



Santa Barbara Bowl Foundation 2023 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 2023 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
- Progress Made Toward the Master Plan

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 organized to address these specific responsibilities, report other mandates related to the Management and Lease Agreement, and provide the Board of Supervisors with a comprehensive update on the Santa Barbara Bowl Foundation for the 2023 calendar year.

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 in 2023:

Officers

Chair, Karen Kerns
Vice Chair, Carola Nicholson
Secretary, Laurie Bentson Kauth
Treasurer, Nicola Parr

Board of Directors

Mike Allen – 1 st district appointee	Lori Kari	Chris Parker
Tyler Duncan	Graham Lyons	Marianne Partridge
Andrew Firestone	Angel Martinez	Ben Scott
Tom Garcia	Mike Mendoza	Derek Shue
	Dawn Mitcham	Patricia Stathis

Committee Members

Yvonne Chin	Richard Kelty	Jeff Theimer
Lesley Cunningham	Paul Kuhn	Tracy Trotter
Valerie Froscher	Carrie Poytress	Gregg Wilson
Jaimie Jenks	Sandy Stahl	
Steven Keithley	Robert Szerwo	

Foundation Financial Health

Financial Results of Operations and Fundraising

Overview

2023 was the 29th 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 in 2023 was \$11,167,400, compared to \$7,229,471 in 2022. This increase was due primarily to an increase in operational revenue and investment gains in 2023 (See the Statement of Activities in the Audited Financials included with this report).

The total revenue amounts for 2023 included \$1,140,576 in fundraising revenue.

Organizational expenditures (all expenses excluding capital improvements) increased to \$8,815,967 in 2023, compared to \$8,423,058 in 2022, due to an increase in program service expenses in 2023. These expenses include a depreciation expense of \$1,203,663. (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 \$30,571,447 in 2022 to \$29,708,326 in 2023. This decrease was due to fewer newly capitalized fixed assets and increased accumulated depreciation in 2023.

Revenues Generated by Events

In 2023, the Foundation hosted a concert season with 34 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 \$8,497,044, an increase from \$7,187,859 in 2022. (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 in-house 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 provided 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 2023 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 with \$1,140,576 in donations and pledges in the 2023 fiscal year. All donations are applied to current capital projects and Outreach initiatives unless otherwise directed by the donor.

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 2023.

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 Planned and Completed Capital Improvements and Progress Made Toward the Master Plan

Master Plan

Once the final 2023 modification and repair projects are complete, the Foundation will have completed the Master Plan and will soon submit a letter formally finalizing its status.

All other future projects will be improvements and modifications of the new buildings built in accordance with the Master Plan.

2023 Projects

Each of these projects is set to be completed before the start of the 2024 Concert Season.

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.

2023 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>
2023-04-01	Westmont Spring Sing	School Event	862	1,530
2023-04-16	The Chemical Brothers	Dance/Electronic	3,846	3,672
2023-04-19	FKJ	Electronica	2,569	3,020
2023-04-26	Tyler Childers	Americana	4,794	4,796
2023-05-04	The Black Keys	Indie Rock	4,816	4,814
2023-05-06	Billy Currington	Country	4,407	4,280
2023-05-19	Brett Young	Country	4,393	4,225
2023-05-21	Brad Paisley	Country	3,558	3,566
2023-05-31	James Taylor & His All-Star Band	Folk	4,375	4,388
2023-06-02	Trevor Noah	Comedy	4,422	4,136
2023-06-03	Trevor Noah	Comedy	4,433	4,197
2023-06-07	Garbage & Noel Gallagher	Adult Alternative	1,836	2,398
2023-06-13	Diana Ross	R&B	4,392	4,236
2023-06-16	Kelsea Ballerini	Country Pop	4,697	4,614
2023-07-07	Neil Young	Classic Rock	4,420	4,386
2023-07-08	Gabriel "Fluffy" Iglesias	Comedy	4,444	4,278
2023-07-15	Little Big Town	Country	4,356	4,138
2023-07-21	Jason Mraz and His SuperBand	Pop/Rock/Folk	3,868	3,738
2023-08-04	Trombone Shorty & Ziggy Marley	Jazz/Reggae	3,676	3,461
2023-08-05	SB Mariachi Festival	Traditional Latin	3,377	3,682
2023-08-06	Rebellion	Reggae Rock	4,674	4,626
2023-08-07	Rebellion	Reggae Rock	4,276	4,187
2023-08-13	Father John Misty + The Head and The Heart	Alt. Indie/Indie Folk	4,461	4,215
2023-08-18	Young the Giant	Alternative Indie	4,697	4,576
2023-09-06	Jungle	Electronic	3,754	3,790
2023-09-12	The Lumineers	Alternative Folk	4,388	4,403
2023-09-13	The Lumineers	Alternative Folk	4,439	4,510
2023-09-16	Van Morrison	Blue Eyed Soul	4,365	4,143
2023-09-23	Daniel Caesar	R&B	4,758	4,775
2023-09-28	Foo Fighters	Alternative Rock	4,732	4,863
2023-09-29	Goose	Jam Band/Rock	4,097	3,486
2023-09-30	ODESZA	Dance/Electronic	4,798	4,814
2023-10-14	Death Cab for Cutie & Postal Service	Alternative/Indie	4,719	4,652
2023-10-28	Hozier	Alternative/Indie	4,815	4,694
2023-11-02	Billy & The Kids	Jam Rock	1,840	1,765
2023-11-04	Kenny Loggins	Soft Rock	4,380	4,269
TOTAL			146,734	145,107

