 to 2019.
 - Even with the increase in guests year over year, we have decreased the gross amount of waste (landfill, compost, recycling) at events year over year.
- 2017 – 2019 Reusable Cups
 - 19,872 – Average number of single-use cups off-set per year by the Bowl's reusable cup program.
 - As the first large-scale venue in the world to adopt a reusable pint program that meets environmental health standards, the Bowl has been the pioneer in creating processes and standards for venues, tours and events to follow. The Bowl is excited to enter the next phase in the post-COVID world to truly encourage a 100% adoption rate for all guests.
- 2017 – 2019 Bike Valet
 - 1,243 – Average number of bikes utilizing complimentary valet services to encourage concertgoers to take alternative modes of transportation to events.

Educational Impact

The Santa Barbara Bowl Foundation takes as one of its core values that arts should be accessible to all. By heavily investing in future artists and future audiences through Bowl Outreach, SBBF has made a lasting impact on the arts culture of Santa Barbara County and the quality of arts education for all students.

The Bowl commits \$1 of every ticket sold to help fund local performing arts education. Through this funding and additional funds raised, the Bowl has committed over \$2,400,000 to support



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over 600 programs in the last decade alone. It is imperative that we get back to events as soon as possible to continue to have positive impacts on youth across Santa Barbara County.

Some important Stats:

- 2017 – 2019 Grant Cycles
 - 102 – Per year average number of unique local organizations that have received support.
 - \$406,000 – Per year average amount of grants distributed.
- 2017 – 2019 Grant Community Tickets
 - 620 – Per year average of Bowl Foundation subsidized tickets given to programs that support under-represented and marginalized youth.
- 2017 – 2019 Grant Community Tickets
 - 441 – Per year average of instruments purchased new, rescued or repaired for schools and organizations through Outreach's Instrument Fund.

The Santa Barbara Bowl Foundation is excited to re-open for events and concerts in order to reinvigorate our long-term commitments to the County of Santa Barbara and our fellow community members.

Please find six letters of support from several of the Bowl's supporters, donors and foundational partners.



Ginni Dreier
830 Miramonte Drive
Santa Barbara, California 93109
805.730.1429/805.729.3816
gindreier@gmail.com

To Whom It May Concern:

The Santa Barbara Bowl has been an important and integral part of our family and our Santa Barbara community for decades. We have experienced many happy moments that have become cherished memories together through the amazing concerts that have been on the stage and the fantastic team at the Bowl that makes the magic happen.

It is difficult to express the loss felt throughout Santa Barbara due to the Santa Barbara Bowl being dark since the end of 2019. Music and other performance art is such a comfort during this hard time, and the inability to gather at the Bowl for friendship and solace has been an added challenge in this pandemic.

All of Santa Barbara and surrounding areas deeply misses being able to enjoy the arts, the views, the people, and the uplifting atmosphere found at the Santa Barbara Bowl. We miss seeing the many staff and volunteers at the concerts who work so hard to make us feel warm and welcome. Our beloved community is hurting by not being able to gather together during the concert seasons and it is heartbreaking to realize one of Santa Barbara's iconic locations has been completely inoperable for over 12 months.

With no operational income, the Bowl has been forced to weather the pandemic by any means necessary. We support their efforts to be part of the Shuttered Venue Operators grants, and look forward to the time when we can all gather again for music and fun at the Santa Barbara Bowl. Please do not hesitate to contact me if I can answer any questions.

Sincerely,

Ginni Dreier
Donor, Past Board Member, and Avid Supporter of the Arts

GEOFFREY CLAFLIN RUSACK

1825 Ballard Canyon Road
Solvang, California 93463

Congressman Salud Carbajal
360 S. Hope Avenue, Suite C-301
Santa Barbara, CA 93105

February 5, 2021

Re: Federal Support for the Santa Barbara Bowl Foundation

Dear Salud,

I hope all is well with you during these crazy pandemic times!

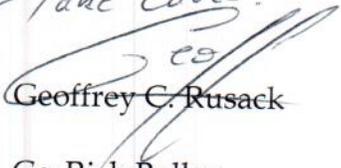
I am writing to both let you know of my family's support of the Santa Barbara Bowl and that we fully endorse their application to be included in the 'Shuttered Venue Operators' grant.

The Rusack Family has included the Santa Barbara Bowl Foundation as one of our on-going funding recipients for many years. We hold the foundation in high regard and greatly appreciate the professionalism in which they conduct all aspects of their business and the attention to upholding our philanthropic investments.

