



May 23, 2013

Supervisor Janet Wolf  
2<sup>nd</sup> District

Dear Supervisor Wolf,

On behalf of the Buellton Chamber of Commerce and Visitors Bureau, I would like to thank you for your continued support of the tourism industry. As a small bureau, the allocation from the County is a valuable piece of our budget. Although it is a minimal amount compared to other organization's allocations, we have been able to continue to promote on an international level with the County's allocation.

The tourism industry, as you know, is an economic engine for the County. The cities within the county, both incorporated and unincorporated, continue to work together to promote the diversity, beauty, and attractions we have to offer. Santa Barbara County is a destination to people all over the world and is one of the most visited places along the Central Coast.

For this year's tourism funding budget, we would like to request the following:

- 1) The continued financial support for the Buellton Chamber of Commerce & Visitors Bureau.
- 2) Direct staff to incorporate the tourism and film production promotion funding as a permanent line item in the annual county budget.

Since tourism continues to be one of the most substantial revenue generators for the county, appropriate steps must be taken to protect and preserve this industry. Investing in what matters and what shows a great return makes perfect business sense and should continue to be supported. This industry, as we know, creates jobs and is vital for our economy.

Thank you for your time and consideration in this matter.

A handwritten signature in cursive script that reads "Kathy Vreeland".

Kathy Vreeland,  
Executive Director

CC: Chandra Waller, County Executive Officer

# SANTA BARBARA

THE AMERICAN RIVIERA

CONFERENCE • VISITORS BUREAU • FILM COMMISSION

May 23, 2013

Supervisor Janet Wolf  
County of Santa Barbara  
105 E. Anapamu Street  
Santa Barbara, CA 93101

Dear Supervisor Wolf,

We thank you for your ongoing support of Santa Barbara County tourism and film production industries. Funding from the County, City of Santa Barbara and South Coast TBID has resulted in a robust expansion of the variety and reach of marketing programs from the CVB which have helped to lead our \$1.4 billion industry in its current rebound.

Our County benefits directly from tourism and film production as key economic drivers which are helping to fund ongoing and critically important County programs and we are proud of this contribution to our community. In order to strengthen ties and work even more collaboratively and creatively, we have established a regular communication with the county staff on a quarterly basis and hope to continue these meetings in the future.

For this year's tourism funding budget, we would like to request the following the two items;

1. Restoration of the Santa Barbara Conference & Visitors Bureau tourism promotion funding level (\$91,680) and Film Commission funding level (\$50,000) of FY2010/2011.
2. Direct staff to permanently incorporate the tourism and film production promotion funding as a **permanent line item in the annual county budget.**

While this is the only economic development activity undertaken by the County, the County cites "job growth and economic vitality" as the first legislative principal in the 2013 legislative platform. As this is the first priority cited, and has been in this statement of legislative priorities in the past, it follows that these efforts must be treated as an ongoing investment and therefore ongoing budget item. While the amount that the County contributes to the Santa Barbara Conference & Visitors Bureau and Film Commission is comparatively small, it helps to fund key programs which return substantial revenue to the County and is symbolic of the support of county officials and elected supervisors for our industry.

Thank you for the consideration.

Kathy Janega-Dykes  
President/CEO

Geoff Alexander  
Film Commissioner

CC: Chandra Waller, County Executive Officer

Santa Barbara Conference & Visitors Bureau and Film Commission  
500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 SantaBarbaraCA.com



Solvang Chamber of Commerce  
P.O. Box 465  
Solvang, Ca. 93464  
805-688-0701  
[www.solvangcc.com](http://www.solvangcc.com)

May 30, 2013

Clerk of the Board of Supervisors  
105 East Anapamu Street, Suite 407  
Santa Barbara, Ca. 93101

Dear Ms. Waller, County Executive Officer

Please accept this letter of request on behalf of the Solvang Chamber of Commerce.

Mission Statement: The Solvang Chamber of Commerce is a champion of business, providing advocacy, education and resources to the business community.

The Solvang Chamber of Commerce is submitting two projects/programs:  
Solvang Third Wednesday and a proposed new relocation and business guide.

- Funding Request Amount: \$5000.00

The funds allocated to the Solvang Chamber will be used to create a comprehensive relocation and business guide as well as expanding the reach and programs of Solvang Third Wednesday.

Solvang Third Wednesday was created to increase mid-week tourism and includes discounts at over 60 businesses, S3W Wine Walk, Summer Concerts in the Park, entertainment throughout the year as well as two larger signature events, Midsummer Musik, featuring 12 hours of Music throughout the City of Solvang and the Solvang Scarecrow Fest. 2013 marks the 4<sup>th</sup> Anniversary of the Solvang Scarecrow Fest which will expand this year to all five townships and cities in the Santa Ynez Valley. The event runs for an entire month giving visitors opportunities to participate during mid-week and weekends. Through these programs Solvang Third Wednesday brings exposure for tourist related businesses which showcase the viticulture, artistic, musical, cultural and commercial resources of the County of Santa Barbara. Aspects of this program target the 25 -55 age demographic increasing exposure and revenue to the area. Since its inception Solvang third Wednesday has brought increased sales and revenue to businesses in Solvang. Tour groups are seeking out Solvang Third Wednesday as a destination and reason to stay in Solvang one more night. Solvang Third Wednesday is an ongoing and expanding program.

