



**Agenda Item C.1**  
**DISCUSSION/ACTION ITEM**  
**Meeting Date: May 6, 2025**

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**TO:** Mayor and Councilmembers

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

**PREPARED BY:** Shannon Kirn, Assistant to the City Manager

**SUBJECT:** Award of Old Town Pride of Place Grants

**RECOMMENDATION:**

- A. Approve the Old Town Pride of Place Grant Program funding recommendations of the Economic Development and Revitalization Committee; and
- B. Authorize the budget appropriation totaling \$120,000 for revenue and expense accounts as identified in the fiscal impact section of the report.

**BACKGROUND:**

On January 21, 2025, the City Council received a presentation on the Economic Development Strategic Plan – Old Town Initiatives and discussed the proposed program guidelines and criteria for the Old Town Pride of Place (POP) Grant Program. The Council approved the initiation of the Old Town POP Grant Program and approved the use of \$120,000 of the remaining Streamlined Business Loan Program funding for this grant program.

The application period ran for four weeks from February 3, 2025, to March 4, 2025, and staff conducted an in-person workshop at the Goleta Community Center on February 18, 2025, where Old Town businesses were invited to learn about the program. A total of twenty-eight (28) applications were received, totaling a funding request of \$530,407.

On April 2, 2025, the Economic Development and Revitalization Committee (Committee) met to review the applications and provided funding recommendations.

**DISCUSSION:**

During the application review, considerations included, but were not limited to, the following: the extent to which the application aligned with the program goals of enhancing the sense of place and attracting more customers to Old Town, the extent to which the program/service/event positively impacted the community, whether the application

demonstrated collaboration between Old Town businesses.

The Committee recommends awarding a total of \$120,000 to twenty-two (22) applicants. See Attachment 1 for the full list of the Committee's funding recommendations. See Attachment 2 for all the Old Town POP Grant Applications received. Please note that some grant applications were submitted via multiple means, and staff manually entered all applications into Survey Monkey for ease of reviewing and tracking.

### Next Steps

Following Council approval of the funding recommendations, staff will prepare grant agreements for the awardees and issue payments in late May or early June. See Attachment 3 for the Grant Agreement Template. Staff will also reach out to each recipient individually to ensure they have the necessary tools and information to successfully implement their program, event, or service. In addition, staff are partnering with Women's Economic Ventures to provide no-cost business coaching and advisory services to all grant recipients. These services are being offered through Agreement No. 2020-058 for small business loans, which has now been expanded to include business coaching for Goleta businesses, with an emphasis on Old Town businesses and grant recipients.

### **GOLETA STRATEGIC PLAN:**

**City-Wide Strategy:** 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:**

There is no fiscal impact associated with this item. At the January 21, 2025, meeting, the City Council approved the reprogramming of \$120,000 from the Streamlined Business Loan Program for the use of the POP Grant Program. Staff recommend approving the budget appropriation totaling \$120,000 for revenue account 101-80-8500-46000 (Miscellaneous Revenue) and \$120,000 in the City Manager's expenditure account 101-10-1200-54012 (Support to Other Agencies – Grants).

### **ALTERNATIVES:**

City Council could alter the recommendation for the Old Town POP Grant Program funding by increasing or decreasing the award amounts to recommended applicants and/or awarding funding to applicants not recommended by the Committee. City Council may also choose to delay the award of the Old Town POP Grant and direct staff as appropriate on other options.

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

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

**ATTACHMENTS:**

1. Old Town POP Grant Committee Funding Recommendations
2. Old Town POP Grant Applications
3. Old Town POP Grant Agreement Template
4. Staff Presentation

## **ATTACHMENT 1**

Old Town POP Grant Committee Funding Recommendations

Recommended POP Grant Funding awards			
	Name of Business	Project/Program	Committee Recommendation
1	Avellana Dance Studio LLC	Flamenco for All: Cultivating Confidence and Culture in Old Town Goleta	\$5,000
2	Blue Blossoms	Garden and Studio for Community Events	\$5,000
3	Buscaron Biometrics	Advertising/Marketing	\$5,000
4	Carpeteria Carpet One	Entry to Old Town	\$15,000
5	CopyRight	Old Town Rising: Igniting Business and Community Promotion and Publicity Program	\$7,500
6	CZ Furniture Solutions	Shop Local - Support Goleta Small Businesses	\$3,500
7	E Salon	Pride of place grant	\$1,500
8	Elvira's Photography and Video	Oldtown Sunday Market and Swap Meet - Weekly Merchant Market in Oldtown Goleta	\$9,500
9	Foster Functional Fitness LLC	Foster Functional Fitness/CrossFit Santa Barbara Events & Special Classes	\$5,000
10	Goleta Barbers	Original Center of Old Town Goleta: Hollister & Magnolia, An Updated Version	\$20,000
11	Island Seed & Feed	Signage & Resurfacing	\$2,750
12	Latinos Insurance Agency	Advertising/Let Customers We Still Open	\$1,500 (Just for signage)
13	Liz G Photography	Goleta 360: Shop & Stroll	\$1,500
14	NQ Nails and Spa Services Inc	Beautify old town	\$2,000 (just for signage)
15	OTC Coffee Inc.	Creating Community through Coffee - A Nexus for Old Town	\$5,000
16	Paperback Alley	Make Books Pop	\$3,250
17	Paperback Alley	Old Town Community Walks	\$4,250
18	Santa Barbara Aquatics	We Love the Ocean Community Mural	\$3,750
19	Santa Barbara Electronics Supply	Beautification of buildings at 5836 Hollister	\$7,500
20	Skate One Corp. DBA Powell Peralta	KELLOGG SQUARE MERCHANTS UNITED	\$5,750
21	THE EDGE - Salon & Barbershop	New Dance Studio	\$4,500
22	The Starfish Connection	Historias de Old Town Goleta y Isla Vista / Old Town Goleta and Isla Vista Stories: Chicana/o/x Theater Workshop & Community Performance Project	\$1,250
		<b>TOTAL</b>	<b>\$120,000</b>

