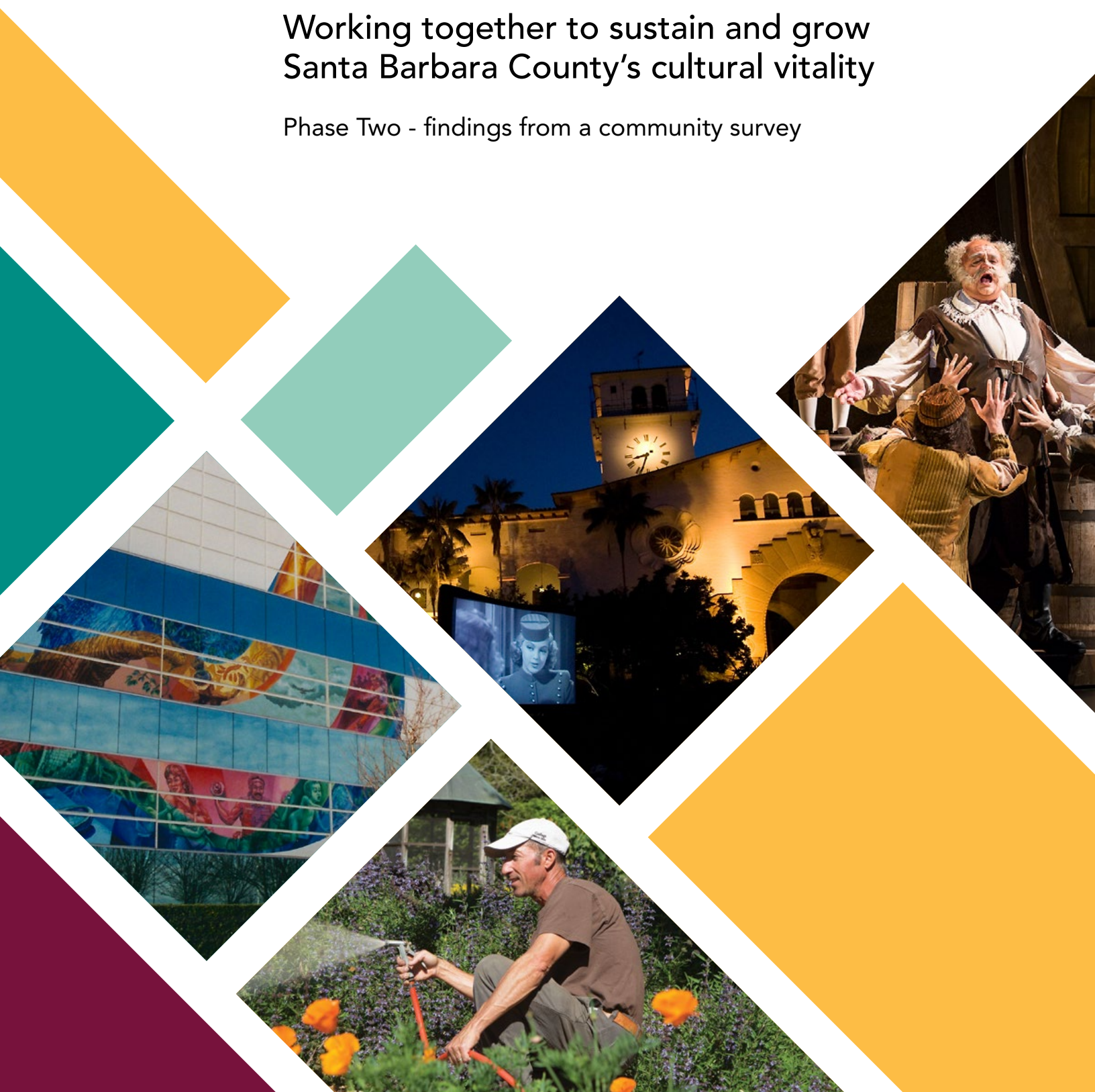




Santa Barbara County  
**CREATIVE  
COMMUNITIES  
PROJECT**

Working together to sustain and grow  
Santa Barbara County's cultural vitality

Phase Two - findings from a community survey



March 15, 2018

Dear Friend of Arts & Culture:

More than five years ago, a number of arts and culture organizations came together to think about how they could best collaborate to ensure the long term vitality and sustainability of the creative life in our community. Among others, they were concerned about changing demographics (aging population, shifting ethnic composition), revolutions in communication, the high cost of living in some of our communities, and changes in the philanthropic landscape. Out of their deliberations grew plans for a three-phase project to survey the arts and cultural life throughout Santa Barbara County, assess strengths, needs, and opportunities, and forge a blueprint for the future of the creative enterprise in our region.

The Santa Barbara Foundation generously agreed to provide funding for a three-phase project (the Santa Barbara County Creative Communities Project) to address the concerns of the collaborative. Interviews with a diversity of stakeholders in Phase 1 provided a first snapshot of the state of arts & culture in our county and statements of perceived needs and aspirations. You are looking at the results of the work of Phase 2, a countywide quantitative survey of residents' interest in arts & culture, the value they ascribe to creative life, their level of participation, and barriers they perceive for involving themselves more deeply. As far as we know, this is the first reliable survey of this nature in our county.

For the most part, the results of the survey are immensely encouraging. We now have firm evidence that creative life in Santa Barbara is strong and that the vast majority of people believe that arts & culture make important contributions to their individual lives as well as the quality of their respective communities. Not surprisingly, 73% of respondents see "socializing with friends and family" as a motivation for attending events. In concert with the high value survey respondents ascribe to the creative life, many would like to expand their involvement and participation. Chief barriers seen for a fuller engagement are lack of time and money.

The survey data also give us, for the first time, good insights into differences in the arts & culture landscape between north and south county, English and Spanish-speaking residents, people who have young children vs. others who do not, different age groups, and different income levels.

The findings of Phases 1 and 2 together will provide a solid foundation for the work of Phase 3, the task of creating a long term blue print for maintaining and further enhancing the vitality of arts & culture both individually and institutionally, for ensuring the broadest possible access and participation for all of our residents, and for providing the stable financial support to make this possible. We hope you enjoy digging into the findings of the community survey—Working Together to Sustain and Grow Santa Barbara's Cultural Vitality, and that you'll continue to follow our progress or get involved in Phase 3. You may visit our web site (<http://ccpsb.org/>) to get more background on the project and follow our progress.

Sincerely,

Karl L. Hutterer and Steven Sharpe  
Co-chairs, Creative Communities Program Steering Committee





# TABLE OF CONTENTS

- INTRODUCTION..... 3
- SUMMARY OF SURVEY FINDINGS..... 4
- WHO PARTICIPATED IN THE SURVEY? .....5-6
- SURVEY FINDINGS BY KEY QUESTION .....7-
  - I. HOW IMPORTANT ARE CREATIVE AND CULTURAL ACTIVITIES TO SANTA BARBARA COUNTY RESIDENTS? ..... 7
  - II. WHAT CREATIVE AND CULTURAL ACTIVITIES ARE RESIDENTS PARTICIPATING IN? ..... 9
  - III. WHAT CREATIVE AND CULTURAL EVENTS ARE RESIDENTS ATTENDING? ..... 11
  - IV. HOW MANY OPPORTUNITIES ARE THERE TO ATTEND CREATIVE, CULTURAL, AND ARTISTIC EVENTS IN YOUR COMMUNITY? ..... 13
  - V. ABOUT HOW OFTEN DID YOU ATTEND CREATIVE AND CULTURAL EVENTS IN THE PAST 12 MONTHS?..... 15
  - VI. WHAT MOTIVATES RESIDENTS TO ATTEND THESE EVENTS?..... 16
  - VII. WHAT PREVENTS RESIDENTS FROM DOING MORE OF THESE ACTIVITIES AND ATTENDING MORE OF THESE EVENTS?..... 18
  - VIII. WHAT NEW CREATIVE AND CULTURAL ACTIVITIES WOULD PEOPLE LIKE TO SEE OFFERED IN THEIR COMMUNITY? .....22
- ACKNOWLEDGMENTS ..... 26

# INTRODUCTION

The goal of the Creative Communities Project is to develop a roadmap for the future growth, vitality and sustainability of Santa Barbara County's cultural sector. The Creative Communities Project was formed in 2014, and represents a broad range of cultural organizations and leaders in arts and culture from around Santa Barbara County.

The first of the project's three phases was completed in 2015. It included a series of interviews with cultural leaders and people involved in arts and culture in Santa Barbara County. The purpose of Phase One was to recommend a vision for the arts and culture sector of Santa Barbara. Findings can be viewed here: <http://www.ccpb.org/phase-1>

In Phase Two, we conducted a survey with county residents. The purpose of the survey was to assess the level to which residents of our county participate in creative experiences and the range of these experiences. We also wanted to understand how residents value these experiences, both for themselves and the community at large. Lastly, we wanted to identify any barriers to their participation, and what types of creative and cultural experiences they would like to see offered in their community.

To make sure the diversity of the county was well represented, we hired and trained four local, bi-lingual (English/Spanish), interviewers to recruit survey participants at community events and everyday situations at 28 different locations across the county. Interviewers administered the survey, in both English and Spanish, using tablet computers.\* In some instances, interviewers also captured photographs and audio responses from consenting participants.

Interviewers systematically recruited participants from key demographic (primary English and Spanish speakers) and geographic (North and South County) groups. This approach (called stratified, purposive sampling) allowed us to describe characteristics and differences across our main groups of interest. Because we did not recruit a true random population sample, which would have been far more expensive, we are not able to generalize these findings to all people in Santa Barbara County.

This report summarizes the findings from this survey, which was conducted in Fall 2017 with Santa Barbara County residents. Survey findings will be interpreted in the third and final phase of the project.

In Phase Three we will create a strategic plan to strengthen arts and culture in Santa Barbara County. The plan will incorporate the learnings from Phases One and Two to provide cultural leaders a plan for growing and sustaining the cultural vitality of the county. Importantly, it will also offer arts and cultural institutions guidance about new ways of collaborating that will ultimately enrich the creative and cultural lives of residents. The Creative Communities Project team intends to conduct this final phase of the project in 2018.

\* Data was collected using the computer-assisted personal interview (CAPI) method.

## SUMMARY OF SURVEY FINDINGS

*Almost all Santa Barbara County residents believe creative and cultural activities are valuable to their communities, people's quality of life, and themselves.* These positive beliefs are evident by people's high amount of participation in creative activities and attendance at cultural events over the past year.

*About two-thirds of residents participated in a creative activity or attended a cultural event at least once a month in the past year, and sometimes even more.* As might be expected, some activities and events are more popular than others. The three most common activities residents said they participated in were creative cooking, dancing, and gardening for pleasure. In terms of creative and cultural events attended, the three most common were movies, live music performances, and arts and cultural festivals.

*There are a variety of motivations driving residents' attendance at creative and cultural events.* The most common reason they said they attended was to socialize with friends and family. However, people also identified several reasons for not doing or attending more creative activities and cultural events. The most common, by far, is lack of time.

*Most residents say they want to participate in more creative and cultural activities than they do currently.* A challenge, however, is that most people do not think there are many opportunities in their communities. The top three new offerings residents want in their communities are free events, museums, and community arts/cultural center/makerspace.

*Findings in this report show survey results for Santa Barbara County residents.* They also show differences between people based on their age, disposable income, language spoken at home, status as parents, and geographic region.<sup>1</sup>



Funding for this survey and report provided by the Santa Barbara Foundation.

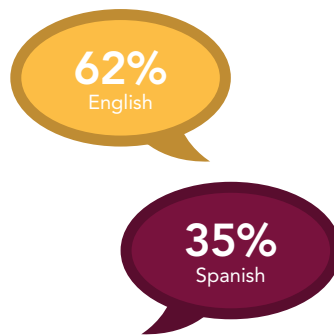


<sup>1</sup> When this report discusses differences between different types of people, analysis showed these to be statistically significant ( $p < .05$ ).

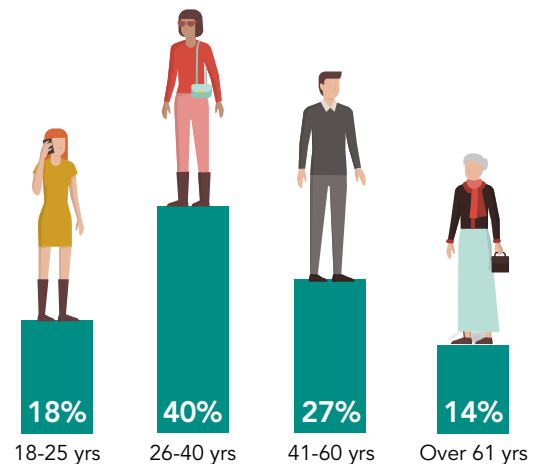
# WHO PARTICIPATED?