The new relocation and business guide will provide new businesses and residents with information about city demographics, real estate and leasing resources, education, listings of existing businesses and City of Solvang information. This guide will promote Santa Barbara County and the Santa Ynez Valley as a premier area to conduct business, attract new businesses and skilled professionals in an effort to lower commercial vacancy rates and retain existing businesses.

Estimate completion date for the relocation packet is March of 2014.

We appreciate your consideration and ask that you grant funding for these programs and projects that benefit our entire community.

If you have any questions or require further information, please feel free to contact:

Sue Moualim

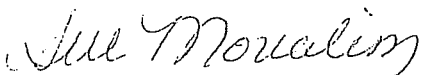
Executive Director – Solvang Chamber of Commerce

805-688-0701

email: [solvangchamber@solvangcc.com](mailto:solvangchamber@solvangcc.com)

[www.solvangcc.com](http://www.solvangcc.com)

sincerely,



Sue Moualim

Executive Director



HEAD.  
HEART.  
HANDS,  
HEALTH.

*Growing Youth  
who Thrive.*

**Santa Barbara County 4-H Youth Development Program**  
6950 Hollister Ave., Suite 275, Goleta, CA 93117 • (805) 893-3409

May 18, 2013

Santa Barbara County  
Board of Supervisors  
105 East Anapamu Street  
Santa Barbara, CA 93101

Via First Class Mail and E-Mail

Re: 2013-2014 Budget UCCE/4-H

Dear Honorable Chair Carbajal and members of the Board of Supervisors:

As volunteer members of the Santa Barbara County 4-H Management Board, we would like to address the potential loss of funding for the University of California Cooperative Extension, and thus the 4-H Youth Development Program, in fiscal year 2013-2014. This elimination of funding would cause UCCE and 4-H to no longer exist in the county.

The purpose of the SBC 4-H Management Board is to oversee the management aspects of the Santa Barbara County 4-H Youth Development Program. We have been diligently working for the past two months on encouraging positive, informative responses to the potential loss of funding for UCCE and our 4-H program.

Although the county has continuously funded UCCE/4-H since the 1920's, it was unfortunately placed on the one-time funding list in June 2010 and therefore was included for elimination in the current draft budget along with all other one-time funding. During the 10 year period from 2003-2013, Santa Barbara County funding allocated to UCCE has decreased from \$287,634 to \$153,000, which represents a 47% decrease of funding over 10 years. This funding level is at the lowest level possible to still keep the current program alive within the county.

The \$153,000 line item expense in fiscal year 2011-2012 was leveraged by \$783,424 from UC and USDA and an additional \$625,615 brought in by UCCE advisors and support staff working in SB County. This calculates to an additional \$9.20 for every \$1.00 the county expended. This is a remarkable financial return on investment!

In the last two years, the SB County 4-H program has added more than 200 members and 70 4-H Volunteer Leaders and has recently chartered two new clubs in the county. The number of youth enrolled in 4-H clubs in the year ending June 30, 2012 was 805 members, which represented an increase of 17% over the

**4-H  
Management  
Board**

**Mary Thieleke Jackson**  
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*All Star*

**Johna Emerick**  
*All Star*

**Emily Martinez**  
*All Star*

**Patrick Metzler**  
*All Star*

previous year. There are currently over 855 youth and about 250 volunteers enrolled in the 4-H Club program. Our program is strategically continuing to expand to previously underserved communities in all areas of the county. As members of the 4-H Management Board, we have witnessed and been involved with the transformation of the Santa Barbara County 4-H Program into a statewide model of Public/Private partnership and have seen our program grow and thrive.

During the 11/12 year, an additional 4,396 youth were served through 4-H Agua Pura environmental education outreach activities and 4-H booths at school and community events, more than twice as many youth reached through such methods the previous year.

As 4-H volunteers, leaders and County 4-H All-stars, we know the positive influence 4-H has on our youth. These personal experiences within the 4-H program are confirmed in the findings of a national study conducted by Tufts University on 4-H positive youth development which concluded "that when compared to other youth, 4-Hers excel and are:

- 25% more likely to contribute to their families, themselves and their communities
- More likely to see themselves going to college
- 41% less likely to engage in risk/problem behavior"

As we celebrate the California 4-H centennial marking 100 years of 4-H in the state, we would ask you to support us in our county to ensure 4-H will be here for the next 100 years. Please help us by placing UCCE back on the permanent general fund list where it has been traditionally funded since its inception and to minimally fund us at the current level.

For the next 100 years, 4-H youth will be the ones to solve our most complex societal challenges-such as obesity, poverty, depletion of natural resources, climate change, unemployment, and food insecurity. 4-H youth will be the leaders for change.