## **ATTACHMENT 2**

Old Town POP Grant Applications

## #1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, February 03, 2025 5:39:41 PM  
**Last Modified:** Monday, February 03, 2025 5:51:32 PM  
**Time Spent:** 00:11:51  
**IP Address:** 172.56.123.38

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## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	THE EDGE - Salon & Barbershop
Owner NameNombre del propietario	Michelle Crispin Ibarra
EmailCorreo electrónico	Xanthiexp@gmail.com
Phone NumberNúmero de teléfono	8056361785
Goleta Business License NumberNúmero de licencia comercial de Goleta	N/a
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5710 Hollister Avenue
Street address 2Dirección de Calle 2	B
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117
CountryPaís	us

#### Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

New Dance Studio

#### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

6000

#### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Beautification/Plants/LightingEmbellecimiento/Plantas/luminación**  
**,**  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Permits/InsurancePermisos/Aseguranza,**  
**EventsEventos,**  
**SpecialsEspeciales,**  
**PromotionsPromociones**

#### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

As many businesses as possible

#### Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

I will be extending THE EDGE SALON & BARBERSHOP making it the biggest shop in the heart of old town Goleta. The additional space will also be used to bring a new dance studio to the community for All Ages!



### Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

The grant will be used to improve the building and new space to bring a new dance studio to old town Goleta, a safe place for everyone to express themselves and enjoy the rhythm of music.

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### Q10

#### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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## #2

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Tuesday, February 04, 2025 4:19:34 PM  
**Time Spent:** 04:57:40  
**IP Address:** 184.189.220.241

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Page 1

## Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	OTC Coffee Inc. DBA Old Town Coffee & Roasters
Owner NameNombre del propietario	Rachel J Ward
EmailCorreo electrónico	rachel@oldtowncoffee.com
Phone NumberNúmero de teléfono	8055703311
Goleta Business License NumberNúmero de licencia comercial de Goleta	17650
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	81-4036403

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## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

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## Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5877 Hollister Ave.
Street address 2Dirección de Calle 2	5877 Hollister
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117
CountryPaís	us

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#### Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Remodel per City of Goleta

#### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

#### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Beautification/Plants/LightingEmbelllecimiento/Plantas/luminación**

,

**Permits/InsurancePermisos/Aseguranza,**

Other (please specify)Otro (por favor especifique):

Fence, wall, counters, POS upgrade, tile, etc.

#### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

We are collaborating with Lazy Eye and Pepe's

#### Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Our goal is to continue to provide a safe, comfortable, remodeled, place for our community to gather and enjoy company and coffee. We are a gathering place for business meetings, such as the nurses that meet to discuss nutrition every Tuesday. Schools, like Alta Vista Alternative High School meets with students every Tuesday and Thursday. We partner with other organizations, such as Freedom 4 Youth. We donate coffee to all the elementary schools in Goleta. Our goal is to continue serving our community.

#### Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

The funds will go towards all materials, appropriate licensed trades people, and permits needed for the remodel.

**Q10**

**AgreeDe acuerdo**

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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## #3

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Tuesday, February 11, 2025 1:23:14 AM  
**Time Spent:** 00:12:45  
**IP Address:** 104.28.85.113

Page 1

## Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	NQ NAILS AND SPA SERVICES INC
Owner NameNombre del propietario	Dao vo
EmailCorreo electrónico	jnguyen805@yahoo.com
Phone NumberNúmero de teléfono	8058954770
Goleta Business License NumberNúmero de licencia comercial de Goleta	16641
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5718 Hollister ave
Street address 2Dirección de Calle 2	#102
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117
CountryPaís	us

#### Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Beautify old town

#### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

#### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Beautification/Plants/LightingEmbellecimiento/Plantas/luminación**  
 ,  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**SpecialsEspeciales,**  
**PromotionsPromociones**

#### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

N/A

#### Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

We would like to create a more colorful and attractive sign for the store front to attract attention to the business and the businesses around us. Plant some beautiful flowers in front of salon so it can stand out and look elegant. We also want to use funds to advertise the business throughout Santa Barbara county. Also, to promote specials and deals.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.)¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Materials - \$7000

Advertising - \$1000

Labor/service - \$2000

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## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding.Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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## #4

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Wednesday, February 19, 2025 5:53:13 PM  
**Time Spent:** 00:16:55  
**IP Address:** 172.56.89.86

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Page 1

## Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Guerras Global International Trust
Owner NameNombre del propietario	Ruben Guerra Sr
EmailCorreo electrónico	guerrasglobalinternational@duck.com
Phone NumberNúmero de teléfono	2544004154
Goleta Business License NumberNúmero de licencia comercial de Goleta	934234403
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	NA

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## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

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## Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	900 W 2nd St
CityCiudad	Mcgregor
StateEstado	texas
Zip CodeCódigo postal	76657

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## Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Development For All Humanity



## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

50000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Beautification/Plants/LightingEmbellecimiento/Plantas/luminación**  
 ,  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Benches/SeatingBancas/Asientos,**  
**Business/Customer ParkingEstacionamiento para negocio/clientes**  
 ,  
**Permits/InsurancePermisos/Aseguranza,**  
**EventsEventos,**  
**SpecialsEspeciales,**  
**PromotionsPromociones**

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

The 2Nd Coming Of Christ and Spiritual Growth and thank God for my best friend to be able to help with the world of humanity and God's Planning and Allah and spiritual growth and Finding peace and happiness and Fulfilment and family members of Biology Engineering department of knowledge and health organizations National Economic development matters is A human body based on their standards of Protection and knowledge and Health and Advanced tec and their own team in Multi level Frequency of Cilantro and federation government's security stability foundation for the change of options and their own decisions

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Request for Relationship with you and your team members of the same one of those who have dedicated resources and support and benefits especially when it comes to the Survival of their own children of research and orphans and Homeless people and their family will be able to Absorb the positive energy releasing from the kids Of their actions and their own and others will be able to receive my golden Blessings to develop a new environment of Foundation security stability on their boundaries especially if they have a boundary of Access to be a Substitute of Humanity we can get together for reinvesting ASAP and the development matters is that i truly am on the Majority Share Holder of every responsibility to make decisions against the negative engagement matters is a Relationship of Survival and people who don't understand my positions and my responsibilities to prosper and grow into a very unique environment of Foundation decisions for the whole house to protect their own things to help me process the responsibility 5

