



Santa Barbara Bowl Foundation 2024 Annual Report

Submitted to the County of Santa Barbara,
General Services Department
By Rick Boller

On behalf of the Santa Barbara Bowl Foundation Board of Directors

Santa Barbara Bowl Foundation 2024 Annual Report

The Management and Lease Agreement for the Santa Barbara Bowl provides that the Santa Barbara Bowl Foundation (Foundation) shall submit an Annual Report to the County of Santa Barbara, which addresses several areas:

1. Board & Committee Lists

- Officers
- Board of Directors
- Committee Members

2. Foundation Financial Health:

- Overview
- Revenues Generated by Events
- Fiscal Controls
- Financial Management
- Fundraising

3. Subleases Granted Hereunder:

4. Santa Barbara Bowl Facilities:

- Current Upkeep and Condition
- Planned and Completed Capital Improvements

5. Schedule of Events

- Number of Events
- Tickets Sold
- House Counts

6. Community Engagement

- Public Hearings Conducted - a summary of issues raised and the resolution of said issues
- Neighborhood Engagement
- Community Listening

7. Initiative Impacts

- Outreach
- Greening the Bowl

This report is structured to address the Foundation's specific responsibilities, fulfill additional mandates outlined in the Management and Lease Agreement, and provide the Board of Supervisors with a comprehensive update on the Santa Barbara Bowl Foundation's activities and status.

Board & Committee Lists

Officers, Board of Directors, and Committee Members of the Santa Barbara Bowl Foundation

Under the bylaws of the Foundation, the following volunteer Officers, Directors, and Committee members were active participants:

Officers

Chair, Karen Kerns
Vice Chair, Angel Martinez
Secretary, Graham Lyons
Treasurer, Nicola Parr

Board of Directors

Mike Allen – 1st district
 appointee
Tyler Duncan
Andrew Firestone
Tom Garcia
Gregg Wilson

Laurie Bentson Kauth
Mike Mendoza
Dawn Mitcham
Carola Nicholson
Chris Parker

Marianne Partridge
Ben Scott
Derek Shue
Patricia Stathis

Committee Members

Yvonne Chin
Lesley Cunningham
Valerie Froscher
Jaimie Jenks

Steven Keithley
Richard Kelty
Paul Kuhn
Carrie Poytress

Sandy Stahl
Jeff Theimer
Tracy Trotter

Foundation Financial Health

Financial Results of Operations and Fundraising

Overview

2024 was the 30th year managed by the Santa Barbara Bowl Foundation, a 501(c)(3) California Nonprofit Public Benefit Corporation.

The Santa Barbara Bowl Foundation's total revenue was \$12,267,419, compared to \$11,167,400 in 2023. This increase was due primarily to increased operational revenue and investment gains (See the Statement of Activities in the Audited Financials included with this report).

The total revenue amounts for 2024 included \$1,631,857 in fundraising revenue.

Organizational expenditures (all expenses excluding capital improvements) increased to \$9,487,419 in 2024, compared to \$8,815,967 in 2023, due to an increase in program service expenses in 2024. These expenses included depreciation expense of \$1,222,461. (See the Statement of Functional Expenses on the Audited Financials).

The value of the Master Plan Leasehold Improvements, Land, Property, and Equipment (net of accumulated depreciation) decreased from \$29,708,326 in 2023 to \$29,459,395. This decrease was due to fewer newly capitalized fixed assets and increased accumulated depreciation.

Revenues Generated by Events

In 2024, the Foundation hosted a concert season with 35 commercial events presented by Goldenvoice and two community events, the Westmont Spring Sing and the annual Santa Barbara Mariachi Festival. These events resulted in operating revenues of \$8,532,494, an increase from \$8,497,044 in 2023. (See Schedule of Events on pg. 8 below).

Fiscal Controls

The staffing structure remained the same as in previous years in all fiscally responsible areas of the organization to ensure adequate segregation of duties and appropriate internal controls.

Leadership staff with financial oversight:

- Executive Director, Rick Boller
- Plaza Controller, Derrick Duong
- Box Office Manager, Allison Fitton
- Business Manager, Andrew Gardner
- Brand Specialist, Ashly Othic

- Operations Manager, Tucker Papac
- Program Director, Eric Shiflett
- Plaza Controller 2, Brian Shively
- Food & Beverage Manager, Kori Soltz

Financial Management

The Foundation handles financial management and reporting with the assistance of a part-time bookkeeper. The Business Manager and the bookkeeper manage all transactions and reports under the supervision of the Executive Director and the Board Treasurer. The independent accounting firm of Armanino, LLP, provides audit and tax preparation services for the Foundation. While required by the lease agreement with the County, the Board of Directors also believes that an independent audit is an essential component of a compelling set of financial controls. The 2024 Audited Financial Statements and supporting documents are included with this report.