As I'm sure you know, the city and county of Santa Barbara are worse off when the Bowl cannot operate. The loss of jobs, the lack of so many people gathering to share in the culture, and the inability to experience the world-class artists in a beautiful setting have hurt the entire community.

We hope that you will help the Bowl off-set these dark days by supporting the foundation's grant application to help it fill the huge financial short-falls it has incurred.

Lastly, on a personal note, our U.S. NAVY EOD son, Parker, continues to be deployed in Bahrain. From what we hear, though, he may be coming back to the US in the next few months! Thanks for all you have done to help the military!

Take Care!

Geoffrey C. Rusack

Cc: Rick Boller
Greg Kirchmaier

February 8, 2021

To Whom It May Concern:

We submit this letter of support for the Santa Barbara Bowl Foundation's application for the Shuttered Venue Operators grant. The successful awarding of this grant will insure the longevity of this important organization for our community. The funding from this grant will give much-needed operational relief during this period of non-operations.

It has been our pleasure to partner with the Santa Barbara Bowl Foundation for many years, a partnership that has forwarded our organizational priorities of helping local non-profits create sustainable stability.

The Santa Barbara Bowl's community-based programs for arts and environment have created lasting impact across the County. Their dedication to providing arts education has insured that thousands of students have received meaningful performing arts experiences. The Bowl's environmental programs have set local and national standards for leading by example to decrease single-use items at events and off-setting carbon emissions.

We hope you will give their application full consideration and we believe your investment in this non-profit will have long-term benefits across the greater Santa Barbara community.

Gratefully,


Pamela J. Lewis
Chief Operating Officer



THE KIND WORLD FOUNDATION

February 5th, 2021

To Whom It May Concern:

My name is Lee Lysne and I am the Executive Director of the Kind World Foundation (KWF). At this critically important time I would like to express KWF's full support of your consideration of the Santa Barbara Bowl Foundation's application for the Shuttered Venue Operators grant. Kind World has long been a major donor of this beloved institution. Not only is the Bowl the area's premiere outdoor venue for world class live music but also an inclusive gathering place where the whole community is welcome to celebrate the rich cultural diversity of life in the Santa Barbara area.

Kind World believes that by providing a diverse set of performing arts, the Santa Barbara Bowl has made a positive economic, cultural and social impact throughout our community. We have grown to cherish our relationship with the Bowl and look forward to participating in their concert seasons each year. Everything from an annual Mariachi festival to popular touring acts take to that historical stage and the community lights up each time the stage comes to life.

Norm Waitt, chairman and founder of Kind World summed up the urgent need to assure the Bowl stays financially viable despite the enormous economic challenges of the coronavirus pandemic:

"The Santa Barbara Bowl is a fabulous outdoor venue for seeing music and entertainment. It was started back in the CCC era and has been improved steadily ever since. Each summer, the local Santa Barbara community is eager with anticipation to take part in live arts while welcoming visitors from all of California, the United States and the world. It is this sense of togetherness that keeps The Kind World Foundation partnering with the Santa Barbara Bowl Foundation. So many memorable shows have been there and sadly, many that have been missed the last year due to COVID-19. The staff there is also fantastic. Hopefully the Bowl will return to use very soon!"

On behalf of Mr. Waitt and Kind World's entire staff and board it our hope that with your support and that of the local community the Santa Barbara Bowl can welcome both performers and audiences for years to come. Until then here's to the light at the end of the tunnel and the day we can once again safely gather to experience the incomparable magic of live music under the stars.

Best Wishes,

Lee Lysne
Executive Director
Kind World Foundation

To Whom It May Concern:

Please let this letter show our support for the Santa Barbara Bowl Foundation's application for the Shuttered Venue Operators grant. This important grant opportunity comes at a critical time for this organization and our community. The lack of concerts in 2020 depleted much of the Bowl Foundation's resources, much of which are used to support performing arts education throughout Santa Barbara County.

The Brittingham Family Foundation has had a long partnership with the Santa Barbara Bowl Foundation, and we believe their proven track record merits them the full award of this grant.

Improving and maintaining the physical properties for the benefit of artists and patrons, the Bowl Foundation values the arts and environment in meaningful ways for the benefit of the County. For over thirty years, they have set standards across the nation in venue upkeep, the reduction of carbon emissions and single use plastics, and ensuring that thousands of students have received meaningful performing arts experiences.