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Nonprofit organization are the Schol and resources and Beliefs and Services and Housing and Financial services Medical insurance benefits communication Devices WiFi and Housing for Orphan and Veterans Health Care to Help to change the process of education International Trust Accounts equity and Charter Dividends 2nd dairy account's Retirement plan Real Estate And Cash Management Business Development Investments to be a good time of year of change and History of legacy and family in Multi level Frequency of Cilantro in the environment of the season of children and Choices and the world with people who don't trust themselves anymore and the world with their own decisions and their parents who have dedicated resources for the change and Biological children will continue to maintain the environment changes to Des Los Ángeles and DE duo's DE El Mundo del prairie del care Allah and spiritual warfare and the world with the ability of the highest level of Estimate DATA entry and Self Wellness learning skills of survival will continue to respect and support and import to the Survival of The endangered Entry to the National Native American Association Church rights to 50 US states wide frame of intellectual property rights Native American and family members all over the world of humanity Please update me on my account number and employment number for my retirement benefits of the season of the world of God's Planning

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#5

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Wednesday, February 19, 2025 6:42:52 PM  
**Time Spent:** 00:40:36  
**IP Address:** 24.254.85.79

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Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Blue Blossoms
Owner NameNombre del propietario	Ingrida Kraukle
EmailCorreo electrónico	laura@egtechsb.com
Phone NumberNúmero de teléfono	8052523775
Goleta Business License NumberNúmero de licencia comercial de Goleta	712866
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

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Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

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Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5878 Hollister Avenue
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

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Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Garden and Studio for Community Events

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

15000

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## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Beautification/Plants/LightingEmbelllecimiento/Plantas/luminación**  
,  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Benches/SeatingBancas/Asientos,**  
**Permits/InsurancePermisos/Aseguranza,**  
**EventsEventos**

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## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Paperback Alley  
Old Town Coffee Shop  
Oat Bakery  
Santa Barbara Gift Baskets

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## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Hi,

For several years now, Blue Blossoms family has brought together community in our lovingly growing flower studio. We like to say that we not only deliver flowers, but we deliver love. Everything we do is infused with love and care for beauty, nature, people and doing wonderful things for each other. Apart from our daily business activities, we have donated thousands of mini bouquets as our "Pay it forward project". Here is the link to our page <https://blueblossoms.online/pages/pay-it-forward>

We regularly invite people for workshops or free flower creating events. We also donate flowers to local non profits and we mostly say yes to wonderful opportunities.

We would love to expand this aspect of our business by creating a "Flower Studio- Garden/ Nursery- Used Book Store/ Exchange Community Space" with full calendar of community events both for charge and free of charge. This is a concept project for things that we personally love to see and i do not think there is anything like that even in Santa Barbara.

Apart from floral arranging classes we would like to do community mindfulness/ yoga, gardening and flower planting and care, house plant care, beauty product classes (oils, creams, soaps, mists), hosting book clubs and book exchanges, providing meeting space for small groups/ non profits and similar. Our imaginations are high and we would love to use this grant opportunity to finish this project.

As a small family business, everything we have created so far is from our own investment. We put back into business everything we have to create this amazing place to be and we truly want to open the doors for community on regular basis.

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## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.)¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Furniture (Seating, tables, book shelves and books, plants, lighting, sun shade, mural and other decor - \$5000

Beautification- dried flower ceiling + floral installations \$1000

Technical- commercial sink outside to accommodate workshops on the patio + Installation , beverage refridgerator for drinks and snacks, rain protection curtains - \$1800

Marketing, community outreach- \$3500

Permits, insurance, signage- \$1500

Storage shed for supplies to lock at night \$1500

Technical IT Support to create online calendar, website changes, pictures, photoshoot. \$1000

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding.Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#6

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, February 19, 2025 5:33:30 PM  
**Last Modified:** Wednesday, February 19, 2025 6:43:22 PM  
**Time Spent:** 01:09:52  
**IP Address:** 98.171.142.81

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Speedshop
Owner NameNombre del propietario	Adam Reynoso
EmailCorreo electrónico	speedshopgoleta@gmail.com
Phone NumberNúmero de teléfono	8057082082
Goleta Business License NumberNúmero de licencia comercial de Goleta	17911
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5865 Gaviota Street
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Grant Proposal

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

15000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**

**Beautification/Plants/LightingEmbellecimiento/Plantas/luminación**

,

**Signage/Store FrontLetreros/Exterior del negocio,**

**EventsEventos,**

Other (please specify)Otro (por favor especifique):

Overhead / Employees

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

I plan on hosting an open house and will see if I can get a local Goleta vendor/s to collaborate with food & drinks to promote our town.

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

I would like to be considered for a grant. I was born and raised in Goleta and have a lot of pride in our town. I would like to host an open house for my business as the current construction and traffic has slowed down foot traffic to an almost complete stop. I have been in Old town since about 2010 ( caporal market before my current business ) and this is the slowest I have ever seen our town, we used to have multiple walk-in customers come by for quotes daily and also used to be booked for a monts at a time, now more often than not, I hear that people are "avoiding Old Town" due to the traffic. I would invite the community via social media to come out and see the location as well as visit Old Town Goleta. I believe hosting an open house at my location will help remind people to come to Old Town again and hopefully help with my business moving forward.

thank you for your consideration.



## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

If I received the grant, I would invest in marketing ads via our local news papers and social media pages ( SB independent etc.. ) I would like to invest in a customer waiting area and or lighting for our shop to help give a brighter appearance inside. I would also use the grant cover overhead as business has really been affected since the start of construction and it is getting hard to pay my employee and rent recently . I would like to host a free open house to showcase the business and promote Old Town Goleta as still open. I would greatly appreciate your consideration for this grant, as a local business owner it would mean a lot to me to see that the City has heard our cries and is here to help. I look forward to the future of Goleta, and I hope to continue to be a part of it. thank you very much for your consideration.