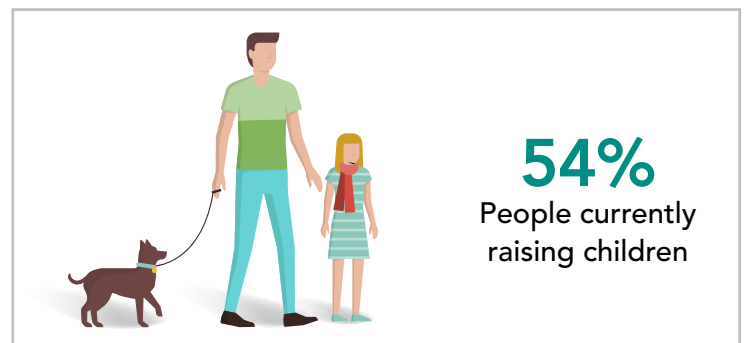
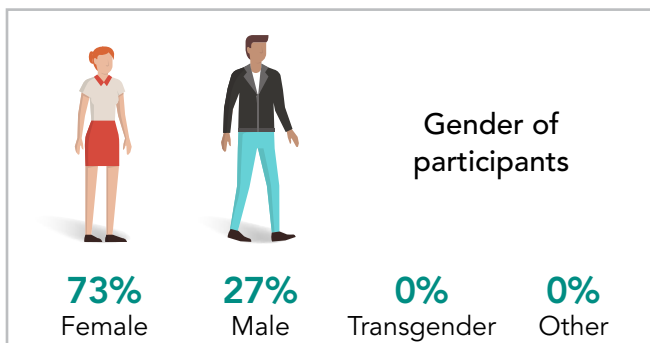
Total number of residents that participated in the survey



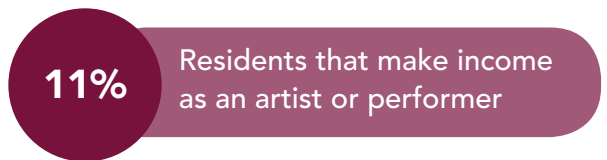
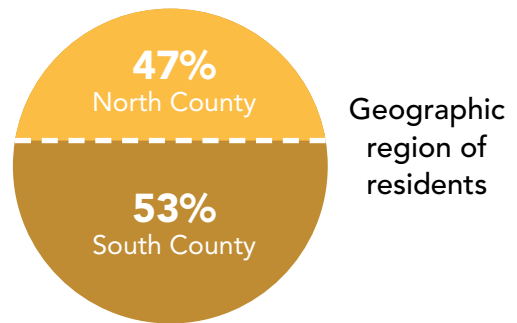
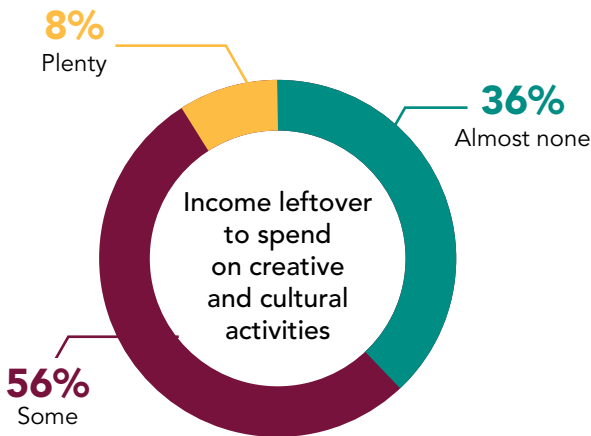
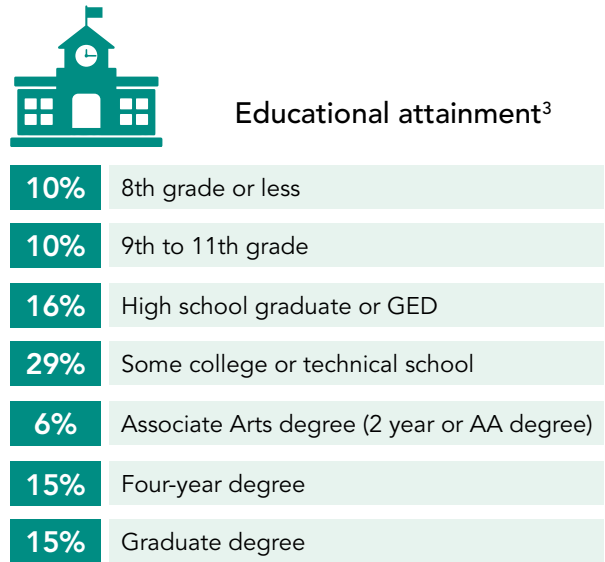
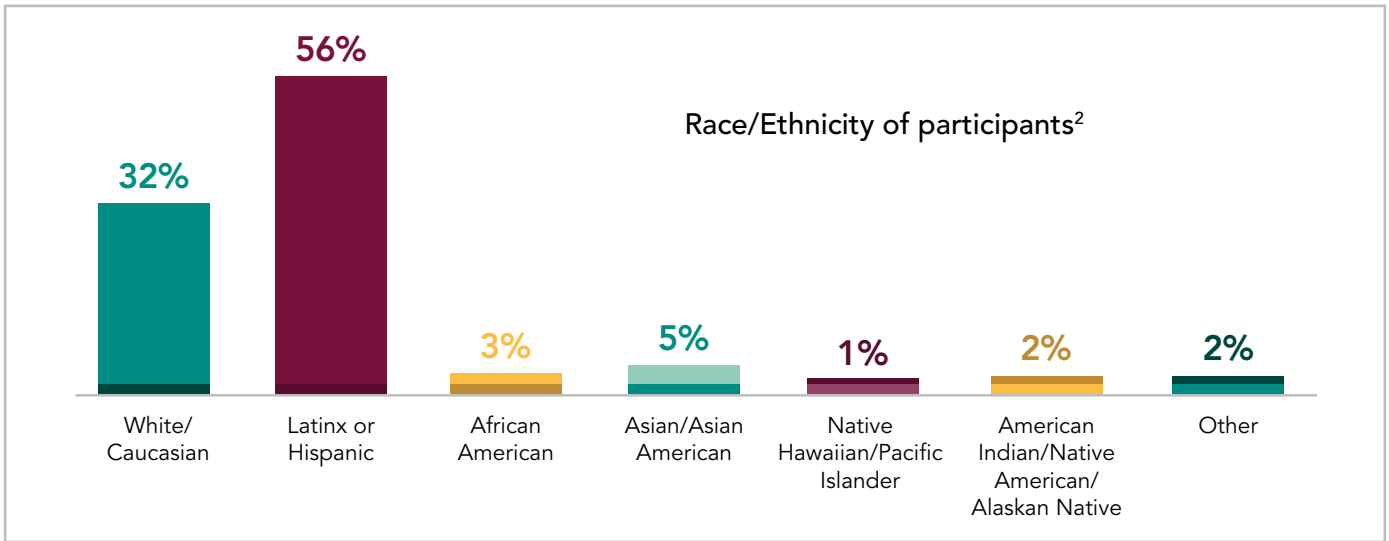
Language spoken at home



Age range of participants



# WHO PARTICIPATED?



Rather than asking in a traditional way about participant income level, we choose to ask about relative income leftover for creative and cultural activities, which is more relevant for our purposes.

<sup>2</sup> The race/ethnicity of survey participants is reflective of county demographics, but with slightly higher proportions of Hispanic/Latinx and other non-white groups. Census data from 2016 show that 45% of county residents were white/non Hispanic; 45% were Hispanic/Latinx; and 10% were of other groups.

<sup>3</sup> The educational attainment of survey participants is also reflective of county demographics. Census data from 2016 show that 80% of county residents had completed high school or received more education; 32% had a four-year degree or more advanced degree.

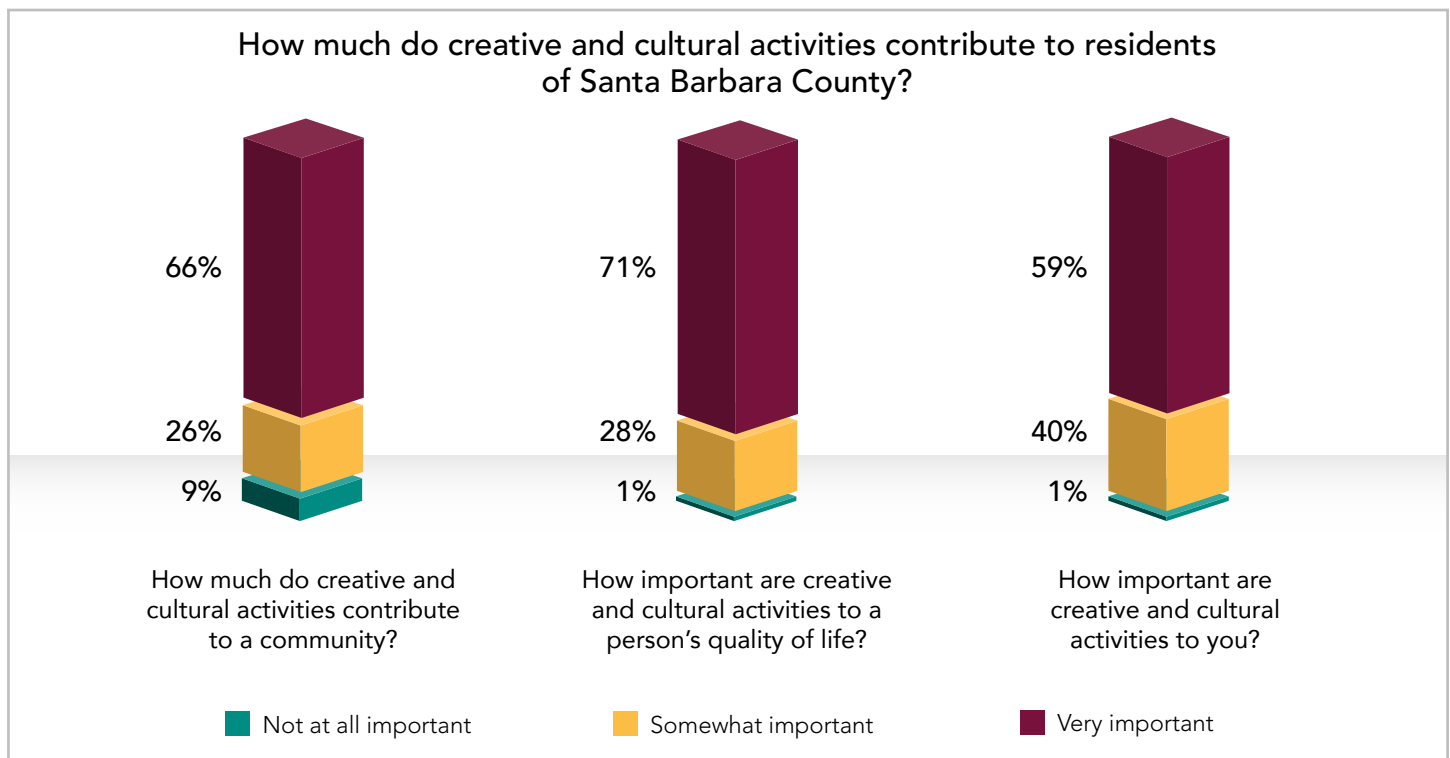


# I. HOW IMPORTANT ARE CREATIVE AND CULTURAL ACTIVITIES TO SANTA BARBARA COUNTY RESIDENTS?

Almost all survey participants believe creative and cultural activities are valuable to their communities, people’s quality of life, and themselves. About two-thirds believe these activities are very important to themselves and others’ quality of life, and that they contribute a lot to a community.

People with different characteristics were similar in their perceptions about value to communities and people’s quality of life. In other words, there were no differences between people who were older vs. younger, lived in North vs. South County, spoke Spanish vs. English at home, had vs. did not have disposable income, and were vs. were not raising children.<sup>4</sup>

However, people did differ in whether they characterize these activities as “somewhat” versus “very” important to them personally. More people living in North County, with little and with plenty of disposable income, and over the age of 26 rated these activities as very important.



*The real power of Creative Communities is that it provides an opportunity for very diverse organizations that have traditionally operated in silos, such as museums or festivals or performing arts groups, to collaborate across the county and create new ways to increase equity, access and sustainability in the arts.*

Karl Hutterer, Director Emeritus of the Santa Barbara Museum of Natural History

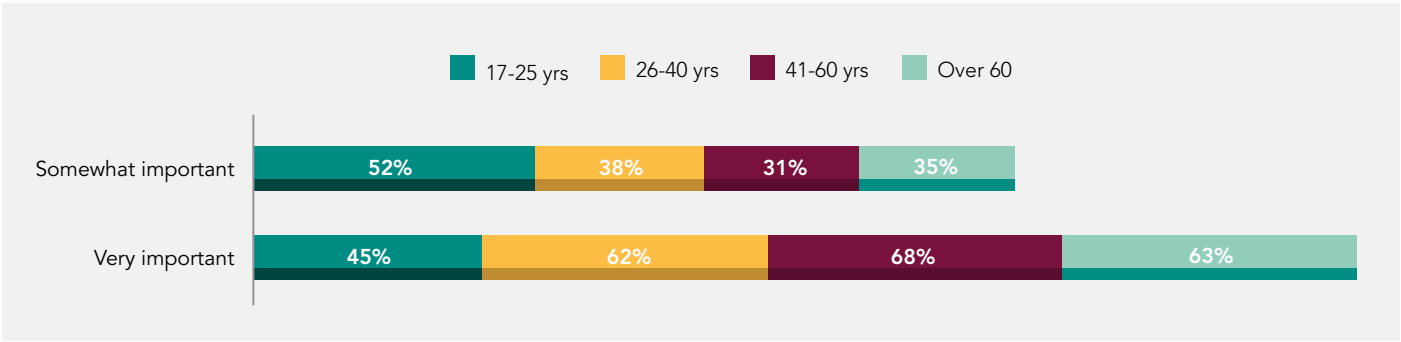
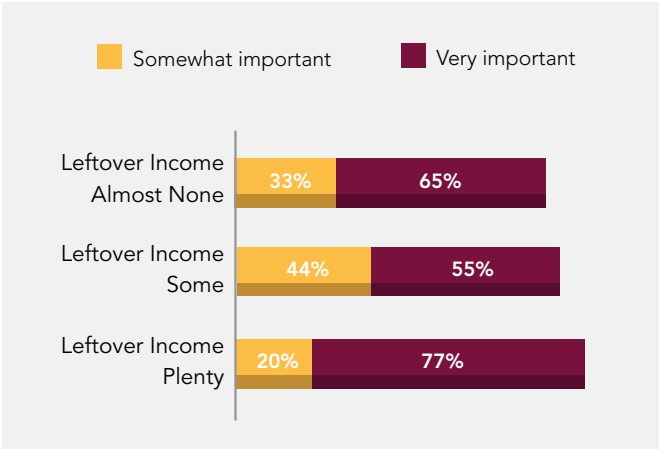
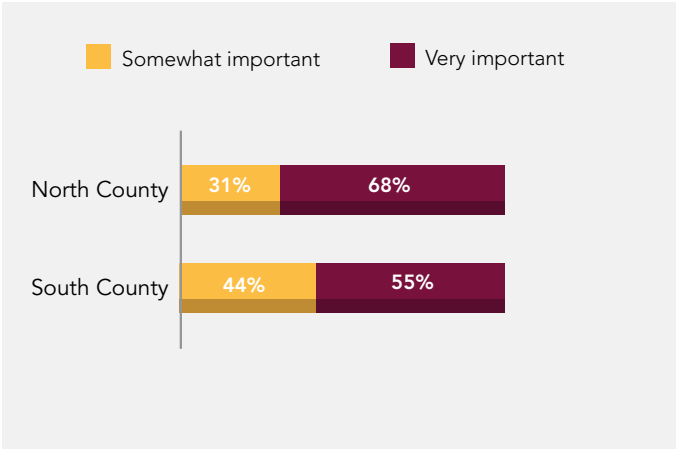


<sup>4</sup> We conducted a preliminary analysis to explore whether differences might exist between North County and the Santa Ynez valley. Findings suggest differences between these regions may exist. However we did not have enough participants from the Santa Ynez valley to conduct these comparisons with confidence, as this was not an original goal of the project.





CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION:  
How important are creative and cultural activities to you?

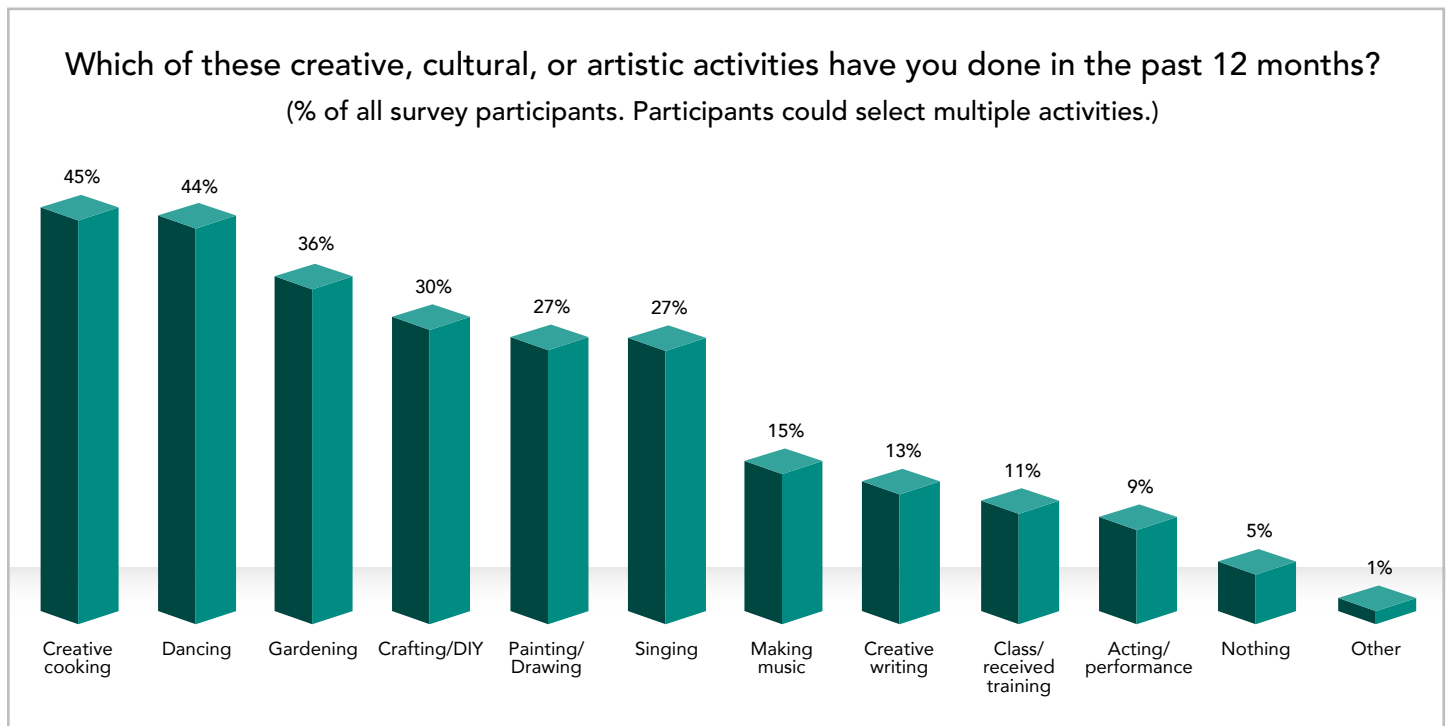


## II. WHAT CREATIVE AND CULTURAL ACTIVITIES ARE RESIDENTS PARTICIPATING IN?

Almost all survey participants (95%) took part in one or more creative and cultural activities in the past 12 months. In other words, only 1 in 20 did not. Some activities and events were more popular than others. The three most common creative and cultural activities people participated in were creative cooking, dancing, and gardening for pleasure.

Whether people participated in an activity sometimes differed based on people's characteristics.

- More North County residents took part in dancing, crafting, and creative writing than those in South County. In contrast, more South County residents participated in singing.
- More people who speak English at home participated in crafting, painting and drawing, and writing creatively than those who speak Spanish. More English-speakers also took an arts class or received training on an artistic activity than Spanish-speakers. More of those who speak Spanish at home, however, cook creatively.
- More people without children took an arts class or received training on an artistic activity than people with children.
- More people over age 60 and those with some or plenty of disposable income garden for pleasure than younger people and those with little disposable income.

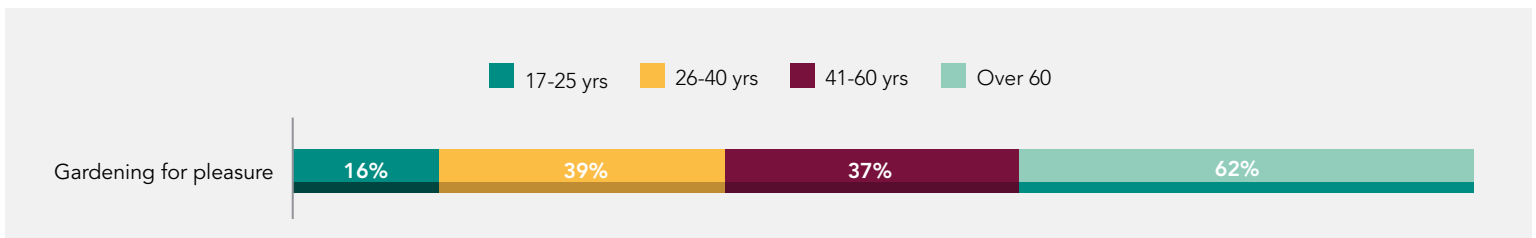
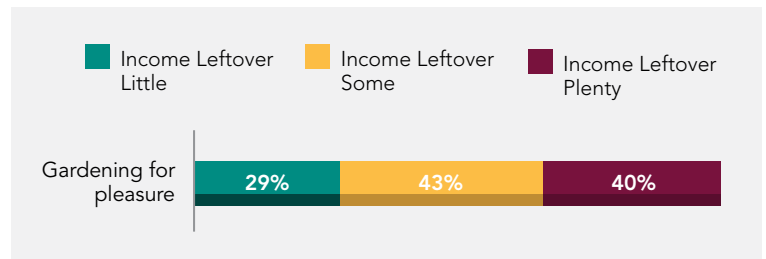
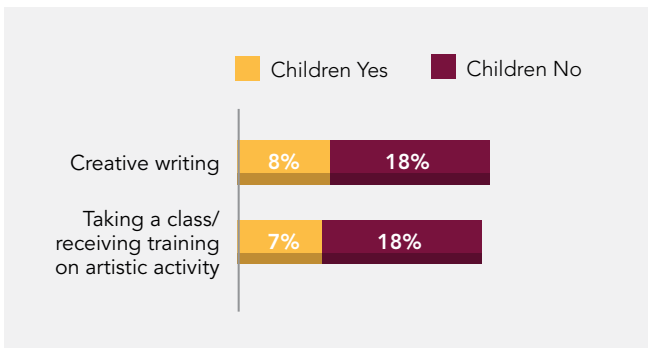
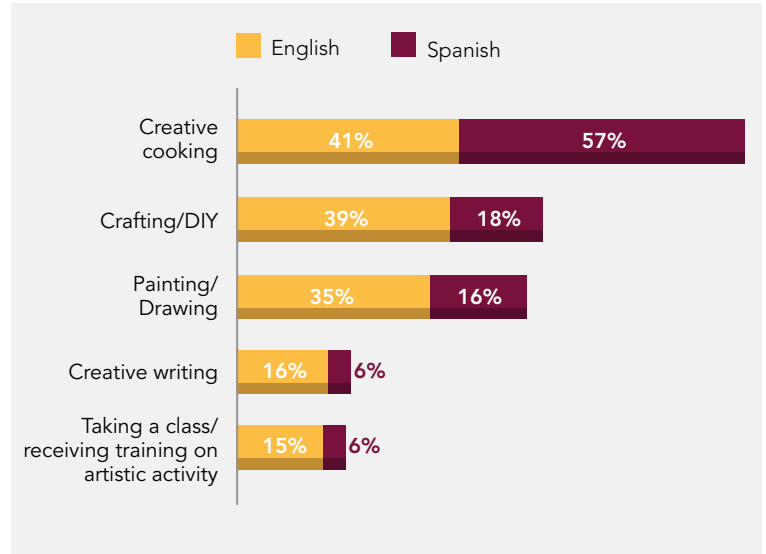
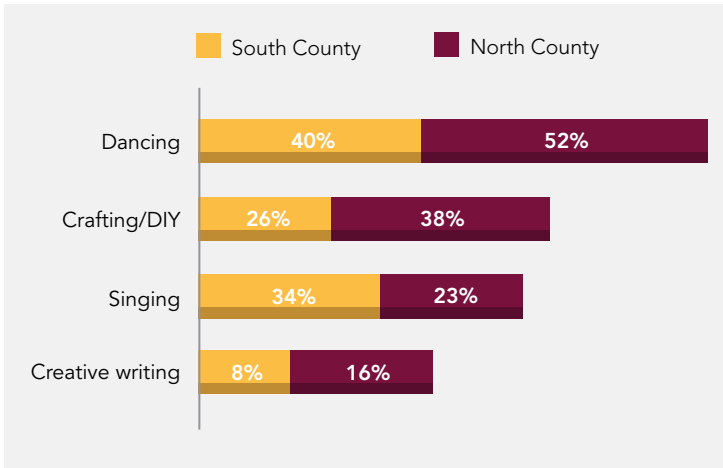


*I grow bonsais – I've been doing it for about three years and I really enjoy it. It gives me piece of mind.*

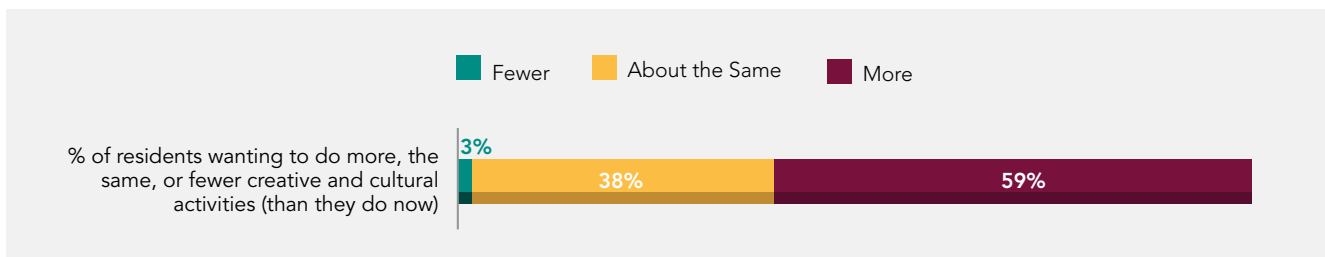


**CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION:  
Which of these creative and cultural activities have you done in the past 12 months?**

Participants could select multiple activities, so percentages may add up to less than or more than 100%.  
For example, 40% of people in South County reported dancing in the past 12 months, while 52% of people in North County did.



*Almost two-thirds of residents want to participate in more creative and cultural activities than they do currently.* This was true regardless of disposable income, language spoken at home, whether they were currently raising children, how old they are, or the region of the county in which they live.