The average concert attendance in 2023 was 4,031 per performance, an increase from 3,778 in 2022.

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 2023 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 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 3,016 bikes in 2023.

Crowd Management and Event Safety

Event safety is one of the Foundation's highest priorities. One AMR standby Advanced Life Support ambulance with two EMT paramedics is on-site at all events at the Foundation's cost. 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 timely.

The Foundation has continued the agreement with the Santa Barbara Police Department and hires officers for each performance to expand police coverage and traffic control at all Bowl events.

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.

Onsite emergency generators and lighting systems are tested and maintained regularly.

The Santa Barbara Bowl Emergency Plan was reviewed and updated for 2023. 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 has an open policy for assisting emergency response agencies (SBPD, SBFD, AMR, etc.) in using the facility for training and exercises.

Food Vendors

A growing challenge for The Foundation includes the increase in the number of food street vendors. These vendors create noise, pollution, and litter throughout the neighborhood and do not comply with state health codes.

The Foundation met with officials to mitigate the ongoing problem but has yet to eliminate the issue without clear enforcement guidelines.

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 sbbowl.com, and Know Before You Go emails sent to all ticket purchasers.

Initiatives Impact

Community impact through Bowl Outreach and Greening

Outreach

2023 contributions to support performing arts education and programming: \$697,996 (8.21% of 2023 operating revenue)

Amount of funding directly paid to public schools: \$177,124 (2.08% of 2023 operating revenue)

Santa Barbara Bowl Foundation contributes to schools, organizations, and programs in Santa Barbara County that focus on performing arts education for K-12 students.

The SB Bowl Outreach program is dedicated to supporting performing arts education for youth in Santa Barbara County and is a critical component of the Foundation's Mission Statement.

Through the various Outreach programs and the Santa Barbara Bowl Arts Subsidy detailed below, the Foundation contributed \$697,996 (this includes the SBBF Arts Subsidy—the attached impact report does not). Please see the attached 2023 Outreach Impact Report for further details on Outreach programs and giving.

- \$166,900 in Spring Cycle grants
- \$174,100 in Fall Cycle grants
- \$16,678 in Flash Grants
- \$28,000 in Legacy Scholarships administered by the Scholarship Foundation of Santa Barbara
- \$52,500 in Sponsorships
 - Plus, an additional \$20,000 presenting sponsorship for Pianos on State
- \$106,594 through Instrument Fund (awarded \$85,315 with some awarded funding not used until 2024)
- \$33,393 in underwriting through Community Ticket Subsidy
- \$43,081 investment in Kids at the Bowl
- \$56,750 in the SBBF Arts Subsidy

Outreach is funded through Santa Barbara Bowl Foundation ticket fees and donor fundraising. In 2023, the foundation committed the equivalent of \$1.00 per paid ticket to Outreach, totaling \$146,734. This amount supplements fundraising efforts for all Outreach programs and initiatives.

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

Each year, a budget amount is set aside exclusively 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. Jennifer Peterson, the Choir and Theater Director at Cabrillo High School in the Lompoc Unified School District, with a 25-year career in performing arts education, was the recipient of the 2023 SBB PATOY Award (this award is for the 2022-2023 school year).

