

COUNTY ADMINISTRATOR

ROUTE TO:
JUN 9 PM 27

RETURN INSTRUCTIONS:

VISIT SANTA BARBARA

THE AMERICAN RIVIERA®

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DIST

June 8, 2016

Dear Ms. Miyasato,

With budget hearings just around the corner, I would like to take a moment to recap the funding relationship between among our three organizations: the County, Visit Santa Barbara and the Santa Barbara County Film Commission.

First, it is important to recall that Visit Santa Barbara (VSB) and the Film Commission are essentially two entities. Historically, these were funded separately by the County. Unlike the other twelve tourism marketing agencies receiving County funds, the Santa Barbara County Film Commission's mission has been to promote the *entire* County as a location for filming. On any given day, The Film Commissioner may be managing permitting in Santa Ynez for a car commercial, personally scouting locations in Santa Maria for a feature film, and providing lodgings options in Goleta or Montecito on productions which will spend money in all of these areas.

Additionally, while all of the entities under this contract have seen funding reductions over the past eight years, Visit Santa Barbara and the Santa Barbara County Film Commission have been hit disproportionately by these cuts. **Over the past eight years Santa Maria Chamber, Visit Santa Ynez, and the Goleta Chamber have had funding reduced by about 25%, while VSB and the Film Commission have had funding reduced by approximately 60%.**

This, despite the evidence that, for sheer ROI for the County, the VSB and Film Commission are an excellent investment. Our most current tourism study estimates visitor-spending ROI from just the VSB advertising programs is 83.8:1. For every dollar spent on advertising, \$83.80 was returned to the local economy. Visit Santa Barbara's marketing efforts benefit businesses throughout the County from The Four Seasons Biltmore to county wine producers to county film production companies.

In recent years, Visit Santa Barbara has funded programs outside its traditional advertising campaigns. A good example of this is the recent commitment of 175K in funds to develop strategies to increase air service for Santa Barbara.

Additionally, the Film Commission along with Visit Santa Barbara consistently originates large scale marketing based production partnerships (Branded Content Integrations) which require expense of funds, time, and resources that benefit the entire County. To point to a few examples:

--In partnership with Fox Searchlight, the Film Commission spent funds and managed the planning and execution of the 10th anniversary re-release of *Sideways*. This included domestic and foreign press, sweepstakes, an innovative contest spread to sites throughout North County, and a screening and reunion at the Arlington. This effort generated significant exposure for the County, 66 global press clippings, a great deal of social media conversation and more.

--The Film Commission and VSB spent funds in order to create a partnership with Visit California to bring the hit culinary show, "Top Chef" to Santa Barbara and the Film Commission worked with the show to create a storyline based on the bounty of Santa Barbara County's seafood. The show shot in City of Santa Barbara, Goleta, and North County and promoted our region's wine, food and desirability as a vacation destination to over a million live viewers and executed social media campaigns to promote the show and Santa Barbara County.

--The Film Commission identified which television shows were most likely to influence travel and approached The Bachelorette with the concept of filming in Santa Barbara. They agreed and we spent significant funds to bring the production here, also creating a storyline utilizing locations that would reflect beautifully on Santa Barbara to fans

Visit Santa Barbara

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around the world. The show drew 6.5 million viewers in 220 territories around the globe for the two hour episode. The cost of buying only the advertising spots during that two hour episode would have been 1.7 million dollars.

--The Film Commission is spending funds to create a marketing partnership with Writer-Director Mike Mills, whose autobiographical film, "20th Century Women", recently shot in Santa Barbara. We will create a unique promotional program linked to the 70's era film which will center on the fashion, style, and artistic sensibilities of Santa Barbara in the seventies.

These are only a few of the innovative programs which we have spent time, money, and effort creating.

Because of my (Geoff Alexander's) work as Film Commissioner for the County and City of Santa Barbara, I have been at the forefront on the topic of Film Tourism, and have been invited to speak to the Chilean government on the topic. On the same note, I was a featured panelist on the topic of "Quantifying ROI on Film Tourism" at the international Film Commissioner conference, "Cineposium", in Barcelona because of my innovative work on branded content integration projects which promote Santa Barbara County and bring business to our area.

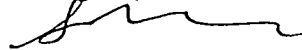
As Legislative Chair for FLICS, I (Geoff Alexander) represented (and currently represent) the interests of areas outside of Los Angeles as I worked with the DGA, MPAA, IATSE, Teamsters Local 399 and others, to help craft the current version of the California State Film and Television Production Incentive. I organized statewide efforts to create incentives for production to film outside of Los Angeles, including online petitions, educational videos, meetings with elected officials, and an educational rally in Sacramento. I continue to work on these issues for the benefit of Santa Barbara County and will be meeting with Senator Ben Allen, Chair of the Joint Committee on the Arts, next month to discuss production issues in California.

