



**TO:** Mayor and Councilmembers

**SUBMITTED BY:** Robert Nisbet, City Manager

**PREPARED BY:** Shannon Kirn, Assistant to the City Manager  
Blake Markum, Management Analyst

**SUBJECT:** Goleta School of Ballet Business Recognition Award

**RECOMMENDATION:**

Present a Business Recognition award certificate to the Goleta School of Ballet

**BACKGROUND:**

The Business Recognition Program (Program) and its accompanying guidelines were approved by the City Council in July 2024. The Program is intended to highlight exceptional Goleta businesses for their notable achievements and unique contributions to the community. Recognition may be based on factors such as longevity, economic development, prosperity, sustainability, resilience, or other efforts that promote ongoing community enrichment.

Under the Program guidelines, nominations are open to the public, and self-nominations are encouraged. Nominations may be submitted at any time through an online form and are intended to be given on a quarterly basis, depending on nominations. Award recipients are selected by City of Goleta staff in consultation with the Greater Santa Barbara Hispanic Chamber of Commerce and the Santa Barbara South Coast Chamber of Commerce

The most recent award was given in October 2024 to Tom Modugno for Santa Cruz Market's longevity in the City.

**DISCUSSION:**

The Goleta School of Ballet has been selected for recognition to honor nearly four decades of service to the community and its success as a woman-owned business. Since opening its doors in 1986 under Artistic Director Lisa Abshire, the Goleta School of Ballet has become a cornerstone of the community—offering quality ballet training while fostering an appreciation, interest, and genuine fondness for music and dance. In 2011,

the Goleta School of Ballet moved into its custom-designed studios on Magnolia Avenue in Old Town Goleta, further cementing its roots in the community. The facility includes two sprung dance floors, providing students with a professional environment to train and perform.

The school's mission emphasizes both classroom instruction and performance experience for students of all ages and levels. Each year, students take part in beloved productions such as *The Nutcracker*, a February mixed repertory program, and a full-length classical ballet in the spring. Performances have become cherished traditions for Goleta families and beyond.

A Business Recognition Award Certificate will be formally presented to the Goleta School of Ballet at the City Council meeting on October 21, 2025.

#### **GOLETA STRATEGIC PLAN:**

**City-Wide Initiative:** 4. Support Economic Vitality

**Strategic Goals:**

- 4.1 Promote a sustainable local economy
- 4.3 Encourage residents, neighboring shoppers, and tourists to support locally owned businesses in Goleta

#### **FISCAL IMPACTS:**

The only fiscal impacts of this program are staff time and minimal costs associated with purchasing and printing certificates. Sufficient funds are available in the City Manager's budget under Economic Development Professional Services to cover these costs.

**LEGAL REVIEW BY:** Isaac Rosen, City Attorney

**APPROVED BY:** Robert Nisbet, City Manager