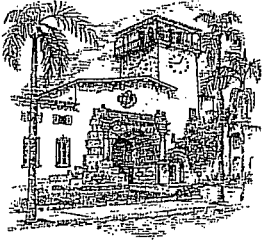
Sincerely,



Mary Thieleke Jackson, Director  
Santa Barbara County 4-H Management Board

Cc: Steve Lavagnino, Vice Chairman, 5<sup>th</sup> District Supervisor  
Janet Wolf, 2<sup>nd</sup> District Supervisor  
Doreen Farr, 3<sup>rd</sup> District Supervisor  
Peter Adam, 4<sup>th</sup> District Supervisor  
Chandra Waller, County Executive Officer  
Cathy Fisher, County Agricultural Commissioner

# Santa Barbara Courthouse Legacy Foundation



Our mission is to fund conservation, preservation, and restoration projects so current and future generations can enjoy the Santa Barbara Courthouse.

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Salud Carbajal, Chairman  
County Board of Supervisors  
County Administration Building, 105 Anapamu Street  
Santa Barbara, CA 93101

Ref: Request for funding for restoration of the Courthouse Mural Room

May 17<sup>th</sup>, 2013

Dear Supervisor Carbajal;

This letter updates my March 2013 letter to you regarding the Courthouse Legacy Foundation's plan to fund the restoration of the Mural Room. The estimated cost of the project based on three estimates and including a substantial contingency is \$700,000. We are anticipating that the project will take five months to complete. Because of that length of time and the County's scheduling of events for the Mural Room we will not be able to begin the work until Jan. 2015.

While some are disappointed in the distant horizon of the start date we find it useful, as it gives us 15 months to raise the necessary funds to complete the work. We plan to send out RFP in September 2014 and award the lowest qualified bidder in October 2014. Consequently, it is critical that we have the necessary funds in the bank by that time.

We have approached the Towbes and Hind Foundations and they have indicated their interest and support for our project for their 2014 grants. We believe they will fund at least \$250,000. Furthermore, you can see in the attached Report our in-hand, pledged and potential contributions. The fact that we have raised and received pledges of over \$300,000 just in this year is strong evidence of the communities support, and we feel that the County and the City should also be partners in this project. Therefore, we are requesting a contribution of \$40,000. The Courthouse Legacy Foundation will leverage that amount by 16.5 times to achieve our goal of \$700,000.

Please give this matter your consideration in your upcoming budget deliberations. We believe that a healthy public/private partnership is the right way to assure the continued conservation of our Courthouse.

Best regards;

Bill Mahan, AIAE, President, Courthouse Legacy Foundation

RECEIVED

MAY 20 2013

1ST DISTRICT OFFICE

# Confidential

## Santa Barbara Courthouse

### Mural Room Restoration Fund Raising Report

Estimated cost May 2013

Conservation of the entire Mural Room (based on 3 estimates) \$700,000

Fund raising must be completed by Sep. 2014. Work will begin Jan. 2<sup>nd</sup> 2015.

Mural Room Contributions in the bank	\$111,753
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#### Pledged Contributions

1. WWW Foundation (2013, 14 and 15)	\$150,000
2. Michael and Anne Towbes (2013, 14 and 15)	30,000
3. Misc. pledges	<u>15,000</u>
Subtotal pledges	\$195,000

#### Potential Contributions

1. Santa Barbara Foundation (estimated Dec. 2013)	\$10,000
2. City of Santa Barbara (requested 2013)	10,000
3. County of S B (requested 2013)	40,000
4. Palmer Jackson Foundation (requested 2013)	25,000
5. Revenue from Fiesta Event (estimated 2013)	10,000
6. Outhwaite Foundation (requested 2014)	10,000
7. Revenue from unplanned Events (2014)	20,000
8. Contributions from unidentified contributors (2014)	<u>25,000</u>
Subtotal Potential Contributions	\$150,000

Total (in the bank, pledged and potential)	\$456,753
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Potential grants from Towbes/Hind Foundations	<u>\$250,000</u>
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Total Project Funding	\$706,753
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Scheinfeld Center for  
**Entrepreneurship & Innovation**  
Dream. Plan. Profit.

CALIFORNIA



Small Business  
Development Centers  
*Los Angeles Regional Network*

May 23, 2013

Chandra L. Wallar, County Executive Officer  
Salud Carbajal, Supervisor  
105 E. Anapamu Street  
Santa Barbara, CA 93101

Re: Budget Expansion Proposal  
*\$27,000 representing 50% of SBDC Cash Match Need*

Dear Ms. Wallar, Supervisor Carbajal and Board Members:

Please consider the following proposal and request for funding during your upcoming budget expansion hearings.

**Small Business Development Centers (SBDCs) & Economic Development**

Small Business Development Centers SBDCs provide a vast array of technical assistance to small businesses and aspiring entrepreneurs. By supporting business growth, sustainability and enhancing the creation of new businesses entities, SBDCs foster local and regional economic development through job creation and retention. As a result of the no cost, extensive, one-on-one, long-term professional business advising, low-cost training and other specialized services SBDC clients receive, the program remains one of the nation's largest small business assistance programs in the federal government. The SBDCs are made up of a unique collaboration of SBA federal funds, state and local governments, and private sector resources.