Finally, it is important to note that in 2015 the County saw a direct economic impact of 8.2 million dollars from film production. The City of Santa Barbara saw a direct economic impact of 2.3 million dollars. This is only production spending and doesn't take into account promotional exposure which is in the millions as well. The County is the clear beneficiary of this business, while at the same time, the overwhelming majority of the funding to our organization comes through Santa Barbara City and TBID dollars.

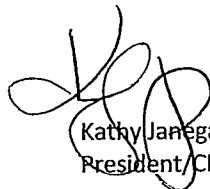
VSB and the Film Commission work hard for the County every day. What you have read is not a complete picture of all that we do, there is far, far more, but the highlights should be enough to demonstrate the huge return on investment that the County enjoys. I hope that this will help to illustrate the reasons that the County has seen fit to provide funding to Visit Santa Barbara and the Film Commission and that you will see the value in continuing to do so.

I am happy to answer any questions.

Best Regards,



Geoff Alexander
Film Commissioner



Kathy Janega-Dykes
President/CEO



Alexander, Jacquelyne

From: elisabeth lamar <elisabethlamar@hotmail.com>
Sent: Thursday, June 09, 2016 3:22 PM
To: sbcob
Subject: Re: Community Choice Energy 2016/2017 Budget Enhancement Funding (Support)

Santa Barbara County Board of Supervisors
105 E. Anapamu St, Suite 407
Santa Barbara, CA 93101

Re: Community Choice Energy 2016/2017 Budget Enhancement Funding (Support)

June 9, 2016

Dear Santa Barbara County Board of Supervisors:

I support the development of a local Community Choice Energy program and respectfully ask that the Board of Supervisors to approve the proposed budget enhancement which will continue the County's progress towards launching a Community Choice program. I applaud the Board for leadership in funding the feasibility study last year. In order to continue work towards developing a local program without interruption or delay, it is extremely important to allocate budget now.

Marin Clean Energy, Sonoma Clean Power, and Lancaster Choice Energy clearly demonstrate that Community Choice programs can offer both greenhouse gas (GHG) reductions and substantial financial savings though competitive and most often cheaper electricity rates. In the next year, three new programs will launch in San Francisco, San Mateo and Humboldt Counties. The emergence of these new programs reflects that communities across California clearly recognize the benefits of Community Choice Energy.

Community Choice Energy has proved to offer environmental and economic benefits which include:

1. Competitive, stable energy costs: Marin Clean Energy, Sonoma Clean Power, and Lancaster Choice Energy all offer electricity rates competitive with or cheaper than the investor owned utilities. In 2014 & 2015 Marin Clean Energy and Sonoma Clean Power saved their customers more than \$29.6 million on electricity bills.
2. Cleaner energy: The three existing Community Choice programs offer energy mixes with higher percentages of renewable energy (and lower GHG emissions) than the investor owned utilities. CCE is the most impactful tool in the County's Climate Action plan for reducing emissions.
3. New business opportunities: Community Choice Energy programs have the power to turn rooftops, parking lots, and other under-utilized spaces into generation sites that produce energy AND revenue for site hosts as surplus power is sold into the grid.
4. Community-wide economic gains and local job creation: A local community choice program would retain the millions of dollars of electricity payments currently leaving the County to pay utilities and their investors. These dollars would remain with a local non-profit agency and help fund local energy projects and energy efficiency programs – creating new high-paying local, union jobs and a more resilient local energy system.

In light of these potential benefits, I encourage on the Board to continue funding towards the development of a Community Choice program. I am proud to support Community Choice Energy, and urge the Board of Supervisors to do so as well.

Thank you very much for your consideration,
Elisabeth Lamar



Santa Barbara County 1st District Supervisor Salud Carbajal
 Santa Barbara County 2nd District Supervisor Janet Wolf
 Santa Barbara County 3rd District Supervisor Doreen Farr
 Santa Barbara County 4th District Supervisor Peter Adam
 Santa Barbara County 5th District Supervisor Steve Lavagnino

Re: Community Choice Energy 2016/2017 Budget Enhancement Funding (Support)

June 9, 2016

Dear Santa Barbara County Board of Supervisors:

I support Community Choice Energy and urge the Board of Supervisors to approve funding for Community Choice Energy in the 2016 / 2017 budget.