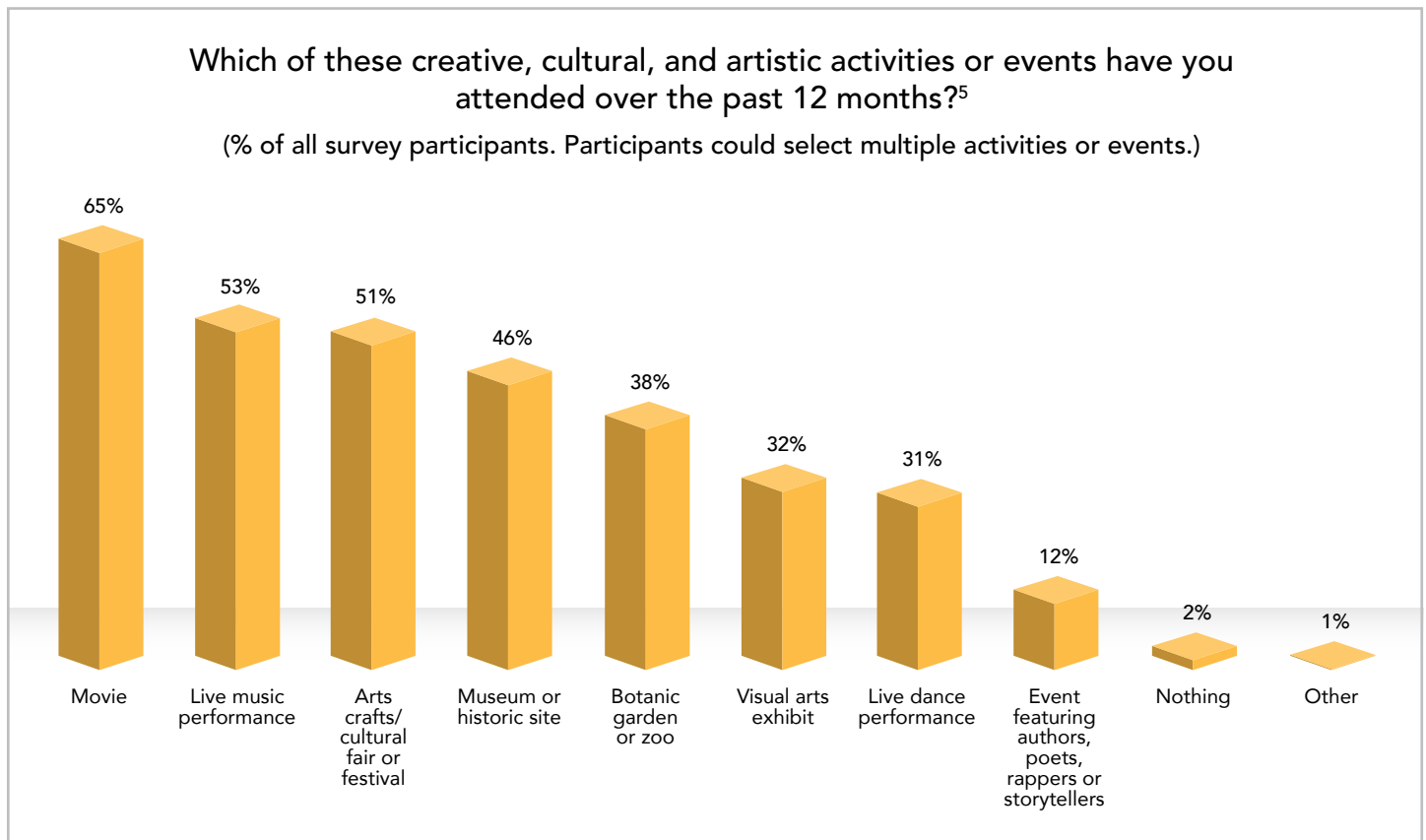


### III. WHAT CREATIVE AND CULTURAL EVENTS ARE RESIDENTS ATTENDING?

The three most attended creative and cultural events were movies, live music performances, and arts and cultural festivals.

The types of activities attended differed most often for people raising children versus not, but other characteristics also played a role.

- More people in South County attended an arts or cultural festival than those in North County. More of those in North County attended a botanic garden, zoo, or visual arts exhibit.
- More people who speak English at home attended a movie, a live music concert or performance, or visual arts exhibit than those who speak Spanish at home.
- More people with children attended a botanic garden or zoo than those without children. More of those without children attended a live music concert, a visual arts exhibit, and events featuring the work of authors/poets/rappers/storytellers.
- More people with some or plenty of disposable income attended a live music concert or performance or museum or historic site than those with little.
- More of the youngest (17-25) and the oldest (over 60) people attended a visual arts activity, while it was people 26 to 59 who were more likely to go to the zoo.

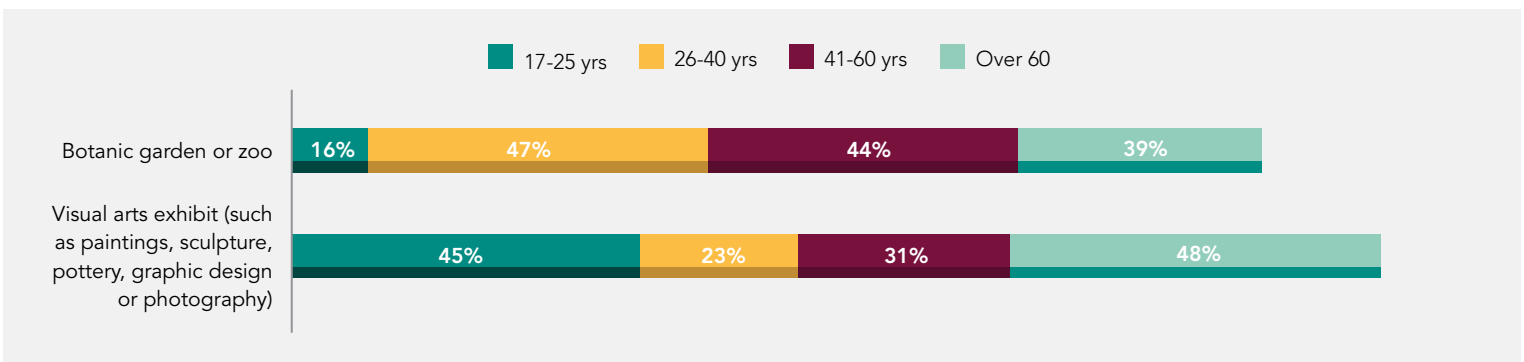
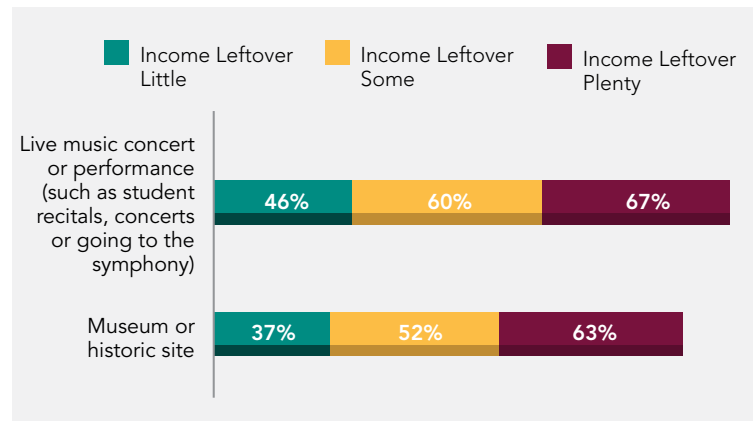
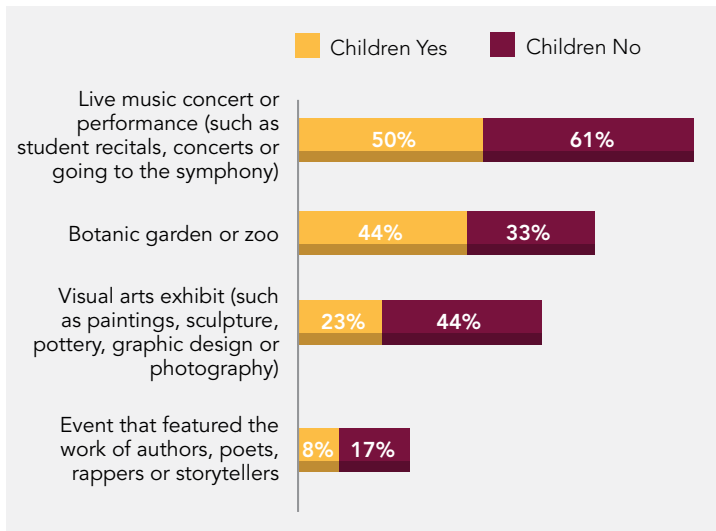
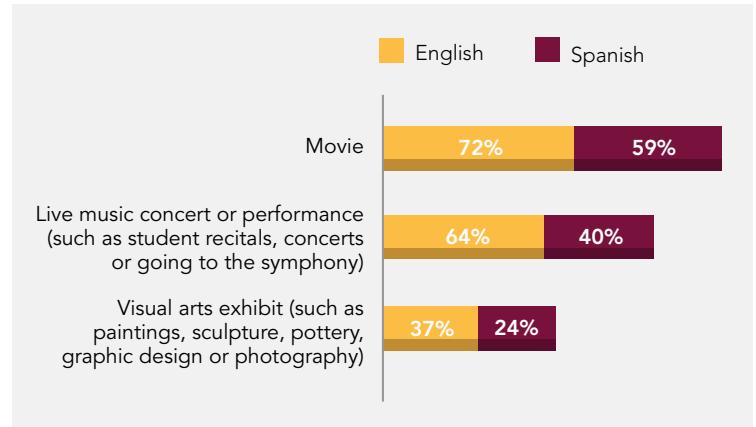
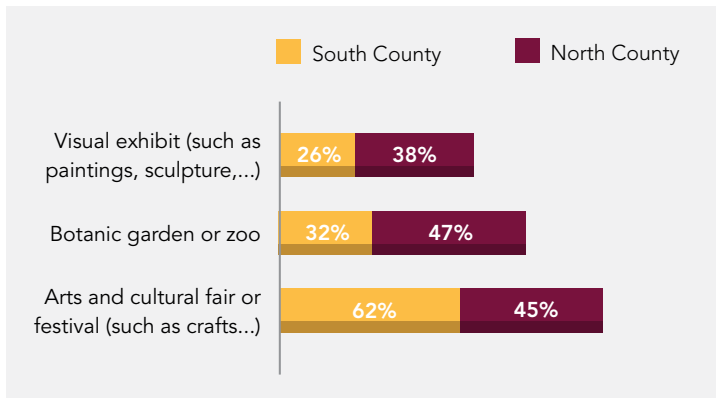


<sup>5</sup> Live theater was not included as a separate category, but was combined into other live performance categories.



## CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION: Which of these creative and cultural activities or events have you attended over the past 12 months?

Participants could select multiple activities, so percentages may add up to less than or more than 100%. For example 26% of people in South County attended a visual exhibit, while 38% of people in North County did.

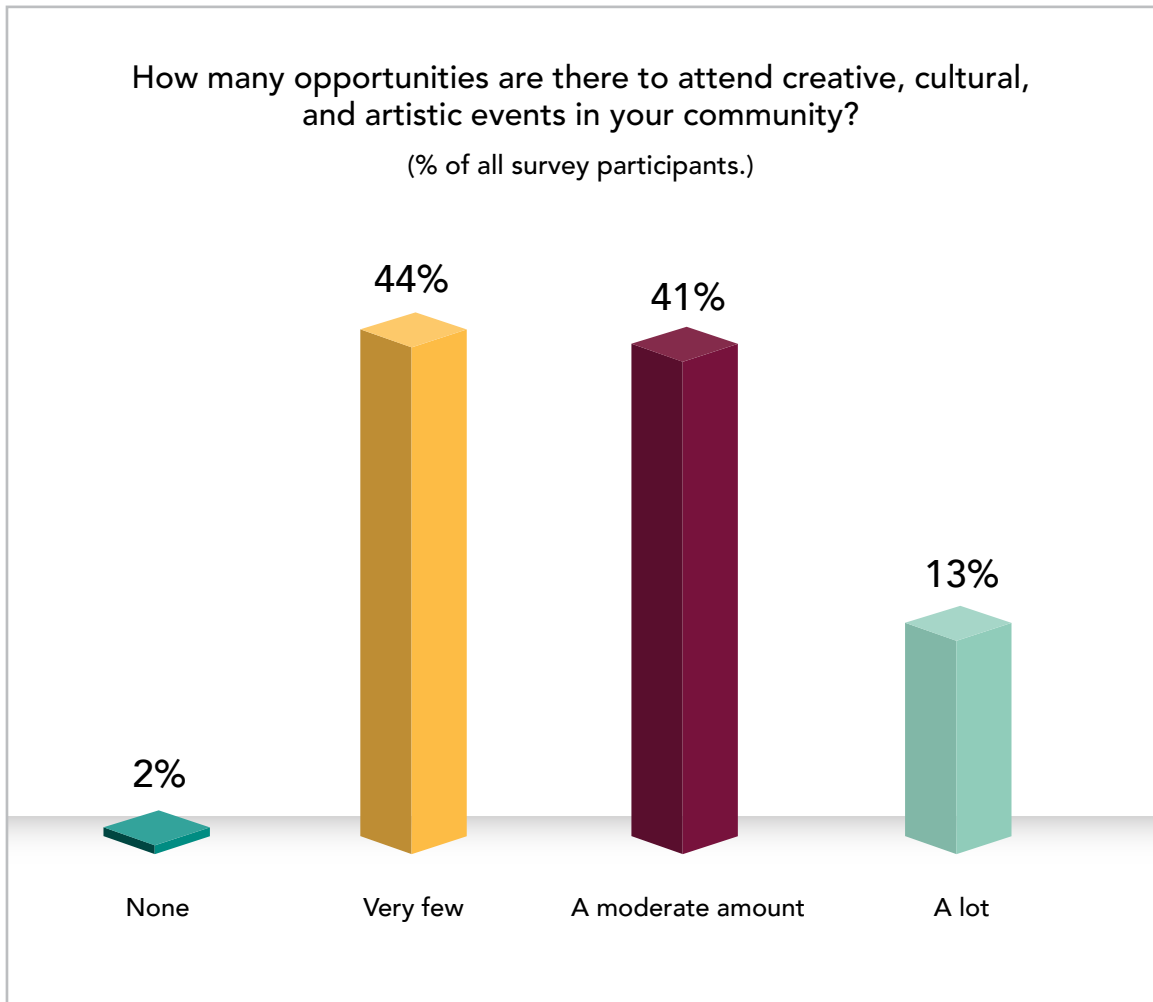


# HOW MANY OPPORTUNITIES ARE THERE TO ATTEND CREATIVE, CULTURAL, AND ARTISTIC EVENTS IN YOUR COMMUNITY?

Residents reported there are not many opportunities to attend creative and cultural events in their communities. For example, almost half perceive no or very few opportunities to attend events. Slightly fewer perceive a moderate amount. A minority perceive a lot.