SBDCs provide services through professional business advisors such as: development of business plans; manufacturing assistance; financial packaging and lending assistance; exporting and importing support; disaster recovery assistance; procurement and contracting aid; market research services; aid to 8(a) firms in all stages; and healthcare information. SBDCs serve all populations, including: minorities; women; veterans, including reservists, active duty, disabled

Melissa V. Moreno, J.D., Director  
Scheinfeld Center for Entrepreneurship & Innovation and Santa Barbara County SBDC  
721 Cliff Drive | Santa Barbara, CA 93109 | 805.892.3643 | melissa.moreno@sbcc.edu

personnel, and those returning from deployment; personal with disabilities; youth and encore entrepreneurs; as well as individuals in low and moderate income urban and rural areas. Based on client needs, local business trends and individual business requirements, SBDCs modify their services to meet the evolving needs of the hundreds of small business community in which they are situated.

### **Our Local SBDC**

SBDC assistance is available virtually anywhere with 63 Host networks branching out with more than 900 service delivery points throughout the U.S. In California, the Los Angeles Regional SBDC Network is hosted by Long Beach Community College District and serves eight centers throughout the Los Angeles, Santa Barbara and Ventura Counties. Locally, the Economic Development Collaborative of Ventura County (EDC-VC) hosts the SBDCs serving both Santa Barbara and Ventura Counties, under the direction of Ray Bowman. The Santa Barbara County satellite center opened in 2011 and is hosted by Santa Barbara City College Scheinfeld Center for Entrepreneurship & Innovation, under the direction of Melissa V. Moreno. The SBDC program is designed to match dollar-for-dollar every federal dollar that it receives with state, community or private funds. The Los Angeles Regional SBDC Network received \$3.4 million in federal funds in 2009.

### **Performance**

To give you some perspective on the kind of impact SBDC's have on our nation's businesses, one new job is created every 12 hours by an SBDC client, \$2,500 in new sales is generated every hour, and \$1,500 in new financing is obtained by an SBDC client every hour. SBDCs are local economic development engines and intensively outcome oriented.

SBDC consultants are required to engage clients long-term and work toward specific outcomes. Our local centers' 27 consultants are focused on job creation, increasing sales, capital infusion/investment, and helping businesses start up. In 2012 alone, the Ventura and Santa Barbara County SBDCs reported the following outcomes as a direct result of providing business owners with assistance through consulting:

- \$27,837,882 in increased sales
- \$19,691.875 in capital infusion
- 437 job created
- 22 new businesses started

Your local Santa Barbara County SBDC office reported these outcomes in 2011-2012:

- 242 Clients served
- 1,392 Consulting hours provided
- 97 jobs created
- \$11,295,742 increased sales and capital infusion combined
- 158 milestones/goals reached by clients
- 540 workshop trainees served

**Need for Cash Support: \$53,000**

The funding model for SBDC's includes a cash match component. Funds received from the Small Business Administration must be matched by local public and private sectors. Because the EDC-VC is an established collaborative, the SBDC Ventura County matching dollars are met through long-standing established funding relationships with 11 cities, Ventura County and the private sector. On the other hand, while the Santa Barbara County SBDC has benefited greatly these past two years from cash-match funding from the State, this funding has now sunset and the need is great and immediate. The Scheinfeld Center needs to establish an annual funding mechanism to keep the local SBDC presence alive and serving our community. The Scheinfeld Center contributes \$5,000 every year toward the cash match requirements and tens of thousands in in-kind match.

If you review the attached budget sheets, you will see that the Scheinfeld Center Santa Barbara County SBDC budget is approximately one-third of the overall Ventura County/Santa Barbara County budget. Federal funds received are \$106,868 with a \$53,472 required cash match. Each year, we will need to raise this cash match.

**Request for \$27,000 Cash Match from the County (50% of Need)**

We conducted a per-capita analysis in Santa Barbara County and created a fundraising strategy. We are in the process of partnering with the four largest cities in the county in terms of population: Santa Barbara, Goleta, Lompoc and Santa Maria and expect to receive commensurate funding from these sources to match 50% of our need as these cities account for approximately half of the population in the county. As such, we are requesting the other half of the cash match from the County of Santa Barbara (\$26,736). We feel the per-capita analysis makes the most sense to determine fairness in contribution. Anticipated

shared contribution is as follows:

- \$10,694 City of Santa Barbara (20%)
- \$10,694 City of Santa Maria (20%)
- \$2,677 City of Goleta (5%)
- \$2,677 City of Lompoc (5%)
- \$26,736 County of Santa Barbara (50%)

**Conclusion**

Thank you for considering our proposal to fund fifty percent of our SBDC cash match needs. We are providing a service to our community that clearly has an economic development impact, and we know of no other local organization reporting such impact numbers, and our success has occurred in such a short period of time. There is an obvious and demonstrated need for the kinds of service the Santa Barbara County SBDC provides to our small business community, and we hope you help keep our services alive.

Please let us know when your budget expansion hearings are scheduled so that we may plan to answer any questions you may have. Thank you for your consideration.

Respectfully submitted,



Melissa Visconti Moreno, J.D.  
Director, Santa Barbara County SBDC (Satellite Center)  
Director, SBCC Scheinfeld Center for Entrepreneurship & Innovation  
(805) 892-3643  
melissa.moreno@sbcc.edu

Ray Bowman  
Director, Ventura County and Santa Barbara County SBDCs

encl.