Existing Community Choice Energy programs have proven to offer residents, businesses and governments:

- Competitive and most often cheaper electricity rates
- Local control and accountability of our energy provider
- Cleaner energy with lower greenhouse gas emissions
- New opportunities for local energy projects
- Local economic stimulus and creation of high paying union jobs

Allocating funding now would allow the County to move quickly towards launching a local program and help the County realize these benefits. I urge the Board of Supervisors to approve a budget expansion for Community Choice Energy.

Thank you for your consideration.

Sincerely

	Name	City		Name	City
1	Jewel Snavelly	Santa Barbara	91	Jefferson Litten	Santa Barbara
2	Jaime Fior	Santa Barbara	92	Serena Cyr	Santa Barbara
3	Barry Remis	Santa Barbara	93	Dr. Linda K. Phillips	Goleta
4	Kim Kavish	Santa Barbara	94	Johnny Sacko	Santa Barbara
5	John Dutton	Santa Barbara	95	Suzy St. Denis	Frederick
6	Leslie Ekker	Santa Barbara	96	Debra Arnesen	Santa Barbara
7	Jean Davis	Santa Barbara	97	Cecilia Anne Spencer	Santa Barbara
8	David Novak	Santa Barbara	98	Sally Hearon	Santa Barbara
9	Dan Maher	Ventura	99	Maureen Barrio	Ventura

10	Gail	Osherenko	Santa Barbara	100	Scott	Ferguson	Santa Barbara
11	June	Pujo	Santa Barbara	101	Wieke	Meulenkamp	Santa Barbara
12	Michelle	Kendall	Santa Barbara	102	John	Watson	Santa Barbara
13	Janet	Blevins	Lompoc	103	Randy	Solakian	Santa Barbara
14	Connie	Stomper	Santa Barbara	104	Summer	Calvert	Santa Barbara
15	Birdie	Newborn	Santa Barbara	105	Juli	DeAngelis	Santa Barbara
16	James	Wagner	Santa Barbara	106	Danielle	Erjavec	Goleta
17	Stacey	Otte	Los Alamos	107	Russ	Teall	Santa Barbara
18	David	Dolotta	Santa Barbara	108	Rachel	Fiorentini	San Luis Obispo
19	Francis	Jansen	Santa Barbara	109	Nicole	Wald	Santa Barbara
20	Marge	Schwartz	Santa Barbara	110	Nancy	Caponi	Santa Barbara
21	Judith	Hogan	Santa Barbara	111	Michel	Saint-Sulpice	Santa Barbara
22	Thomas	Morse	Santa Barbara	112	Andray	Cardoza	Goleta
23	Bruce	Kendall	Santa Barbara	113	Diane	Boss	Santa Barbara
24	Heather	Hochrein	Santa Barbara	114	Elise	Fields	Santa Barbara
25	Marc	McGinnes	Santa Barbara	115	Julie	Link	Santa Barbara
26	Edward	Bear	Santa Barbara	116	Chris	Link	Santa Barbara
27	Ruth	Loomer	Santa Barbara	117	Duffy	Smith	Santa Barbara
28	Christina	Eliason	Santa Barbara	118	Jerry	Hatchett	Santa Barbara
29	Susan	Shields	Santa Barbara	119	Susan	Shaberman	Santa Barbara
30	Jonathan	Mills	Santa Barbara	120	Kathryne	Tetreault	Santa Barbara
31	Jane	Engelsiepen	Caprinteria	121	Lesley	Weinstock	Santa Barbara
32	Liam	Horstick	Oxnard	122	Dawn	Mitcham	Santa Barbara
33	John	Jostes	Santa Barbara	123	Mark	Oliver	Solvang
34	Ivor	John	Santa Barbara	124	Katheryn	Keller	Santa Barbara
35	LeeAnne	French Sanchez-	Santa Barbara	125	Steve	Ferry	Santa Barbara
36	Andrea	Gonzalez	Santa Barbara	126	Hugh	Kelly	Santa Barbara
37	Nancy	Black	Santa Barbara	127	Susan	Shields	Santa Barbara