These perceptions differed on all the characteristics, except age.

- People in North County, Spanish-speaking residents, people raising children, and people with little disposable income report having fewer opportunities than their counterparts.

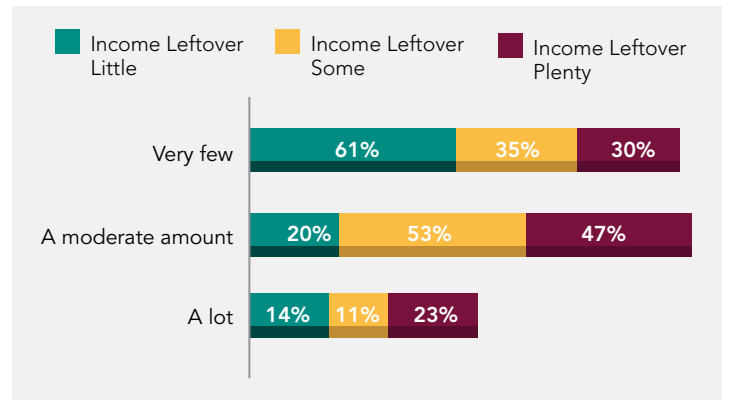
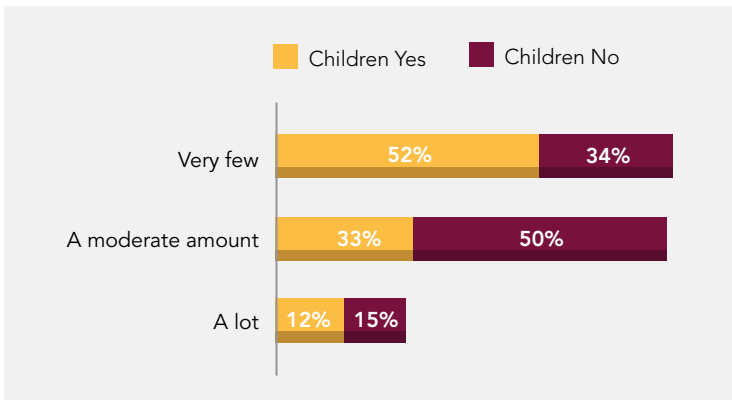
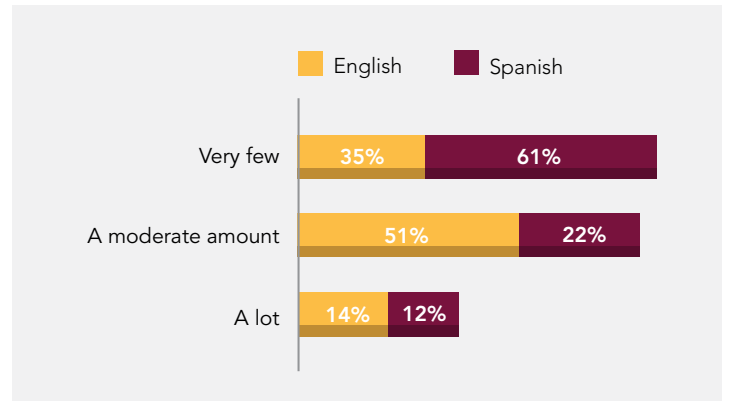
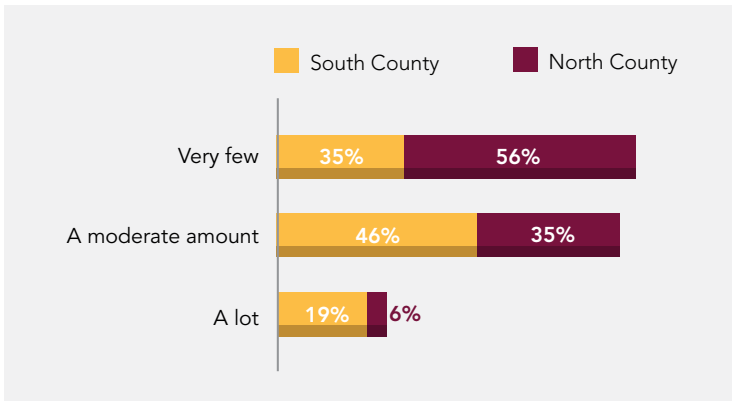


*Having more opportunities in the community would be better - offered at a low cost or free.*



**CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION:  
How many opportunities are there to attend creative and cultural events in your community?**

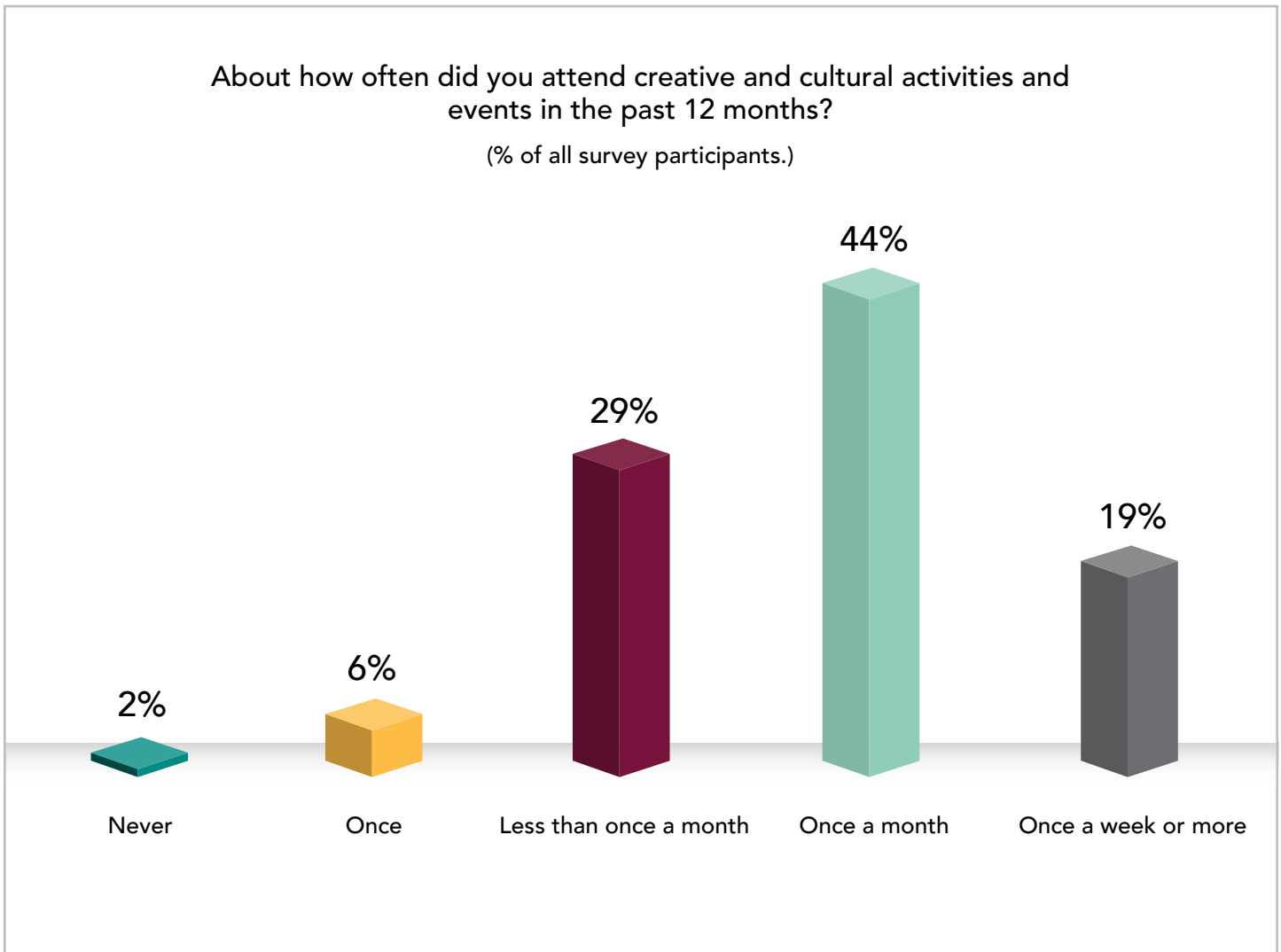
Percentages may add up to less than or more than 100%. For example, while most residents reported very few opportunities to attend events in their community, only 35% of people from South County reported this compared to 56% of people in North County.



“  
*A mi me gustaria a ver mas eventos de cultural para la gente.*  
”

# ABOUT HOW OFTEN DID YOU ATTEND CREATIVE AND CULTURAL EVENTS IN THE PAST 12 MONTHS?

Despite a perceived lack of opportunity, almost two-thirds of residents – in some cases more – attended a creative and cultural event at least once a month in the past year. Very few attended an activity only once or never. How often people attended creative and cultural events was not related to their characteristics.



“  
*We’ve been to a number of concerts here at Lompoc Civic.  
And the murals – we go and look at the murals a lot.*  
”

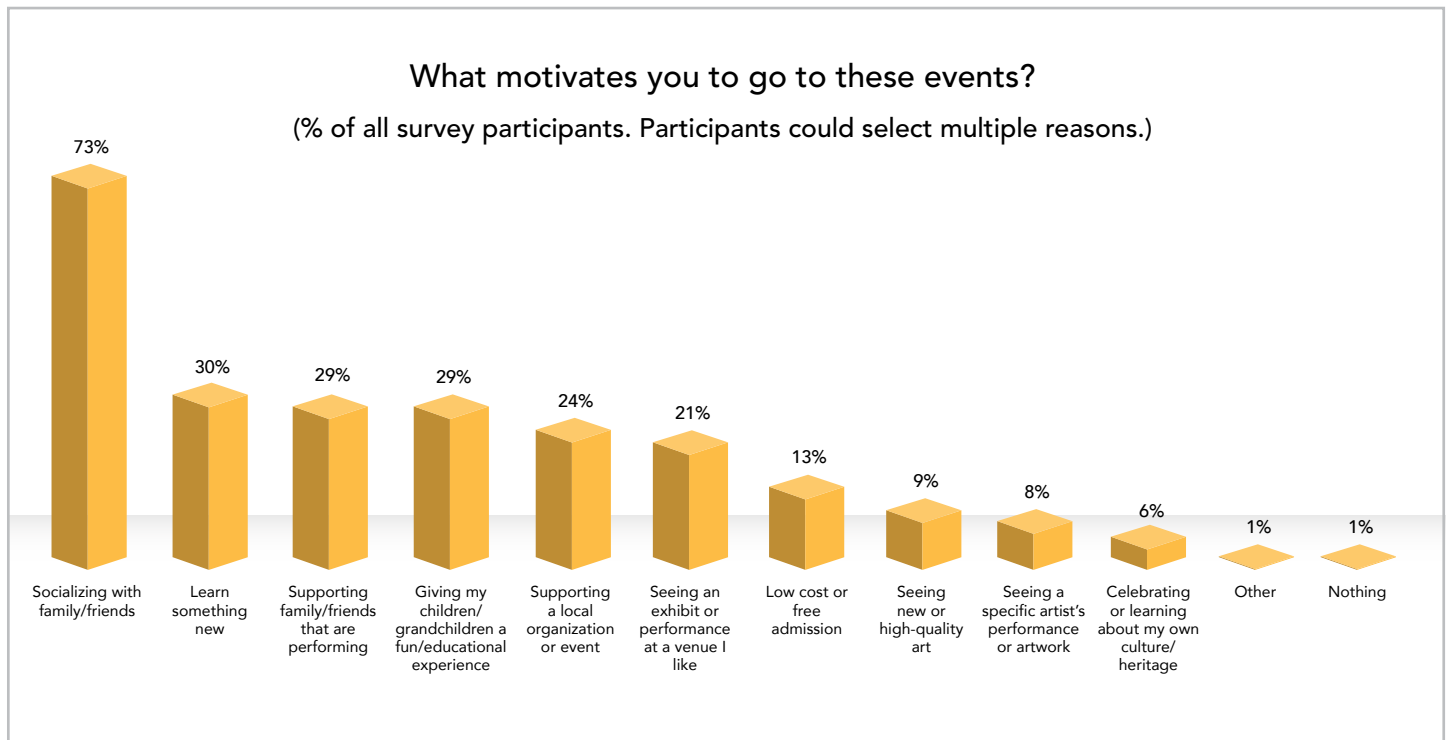


## IV. WHAT MOTIVATES RESIDENTS TO ATTEND THESE EVENTS?

The main reason residents attend creative and cultural events is to socialize with friends and family. Almost three-quarters of all people included this as a reason they attend events.

Reasons for attending events differed most often for people raising children versus not, but also based on whether they live in North or South County and their amount of disposable income. Language spoken at home was not related to reasons for attending events.