**EDC-VC**  
**Los Angeles Regional SBDC Network - Total Program Budget**

January 1, 2013 - December 31, 2013

	Federal Funds	Cash Match	In-Kind Funds	TOTAL	PROGRAM INCOME	GRAND TOTAL
<b>Personnel</b>						
Salaries	\$60,903	\$29,997		\$90,900		\$90,900
SBDC Director	\$28,844	\$14,207		\$43,051		\$43,051
Coordinator	\$15,410	\$7,590		\$23,000		\$23,000
Admin						
<b>Total Salaries Cost</b>	<b>\$105,157</b>	<b>\$51,794</b>	<b>\$0</b>	<b>\$156,951</b>	<b>\$0</b>	<b>\$156,951</b>
Fringe Benefits						
All Staff	\$26,710	\$13,156	\$0	\$39,866	\$0	\$39,866
<b>Total Personnel Costs</b>	<b>\$131,867</b>	<b>\$64,950</b>	<b>\$0</b>	<b>\$196,817</b>	<b>\$0</b>	<b>\$196,817</b>
Travel						
In-State (Mileage)	\$5,280	\$2,601		\$7,881		\$7,881
Out-of-Region/State Other Travel	\$1,340	\$660		\$2,000		\$2,000
Conference (ASBDC Only)	\$4,020	\$1,980		\$6,000		\$6,000
<b>Total Travel Costs</b>	<b>\$10,640</b>	<b>\$5,241</b>	<b>\$0</b>	<b>\$15,881</b>	<b>\$0</b>	<b>\$15,881</b>
Equipment (over \$5,000)	\$0	\$0	\$0	\$0	\$0	\$0
Supplies						
Office Supplies & Materials	\$3,350	\$1,650		\$5,000		\$5,000
Computer Software	\$201	\$99		\$300		\$300
Minor Equipment	\$268	\$132		\$400		\$400
<b>Total Supplies Costs</b>	<b>\$3,819</b>	<b>\$1,881</b>	<b>\$0</b>	<b>\$5,700</b>	<b>\$0</b>	<b>\$5,700</b>
Contracts (non-advisor)	\$20,904	\$10,296	\$57,000	\$88,200	\$0	\$88,200
Consultants (Business Advisers only)	\$120,573	\$59,387	\$0	\$179,960		\$179,960
Other Direct Costs						
Info Listings/Community Outreach	\$3,350	\$1,650	\$3,000	\$8,000		\$8,000
Facility Rental		\$4,995	\$15,120	\$20,115		\$20,115
Publications/Subscriptions				\$0		\$0
Membership Dues	\$670	\$330		\$1,000		\$1,000
Office Equip. Repairs & Maintenance	\$403	\$198		\$601		\$601
Postage	\$536	\$264		\$800		\$800
Printing	\$536	\$264		\$800		\$800
Professional Development	\$4,690	\$2,310		\$7,000		\$7,000
Telecommunications Expense	\$3,350	\$1,650		\$5,000		\$5,000
Training/Meetings Expense	\$4,000	\$7,000	\$3,000	\$14,000		\$14,000
Other-1				\$0		\$0
Other-2				\$0		\$0
<b>Total Other Direct Costs</b>	<b>\$17,535</b>	<b>\$18,661</b>	<b>\$21,120</b>	<b>\$57,316</b>	<b>\$0</b>	<b>\$57,316</b>
<b>Total Direct Costs</b>	<b>\$305,338</b>	<b>\$160,416</b>	<b>\$78,120</b>	<b>\$543,874</b>	<b>\$0</b>	<b>\$543,874</b>
Indirect Costs	5%	\$15,267		\$15,267		\$15,267
Waived Direct Cost	24.00%		\$82,428	\$82,428		\$82,428
<b>TOTAL BUDGET</b>	<b>\$320,605</b>	<b>\$160,416</b>	<b>\$160,548</b>	<b>\$641,569</b>	<b>\$0</b>	<b>\$641,569</b>

## EDC-VC

## Los Angeles Regional SBDC Network - Total Program Budget

January 1, 2013 - December 31, 2013

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<b>Travel</b> Rate: \$0.555						
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	\$20,904	\$10,296	\$57,000	\$88,200	\$0	\$88,200
<b>Consultants (Business Advisers only)</b>						
	\$120,573	\$59,387	\$0	\$179,960		\$179,960
<b>Other Direct Costs</b>						
Info Listings/Community Outreach	\$3,350	\$1,650	\$3,000	\$8,000		\$8,000
Facility Rental		\$4,995	\$15,120	\$20,115		\$20,115
Publications/Subscriptions				\$0		\$0
Membership Dues	\$670	\$330		\$1,000		\$1,000
Office Equip. Repairs & Maintenance	\$403	\$198		\$601		\$601
Postage	\$536	\$264		\$800		\$800
Printing	\$536	\$264		\$800		\$800
Professional Development	\$4,690	\$2,310		\$7,000		\$7,000
Telecommunications Expense	\$3,350	\$1,650		\$5,000		\$5,000
Training/Meetings Expense	\$4,000	\$7,000	\$3,000	\$14,000		\$14,000
Other-1				\$0		\$0
Other-2				\$0		\$0
<b>Total Other Direct Costs</b>	<b>\$17,535</b>	<b>\$18,661</b>	<b>\$21,120</b>	<b>\$57,316</b>	<b>\$0</b>	<b>\$57,316</b>
<b>Total Direct Costs</b>	<b>\$305,338</b>	<b>\$160,416</b>	<b>\$78,120</b>	<b>\$543,874</b>	<b>\$0</b>	<b>\$543,874</b>
<b>Indirect Costs</b>						
	5%	\$15,267		\$15,267		\$15,267
<b>Waived Direct Cost</b>						
	24.00%		\$82,428	\$82,428		\$82,428
<b>TOTAL BUDGET</b>	<b>\$320,605</b>	<b>\$160,416</b>	<b>\$160,548</b>	<b>\$641,569</b>	<b>\$0</b>	<b>\$641,569</b>