Fundraising

Successful cultivation of new and recurring donors provided the Santa Barbara Bowl Foundation \$1,631,857 in donations and pledges. Unless otherwise directed by the donor, all donations are applied to current capital projects and Outreach initiatives.

Fundraising staff:

- Executive Director, Rick Boller
- Outreach Program Manager, Lyndsay Cooke
- Development Manager, Greg Kirchmaier

Subleases Granted Hereunder

Debt, Subleases, and Financial Commitments

The Foundation carried no long-term debt, and no subleases were in effect in 2024.

Promotional Services Agreement

In December 2015, the Foundation entered a Promotional Services Agreement with a promoter, effective with the 2016 concert season. The Foundation exercised an option in December 2020 to extend the agreement. The extended agreement would have expired in January 2024.

In March 2023, the Foundation entered a new Promotional Services Agreement with the same promoter, effective with the 2023 concert season. The new agreement expires in 2032, with the option to extend the agreement by two additional years.

Santa Barbara Bowl Facilities

Condition of Santa Barbara Bowl Facilities, Including Current Upkeep and Condition of the Facilities and Planned and Completed Capital Improvements in Alignment with the Master Plan

Master Plan

All future construction initiatives will prioritize enhancements to existing buildings and the development of improvements, in alignment with the approved and completed Master Plan.

Upkeep & Condition

The Foundation maintains the facilities entrusted to us by the County of Santa Barbara with the highest standards of care, safety, and operational excellence. Through consistent maintenance, strategic improvements, and a commitment to long-term preservation, we ensure these assets remain functional, welcoming, and aligned with the Bowl's historic and cultural significance.

In 2024, the facilities maintenance expenses were \$218,131. In addition, the Foundation invested \$84,560 in capitalized expenses, including refrigeration, kitchen equipment, furniture, transportation, and technological equipment.

Planned Projects

These capital improvement projects were completed before the 2024 Concert Season and implemented in alignment with the approved Master Plan.

West Road Repair

Plans were developed, and work started on repairing, regrading, and repaving the west road, also known as Rex Marchbanks Way. This project will help trucks navigate the hill and turn without getting stuck during load-in or load-out.

Storage Area Under Wendy McCaw Terrace

A cement storage pad was designed, and work started on a food and beverage storage area. This project will help store empty containers during busy concert times.

Upgraded BBQ Catering Area

The catering BBQ area's floor surface must be updated in response to State Health regulations. Plans have been developed, and construction has started in this area.

Stage Surface Replacement

A new acoustic surface for the stage has been researched to replace the decades-old current surface. This is a significant investment for the artist's performance, providing comfort and enhancing sound properties.

2024 Schedule of Events

A Review of the Schedule of Events, Including the Number of Events and the Revenues Thereby Generated (noted in the Financial Health section).