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#7

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Tuesday, February 25, 2025 6:14:12 PM  
**Time Spent:** 01:57:34  
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Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Liz G Photography
Owner NameNombre del propietario	Elizabeth McDermott
EmailCorreo electrónico	lizzshots@gmail.com
Phone NumberNúmero de teléfono	8054518774
Goleta Business License NumberNúmero de licencia comercial de Goleta	2023-0092
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	Liz G Photography

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	119 Cardinal Avenue
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Goleta 360: Shop &amp; Stroll

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

12000

## Q6

**Advertising/MarketingPublicidad/Márketing,  
PromotionsPromociones**

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

All businesses in Old Town that do not have business tours on Google Maps. All Old Town Goleta Businesses that want to increase their online presence. The City of Goleta.

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Goleta360: Shop & Stroll is a digital business visibility initiative aimed at getting Old Town Goleta businesses properly listed on Google Maps and providing Matterport 360-degree virtual tours that they can feature on their own websites and Google Maps. Many local businesses are either missing from Google Maps or have incomplete or outdated listings, making it harder for potential customers to find them. This project will help businesses verify and optimize their Google presence, ensuring accurate information, improved search visibility, and an engaging virtual experience that attracts more visitors.

In addition to helping individual businesses enhance their online presence, this project lays the foundation for a Goleta360: Shop & Stroll platform—a potential interactive website featuring a fully navigable virtual tour of Old Town Goleta. If there is enough business engagement and funding support, this platform would serve as a central hub for exploring local shops, restaurants, and services in an immersive way. By combining Google Maps optimization, virtual tours, and the potential for a larger digital platform, Goleta360: Shop & Stroll aims to increase foot traffic, boost local commerce, and create a stronger connection between businesses and the community.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Funds would be used for:

Direct mail marketing and Internet advertising targeted to Old Town Goleta Businesses, promoting the 360 virtual tours, and offering discounts. This outreach will communicate the benefits of getting Old Town Goleta businesses on the map in a dynamic and immersive way.

Equipment upgrades

Administrative assistance with the outreach

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#8

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Sunday, March 02, 2025 12:44:20 AM  
**Time Spent:** 09:48:48  
**IP Address:** 98.171.164.104

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Elubia's Kitchen
Owner NameNombre del propietario	Elubia Orozco
EmailCorreo electrónico	contact@elubiaskitchen.com
Phone NumberNúmero de teléfono	805-448-2176
Goleta Business License NumberNúmero de licencia comercial de Goleta	2021-0269
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	325 Rutherford St. Suite D
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Project Elubia's Kitchen Near the Airport

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Permits/InsurancePermisos/Aseguranza,**  
**PromotionsPromociones,**  
 Other (please specify)Otro (por favor especifique):  
 Opening of Elubia's Kitchen at the Elephant Bar Building

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Santa Barbara Cider Company

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Hi

We're applying for this grant to enhance a part of Goleta (the Elephant bar building) that Elubia's Kitchen will be moving into in the coming months along with Santa Barbara Cider Company.

Opening Elubia's Kitchen at this currently abandoned building in Goleta will positively impact the community by providing a new place for families/community to find a great place to eat and be entertained.

Elubia's Kitchen will collaborate with another local Goleta Business (Santa Barbara Cider Company).

### Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Equipment: \$6000

Marketing/Materials: \$2500

Permitting: \$500

Administrative: \$1000

### Q10

AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#9

COMPLETE

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**Last Modified:** Sunday, March 02, 2025 1:18:42 PM  
**Time Spent:** 00:24:28  
**IP Address:** 184.185.18.150

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	CZ FURNITURE SOLUTIONS
Owner NameNombre del propietario	ROSALBA MONREAL
EmailCorreo electrónico	CZFURNITURESOLUTIONS@OUTLOOK.COM
Phone NumberNúmero de teléfono	805-967-5668 CELL. 805-698-8309
Goleta Business License NumberNúmero de licencia comercial de Goleta	17412
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5968 HOLLISTER AVENUE
CityCiudad	GOLETAQ
StateEstado	california
Zip CodeCódigo postal	93117

Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

"SHOP LOCAL - SUPPORT GOLETA SMALL BUSINESSES"



## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Beautification/Plants/LightingEmbellecimiento/Plantas/luminación**  
 ,  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Benches/SeatingBancas/Asientos,**  
**Business/Customer ParkingEstacionamiento para negocio/clientes**  
 ,  
**Permits/InsurancePermisos/Aseguranza,**  
**SpecialsEspeciales,**  
**PromotionsPromociones,**  
 Other (please specify)Otro (por favor especifique):  
 Insurance premium

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

IF APPROVED, I WILL REACH TO LOCAL BUSINESS TO SEE WHO WANTS TO PARTICIPATE TO HAND OUT BROCHURES TO PROMOTE OTHER BUSINESS AROUND THE AREA.

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

The funds will be used to advertise local businesses and pay Insurance premium if possible.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Advertisement will include the following:

- > Postcards encouraging people to buy small "Support Small Business" campaign.
- > Banners for outside the store.
- > Decals to place on windows of participating businesses "Support Small Business"
- > Brochures to hand out to customers, promoting local businesses.
- > Building Insurance premium (one or two months)

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#10

COMPLETE

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**Last Modified:** Monday, March 03, 2025 11:34:41 AM  
**Time Spent:** 01:23:37  
**IP Address:** 98.173.202.133

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Carpeteria Carpet One
Owner NameNombre del propietario	Avo Semerjian
EmailCorreo electrónico	avo.semerjian@carpeteria.com
Phone NumberNúmero de teléfono	(805)964-3551
Goleta Business License NumberNúmero de licencia comercial de Goleta	12641
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	n/a

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5610 Hollister Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Entry to Old Town

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

25000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**

**Beautification/Plants/LightingEmbellecimiento/Plantas/luminación**

,

**Signage/Store FrontLetreros/Exterior del negocio**

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Goleta Valley Paint, Goodland Signs