# 2013-2014 Request for Funding, Freedom Warming Centers SB

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DATE: June 6, 2012

TO: Santa Barbara County Board of Supervisors

FROM: Maria Long, Director of the Freedom Warming Centers – [mariawlong@cox.net](mailto:mariawlong@cox.net), 805.452.5466

Agency Contact and Fiscal Agent: Nancy Edmundson, Direct of Administration for Unitarian Society of Santa Barbara, Freedom Warming Centers –[director@ussb.org](mailto:director@ussb.org) , 805.965.4583

RE: 2013-2014 Request for General Funds Support to enhance capacity and program services.

## **Freedom Warming Centers - History & Mission**

The Freedom Warming Centers were created in 2009 due to an increase in homeless deaths on the city streets of Santa Barbara. One of the deaths was a wheelchair bound Vietnam veteran named Freedom Bradshaw, Freedom was well known to the downtown community and was a warm colorful character; the centers continue to operate in his name.

**The mission of Freedom Warming Centers is to relieve suffering and save lives for our neighbors without homes by providing shelter on nights of inclement weather conditions.**

The Unitarian Society of Santa Barbara, on behalf of the many Santa Barbara County faith communities and volunteers who worked to build the Freedom Warming Center's over the past 3 years, thank you again for your past support.

We are requesting a minimum of \$50,000 to continue operations in 2013-2014. We have had an unprecedented number of people seeking our services this past winter and fortunately, no one was turned away. Since last season, we have added two additional sites in Goleta and Carpinteria. To adequately fund operations and including these new municipalities, we would need to increase our general fund support to \$50,000. Additionally, 3 new sites need to be opened as ancillary support for the main sites in Santa Barbara to relieve them of the maximum capacities reached this past winter season. We seek an additional \$22,000 to secure these additional sites, increase staff, insurance and necessary supplies to keep up with the ever increasing demand for our services. We are seeking a total of \$72,000 in support.

Due to critical changes in Casa Esperanza's no tolerance substance abuse policy, that the Warming Centers will potentially see an additional 60 men or women nightly on the streets during the 2013-2014 winter season. For example, if we opened for 45 nights this would equate to an additional 2700 individuals seeking help. We need to be prepared for this high impact of new individuals who will find themselves on the street. Last year, we serve 4,182 individuals in 48 days, this change will undeniably effect

Note: This does not include last season's Lompoc Housing crisis.

# 2013-2014 Request for Funding, Freedom Warming Centers SB

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## Statement of Work to be completed

July 1<sup>st</sup>, 2013 – Sept 15<sup>th</sup> the scheduling and securing of returning sites and new possible host sites commences, grant writing, reporting and major donor gift solicitation continues.

Sept 15, 2013 – October 15<sup>th</sup> – Sites continue to be secured. New and returning staff are rehired or recruited and then for several weeks are comprehensively trained for the Nov 15<sup>th</sup>, 2013 activation. Supplies are inventoried and additional supplies, (mats, blankets, hygiene kits, medical supplies) are purchased, donated and ready for activation.

Nov 15<sup>th</sup> – Activation begins ending March 31<sup>st</sup>, 2014.

The County of Santa Barbara has identified three types of dangerous weather conditions that warrant the opening of the Freedom Warming Centers. These are: Two consecutive days of rain that is forecasted to be greater than 50%; Rain with temperatures forecasted below 40 degrees; a forecasted cold front below 35 degrees. Activation is determined by daily monitoring of national weather sites.

Centers are activated once this criterion is met.

Scheduled host centers are notified 48-72 hours prior to activation so they may get their facilities prepared and their hospitality teams in place. Warming Center staff arrives with blankets, mats and supplies. Set up begins at 5:30 pm and ends at 6:30am the following morning.

Once activated, a comprehensive outreach email of over 500+ is sent to do outreach to our guests. Recipients included: All local media, the office of Emergency Service, C3H, hospitals (including the emergency charge nurse) sheriff, restorative policing, fire departments, doctors without walls, homeless advocates, activists and other homeless service providers. The Warming Center hotline is updated daily.

Nightly, a point in time (PIT) count is kept and measures the following: Weather, date, total served first time guests and Doctors Without Walls treatment.

Guest self-report measures include: Name, gender, age, race, mental health issues, physical disability, illness, veteran status. Requests are relayed for treatment from Doctors Without Walls, when available. Reports are sent daily to the County Director so adjustments, challenges and successes can be formally documented and addressed.