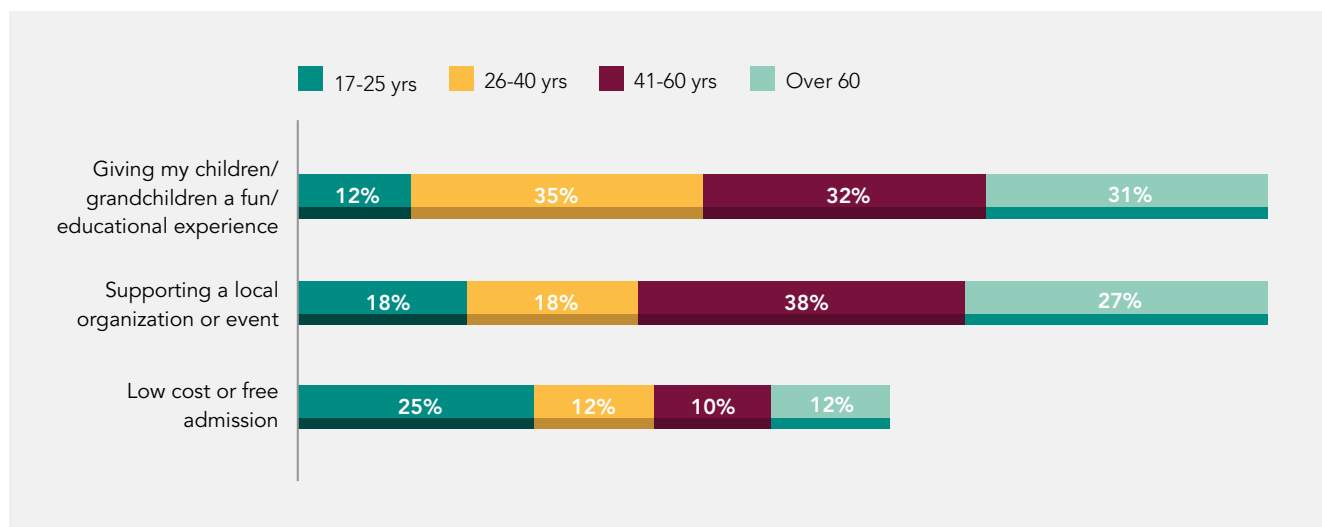
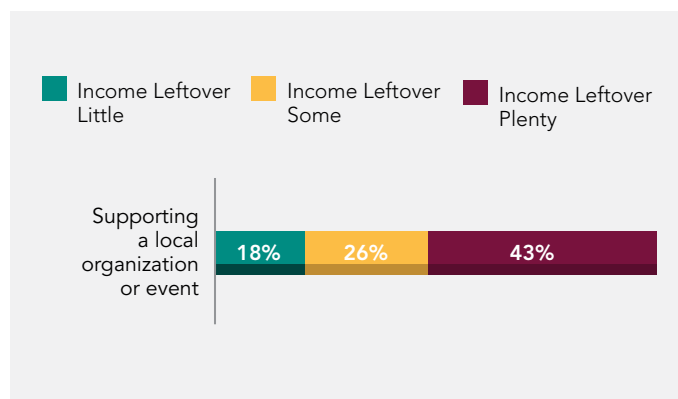
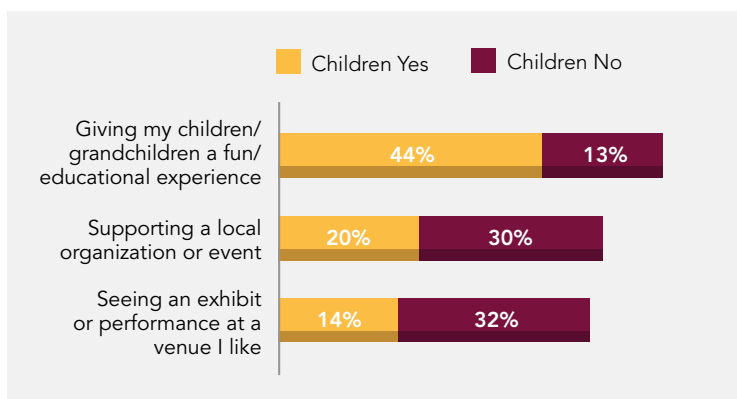
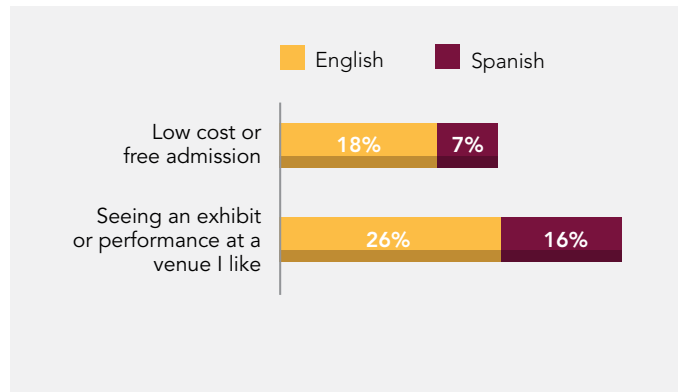
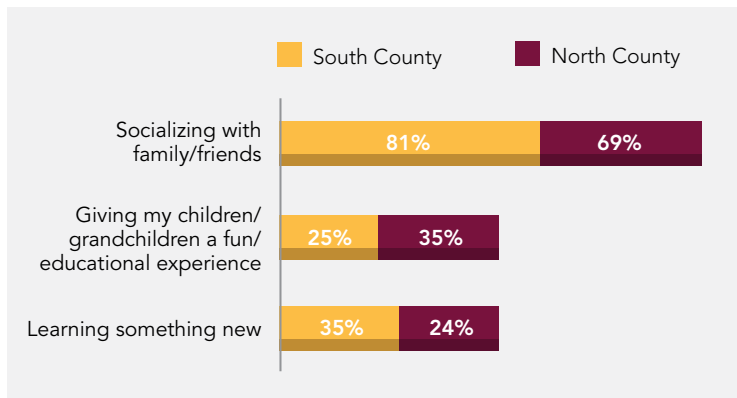
- Compared to those in North County, more people in South County go to events to socialize with friends/family, learn something new, and see new or high-quality art. More people in North County attend events to give their children/grandchildren a fun or educational experience.
- Compared to people who speak Spanish at home, more English speakers go to see a performance because they like the venue, and because events are free or low cost.
- More people raising children – compared to those who are not -- go to events to give their children/grandchildren a fun or educational experience. Those without children are more likely to go to events to support a local organization, see an exhibit or performance at a venue they like, see new or high-quality art, and see a specific artist's work.
- Not surprisingly, people with plenty of disposable income, compared with those with some or little, were motivated to attend events to support a local organization or event.
- Compared to those age 26 and above, more people aged 17 to 25, go to events because of their low cost or free admission. Conversely, more people age 26 and above, compared to 17 to 25, go to events to give their children/grandchildren a fun/educational experience. More of those age 41 and older go to support a local organization or event than younger people.





## CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION: What motivates you to go to these events?

Participants could select multiple reasons, so percentages may add up to less than or more than 100%.  
For example 81% of people in South County reported socializing with family or friends as a reason, while 69% of people in North County gave this reason.

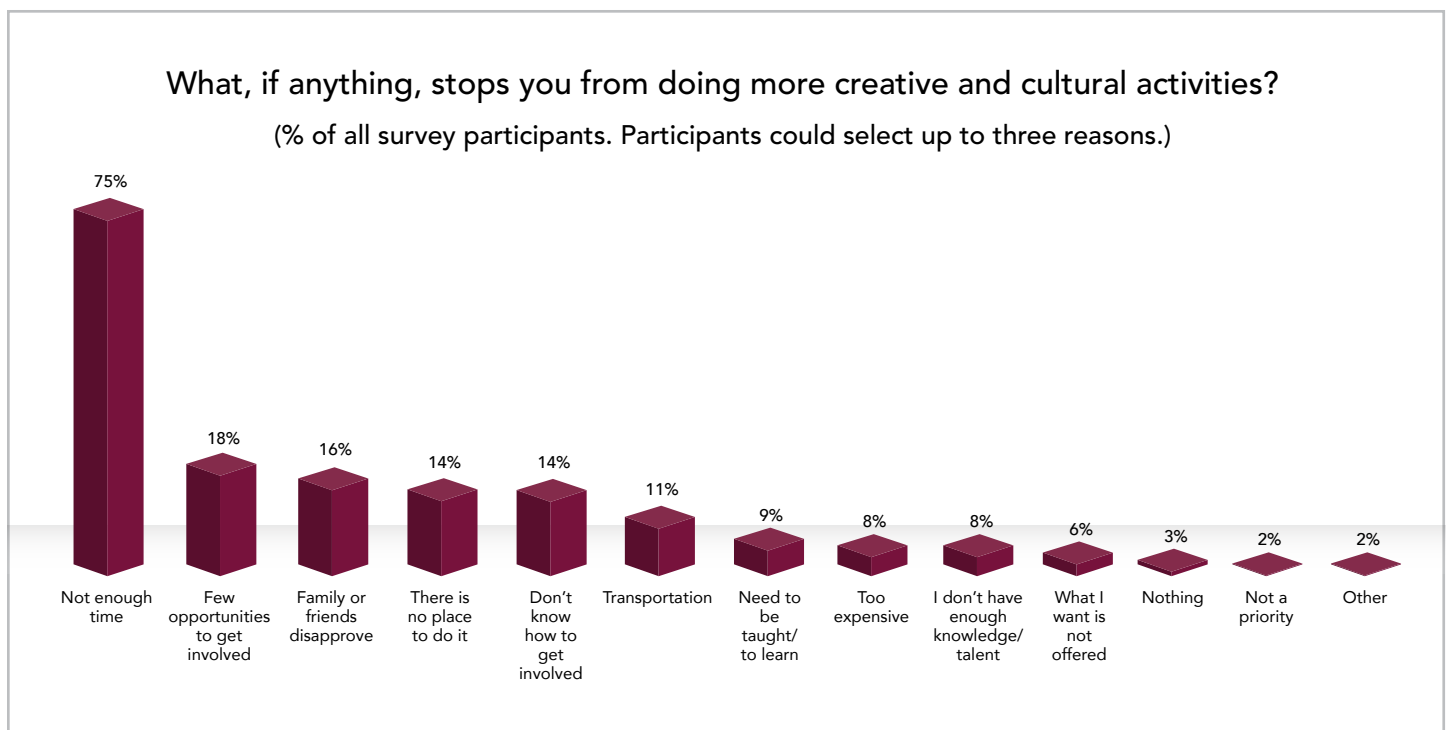


## V. WHAT PREVENTS RESIDENTS FROM DOING MORE OF THESE ACTIVITIES AND ATTENDING MORE OF THESE EVENTS?

The most common reason given by people for not doing more creative and cultural activities is lack of time. Three-quarters of residents mentioned this as a reason for not doing more.

Resident characteristics were related to the reasons people gave for not doing more activities.

- More residents in North County and people who speak Spanish at home said transportation was a reason for not doing more, compared to those in South County and those who speak English at home.
- More Spanish than English-speaking residents reported barriers of transportation and not having somewhere to engage in the activity.
- More residents with little disposable income said they need to make money doing an activity in order to engage in it, and more residents with little or plenty disposable income reported not having somewhere to engage in the activities in which they were interested.



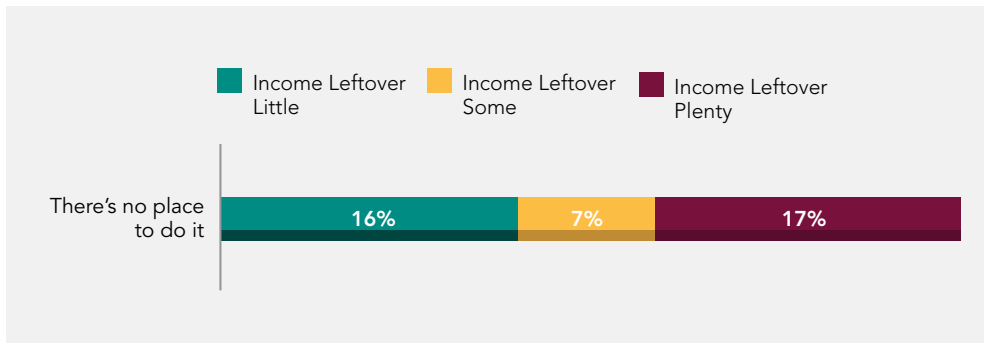
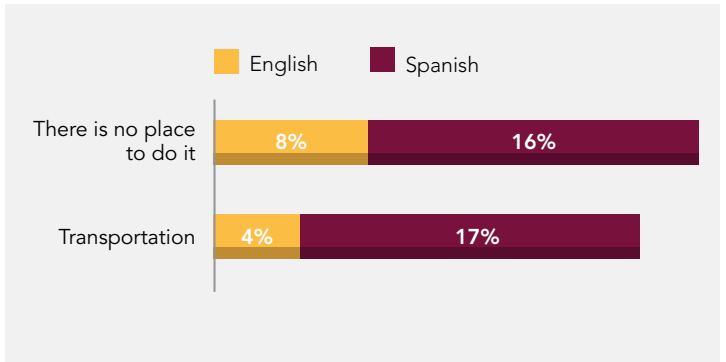
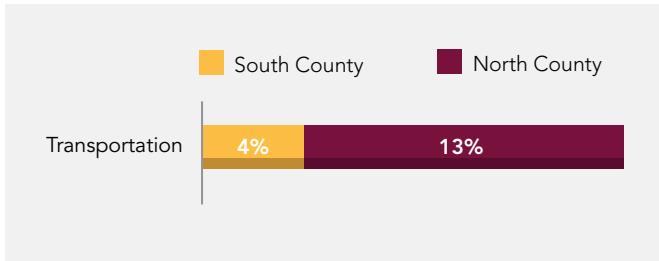
“  
*Being a college student money is tight, so having more opportunities for free things would be good and make me want to go out and do it more.*  
 ”





## CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION: What, if anything, stops you from doing more creative and cultural activities?