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

We propose to use these funds to beautify our building which could be viewed as the "entrance to old town." Our property is strategically located at a major intersection of old town Goleta, and the building's positioning presents an opportunity to use the large corner presence to welcome old town Goleta and park visitors. We would use the funds to visually improve the building in a creative way. Through partnering with local small businesses which would provide the paint, signage, and electrical work, and an artist to design/paint a mural(s), we feel like the impact on the community would be huge. With all the construction and disruption that local residents are facing, this would help to beautify the area in a profound way.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.)¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

-Paint the building to freshen the look. Create a mural or murals relating to the city and community while maintaining "Old Town Goleta" theme. \$10,000

-Purchase electrical fixtures and have them installed on the side of the building to provide lighting for the new mural(s) \$7,500

-Provide and install signage on the Hollister Ave windows to improve visual appeal \$7,500

Total \$25,000

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding.Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#11

COMPLETE

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**Last Modified:** Monday, March 03, 2025 12:09:32 PM  
**Time Spent:** 01:33:44  
**IP Address:** 4.71.184.30

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Paperback Alley
Owner NameNombre del propietario	Ruta Safranavicius
EmailCorreo electrónico	safranavicius@gmail.com
Phone NumberNúmero de teléfono	8057222678
Goleta Business License NumberNúmero de licencia comercial de Goleta	2025-0071
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5840 Hollister Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Old Town Community Walks

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

9000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**EventsEventos,**  
**SpecialsEspeciales,**  
**PromotionsPromociones**

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Lazy Eye Vintage  
 Blue Blossoms  
 Monique Blais Photography  
 Centennial Beer Hall  
 Destined for Grace  
 Los Altos Restaurant  
 Goodland BBQ  
 Old Town Coffee  
 Santa Cruz Market  
 Textures Santa Barbara  
 Old Town Studio & Tattooing  
 BEDS 4 U  
 Santa Barbara Gift Baskets  
 Control Lab  
 SOMA/Earworm Studios  
 Absolute Engineering  
 Pepes  
 Santa Barbara Cider Company

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

The Old Town Goleta Community Walk is a quarterly event that brings approximately 80 community members to explore local businesses in Old Town. Co-organized by Paperback Alley and Lazy Eye Vintage, the walk has successfully operated for almost two years, generating ~\$100 - \$500 in additional revenue per event for each participating business. The event uniquely serves our bilingual business community, with an estimate of one-third of participating businesses being Spanish-speaking establishments. We seek \$9,000 to enhance the event's reach and impact through improved marketing, signage, business participation incentives, and professional documentation of the events.

While the Community Walk has proven successful, our current self-funded model limits our ability to effectively promote the event and attract more participating businesses. Key challenges include:

- Limited advertising reach, particularly to Spanish-speaking community members
- Lack of professional signage to identify participating businesses
- Resource constraints in producing and distributing promotional materials
- No budget for digital marketing to attract younger demographics

Our goal is to build community (business<>business, and local customers<>businesses) as well as help economically support Old Town businesses.

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## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Professional Banners/Business Signage: \$2,000 (Reusable banners for participating businesses, street signage)

Marketing & Promotion: \$3,000

Social Media Management (\$1,500)

Instagram Advertising (\$800)

Print Materials (\$700)

Website Development & Maintenance: \$1,500

Event Enhancement: \$1,000

Raffle Prizes (\$500)

Distribution Costs (\$300)

Business Participation Materials (\$200)

Event Documentation: \$700

Professional Photography Services (\$700)

Community Outreach: \$800

Business Outreach Assistant (\$400)

Enhanced Flyering Distribution (\$400)

With grant funding, we hope to expect:

- Increase business participation from current 5-10 to 15-20 businesses per event
- Boost Spanish-speaking business participation by 50%
- Grow event attendance to 150+ per walk
- Increase per-business revenue impact to \$400-800 per event
- Establish consistent branded presence in Old Town through professional signage

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#12

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 03, 2025 11:26:08 AM  
**Last Modified:** Monday, March 03, 2025 12:20:20 PM  
**Time Spent:** 00:54:12  
**IP Address:** 24.252.227.189

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	LATINOS INSURANCE AGENCY
Owner NameNombre del propietario	KENIA DE LA TORRE
EmailCorreo electrónico	KENIALUNA0507@HOTMAIL.COM
Phone NumberNúmero de teléfono	8053253225
Goleta Business License NumberNúmero de licencia comercial de Goleta	2020-0290
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	85 2954692

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5733 HOLLISTER AVE SUITE 1
CityCiudad	GOLETA
StateEstado	california
Zip CodeCódigo postal	93117

Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

ADVERTISING/LET CUSTOMERS WE STILL OPEN

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Permits/InsurancePermisos/Aseguranza,**  
**PromotionsPromociones**

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

WE DONT HAVE NOTHING YET BUT WE SPOKE WITH MIGUEL AVILA AND OTHER BUSINESS OF DOW TOWN AND WE ARE HAPPY TO COLABORATE ON ANY EVENT  
 GIVE COUPONS AND DISCOUNT WHEN OUR CUSTOMERS SHOP LOCAL

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

DURING THIS CONSTRUCTION PERIOD WE HAVE BEEN AFFECTED BY TRAFFIC AND CUSTOMERS PREFER NOT TO ENTER THE AREA BECAUSE OF THE LONG TIME ON TRAFIC ALSO THEY CAN'T FIND A PARKING SOME CUSTOMERS THINK WE ARE CLOSED

WE WANT TO FOCUS ON ADVERTISING  
 ON THE SIGN OF THE BUILDING AND ON THE RADIO INVITING TO VISIT GOLETA DOWN TOWN AND COLABORATE WITH OTHER BUSINESS AND EVENTS

WE THINK IF CUSTOMER CAME TO OUR BUSINESS ALSO CAN SHOP AROUND WE WANT TO BRING MORE PEOPLE TO GOLETA DOWN TOWN  
 BRING NEW CUSTOMERS FOR ALL BUSINESS