<u>Date</u>	<u>Concert</u>	<u>Genre</u>	<u>Sold Tickets</u>	<u>Attendance</u>
2024-04-06	Westmont Spring Sing	School Event	692	1,366
2024-04-10	Social Distortion & Bad Religion	Punk Rock	4,734	4,550
2024-04-25	Willie Nelson & Family	Country	4,395	4,292
2024-05-18	Cody Jinks	Country	3,445	3,307
2024-05-23	Natalie Merchant	Folk Rock	3,125	2,856
2024-05-24	Queens of the Stone Age	Alternative Rock	4,693	4,680
2024-05-31	Brothers Osborne	Country	3,482	3,349
2024-06-05	Tedeschi Trucks Band	Blues Rock	4,371	4,169
2024-06-06	Pentatonix	A Cappella Pop	2,664	2,704
2024-06-14	Daryl Hall + Elvis Costello	Rock	3,356	3,210
2024-06-28	Totally Tubular Festival	New Wave	4,250	4,172
2024-07-03	Cage the Elephant	Alternative Rock	4,753	4,745
2024-07-20	Bert Kreischer	Comedy	2,412	2,464
2024-07-21	Ziggy Marley	Reggae	3,747	3,784
2024-08-03	SB Mariachi Festival	Traditional Mexican Folk	3,142	3,510
2024-08-09	Jon Batiste	Jazz/R&B	4,290	3,930
2024-08-14	Rebolution	Reggae	3,656	3,674
2024-08-15	Rebolution	Reggae	4,691	4,701
2024-08-17	Chelsea Handler	Comedy	2,935	2,822
2024-08-22	Gary Clark Jr.	Blues Rock	2,659	2,466
2024-08-26	Kings of Leon	Alternative Rock	4,784	4,709
2024-08-28	Lauren Daigle	Christian	4,161	3,978
2024-09-01	John Fogerty	Rock & Roll	4,366	4,344
2024-09-05	Trombone Shorty & Orleans Avenue	Jazz	1,954	1,897
2024-09-08	Iration & Pepper	Reggae Rock	3,962	3,854
2024-09-09	Wallows	Alternative/Indie	3,016	2,836
2024-09-10	Remi Wolf	Alternative/Indie	2,235	2,231
2024-09-14	Stephen Sanchez	Pop Rock/Folk Pop	2,275	2,091
2024-09-15	Sturgill Simpson	Country Rock	4,597	4,250
2024-09-21	Indigo Girls & Amos Lee	Folk Rock/Folk Soul	4,416	3,725
2024-09-25	Kacey Musgraves	Alternative/Indie	4,063	4,196
2024-09-26	Anderson. Paak & The Free Nationals	R&B/Soul	4,521	4,597
2024-10-06	Slightly Stoopid	Reggae	4,044	3,982
2024-10-07	Clairo	Indie Pop	4,649	4,599
2024-10-08	Omar Apollo	R&B	2,615	2,616
2024-10-16	Leon Bridges	Alternative/Indie	4,510	4,486
2024-11-07	Sofi Tukker	Dance/Electronic	4,780	4,476
TOTAL			136,170	132,252

The average concert attendance in 2024 was 3,674 (Westmont not included in the average) per performance, a decrease from 4,108 in 2023.

Community Engagement

A summary of issues raised at public hearings conducted by the Foundation pursuant hereto and the resolution of said issues.

Community Input

Public Organizational Meetings of the Board were held in March and November of 2024 and were legally noticed in the Santa Barbara Independent to encourage community input. There were no public attendees for either meeting.

Santa Barbara Bowl staff creates feedback loops for community engagement and communication and regularly responds to meaningful issues and recommendations.

Neighbor Day

Every two years, the Foundation hosts Neighbor Day. This popular event invites and hosts neighbors to learn more about the organization, enjoy complimentary concessions, ask questions, and create a direct line of communication. Over 400 community members attend these festive events.

Sound Control

The Foundation enforces the Santa Barbara Bowl Sound Control Plan with an assigned staff member monitoring the dB levels and curfew for compliance at all concerts. All data is public record and available for review at the Foundation administrative offices.

Traffic and Parking

Event days impact neighborhood traffic and parking. The Foundation works to create ways to mitigate these impacts.

The Foundation rents the Santa Barbara High School and Charles Ott Armory parking lots from the Santa Barbara Unified School District and manages parking during performances. The agreement expires at the end of the 2025 concert season, at which point the Foundation intends to negotiate another term.

The Foundation creates smooth and safe taxi and ride-share drop-off and pick-up zones, supplemented with lighting for additional customer safety.

The Foundation offers a complimentary bike valet for all concerts at the Foundation's cost. MOVE Santa Barbara County operates this popular program at every concert, managing the safe valeting of 3,231 bikes in 2024 (an increase of 213 bikes from 2023).

Crowd Management and Event Safety

Event safety is one of the Foundation's highest priorities. At the Foundation's cost, one AMR standby Advanced Life Support ambulance with two EMT paramedics is on-site at all events. The paramedic expense is deemed necessary to help treat and solve any medical and safety concerns that may arise the evening of an event efficiently and promptly.

At the Foundation's cost, two Basic Life Support medics are stationed within the seating area at every event. The Foundation contracts with South Coast Standby Medics to provide this essential first contact for all medical situations.

The Foundation has continued the agreement with the Santa Barbara Police Department and hires officers for each performance.

The Foundation requires all alcohol beverage servers and related security supervisors to be certified in Responsible Beverage Service training before working at any events. The primary focus of this training is to educate servers and staff regarding liability, safety, and at-risk situations related to alcohol service.