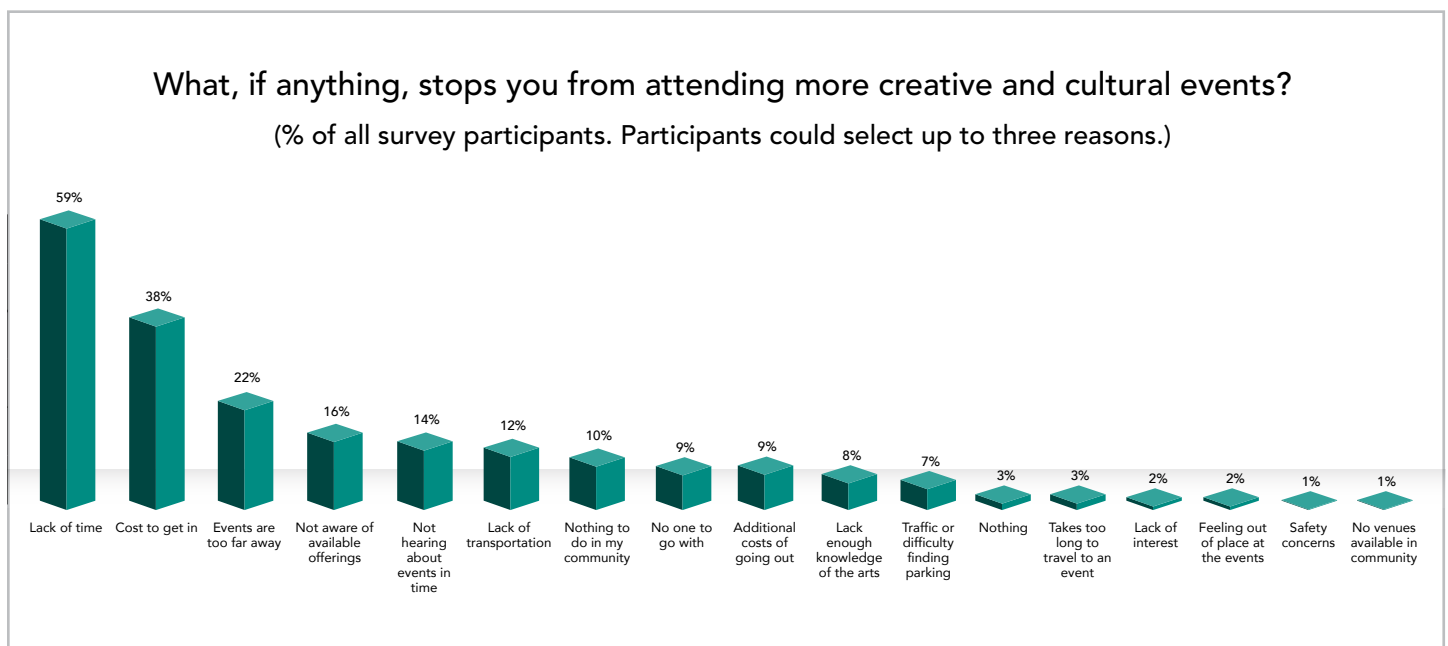
Participants could select up to three reasons, so percentages may add up to less than or more than 100%.  
For example 4% of people in South County reported transportation as a reason for not doing more activities,  
while 13% of people in North County gave this reason.



The most common reason given by residents for not attending more events was also lack of time. Almost two-thirds of residents mentioned this as a reason for not attending more. The second and third most common reasons were the cost of entry and that events are too far away.

Resident characteristics were related to people’s reasons people for not attending more activities.

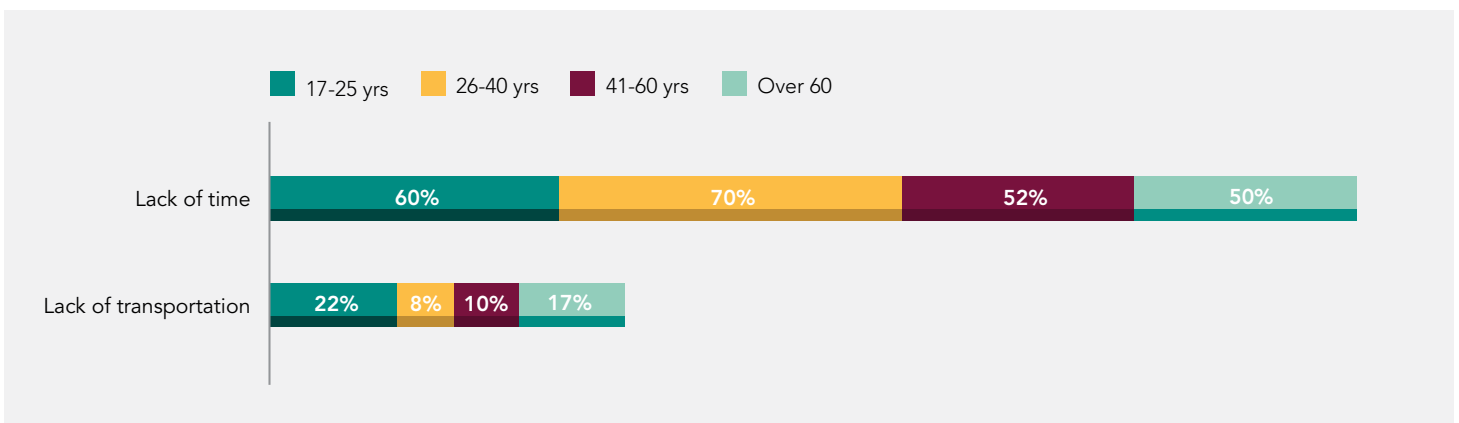
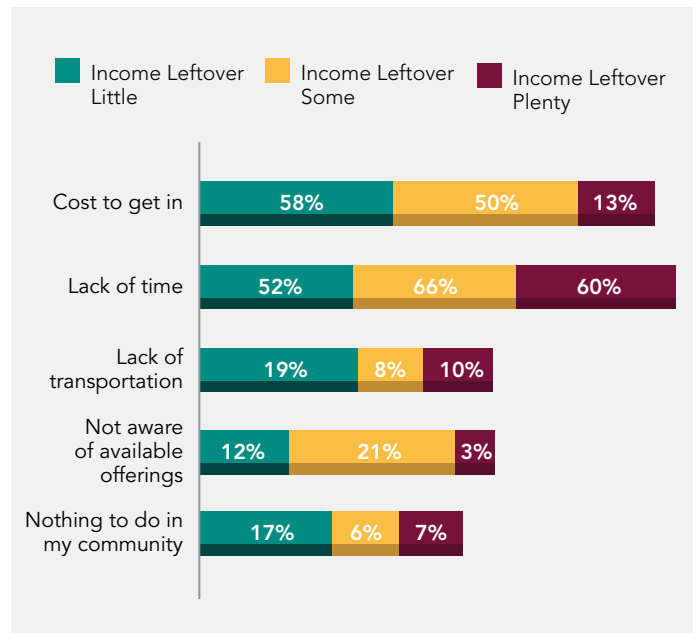
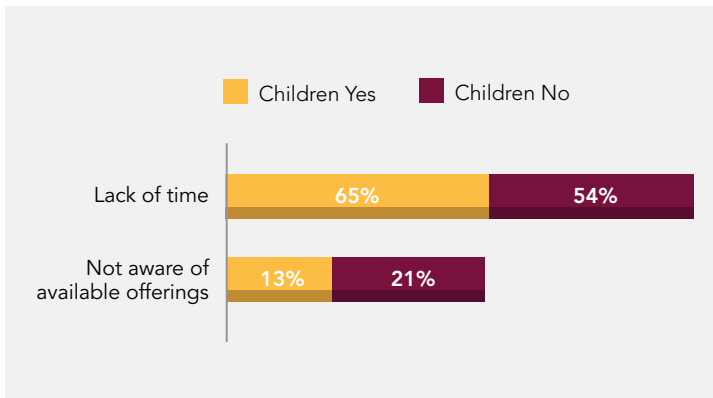
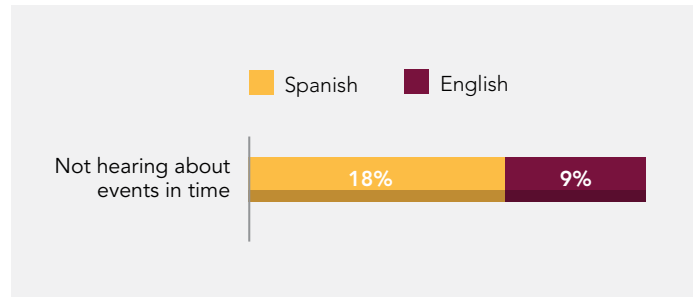
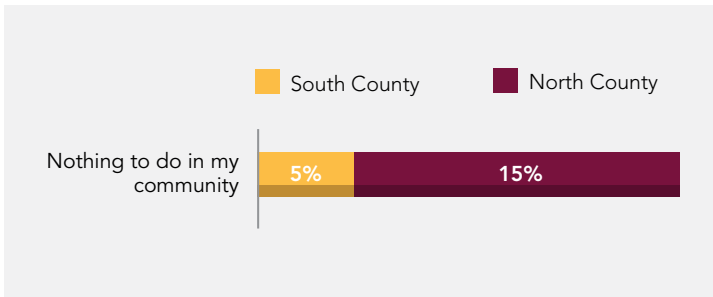
- More South County residents cited the cost to get in as a challenge. North County residents were more likely to cite a lack of opportunities in their community.
- More Spanish-speaking residents reported not hearing about the events than English-speaking residents.
- More residents with children reported the additional costs associated with going out and lack of time as barriers than residents without children. More of those without children said they are not aware of available offerings.
- More residents lacking disposable income said that the cost to get in, the additional costs associated with going out, lack of transportation, and limited options available in their communities were barriers. In contrast, more residents with some disposable income cited lack of time as a barrier.
- More young and middle-age residents reported that a lack of time and lack of transportation were reasons for not attending more events than older residents.





**CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION:  
What, if anything, stops you from attending more creative and cultural activities?**

Participants could select up to three reasons, so percentages may add up to less than or more than 100%. For example 5% of people in South County reported having nothing to do in their community as a reason for not attending more activities, while 15% of people in North County gave this reason.

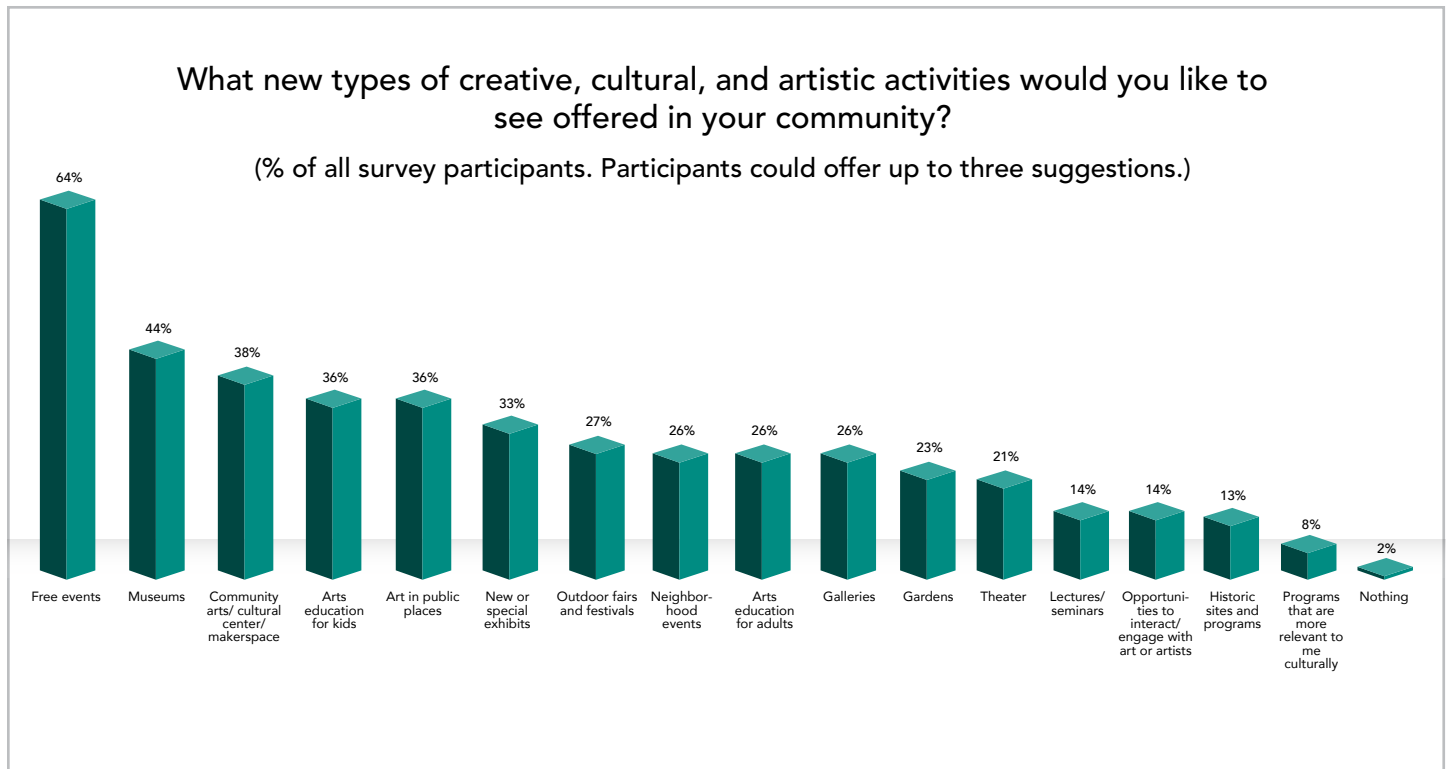


## VI. WHAT NEW CREATIVE AND CULTURAL ACTIVITIES WOULD PEOPLE LIKE TO SEE OFFERED IN THEIR COMMUNITY?

The top three new offerings residents want in their communities are free events, museums, and community arts/cultural center/makerspace. People’s suggestions for new activities varied widely. Yet, the top six activities were identified by a third or more of all survey participants.

