



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Submitted on:
(COB Stamp)

Department Name: Board of Supervisors
Department No.: 011
Agenda Date: 6/23/2026
Placement: Administrative Agenda
Estimated Time:
Continued Item: No
If Yes, date from:
Vote Required: 4/5

TO: Board of Supervisors
FROM: Department Director: Board of Supervisors, First District Supervisor, Roy Lee
Contact: Wade Stewart Cowper
SUBJECT: First District Discretionary Fund Contribution for World Cup Watch Party
Production Services

County Counsel Concurrence

As to form: Yes

Other Concurrence: CEO Budget Analyst

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- a) Ratify, approve and authorize a contribution payment of \$3,762 to JC Event Design Inc., DBA Istay Events, for production services associated with the First District's World Cup Watch Party at the Santa Barbara Library Plaza, funded by the First District's Discretionary Funds held in Department 990 General Fund Committed Emerging Issues fund balance;
- b) Approve Budget Revision Request No. 0011131 to increase Appropriations of \$3,761.78 in the General County Programs General Fund for Services and Supplies, funded by a release of Committed Emerging Issues fund balance;
- c) Find that the above program is necessary to meet the social needs of the population of the County, including public recreation, civic engagement, community building, and access to free public programming; and
- d) Determine that the above actions are organizational or administrative activities of government that will not result in direct or indirect physical changes in the environment and are not a project under the California Environmental Quality Act (CEQA) pursuant to section 15378(b)(5) of the CEQA Guidelines.

SUMMARY:

In recent years, each Board of Supervisors District Office was allocated discretionary funding to support projects and programs that address community needs and enhance quality of life. These allocations require Board approval on the Administrative Agenda.

This action will authorize a \$3,762 contribution from the First District Office to support production services for a free community World Cup Watch Party at the Santa Barbara Library Plaza. The event is intended to bring residents together for a family-friendly public gathering and to activate a central civic space in downtown Santa Barbara.

DISCUSSION:

This recommendation authorizes funding for event production services associated with the First District’s World Cup Watch Party at the Santa Barbara Library Plaza. The production services include a video wall package necessary to show the match in a public outdoor setting.

The event is being organized as a free community gathering for residents, families, soccer fans, and visitors. Public watch parties create opportunities for civic connection, activate public spaces, and provide accessible programming that does not require paid admission.

The Santa Barbara Library Plaza is an ideal location for this type of event because it is centrally located, highly visible, and already serves as a gathering place for residents throughout the South Coast. By helping support the necessary production costs, the County is contributing to an event that promotes community engagement, recreation, and public access to a shared cultural and sporting experience.

BACKGROUND:

The 2026 FIFA World Cup presents a unique opportunity to bring the community together around a major international sporting event. Soccer is one of the most widely followed sports in Santa Barbara County, and public watch parties provide a welcoming space for residents of all ages and backgrounds to gather, celebrate, and enjoy the event together.

The First District Office is supporting a World Cup Watch Party at the Santa Barbara Library Plaza in partnership with local public and community partners. The event will be free and open to the public.

The attached invoice from JC Event Design Inc., DBA Islay Events, totals \$3,762 for the production package associated with the Santa Barbara Library Plaza World Cup video wall on June 25. This contribution will cover the cost of those production services.

Supporting this event ensures:

- A free, family-friendly public gathering for residents and visitors
- Activation of the Santa Barbara Library Plaza as a civic and cultural space
- Greater access to a major international sporting event without paid admission
- A positive community-building opportunity in downtown Santa Barbara

This contribution reflects the County’s commitment to supporting community events that enhance quality of life, strengthen civic connection, and provide accessible recreational opportunities for the public.

FISCAL AND FACILITIES IMPACTS:

Appropriations to cover the cost of this event will be established upon approval of Budget Revision Request No. 0011131.

The total contribution amount is \$3,762, funded by the First District’s Discretionary Funds held in the Department 990 General Fund Committed Emerging Issues fund balance. There are no facilities impacts associated with this action.

Fiscal Analysis:

Funding Source	FY 2025-26	Total
General Fund	\$3,762	\$3,762
Federal		
State		
Fees		
Total	\$3,762	\$3,762

Attachments:

Attachment A – Invoice

Attachment B – Budget Revision Request No. 0011131

Contact Information:

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