March 31<sup>st</sup> - May 31<sup>st</sup> - Data is audited, distributed and reported. Staff and Clergy wrap up meetings are scheduled for a seasonal review, highlighting program success, challenges, commitments and improvements for next season.



# 2013-2014 Request for Funding, Freedom Warming Centers SB

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## **Anticipated Public Benefit**

1. We relieve suffering and save lives by providing shelter to our neighbors without homes on nights of inclement weather.
2. We relieve the burden to local businesses and their doorways from whom our guests may congregate due to inclement weather.
3. We relieve the burden to emergency services, police, hospitals, jails and other institutions.
4. We collaborate with C3H, Direct Relief, Doctor Without Walls, Easy Lift, Transition House, Rescue Mission, Casa Esperanza, Salvation Army, Public Health, Anthony's Organic Soup Kitchen, Food Bank, BridgeHouse, Good Samaritan, , SB Restorative Policing, Safe Parking Program, Stand Down, Willbridge and many other churches across the county providing a better system of care to for our guests.
5. We save the County of Santa Barbara hundreds of thousands of tax payer dollars annually, at a very minimal cost for the months of activation/operation beginning November 15<sup>th</sup> ending March 31<sup>st</sup>.

(Note: We activated for this seasons point in time (PIT) count to assist our collaborative partner Common Ground, to provide them easier access in administering the Vulnerability Index.)

## **Who we served 2012-2013:**

We provided shelter countywide to (duplicated and unduplicated clients including) emancipated foster youth, mentally ill, physically disabled, those with chronic terminal illness, handicapped and wheelchair-bound, unemployed, underemployed, safe parking program participants, dual diagnosed and substance abusers, those just released from jail, senior citizen's, and veterans (Afghani, Iraqi and Vietnam) We also served couples, families and their pets.

The Warming Centers are a last resort for many marginalized citizens. Sobriety is not a requirement; the only thing we ask is that guests remain calm and respectful. For many of our guests, a traditional shelter is just not an option.

# 2013-2014 Request for Funding, Freedom Warming Centers SB

## **Freedom Warming Centers statistics**

	<b><u>2010-2011</u></b>	<b><u>2011-2012</u></b>	<b><u>2012-2013</u></b>
Hosting Sites	8	11	10
Total Guests	1736	2858	4182
Total # nights (excepting Lompoc 12-13 yr 50 nights)	33	35	48
% Increase of Guests Served Over Prior Years		65% 1 yr.	47% 1 yr. 241% 2 yr.
Guests: North County	240	832	928
Guests: South County	1507	2026	3255
Avg. # guests per night	50	82	87
Cost per guest per night	\$37	\$38	\$29
Total Cost of Operations	\$64,608	\$109,624	\$123,296
Guests Seen by Doctors Without Walls	n/a	77	Estimated 104
Warming Center Coordinators		2	2
On Call Overnight Staff	6	13	17 South County 9 North County

## **Program Development and Capacity building**

This year, as we come upon the end of the Warming Center’s fourth active season, we continue to implement best practices in improving both the day-to-day operations of the Freedom Warming Center program as well as increasing our partnerships with a broad group of faith communities and community organizations.

We have convened an on call Advisory Board comprised of clergy and lay leaders from our congregational partners, local activists and community partners. This Board has supported the work of the Unitarian Society in determining policies, identifying areas for growth, and building relationships with new congregations and organizations. . We also formed the “Friends of Freedom” auxiliary, who collects specialized goods, clothing, wheelchairs and extra special items where we see a need.

We retained two part-time, seasonal Directors who oversaw the day-to-day operations and site management, built relationships with the media, supported grant writing, improved communication and outreach, clarified center operations and documentation. They trained, scheduled and supervised on-call staff and monitored the weather. We also have a pool of 26 county wide on-call overnight staff. Almost all of the paid staff of the Warming Centers have had personal experiences of homelessness that have compelled them to do this work.

## 2013-2014 Request for Funding, Freedom Warming Centers SB

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Volunteer teams from each host site, now exceed several hundred providing hospitality and making sure that the guests were welcomed and comfortable. These generous host congregations made many adjustments to their own schedules to be available and flexible to the needs of the Centers. First Presbyterian there were over 52 hospitality volunteers, including 4 that drove their church vans to pick up and drop off our guests.

It is vital the Warming Centers remain a public/private/nonprofit partnership. Our public funding plays a vital role in attracting and maintaining support from private donors and foundations. It also keeps us in close collaboration with the civic agencies that work on the issue of homelessness, allowing us to direct our work in ways that complement but do not duplicate other efforts.

Looking at the dramatic increase in guests served this past year, we have come to the realization that our emergency Warming Center bed capacity in the city of Santa Barbara and Isla Vista may have been reached. Religious congregations with facilities that are appropriate in location and space are not infinite, and if the guest count continues to grow, we will not be able to shelter them all.

We are pleased to report that our average cost per bed night has dropped to \$29, and recognize that this represents a significantly less amount of money than an emergency room visit or the cost of a night in county jail.

**2012-2013 Budget Report and 2013-2014 Plans:** Funding was secured from the cities of Santa Barbara and Goleta to supplement the county funding for current year operations. In addition, 2011-2012 CDBG and HSC funding was received from the County of SB and the city of Santa Barbara. Additional funds were sought from SB County, CDBG and ESG but were not granted for 2011-2012 or 2012-2013. Private donor solicitation continues to take place.