38	Deanne	Ledebuhr	Goleta	128	Jonas	De Moe	Summerland
39	Brandon	Kaysen	Santa Barbara	129	Jeanne	Sparks	Santa Maria
40	Kelsey	Johnson	Santa Barbara	130	Marge	Schwartz	Santa Barbara
41	Mckenzie	Rasmussen	Goleta	131	Brian	Trautwein	Goleta
42	Jonathan	Wang	Santa Barbara	132	Jack	Casey	Santa Barbara
43	Kayvaan	Kaboli	Santa Barbara	133	Jeff	Theimer	Carpinteria
44	Jean-Louis	Kaminski	Santa Barbara	134	Charles	Kimbell	Santa Barbara
45	Mike	Noling	Santa Barbara	135	Danyel	Dean	Santa Barbara
46	Betty	Noling	Santa Barbara	136	Kenneth	Naylor	Santa Maria
47	Irv	Beiman	Santa Ynez	137	Eileen	Daley	Santa Barbara
48	Alena	Simon	Santa Barbara	138	Jaya	Brady	Santa Barbara
49	Sophie	von Hunnius	Goleta	139	Elizabeth	Kryder	Santa Barbara
50	Steve	Winterhalter	Santa Barbara	140	Megan	Birney	Santa Barbara
51	John	Ellis	Santa Barbara	141	Kelly	Ferguson	Santa Barbara
52	Tana	Sommer-Belin	Santa Barbara	142	Lee	Heller	Summerland
53	Karl	Hutterer	Santa Barbara	143	Michael	Chiacos	Santa Barbara
54	Maida	Smith	Santa Barbara	144	John	Steed	Santa Barbara
55	Lee	Chiacos	Santa Barbara	145	Jim	Taylor	Carpinteria
56	Barbara	Wishingrad	Santa Barbara	146	Jaime	Fior	Santa Barbara
57	Jim	Balter	Santa Barbara	147	Howard	Schiffer	Santa Barbara
58	Michael	Cohen	Santa Barbara	148	Dennis	Allen	Santa Barbara
59	Joseph	Juhasz- Lukomski	Santa Barbara	149	Nancy	Martin	Santa Barbara
60	Daniel	Glaser	Santa Barbara	150	Eric	Fields	Santa Barbara
61	Elizabeth	Wagner	Santa Barbara	151	Alina	Portillo	Santa Barbara
62	Mike	Weissman	Santa Barbara	152	Steve	Windhager	Santa Barbara
63	Margie	Bushman	Santa Barbara	153	Robert	Janeway	Santa Barbara
64	Steve	Downing	Santa Barbara	154	Tiffany	Yen	Goleta
65	David	Swanson	Goleta	155	Sophia	von Hunnius	Boston

66	Megan	O'Beirne	Goleta	156	Katherine	Huntington	Santa Barbara
67	Martine	White	Santa Barbara	157	Edward	Tomeo	Santa Barbara
68	Dave	Davis	Santa Barbara	158	Erica	Felins	Santa Barbara
69	Thea	Howard	Goleta	159	Patricia	Jasper	Santa Barbara
70	Catherine	Mullin	Santa Barbara	160	Michelle	Weinman	Santa Barbara
71	Paula	Gregoire-Jones	Santa Barbara	161	Rosalie	Fatta	Santa Barbara
72	Lori	La Riva	Santa Barbara	162	Katharine	Merrill	Oxnard
73	Dennis	Thompson	Santa Barbara	163	Gordon	Clint	Newbury Park
74	Terry	Frewin	Santa Barbara	164	Patricia	Butler	Santa Barbara
75	Stephen	Fetterly	Goleta	165	Elisa	Atwill	Santa Barbara
76	Kathryn	Williams	Santa Barbara	166	Fran	Farina	Santa Barbara
77	Phillip	Plank	Goleta	167	Steve	Bellamy	Summerland
78	Shelby	Condon	Goleta	168	Robert	Ornstein	Santa Barbara
79	Alexi	Josefik	San Jose	169	Cheryl	Tomchin	Santa Barbara
80	Magdalena	Romo	Santa Barbara	170	Stanley	Hatch	Santa Barbara
81	Brady	Esterbrooks	Santa Barbara	171	Maureen	Earls	Santa Barbara
82	Scott	Ridout	San Diego	172	Sheila	Wiseman	Goleta
83	Sarah	Siedschlag	Santa Barbara	173	Janet F	Patruno	Santa Barbara
84	Molly	Allison	Santa Barbara	174	Barbara	Lindemann	Santa Barbara
85	Brian	Grove	Santa Barbara	175	Shane	Stump	Santa Barbara
86	Joseph	Conway	Goleta	176	Sigrid	Wright	Goleta
87	William	Cosgrove	Goleta	177	April	Price	Santa Barbara
88	Matilda	Criel	Goleta	178	Cameron	Gray	Santa Barbara
89	Colin	Campbell	Santa Barbara	179	Anais	Pelegriani	Goleta
90	Hailey	Colin	Santa Barbara	180	Kathi	King	Santa Barbara