



Celebrating 55 Years of Beautification!

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Santa Barbara Beautiful

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A 501(c)(3) Corporation
Tax ID# 23-7055360

Santa Barbara *Beautiful* THE NEW LEAF

FALL 2020

Dear Friends,

When we first shared our 2020 Spring New Leaf E-Newsletter with you earlier this year, we announced the difficult decision to cancel our traditional in-person Awards Celebration. We are happy to report that in lieu of in-person celebrations, SB Beautiful continued an unbroken 55-Year tradition of honoring outstanding beautification efforts by local individuals, businesses, and organizations with a unique re-imagined virtual celebration: the "Golden Leaf Awards."

"We were honored to celebrate our 55th Anniversary with Golden Leaf Awards – dedicated to the strength of our community & the individuals who have given joy to our city during these difficult times of COVID-19. Congratulations once again to each and every one!"

Please stroll with us through our Year End showcase of activities & achievements accomplished through the generous support of friends like You.



Photo by Jeffrey Sipress

Penny Haberman,
Santa Barbara
Beautiful President

Penny Haberman, President

~ on behalf of the SBB Board of Directors

Working Together: MTD Saves A Tree Plaque

Recently we learned a tree once dedicated in 1978 to Loucille Jessup (near the MTD Terminal on Chapala Street) had expired & been removed. MTD has sent word a new tree has been planted among newly refreshed parkway ground planting. The repositioned plaque was rededicated courtesy of MTD general manager Jerry Estrada.



Commemorative Tree Program

"I cannot express how lucky I feel to have come across this program. This dedication is for our parent's 50th wedding anniversary. Such an appropriate gift for this milestone anniversary. "

"YOU DO SUCH A GOOD JOB!!!!!"

Learn More About Commemorative Trees ...





Santa Barbara Beautiful

'Golden Leaf Awards'

HONORING BEAUTIFICATION EFFORTS FOR THE LAST 55 YEARS, Santa Barbara Beautiful is recognizing local individuals, businesses, and organizations in a reimagined way this year by presenting the "Golden Leaf Awards" rather than hosting their annual Awards Celebration.

"We're honored to celebrate our 55th Anniversary with Golden Leaf Awards – dedicated to the strength of our community and the individuals who have given joy to our city during these difficult times of COVID-19. Congratulations to each and every one!" shared Penny Haberman, Santa Barbara Beautiful President.

Every year since 1965, SBB has celebrated the city's beautification efforts with an Awards Celebration in September, a gathering that recognizes people engaged in beautification and their publicly viewable projects. The Awards Celebration has seen many changes throughout the years, but due to the COVID-19 pandemic, SBB had to cancel their in-person celebration. They directed focus on those who have dealt directly with the local impacts of the pandemic.

Honorees were selected by SBB's Publicity/ Marketing/ Communications Committee and presented to the Board of Directors. Award winners will receive their award certificates via mail.

2020 Golden Leaf Award Winners are as follow:

"Light It Blue" by the City of Santa Barbara

Local landmarks were lit up in blue during the month of May to show gratitude to healthcare and essential workers.

Project Coordinator: Nina Johnson

Host Facility Sponsors: Arlington Theater; Lobero Theater; SB Museum of Natural History Sea Center; Cottage Hospital Santa Barbara; Mission Santa Barbara

Coordinators/ Artists/ Sponsors: Andrew Gartner, Gartner Design Co. (Coordinator); Lani Ballonoff, SPARK Creative Events (Sponsor); Kym Cochran & Jonathan Smith, The Environment Makers (Participating Artists); Casey Caldwell, SB Arts Collaborative/ CAW) (Sponsor); Jake Hanson, Bella Vista Designs (Sponsor); Ethan Turpin Art & Design (Participating Artist); Nina Dunbar (Coordinator)

"Locals Helping Locals" by Allen Construction

Putting community first, Allen Construction offered pro bono assistance in building Outdoor Parklets, Seating, ADA Ramps, etc.

CFO Project Coordinator: Lindsay Helmick

Community Partners: Hayward Lumber; Mission Audio & Visual; CJM:LA; Evergreen SB



"Locals Helping Locals"

Top: Brass Bear Brewing & Bistro
Bottom: Little Kitchen



"Light It Blue"

Top: Santa Barbara Cottage Hospital
Left: Santa Barbara Sea Center

Local Businesses: Brass Bear Brewing & Bistro; Dune Coffee; Holdren's Steaks & Seafood; Kunin Wines; Little Kitchen; Mollie's Restaurant; Renaud's Patisserie & Bistro Montecito; Restaurant Roy; Valley Project; Villa Wine Bar.

"AIA SB 2020 Design Charrette – Downtown State Street" by AIA Santa Barbara Chapter

With a goal to Reinvigorate, Reinvent, Reimagine, and Repurpose our Downtown with housing, energy, and life, the AIA SB hosted a Design Charrette for Downtown.