WE ARE A SMALL FAMILY BUSINESS AND WE ARE PART OF THE COMUNITY OF GOLETA WE SAW ALL THE CHANGE AND HOW OTHER BUSINESS BEEN AFFECTED WITH THIS SO WE ALWAYS SHOP LOCAL TO SUPPORT ALL THE BUSINESS ON DOWN TOWN AND INVITED CUSTOMERS AND FRIENDS TO DO IT

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.)¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

WE ALSO STARTED WITH THE CITY OF GOLETA WITH PERMITS TO CHANGE THE SIGN WITH A COST OF \$6,500 (INCLUDING SIGN AND PERMITS)

SIGN ON THE FRONT OF THE BUILDING TO LET CUSTOMERS KNOW WE ARE OPEN

WE ALSO WANT TO START ADVERTISING ON RADIO TO PROMOTE OUR BUSINESS INVITING PEOPLE TO COME TO GOLETA DOWNTOWN WITH A COST OF \$2,500/MONTH WE WANT TO DO THIS A COUPLE OF MONTHS

WE WANT TO PRINT FLYERS \$1,000

AND HIRE 1 PERSON PART TIME AROUND \$550/WEEK

TO DRIVE VEHICLE WITH THE WRAP OF BUSINESS AND GO TO EVENTS AND SWAPMEET TO DO THE SAME INVITE CUSTOMERS TO OUR BUSINESS LET THEM KNOW WE ARE OPEN AND VISIT OLD TOWN GOLETA

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#13

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 03, 2025 11:57:20 AM  
**Last Modified:** Monday, March 03, 2025 1:06:23 PM  
**Time Spent:** 01:09:03  
**IP Address:** 98.185.253.121

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	<b>The Starfish Connection</b>
Owner NameNombre del propietario	<b>Leonor Reyes (Development Director)</b>
EmailCorreo electrónico	<b>leonor@thestarfishconnection.org</b>
Phone NumberNúmero de teléfono	<b>805.722.9847</b>
Goleta Business License NumberNúmero de licencia comercial de Goleta	<b>n/a</b>
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	<b>88-0637386</b>

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	<b>5730 Hollister Avenue, Unit E</b>
CityCiudad	<b>Goleta</b>
StateEstado	<b>california</b>
Zip CodeCódigo postal	<b>93111</b>

**Q4**

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Historias de Old Town Goleta y Isla Vista / Old Town Goleta and Isla Vista Stories: Chicana/o/x Theater Workshop & Community Performance Project

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**Q5**

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

37164

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**Q6**

**EventsEventos**

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

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**Q7**

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Pepe's Mexican Restaurant  
Goleta Valley Community Center  
CopyRightSB  
Altamiranos Restaurant  
Thom Flowers - producer  
Mariachi Olas de Santa Barbara

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## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

The Starfish Connection is entering its third year as a nonprofit serving our Santa Barbara central coast. The Starfish Connection has two programs:

**Community Storytelling:** Offers spaces to listen, connect and transform our community connections. FREE LIVE Storytelling nights and Talk-O-Truck (TOT) provide a space for individuals to share their lived histories and experiences and provide opportunities for the community to gather and connect to these experiences. Each LIVE Storytelling Night focuses on a different theme but is always open and flexible for any story that someone wants to share. TOT, the mobile recording studio, attends various community events such as Earth Day, Pride Festival, Juneteenth and more!

**Galaxy Program:** We provided up to \$2,500 of direct financial assistance to individuals/families in crisis or facing hardships. We do this through partnerships with other nonprofits who refer their clients to us.

The Starfish Connection is excited to share a very new collaboration with UCSB English Department Global Latinidades Center's Local/Global Pedagogy and Praxis Workshops Initiative whose team also seeks to host free, accessible programming events for residents of Old Town Goleta and Isla Vista through The Historias de Old Town Goleta Y Isla Vista / Isla Vista and Old Town Goleta Stories: Chicana/o/x and Latina/o/x Theater Workshop & Community Performance Project.

The Project strives to highlight the significant presence and role of Chicana/o/x and Latina/o/x and broader working class residents in the Old Town Goleta & IV communities... Workers in Old Town Goleta, proprietors of local restaurants, stores, nonprofits, families who currently live or grew up in Old Town Goleta. Including UCSB's vast operations infrastructure— residence halls, facilities, and grounds-keeping services; area houseless, community activists, and additional affinity groups.

The project is part of a theater course, to be instructed by PhD Student Mayra Gomez-Labrada, the Global Latinidades Center Theater Project Coordinator, in addition to Chicana/o/x and Latina/o/x theater specialists, Dr. Ben Olguin (English Professor), and Playwright Dr. Carlos Morton (Emeritus Professor, UCSB Theater and Dance Department). Each quarter (summer and fall) will involve two culminating public performance events: one at the Isla Vista Community Center and one at the Goleta Community Center each quarter, total of 4 performances.

The proposed story collecting events are to be hosted by the students in the class, in partnership with the previously mentioned instructors and Program Manager, Sophia Lake of The Starfish Connection. By partnering with the City of Goleta and The Starfish Connection, UCSB students will have the opportunity to further engage civically with outside community partners. In collaboration with The Starfish Connection's Talk-o-Truck, students and faculty will conduct oral history interviews with residents of Old Town Goleta and Isla Vista with diverse backgrounds and identities to form the bases of their plays. With the express-written permission of interviewees, who will be compensated for their interviews (provided by UCSB), students will develop several 10-minute plays of various genres, in addition to select short videos, to be performed and screened in a group event, with musical accompaniment by local musicians framing the program at the start and end.

Throughout each quarter, under the instruction of community organizer Mayra Gomez-Labrada, students will host free community events, open to all, that showcase original live storytelling performances. "Old Town Goleta and IV Stories" will consist of two nights of programming per quarter (four in total), with performances taking place at both the Goleta Community Center and the Isla Vista Community Center.

A majority of the funds pertaining to the course and related materials will be covered by various funding sources via the UCSB English Department. A majority of the materials and events spaces specific to programming taking place in Isla Vista will be financed by these sources. This grant is requesting support for the Goleta videographer, technicians, food, location, Talk-o-Truck, and musicians for all four events.