Pianos on State

In 2023, 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 a 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 2023, LADAMA delivered an utterly unique experience as they flowed from electric to acoustic, from Spanish to English to Portuguese. LADAMA shared their message of building communities through sound and empowering youth through music with 2,500 local students (3rd-12th grade).

Instrument Fund

Through the generous support of community members, the Outreach program continued to fund this popular initiative in 2023. 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 child from learning music. In 2023, the Instrument Fund contributed \$106,594 (awarded \$85,315

with some of the funding crossing to 2024) to purchase 588 instruments, supplies, and music equipment.



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 are provided renewable scholarships for post-secondary education in the field of 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 \$33,393 to underwrite 901 tickets for 55 concerts and performances in 2023.



SBBF Arts Subsidy

By the County lease agreement of 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 next scheduled adjustment of this cap will take place 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 it is 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 \$542,114 in contributions to the S.B. Co. Office of Arts and Culture, including \$56,750 in 2023 based on ticket sales of 146,734 in the 2023 concert season.

Greening the Bowl

Entrusted with 17 acres of Santa Barbara County open space, the Santa Barbara Bowl Foundation considers itself the steward of the land. A robust, industry-leading greening effort is integral to the Foundation's values and priorities.

Greening Initiatives

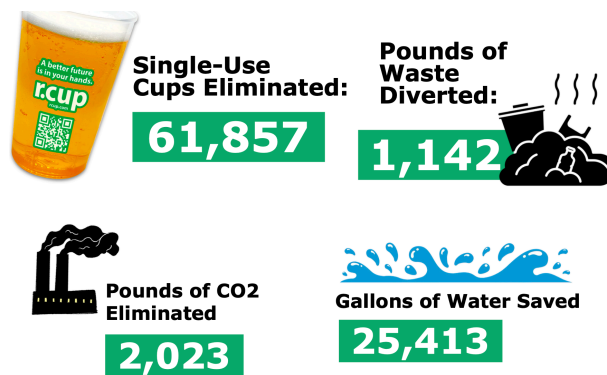
Bike Valet

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

At The Head & The Heart & Father John Misty concert in August, The Santa Barbara Bowl introduced our partnership with rWorld Reusables to eliminate all single-use cups throughout the venue. This innovative program provides reusable, clean, and sanitized closed-loop drinkware for events to eliminate single-use waste.

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



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

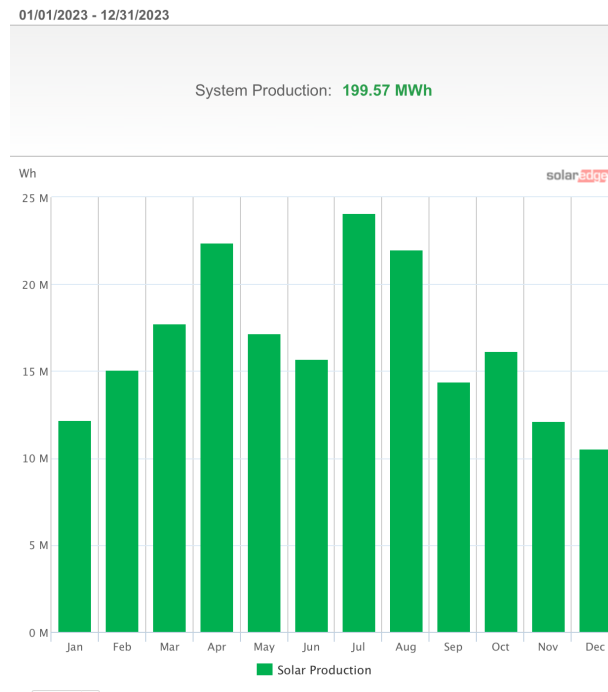
The Santa Barbara Bowl's industry-leading souvenir pint program continues to be a success. Customers can purchase a beautiful stainless steel or silicone pint to bring and refill at all concerts. The Foundation gives a \$2 discount on all refills for the life of the

pint. In 2023, 31,072 single-use cups were offset through new sales and refills with this program.

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

Solar Energy

The Foundation generates approximately 75% of all energy used through its three photovoltaic arrays throughout the property. In 2023, 199.57 MWh was generated.



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.