Charrette Committee Co-Chairs: Cassandra Ensberg FAIA & LEED AP; Detlev Peikert AIA, LEED AP BD+C; Ellen Bildsten AIA LEED AP; Matt Beausoleil AIA & 2020 president AIA SB.

Steering Committee: Alex Pujo AIA; Amy Fitzgerald-Tripp AIA; Paul Rupp AIA; Dennis Thompson FAIA; John Campanella; Karen Feeney, Hon. AIASB; Nina Johnson; Tony Tomasello; Jasper Jacobs P.E.

"2020 Awards for Responsive Works to COVID-19~Artists' Stipends" by County of SB Office of Arts & Culture

In recognition of artists' essential social contributions, 20 local artists received stipends of \$500 each for creating work in response to this unprecedented time of COVID-19.

Project Coordinator: Sarah York Rubin, Executive Director

Project Participants: Dennis Smitherman, County Arts Commission; Karen Kerns, SB Bowl Foundation

Artist recipients were selected from over 100 applicants. They include: Nathan Appel, Patricia Clarke, Jim Davis, David Diamant, Andrew Gartner, Chanté Glover, Mark Hirsch, Stephen Holland, Nathan Huff, Michael Long, Mary Nohr, Elisa Ortega Montilla, Juan Manuel Perez Salazar, Pecos Pryor, Irene Ramirez, Leticia Resch, Cecily Stewart, Sio Tepper, Andrew Thill, and Ethan Turpin

"#WeMakeEvents Campaign / #RedAlertRESTART" Event

Showing support for the live entertainment industry during the COVID-19 pandemic, local venues participated in the nationwide event illuminating performing arts and culture venues on September 1st, 2020.

Project Coordinator: Christopher Darling

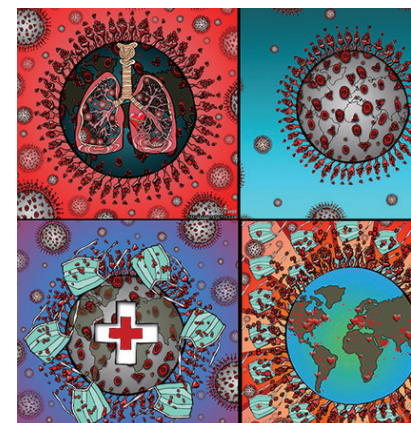
Host Facility Sponsors: SB Bowl: Rick Boller, Executive Director; Eric Shiflett, Program Director. Arlington Theater: Tammy Stewart (Metro Theaters)

Since 1965, Santa Barbara Beautiful has planted over 13,000 trees, and provided over \$500,000 in grants to support local art and design projects, funded scholarships to students majoring in environmental horticulture and architectural design; celebrated numerous individuals, residences, and businesses that have demonstrated exceptional efforts to make Santa Barbara beautiful.

"So honored to be recognized by Santa Barbara Beautiful."

"Great news! SPARK is proud to be able to bring the blue light and enjoyed the collaboration between all of us!"

"..thank you for your recognition of this program (and others) for this year's awards. What an incredible way to recognize the many businesses who have reached out to support others during this trying time."



AIA SB 2020 Design Charrette – Downtown State Street



"#WeMakeEvents Campaign / #RedAlertRESTART" Event

Santa Barbara Bowl



Photos courtesy of Santa Barbara County Office of Arts & Culture

SB County Arts Commission 2020 Responsive Works Award

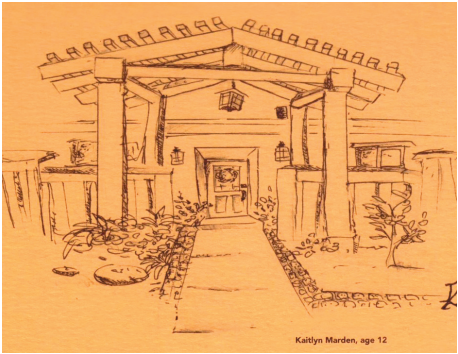
Top: Essential by Chanté Glover. Acrylic paint and gold leaf on wood.

Left: The Rona 2020: portrait of a virus (detail) by David Diamant. Hand drawn pen/ink and digital collage developed on to photographic paper.

Keeping Santa Barbara Beautiful Community Improvement Project Grants

We support local organizations & groups in their efforts to enhance & beautify the community through grants for Arts & Culture and Horticulture projects accessible to the public.

