



Santa Barbara Public Library System

March 30, 2016

Central Library
 40 E. Anapamu St.
 PO Box 1019
 Santa Barbara, CA
 93102
 805.962.7653
 Fax: 805.564.5660

Santa Barbara County Board of Supervisors
 105 East Anapamu
 Santa Barbara, CA 93101

Buellon Library
 140 West Highway 246
 Buellon, CA
 93427
 805.688.3115

Carpinteria Library
 5141 Carpinteria Ave.
 Carpinteria, CA
 93013
 805.684.4314

Eastside Library
 2 E. Montecito St.
 Santa Barbara, CA
 93103
 805.963.3727

Goleta Library
 500 N. Fairview Ave.
 Goleta, CA
 93117
 805.964.7878

Los Olivos Library
 Grange Hall
 2374 Alamo Pintado Ave.
 Los Olivos, CA
 93441

Montecito Library
 1469 East Valley Rd.
 PO Box 5039
 Santa Barbara, CA
 93106
 805.969.5053

Santa Ynez Library
 3598 Sagunto St.
 Santa Ynez, CA
 93460

Svang Library
 1715 Mission Dr.
 Santa Ynez, CA
 93463
 805.566.4214

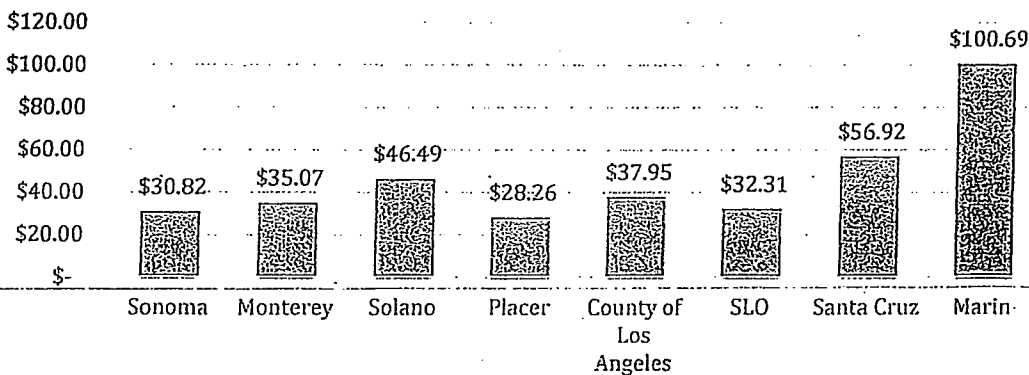
Dear Chair of the Board Adam, and Supervisors Lavagnino, Carbajal, Farr, and Wolf,

As Library Director for Santa Barbara County Zone 1, I am writing to you today requesting increased funding for the libraries within Santa Barbara County. As you know, libraries across Santa Barbara County provide tremendous benefit to the communities they serve. As your Library Director, I am asking that you support increased funding to ensure continued equal access to information and a culture of lifelong learning.

It pays to support library funding. An investment in libraries is an investment in education, lifelong learning, and our community's future. Indeed, libraries are among the most effective of all public services, providing a variety of services to more than 2/3 of the public using less than 2% of all tax dollars. For every tax dollar invested in libraries, there is an average return of \$4 in services to patrons, the community, and the economy. Our local libraries have a long history of supporting early literacy education and play a key role in helping children become ready to read and ready for school. In addition, libraries engage in many partnerships with community agencies in order to extend local services and programs.

As your Zone 1 Library Director, I ask that you support libraries in Santa Barbara County by increasing the current allotment to at minimum an average of the benchmark counties below:

Benchmark CA County Per Capita Allocation



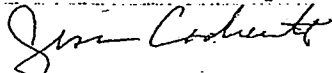
Average of the benchmark counties equals \$46.06 per capita. The chart below represents the current per capita funding from all local government sources, including county and city contributions:

| | Per capita | County per Capita | Local Government Funding | Total Funding | Total Budget | Shortfall |
|---------------|------------|-------------------|--------------------------|----------------|----------------|----------------|
| Santa Barbara | \$51.75 | \$710,684.00 | \$4,002,862.00 | \$4,713,546.00 | \$5,351,027.00 | (\$637,481.00) |
| Goleta* | \$13.01 | \$705,588.88 | \$470,713.00 | \$1,176,301.88 | \$1,504,245.00 | (\$327,943.12) |
| Buellton | \$16.51 | \$82,117.80 | \$91,641.00 | \$173,758.80 | \$206,805.00 | (\$33,046.20) |
| Solvang | \$16.16 | \$82,117.80 | \$88,000.00 | \$170,117.80 | \$228,710.00 | (\$58,592.20) |
| Montecito | \$7.80 | \$86,627.45 | \$0.00 | \$86,627.45 | \$233,648.00 | (\$147,020.55) |
| Carpinteria | \$9.96 | \$128,337.83 | \$35,500.00 | \$163,837.83 | \$262,963.00 | (\$99,125.17) |

*Local Government funding includes CSAB funds

The importance of the role that libraries play in our community and in educating our children is unquestionable. I ask you to continue to support libraries by supporting library funding. Libraries are for everyone, everywhere.