The proposed minimum budget for 2013-2014 is based on 55 service nights with the expansion of center sites, staff and number of beds. Operation dates are begin November 15 through March 31st.

Warming Center EXPENSES	2011-2012 Actual	2012-2013 Budgeted	2012-2013 Actual	2013-2014 Estimated	2013-2014 Supplemental Site Included Estimated
<b>Nights of Operation</b>	35 nights (Lompoc 50)	40 nights	48 nights	55 nights	55 nights
Coordination Staff	\$ 25,653	\$ 34,100	\$ 34,652	\$ 41,700	\$ 41,700
On-Call Center Staff	\$ 70,721	\$ 57,480	\$ 67,350	\$ 93,480	\$ 117,975
Insurance	\$ 2,891	\$ 2,750	\$ 2,385	\$ 2,750	\$ 4,800
Administration fee	\$ 5,220	\$ 10,183	\$ 10,108	\$ 16,060	\$ 19,900
Supplies	\$ 4,755	\$ 7,000	\$ 8,526	\$ 12,000	\$ 15,000
Travel	\$ 384	\$ 500	\$ 275	\$ 500	\$ 750
Total Expense	\$ 109,624	\$ 112,013	\$ 123,296	\$ 166,490	\$ 200,125

## 2013-2014 Request for Funding, Freedom Warming Centers SB

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The revenue scenario below reflects how \$50,000 in SB County 2012-2013 general funds would be utilized.

<b>SCENERIO ONE \$50,000 County General Funds</b>	<b>2011-2012</b>	<b>2012-2013 Budgeted</b>	<b>2012-2013 Actual</b>	<b>2013-2014</b>
	35 nights (Lompoc 50)	40 nights	48 nights	55 nights
County of SB	\$ 65,000	\$ 25,000	\$ 25,000	\$ 50,000
City of SB	\$ 3,000	\$ 4,675	\$ 4,675	\$ -
City of Goleta	\$ 2,274	\$ 7,726	\$ 7,726	\$ 5,000
City of SB CDBG	\$ 6,000	\$ 7,500	\$ 7,500	\$ 9,500
County HS	\$ 8,350	\$ 8,350	\$ 8,350	\$ 8,350
Fund for Santa Barbara	\$ -	\$ 15,000	\$ 15,000	\$ -
Private Fundraising Reserve	\$ -	\$ 24,000	\$ 35,475	\$ 28,000
Additional Private Fundraising & Foundation Support	\$ 25,000	\$ 11,762	\$ 19,570	\$ 50,000
Total Revenue	\$ 109,624	\$ 104,013	\$ 123,296	\$ 150,850
Net Revenue/Expenses	\$ -	\$ (8,000)	\$ -	\$ (15,640)

## 2013-2014 Request for Funding, Freedom Warming Centers SB

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The revenue scenario two, below, reflects the plan should the \$22,000 additional general funds be approved by the County Board of Supervisors. In addition, in 2013-2014 centers would cease when funds are exhausted with the likelihood that the centers would not activate 55 nights unless additional funds are found.

<b>SCENERIO Two \$72,000 County General Funds</b>	<b>2011-2012</b>	<b>2012-2013 Budgeted</b>	<b>2012-2013 Actual</b>	<b>2014-2015</b>
	35 nights (Lompoc 50)	40 nights	48 nights	55 nights
County of SB	\$ 65,000	\$ 25,000	\$ 25,000	\$ 72,000
City of SB	\$ 3,000	\$ 4,675	\$ 4,675	\$ -
City of Goleta	\$ 2,274	\$ 7,726	\$ 7,726	\$ 5,000
City of SB CDBG	\$ 6,000	\$ 7,500	\$ 7,500	\$ 9,500
County HS	\$ 8,350	\$ 8,350	\$ 8,350	\$ 8,350
Fund for Santa Barbara	\$ -	\$ 15,000	\$ 15,000	\$ -
Private Fundraising Reserve	\$ -	\$ 24,000	\$ 35,475	\$ 28,000
Additional Private Fundraising & Foundation Support	\$ 25,000	\$ 11,762	\$ 19,570	\$ 50,000
Total Revenue	\$ 109,624	\$ 104,013	\$ 123,296	\$ 172,850
Net Revenue/Expenses	\$ -	\$ (8,000)	\$ -	\$ (27,275)

**Summation:**

Our request for \$50,000 of general funds supports our minimal budget needed to address the need we have already experienced this past year and to maintain minimum operations in the coming year. This also provides necessary funds to staff to provide additional donor development and fundraising activities that are required to meet this budget.

Formative conversations have already begun with returning congregations and organizations in the cities of Goleta and Carpinteria about potential additional Warming Center sites. We project the costs of operating additional centers in another city area would be approximately \$25,000 in on call staffing alone, with total cost including insurance and supplies of \$34,000 per site. We are requesting an additional \$22,000 in County general funds to be used toward establishing warming centers in these communities and in downtown Santa Barbara to facilitate our fundraising from those jurisdictions and provide respite to those sites that reached capacity this season.