On-site emergency generators and lighting systems are tested and maintained regularly.

The Santa Barbara Bowl Emergency Plan was reviewed and updated for 2024. The plan is distributed to all departments, the Santa Barbara Police Department, and artist representatives. At each concert, an emergency, security, and safety briefing is conducted between all agencies.

The Foundation contracts with a professional weather monitoring service specializing in events to further ensure the safety of all patrons, employees, and artists.

The Foundation has an open policy for assisting emergency response agencies (SBPD, Sbfd, AMR, etc.) in using the facility for training and exercises.

Food Vendors

Unlicensed mobile food vendors remained a challenge throughout 2024, though new regulations have strengthened enforcement efforts across the neighborhood.

Ongoing show communication

The Foundation uses various communication tools to educate concert-goers on best practices and neighborhood impact mitigation. These tools include social posts, day-of-show takeover pages on sbowl.com, and Know Before You Go emails sent to all ticket purchasers.

Initiatives Impact

Community impact through Bowl Outreach and Greening

Outreach



All outreach initiatives and funding support are provided countywide, focusing on expanding access to underserved and North County communities. The Foundation prioritizes direct contributions to public schools, organizations, and programs that deliver performing arts education for K-12 students.

2024 contributions supporting performing arts education and programming: \$737,626 (8.21% of 2024 operating revenue).

Direct support to public schools: \$152,175 (2.08% of 2024 operating revenue).

Through the various Outreach programs and the Santa Barbara Bowl Arts Subsidy detailed below, the Foundation contributed \$737,626 (this includes the SBBF Arts Subsidy).

- \$179,950 in Spring Cycle grants
- \$180,000 in Fall Cycle grants
- \$20,807 in Flash Grants
- \$28,000 in Legacy Scholarships administered by the Scholarship Foundation of Santa Barbara
- \$64,000 in Sponsorships
 - Including a \$19,000 presenting sponsorship for Pianos on State

- \$120,732 through Instrument Fund (awarded \$103,092 with some awarded funding not used until 2025)
- \$31,637 in underwriting through Community Ticket Subsidy
- \$55,750 investment in Kids at the Bowl
- \$56,750 in the SBBF Arts Subsidy

Outreach is funded through contributions from donors and from event income allocated by the Foundation. In 2024, \$163,597 was allocated through event income. This allocation is vital for supplementing programmatic funding and Outreach expenses.

Foundation board members and community volunteers administer the funds and additional support through schools, partners, direct-to-artists, and local not-for-profit arts organizations for performances, artist-in-residencies, master classes, community events, in-school and afterschool programs, instrument purchases, and more.

Outreach Initiatives

Spring and Fall Grant Cycles

The flagship for the Bowl Outreach program, these cycles provide much-needed support and funding to local schools, artists, and organizations to impact performing arts education throughout Santa Barbara County. This funding is run through a rigorous grant process administered by Bowl staff and allocated by a committee of combined Bowl Board members and engaged volunteers.

Flash Grants

Designed to provide quick and responsive support for local organizations' emergent issues, the Foundation grants this funding to short-term projects and immediate-use opportunities. Flash Grants intend to reduce barriers to expedited grant support.

Sponsorships

A budget is set aside each year to sponsor youth performances and community arts events through the Outreach program. These sponsorships include the Santa Barbara Bowl Performing Arts Teacher of the Year (SBB PATOY) Award through the Santa Barbara County Education Office's annual recognition of outstanding educators. Elesa Carlson, the Drama and Art Teacher at Righetti High School in the Santa Maria Joint Union High School District, known for being an inclusive educator, was the recipient of the 2024 SBB PATOY Award (this award is for the 2023-2024 school year).

Pianos on State

In 2024, the Outreach program continued to provide lead support for the annual Pianos on State event in downtown Santa Barbara. For three weeks each Fall, pianos are available along State Street for musical exploration, impromptu play, and group performances. This interactive musical experience encourages people of all ages to play, listen, and sing along on pianos that have been transformed into unique pieces of art by local artists.