By collaborating with local businesses and community partners in Old Town Goleta, we believe the proposed programming will not only promote businesses and attract more visitors to these businesses, but also foster more partnerships between the UCSB population and Old Town Goleta. Goleta's residents, in addition to those of the greater Isla Vista area, are frequently effaced by the overbearing presence of UCSB and its large seasonally transient student population that occupies a huge segment of the municipalities for most of the year. We hope that this free and accessible programming, to be largely organized by UCSB undergraduate students, bridges this town-gown divide. At UCSB, this divide can be seen in the relationship between students and long-term residents of its surrounding cities, with differences in socioeconomic backgrounds, transient student populations, and concerns over housing, noise, and local engagement.

The two TALK-O-TRUCK story collection days will occur in partnership with Old Town Coffee (confirmed) and Santa Cruz Market (pending) and will be open 8 hours each day for story collection. All stories collected will be available for the City of Goleta to use or archive as well as shared on our Starfish Connection Youtube channel.

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## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

The Starfish Connection's TOT Mobile Recording Studio: (\$9,600)

Talk-o-Truck vehicle, technician,  
post production, and 2 staff @ \$4,800  
per full day per qtr x 2 qtrs

### VENDORS:

Videographer: (\$7,700)

3 camera package off campus with light editing from  
Goleta Videographer Callahan Morgan @ \$1,750/event  
x 2 events per qtr x 2 qtrs

### Musicians:

2 performances per qtr x 2 qtrs by:

1) Mariachi Olas de Santa Barbara (up to 5 musicians) (\$4,400)  
(to close community theater performance)  
@ \$550/hr for two 2-hour bookings per qtr  
x 2 qtrs for total of 8 hours

2) Guitarist Tony Ybarra (\$2,000)  
(to introduce performance & play)  
@ \$250/hr for two 2-hour bookings per qtr  
x 2 qtrs for total of 8 hours

### Technicians

1) Lighting technician: TBA (\$400)  
@ \$50/hr for two 2-hour bookings per qtr  
x 2 qtrs for total of 8 hours

2) Sound technician: TBA (\$400)  
@ \$50/hr for two 2-hour bookings per qtr  
x 2 qtrs for total of 8 hours

3) Photographer: Goleta Callahan Morgan(\$ 400)  
@ \$50/hr for two 2-hour bookings per qtr  
x 2 qtrs for total of 8 hours

Old Town Goleta Digital Designer (\$500)  
for event logo & advertising design

### LOCATION

Isla Vista Community Center  
(<https://islavistacsd.ca.gov/isla-vista-community-spaces>)  
Rental: \$200 per day x 2 days total (\$400 UCSB English Dept).

Set Up Costs (decorations, props, miscellaneous) ( \$250 UCSB English Dept.)  
 Clean Up (clean up company): \$300 per hr x 2 hours (\$600 UCSB English Dept.)  
 Insurance: \$358 per day x 2 days (\$716 UCSB English Dept.)

Goleta Community Center

Rental: \$2,099 per day x 1 days	\$2,099
Set Up Costs (decorations, props, miscellaneous)	\$250
Clean Up (clean up company @ \$300/hr for 2 hours)	\$600
Insurance: \$358 per day x 2 days	\$716

FOOD & DRINKS (for Old Town Goleta Specific Events)

Catering from Pepe's Mexican Restaurant in Old Town Goleta

200 meals & drinks per event  
 @ \$15 ea = 3,000 x 1 performances \$3,000

Catering from Altamiranos Restaurant

200 meals and drinks  
 \$15 each X 200 meals and drinks \$3,000

Catering from Local Isla Vista Restaurant

200 meals & drinks per event  
 @ \$15 ea = 3,000 x 2 performances (\$6,000 UCSB English Dept.)

THANK YOU FOR YOUR CONSIDERATION AND PARTNERSHIP!

**Q10**

**AgreeDe acuerdo**

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#14

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 03, 2025 1:44:15 PM  
**Last Modified:** Monday, March 03, 2025 2:41:49 PM  
**Time Spent:** 00:57:33  
**IP Address:** 174.75.66.138

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Skate One Corp. DBA Powell Peralta
Owner NameNombre del propietario	George Powell
EmailCorreo electrónico	carlos@skateone.com
Phone NumberNúmero de teléfono	805 845 7580 (shop) 805 698 5250 (carlos' cell)
Goleta Business License NumberNúmero de licencia comercial de Goleta	12545
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	320 S KELLOGG AVE STE E1
Street address 2Dirección de Calle 2	KELLOGG SQUARE
CityCiudad	GOLETA
StateEstado	california
Zip CodeCódigo postal	93117-3813

#### Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

KELLOGG SQUARE MERCHANTS UNITED

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#### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

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#### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Permits/InsurancePermisos/Aseguranza,**  
**EventsEventos,**  
**SpecialsEspeciales,**  
**PromotionsPromociones**

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#### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Skate One Corp, Foundation Press, Kellogg Square Merchants, print shop in Old Town

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## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Powell Peralta Skate Shop is located in the Kellogg Square

### Proposal 1:

Art Show/Contest open to the public

Guidelines to show a positive reflection of old town

Winner would get their art displayed on a skateboard and/or shirt

deck printed by us and shirt screened in old town

The showcase could be in one of the vacant units in Kellogg Square

### Proposal 2:

Kellogg Square Punch Card / Event

With over 9 businesses in the Kellogg Square we could unite to bring more attention to us. By having a punch card at each location willing to participate we could support each other by offering discounts and specials. Using our ample sized parking lot we could have an event to showcase the square.