[Learn More About Grants...](#)



Kids Draw Architecture Calendar
[Read More...](#)



Pianos On State
[Read More...](#)



**Marjorie Luke Theater
Kiosk Restoration**
[Read More...](#)



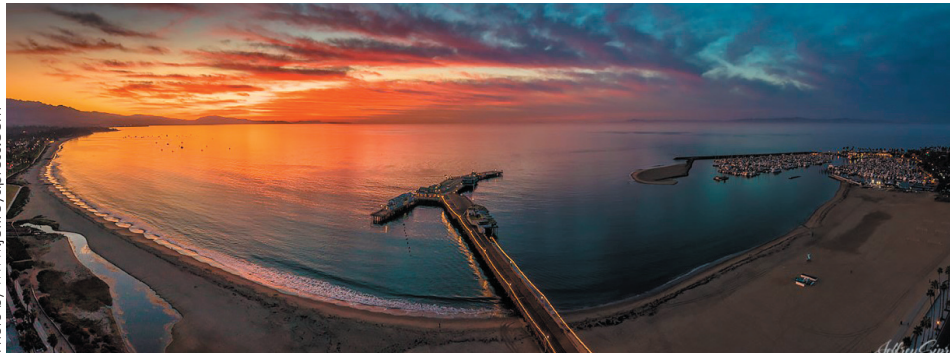
**Downtown Promenade Holiday Market
Lighting & Store-Front Art Installations**
[Read More...](#)



**Historic Moullet House Landscape
Restoration**
[Read More...](#)



**"In Their Own Words" – SBB Past
Presidents' Oral History Project - Volume I**
[Read More...](#)
NEW to our website – Behind the Scenes Personal Stories!



Let's Hear From You! ~ "What Is Beautiful To You?"
Share with us "What is Beautiful To You?" by sending an email to info@sbbeautiful.org



Scholarships
We continue our commitment to the future with active educational outreach through Scholarships with SBCC (Environmental Horticulture) & Architectural Foundation of SB (Architectural Design & Landscape Architecture.)
[Learn More About AFSB Scholarships...](#)
[Learn More About SBCC Scholarships...](#)

Trees Of The Year

Fun facts on our ever-popular "Tree of the Month"
– Say Hello to the 2020 People's Choice

- Most popular tree on SBB Website:
Marina Strawberry Tree (Arbutus 'Marina')
- [Tree of the Month Stats on Edhat.com](#)
- Most popular tree: as of October the most viewed tree was the Naked Coral Tree (Erythrina coraloides) with 7182 views
- The runner-up was the Red-Flowering Eucalyptus (Eucalyptus ficifolia) with 7140 views
- Over the last 12 to 18 months, the next most viewed trees are the Indian Laurel Fig (Ficus microcarpa) with 5526, and the Camphor (Cinnamomum camphora) with 5800
- The average number of visits over time is 3 to 4K per tree.

[Learn More About Trees of the Month...](#)



Most popular on Edhat.com: Naked Coral Tree (Erythrina coraloides)
[Read More...](#)



Runner-up on Edhat.com: Red-Flowering Eucalyptus (Eucalyptus ficifolia)
[Read More...](#)



Most popular on SBB Website:
Marina Strawberry Tree (Arbutus 'Marina')
[Read More...](#)

Mission Statement

The purpose of Santa Barbara Beautiful is to stimulate community interest and action toward the enhancement of Santa Barbara's beauty as a complement to current and future government and private activity.

Santa Barbara Beautiful is an organizations of volunteers dedicated to beautifying our area in a variety of ways not only by working independently but also by cooperating with city departments, neighborhood association and other agencies. Formed in 1965 by concerned civic leaders, Santa Barbara Beautiful is a non-profit, tax-exempt corporation. Contributions are tax-deductible.

**Commemorative Trees
Make Great Gifts!**

[Click Here for the
Online Application](#)



JOIN US!

Become A Member

Give A Donation

Make A Difference

We cherish your Support.
Help us continue to
keep Santa Barbara
beautiful with a New or Renewed
Membership! Make a Sustainable
Monthly Donation to your favorite
beautification effort; Dedicate a Tree
or Sponsor a Scholarship. Contact
Us. We're here to help You.



Membership Opportunities & Benefits

\$50: INDIVIDUAL

\$75: FAMILY

\$150: FRIEND

\$300: SUPPORTER*

**Commemorative Plaque
included at no charge.*

\$600: BENEFACTOR*

**Commemorative Plaque
included at no charge.*

\$1,000: SUSTAINING*

**Commemorative Plaque
included at no charge.*

\$2,500: LEADERSHIP*

If you would like to
donate more than \$2,500
toward your Leadership
Membership, please email
info@sbbeautiful.org or call
805-965-8867.

NEW!

**Fill out the Commemorative
Tree Plaque Application
Online:**

[CLICK HERE](#)

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Photo by www.jeffreysipress.com

See You Next Year!

2021 Board of Directors & Officers

Thank You for Supporting Santa Barbara Beautiful
WE COULDN'T DO IT WITHOUT YOU!

2021 Officers

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1st Vice President / Treasurer: Santos Escobar

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