Kids at the Bowl

Kids at the Bowl events are educational, culturally relevant performances, co-presented by Children’s Creative Project, that bring together thousands of students from Santa Barbara County. In 2024, the Dancing Wheels Company, a professional physically integrated dance company, delivered an unforgettable performance to 3,000 local students (3rd-6th grade). Known for their strong commitment to arts accessibility and disability advocacy, Dancing Wheels also led an on-stage workshop at the Bowl, where dance students from Lompoc High and special education students from Santa Barbara High collaborated in an inclusive dance experience.

Instrument Fund

Through the generous support of community members, the Outreach program continued to fund this popular initiative in 2024. The Instrument Fund, designed to repair and/or replace musical instruments, supplies, and equipment for youth music programs, was created to ensure that the lack of an instrument will not prevent a student from learning music. In 2024, the Instrument Fund contributed \$120,732 (awarded \$103,092 with some of the funding crossing to 2025) to repair 125 instruments, to purchase 508 new instruments, and to procure 494 pieces of music equipment and supplies.

Legacy Scholarships

Administered through the Scholarship Foundation of Santa Barbara, Bowl Legacy Scholarships honor past Bowl supporters through a donor-designated fund to support higher education for Santa Barbara County high school graduates. Up to 8 students receive renewable scholarships for post-secondary education in the performing arts each year.

Community Ticket Subsidy

The Community Ticket Subsidy (CTS) program provides subsidized tickets for Santa Barbara County K-12 students to experience live performing arts at the Santa Barbara Bowl and other venues. The Foundation contributed \$31,637 to underwrite 784 tickets for 55 concerts and performances in 2024.

SBBF Arts Subsidy

By the County lease agreement 2011, the Foundation contributes to the Santa Barbara County Office of Arts and Culture’s funding for community cultural arts programs. The amount payable to the S.B. County Office of Arts and Culture by the Foundation is designated as the Santa Barbara Bowl Arts Subsidy. It is assessed at an amount equal to \$.50 per paid ticket sold annually, with a current cap of \$56,750 per season. The subsequent scheduled adjustment of this cap will occur in 2025, based upon the CPI, and again every 5 years following. The SBBF Arts Subsidy is paid to the S.B. County Office of Arts and Culture and used as deemed appropriate to fund cultural arts events and programs in Santa Barbara County. Since the inception of the annual Arts Subsidy in 2011, the Foundation has made a total of \$598,864 in contributions to the S.B. Co. Office of Arts and Culture, including \$56,750 in 2024 based on ticket sales of 136,170 in the 2024 concert season.

Greening the Bowl



Entrusted with 17 acres of open space in Santa Barbara County, the Santa Barbara Bowl Foundation is a dedicated steward of the land. Its robust, industry-leading greening initiatives reflect core values and long-term environmental priorities.

Greening Initiatives

Bike Valet

As previously detailed in this report, the Foundation runs a complimentary bike valet in the main lot for all community members at every concert. The number of bikes parked has grown every year since inception.

rWorld Reusable Cups

In its first full year partnering with r.World, the Foundation implemented the r.Cup program—a circular reuse system that provides sanitized, reusable drinkware for all SB Bowl events, eliminating single-use waste.

The Santa Barbara Bowl had the highest cup harvest rate of all venues at 97%.

Souvenir Cup

In addition to the r.Cup program, the Foundation continued its award-winning souvenir cup initiative, allowing patrons to purchase a reusable cup and receive a \$2 discount on drinks for the life of the cup.

Between r.Cup and the Souvenir Cup programs, 169,704 single-use plastic cups were eliminated from landfill.

Waste Sorting

The Foundation practices single-stream waste capture for all events and sorts all event waste to maximize diversion. At the end of each performance, sorters distribute waste between restaurant food bins, recycling, and landfill bins, with an approximate average of 60% of waste being diverted.

Single-Use Item Reduction

Focusing on waste reduction and single-use reduction is a priority of the Foundation's Greening program.

Customers are encouraged to bring their water bottles to use at the complimentary water stations throughout the venue.

Solar Energy

In 2024, the Foundation generated 204 MWh of electricity, covering 82.32% of its total energy use through three photovoltaic arrays throughout the property.

Brush Mitigation

Every few years, the Foundation hires brush goats and sheep as a healthy and sustainable way to reduce hazardous and dry brush on the property. The animals graze throughout the 17 acres during the concert season.

Local Products

Approximately 85% of food & beverage items sold at events come from locally sourced companies and products. Helping small companies like Santa Barbara Popcorn Company, Brander Vineyards, Firestone, Berryman, and more is a foundational keystone for Bowl values and business practices.