*Resident characteristics were related to preferences.*

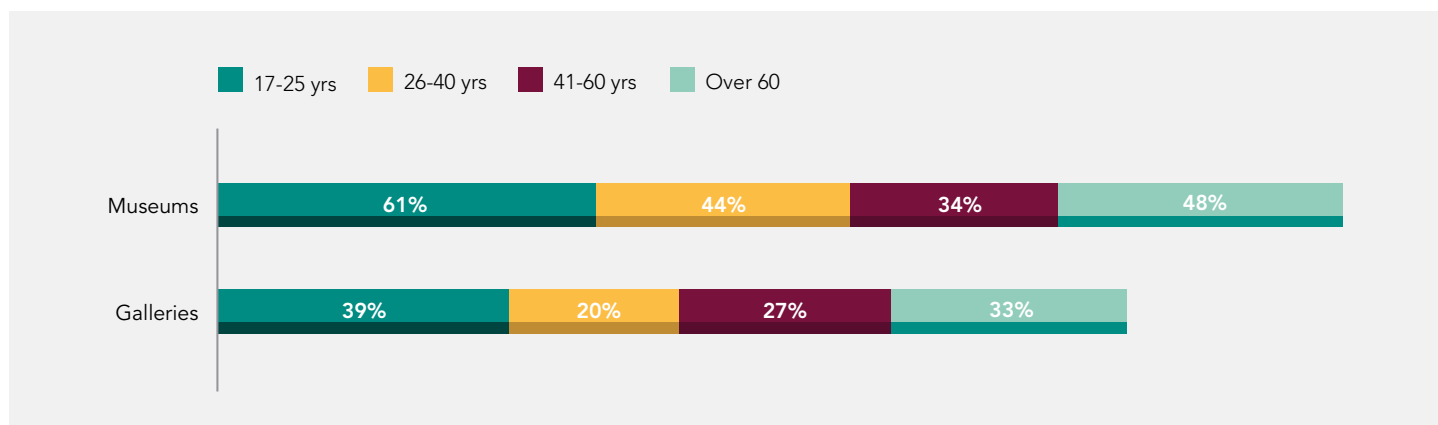
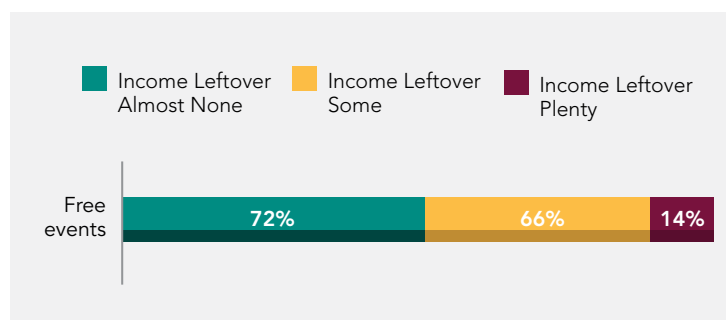
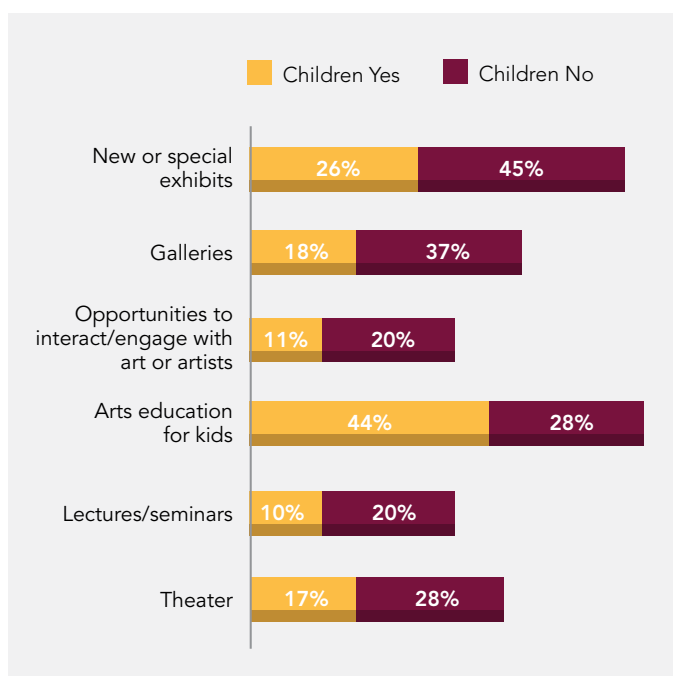
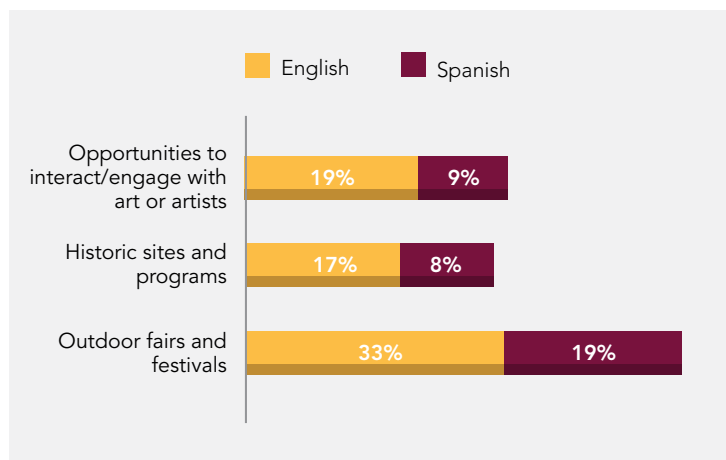
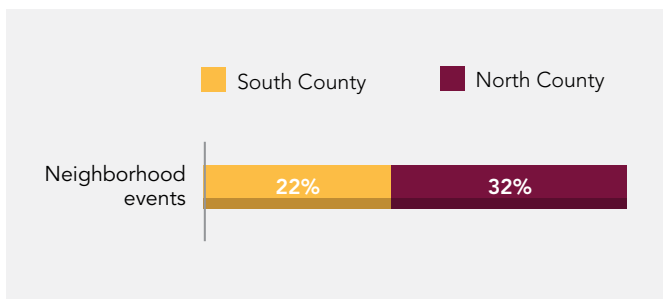
- More residents in North County compared to those in South County want new neighborhood events.
- Compared to Spanish-speaking residents, more English-speaking people want new opportunities to interact with art/artists, historic sites and programs, and outdoor fairs/festivals.
- More residents age 25 or younger, compared to other age groups, want to see new museums, galleries, and theater.
- More people with children, than without, want new art education opportunities for children. More people without children want new/special exhibits, galleries, opportunities to interact with art/artists, programs that are personally culturally relevant, lectures/seminars, and theater.
- Compared to those with plenty of disposable income, more people with little or some want new free events.



**CHARTS BELOW SHOW GROUPS THAT DIFFERED IN THEIR ANSWERS TO THIS QUESTION:  
What new types of creative and cultural activities would you like to see offered in your community?**

Participants could offer up to three suggestions, so percentages may add up to less than or more than 100%.

For example 22% of people in South County suggested neighborhood events, while 32% of people in North County made this suggestion.







“

*An ideal venue of creativity in the community would be where people from different ethnicities come together and they show their ways of dancing and culture so there is some sort of festival that celebrates everyone's ideas - and you can actually participate in all of those things.*

”

“

*Materials and training and opportunities for people to try a lot of things so that they can find talents and interests that they don't get to explore otherwise because they don't have the time or money.*

”

“

*I believe an ideal future for arts in our community would be to engage the children more at a younger level, rather than just in the elementary schools. I think that if preschoolers and younger children were to engage in arts in the community more often they would be more inclined to engage in the future as older adults.*

”

“

*More reoccurring events that you would look forward to throughout the year where you could make memories with your family.*

”

“

*I'd love to see more traveling art exhibits, especially those that incorporate cultural heritage, and the history and heritage of the many people that live in CA.*

”

“

*We should have opportunities for local theater professionals to perform and to audition.*

”

“

*A lot of open mics, more food festivals maybe, more advertisement of these events, mostly free of course so everyone can attend, and kid friendly as well.*

”





*I would like more free events for children in our community so they could get involved with more cultural activities.*

*I'd like to see more live concerts.*

*Opportunities for kids to visit museums, ballet or theater performances, community theater performances, arts exhibits and educational exhibits.*

*I would love to see more outdoor activities for children, dealing with the garden and learning more about their environment - Have an environment for them to learn with gardens, sensory gardens, and a more fun environment.*

*More entertainment places for young adults.*

*It would be wonderful to have lots of activities for kids. Especially the group dances that they aren't embarrassed to go to, art walks, and any kind of bright exciting things that kids would like.*



# ACKNOWLEDGMENTS

Special thanks first to the Santa Barbara Foundation, whose commitment to provide support for three phases of the Creative Communities Project, including for this survey, has been critical for bringing the project into being and for its ongoing success. We are especially appreciative of the early and sustained interest in our efforts by the Foundation's President, Dr. Ron Gallo.

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Particular thanks to all the organizations who generously contributed prizes as incentives for the survey: Core Winery, Ganna Walska Lotusland, The Lobero Theatre, The Pacific Conservatory Theatre (PCPA), The Paul Nelson Aquatic Center, The Santa Barbara Bowl, The Santa Barbara Center for the Performing Arts, The Santa Barbara Museum of Art, The Santa Barbara Zoo, The Santa Maria Valley Discovery Museum, and The Wildling Museum.

Deep and heartfelt thanks to the generous leadership of the following individuals and organizations:

## CREATIVE COMMUNITIES PROJECT STEERING COMMITTEE, PHASE II

- Karl Hutterer, Director Emeritus, Santa Barbara Museum of Natural History [Steering Committee co-chair]
- Steven Sharpe, former General Director, Opera Santa Barbara [Steering Committee co-chair]
- Heather Anderson, Principal, Los Berros Visual and Performing Arts Academy
- Samuel Duarte, Community Arts Engagement Coordinator, Guadalupe Little House by the Park
- Elyse Gonzales, Curator of Exhibitions, Art, Design, and Architecture Museum, UCSB
- Debra Hood, North County Liaison/ Communication Strategies Manager, SB County Education Office
- Doug Jenzen, Executive Director, Guadalupe-Nipomo Dunes Center
- Sharyn Main, Senior Director of Community Investments, Santa Barbara Foundation
- Stacey Otte-Demangate, Executive Director, The Wildling Museum
- David Powdrell, CPA, Carpinteria Arts Center Board President
- Hannah Rubalcava, Grants & Contracts Manager, Santa Barbara County Office of Arts and Culture
- Sarah York Rubin, Executive Director, Santa Barbara County Office of Arts and Culture
- Chris Slaughter, Executive Director, Santa Maria Discovery Museum
- Dennis Smitherman, Chair, Santa Barbara County Arts Commission
- Craig M. Springer, Chrisman Executive Director, Santa Barbara Center for the Performing Arts, Inc.
- Gwen Stauffer, Executive Director, Ganna Walska Lotusland
- Nathan Vonk, Owner and Operator, Sullivan Goss - An American Gallery
- Steve Windhager, Executive Director, Santa Barbara Botanic Garden
- Casey Caldwell, Project Coordinator, Santa Barbara County Creative Communities Project



## CREATIVE COMMUNITIES PARTNER ORGANIZATIONS

- Art, Design & Architecture Museum, UCSB
- Carpinteria Arts Center
- Casa del Herrero
- Community Arts Music Association of Santa Barbara (CAMA)
- Blue Sky Center, New Cuyama
- Elverhoj Museum of History and Art
- Ensemble Theatre Company
- Ganna Walska Lotusland
- Guadalupe Little House by the Park
- Guadalupe-Nipomo Dunes Center
- Lobero Theatre Foundation
- Lompoc Mural Society
- Los Berros Visual and Performing Arts Academy
- Museum of Contemporary Art, Santa Barbara
- Music Academy of the West
- Opera Santa Barbara
- Santa Barbara Botanic Garden
- Santa Barbara Bowl Foundation
- Santa Barbara Center for the Performing Arts (Granada Theatre)
- Santa Barbara County Education Office
- Santa Barbara County Office of Arts & Culture
- Santa Barbara Foundation
- Santa Barbara Maritime Museum
- Santa Barbara Museum of Natural History
- Santa Barbara Symphony Orchestra Assoc.
- Santa Barbara Zoo
- Santa Maria Arts Council
- Santa Maria Valley Discovery Museum
- Santa Ynez Valley Historical Museum
- State Street Ballet
- Sullivan Goss Gallery
- The Wildling Museum of Art and Nature

## PHOTO CREDITS

- Pg. 1 Pictured: A performance of Opera Santa Barbara, the Summer Film Series at the Santa Barbara Courthouse, the “Santa Maria Spectrum” mural, and watering plants at Lotusland (Photos courtesy of Opera Santa Barbara, the Santa Barbara County Office of Arts and Culture, and Ganna Walska Lotusland).
- Pg. 5 Pictured: Two girls dancing at a concert organized by Viva el Arte and the Guadalupe-Nipomo Dunes Center in Guadalupe’s City Hall, and mural painting by artist Matt Rodriguez at the Community Arts Workshop. (Photos courtesy of the Guadalupe-Nipomo Dunes Center and the Santa Barbara Arts Collaborative).
- Pg. 9 Pictured: ‘Tribute to the People of Lompoc - Ethnic Diversity’ mural by Richard Wyatt in Lompoc and A performance of Opera Santa Barbara. (Photos courtesy of the Santa Barbara County Office of Arts and Culture and Opera Santa Barbara).
- Pg. 15 Pictured: The Summer Film Series at the Santa Barbara Courthouse. (Photo courtesy of Santa Barbara County Office of Arts and Culture).
- Pg. 20 Pictured: ‘Chromatic Gate’ by Herbert Bayer in Santa Barbara. (Photo courtesy of Santa Barbara County Office of Arts and Culture.)

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Phase Two - Findings from a community survey. Available at [www.ccpb.org](http://www.ccpb.org).

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