Sincerely,



Jessica Cadiante
 Zone 1 Library Director
 Santa Barbara Public Library System

enzi, Chelsea

From: Board Letters
Subject: FW: Visit Santa Barbara and Film Commission Funding

From: Lynda Dees [<mailto:lynda@santabarbaraca.com>]
Sent: Wednesday, June 08, 2016 12:50 PM
To: County Executive Office
Subject: Visit Santa Barbara and Film Commission Funding

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 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.

VSF 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. We 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 Kathy Janega-Dykes
Film Commissioner President/CEO

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)

6.3.2016

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 through 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.
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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,



Tom Jacobs, AIA

Lenzi, Chelsea

From: Claire Fackler <sbaquadiva@hotmail.com>
Sent: Tuesday, June 07, 2016 3:24 PM
To: sbcob
Subject: Santa Barbara Needs Community Choice Energy

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 7, 2016

Dear Santa Barbara County Board of Supervisors:

I whole heartedly 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.

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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,
Christina Claire J. Fackler (146 Romaine Drive, Santa Barbara, CA 93105)

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 6, 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.

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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,
Dawn Mitcham

Lenzi, Chelsea

From: Karen Feeney <kfeeney@buildallen.com>
Sent: Friday, June 03, 2016 3:22 PM
To: sbcob
Subject: Please Support Community Choice

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)

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,

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Community Choice Energy has the following benefits:

- 1) Competitive, stable energy costs
- 2) Cleaner energy
- 3) New business opportunities
- 4) Community-wide economic gains and local job creation

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,

Karen Feeney

Karen Feeney | Business Development
Santa Barbara | Santa Ynez | Ventura | Los Angeles | buildallen.com
Cell: (805) 448-5514 | Direct: (805) 324-5721 | Fax: (805) 884-0029 | Email: kfeeney@buildallen.com



ALLEN
CONSTRUCTION

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 6, 2016

Dear Santa Barbara County Board of Supervisors:

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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,
Kathi King



environmental
DEFENSE CENTER

June 3, 2016

Board of Supervisors
County of Santa Barbara
105 East Anapamu Street
Santa Barbara, CA 93101

Re: **Community Choice Energy 2016/2017 Budget Enhancement Funding - SUPPORT**

Dear Honorable Supervisors:

On behalf of the Environmental Defense Center ("EDC"), I urge the Board of Supervisors to approve funding for Community Choice Energy in the 2016/2017 budget. The EDC is a public interest environmental law firm that protects and enhances the local environment through education, advocacy and legal action. Throughout our 39-year history, we have sought to protect our coast and communities from the risks and impacts of oil and gas development, and we have promoted clean energy projects and strategies.

We strongly support Community Choice. Existing Community Choice Energy programs offer residents, businesses and governments many benefits, including:

- 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,

Linda Krop, Chief Counsel

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 5, 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.

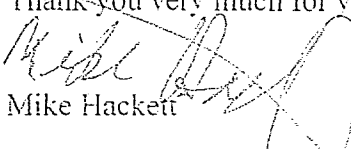
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Community Choice Energy has proved to offer environmental and economic benefits which include:

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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.


Mike Hackett

NRG Answers.

Santa Barbara, CA

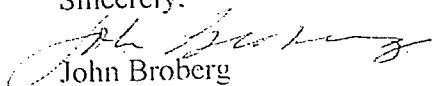
June. 3 2016

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.

For all the reasons that we have already told you about.

Sincerely,


John Broberg

PO Box 41339, Santa Barbara, CA 93140

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 3, 2016

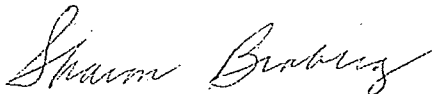
Dear Santa Barbara County Board of Supervisors:

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.

The Community Environmental Council has been working with the supervisors and has delineated 4 reasons for the CCE: Competitive costs, cleaner energy, new business opportunities and Local job creation.

We need to move quickly switch to alternative fuels. Community Choice Energy would put the citizens of our county in the driver's seat to achieve this goal.

Sincerely,



Sharon Broberg, 93103. Mailing address: PO Box 41339, Santa Barbara CA 93140

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 4, 2016

Dear Santa Barbara County Board of Supervisors:

I whole-heartedly support the development of a local Community Choice Energy program and respectfully ask that the Board of Supervisors 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 a budget now.

I was born and raised in Santa Barbara and proud to be from a community that protects its natural resources. However, I feel the community can do so much more, especially when it comes to new solutions to entrenched issues like energy sourcing. As an individual employed and educated in the environmental field, I understand the issues facing communities through climate change, the urgent need to take action, and make decisions that get us to a new energy system quickly that mitigate against the worst effects of a changing climate. I strongly believe that CCE is a step in the right direction.

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 Northern California.


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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,

A handwritten signature in black ink, appearing to read "Kelly Schmandt Ferguson". The signature is fluid and cursive, with a long horizontal line extending to the right.

Kelly Schmandt Ferguson
kaschmandt@gmail.com
1006 East Canon Perdido St
Santa Barbara, CA 93103
805-270-5557