We hope you will recognize the contributions of the Santa Barbara Bowl Foundation by giving their application full consideration. Your investment in this non-profit will have long-term benefits across the greater Santa Barbara community.



Scott Brittingham
Brittingham Family Foundation

February 9, 2021

To Whom It May Concern:

The importance of the Santa Barbara Bowl to your philanthropic goals?

The Manitou Fund/ McNeely family have a long history and record of being passionate supporters and advocates for the arts. We of Manitou Fund devote time and resources to quantitative and qualitative research pertaining to our philanthropic investments which determine potential for greatest positive impact. The Santa Barbara Bowl programming, leadership, and staff continue to earn our support and wholeheartedly so.

As longtime residents of Santa Barbara, we recognize the aesthetically beautiful Santa Barbara Bowl as a vital and valuable arts institution that has provided inspiring varietal quality programming benefiting our community and beyond for decades. The SB Bowl's commitment to excellence in educational enrichment, program diversity, arts accessibility, particularly so to vulnerable populations and excellence in land stewardship ensure our respect, trust and continuous philanthropic support.

The significance of keeping the Santa Barbara Bowl financially ready to open for events?

As the largest performance venue in our community, the Santa Barbara Bowl has been a focal gathering place for our diverse community. The global pandemic has profoundly impacted the collective "spirit" of our community and impacted the emotional and artistic development of our youth. The Santa Barbara Bowl will be a critically needed venue to inspire audiences, encourage positivity and resilience, ease stress, promote healing and wellness and contribute to advanced cultural enrichment.

As an outdoor venue it is uniquely and importantly qualified as being a "safe" place to gather. Sadly, organizations are struggling to maintain financial viability and survival during this difficult time. The Santa Barbara Bowl has shown resilience despite daunting local disasters, including catastrophic fires and floods. Sound fiscal planning, reassuring community outreach and organizational creativity combined effectively as responses to every challenge, keeping the SB Bowl above the fray, ensuring it's future.

The impact the Santa Barbara Bowl has on the community's culture and youth?

The Santa Barbara Bowl's robust programming has had a profoundly positive impact on our community. Many students in K-12 schools experience their first exposure to music in a live venue through the Santa Barbara Bowl's programs. The Santa Barbara Bowl's rich and varietal offerings of musical experiences as focuses of schools' arts' curriculum inspire life long passion and interest in the arts in the lives of students involved in these programs.

Resources are provided for teachers, students and artists including scholarships, grants and instrument acquisition relied upon by the community to fill the gaps of lost or under-supported arts funding.

The diversity of programs offered by the Santa Barbara Bowl provide community-based access to a wide variety of national acts and entertainers. The entire Santa Barbara community benefit greatly from the robust selection of performances presented annually.

The reach the Santa Barbara Bowl programs has on environment?

It is no secret that the Santa Barbara Bowl's location is special, so much so that performing groups nationally have chosen the magic of this venue over profit, thrilled to perform under the canopy of stars. It is recognized for the multi-cultural audiences and picturesque, open-aired amphitheater design. This location is one which is etched in the hearts and minds of attendees of concerts held here over the decades since its establishment. Everyone has a favorite story or memory of a concert experienced at the Santa Barbara Bowl. The sublime beauty of the place sets it apart for both talent and audience members alike. One can enjoy the sun setting over the city and the moon rising over the stage while being immersed in an enjoyable, spirit uplifting, soul replenishing and perhaps even a profound musical experience at the SB Bowl and feel part of something very special. Music is the language which unifies us all and there is no more inspirational setting than the SB Bowl to set the stage for unforgettable memories to be made and best times to be had.

The Santa Barbara Bowl is a treasure to the community and held in the highest esteem by the Manitou Fund. We are proud to provide support as community partners and enthusiastic supporters. Personally, my husband Michael and I are delighted to have offered our support over the years as we feel so positively and sentimentally about the SB Bowl and its staff and board. We look forward to the restoration of all programs as soon as it is safe for the community. When music once again fills the amphitheater, we will be proud and humbled to have been among the advocates that help the Santa Barbara Bowl Foundation meet this challenge. We strongly implore and encourage support for the SB Bowl and will join with other devotees in applauding your choice to assist this singularly wonderful, important place during this critical time.

In Gratitude,

A handwritten signature in black ink, appearing to read 'Nora McNeely Hurley', with a long, sweeping flourish extending to the right.

Nora McNeely Hurley
Chief Programming Officer, Trustee
Manitou Fund