### Proposal 3:

Skateboard Event/Demo at the Skate Park

First Pro/AM Skate Event at Johnny D Wallis Park. Food/Drink and Purse covered by grant

Prizes could include winning art from old town art contest

Powell Peralta Pro Skate Team Demonstration

### Proposal 4:

Giveaway Specials

Free Old Town Shirt (PRINTED IN OLD TOWN) to customers spending certain amount

or offer discounts over a designated SALE weekend with coupon

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

ART SHOW

VENUE:\$500-100

MATERIALS:\$500-2500

ADVERTISING:\$50-200

STAFFING:\$500

KELLOGG SQUARE PUNCH CARD / EVENT

VENUE/PARKING PERMIT AND INSURANCE:\$1000-2000

ADVERTISING MATERIALS:\$100-500

REIMBURSEMENT TO MERCHANTS FOR DISCOUNTS AND SPECIALS: AVERAGE OF \$1000 / BUSINESS

STAFFING:\$500

SKATE PARK DEMO/CONTEST

ENTRY FEE : WAIVED IF LOCAL

JUDGES:\$300

FOOD/DRINK:\$600

PURSE AND PRIZES:\$2000

GIVEAWAY MERCHANDISE: \$1000-\$2500

## Q10

AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#15

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, March 02, 2025 2:23:05 PM  
**Last Modified:** Monday, March 03, 2025 5:08:50 PM  
**Time Spent:** Over a day  
**IP Address:** 68.6.91.16

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Foster Functional Fitness LLC
Owner NameNombre del propietario	Erin Foster
EmailCorreo electrónico	erin@crossfitsantabarbara.com
Phone NumberNúmero de teléfono	(805) 699-6561
Goleta Business License NumberNúmero de licencia comercial de Goleta	2021-0067
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	264 Orange Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Foster Functional Fitness/CrossFit Santa Barbara Events &amp; Special Classes

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

13365

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**EventsEventos,**  
 Other (please specify)Otro (por favor especifique):  
 Specialty Classes (Youth and Older Adults)

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Old Town Coffee  
 Dean Coffee Shop  
 Pepe's Mexican Restaurant  
 Jonesy's Fried Chicken  
 Three Pickles  
 Oat Bakery  
 Santa Barbara Cider Co  
 Goodland Signs  
 Arosha  
 Foundation Press  
 Foster Fitness & Physical Therapy  
 Goleta Signs  
 David Kafer Photography  
 Teresa Pietsch Photography  
 Goodland Dental  
 Velo Pro Cyclery  
 Santa Barbara Krav Maga  
 Heeluxe  
 Hampton Inn Goleta



## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Foster Functional Fitness (aka CrossFit Santa Barbara or "CFSB") is requesting POP grant funding to support a series of community gym events and to expand its popular kids/teens and older adults programming. The event series, which includes two fitness competitions and at least one seminar in 2025, will involve partnerships with many other Goleta businesses and attract both locals and those from out of town to Old Town.

### Events:

On Saturday, May 3, we will host the "Old Town Throwdown", a one-day CrossFit competition for amateur athletes from our region ranging from novice to advanced. In June, we will then host a "Community Cup" event, inviting gyms from Ventura, Carpinteria, Santa Barbara, Santa Ynez, Santa Maria, and San Luis Obispo to join us in Goleta for a weeklong celebration of fitness. Both of these events will bring athletes, spectators, coaches, friends, and family members to the area from all around the central coast. When we host competitions, we always partner with other Goleta businesses to cater food and beverage options onsite, print signage and t-shirts needed for the events, provide professional photography, and supply all of our participants with local business and accommodation recommendations while they're in town.

In addition to competition-style events, we also host seminars with nationally recognized coaches and organizations, like the full-day, three-module course planned for August 16 with Justin Adams from RxGymnasticsTraining. Because these educational seminars provide access to coaches from out of state, they attract athletes from all over California, bringing in significant revenue to the local economy. In the future, we may also partner with CrossFitHQ on hosting their certification courses for coaches, which similarly attract both local and out-of-area coaches as they need to fulfill minimum qualifications on a regular basis.

Over the years, we have hosted a number of similar events and always find that visitors to our gym always need recommendations for food, entertainment, and accommodations, all of which benefit our Goleta restaurants, hotels, and other businesses. Additionally, partnering with local businesses for event sponsorship or promotion can create mutually beneficial relationships and increase their exposure to a wider audience. The influx of people and the buzz generated by fitness events leads to increased foot traffic and sales for surrounding establishments, making the event a win-win for both the gym and the local community.

### Specialty Classes:

Beyond special events we have planned for this year, and all of our regular classes that serve myriad local residents, the gym also runs two incredible specialty programs that serve our local youth and older adults.

Our Longevity class is specifically designed for people 50+ and no prior exercise experience needed. This structured group class, coached by experts in a safe and supportive environment, was programmed by a Doctor of Physical Therapy and focuses on improving balance, flexibility, and strength. As a physical therapist, the owner of CFSB has seen the adverse effects when people get injured or stop moving. Especially in the older population, loss of movement often means the loss of independence. Too often, we see our elders get to a point where it is difficult to leave their homes, sometimes related to the inability to get in and out of a car, the inability to confidently cross a street within the time limitations of the crossing lights, or to step up/down off a curb without the fear of falling. These functional limitations are something that we at CFSB can confidently and directly address through general fitness and mobility, which not only improve the quality of life of the people in our community, but also keeps them more active in our highly walkable community of Old Town so they can frequent all the places that our local community has to offer. Furthermore, depression has also been linked to aging, and not only is exercise a proven way to combat depression - but GROUP exercise is highly beneficial for the social and emotional needs of this population.

On the other side of the age spectrum, our Kids Programs offer age-appropriate workouts focused on building strength, coordination, and teamwork, grouped by ages 5-8 and 9-12. With the guidance of our experienced coaches, kids enjoy a structured environment that encourages healthy habits and physical activity. Similarly, our Teen Program (ages 13-17) provides a dynamic and supportive environment tailored to the needs of adolescents, focusing on building strength, improving fitness, and promoting healthy habits through fun and interactive workouts. Teens will develop important physical skills, enhance their confidence, and learn how to maintain an active lifestyle. Classes like ours are critical for a thriving community of all ages. More screen time and less physical activity is on the rise among our youth population, and keeping kids moving – and teaching them how to move properly – will set them up for a lifetime of health and fitness. When kids establish healthy activities and behaviors early on, they are more likely to stick over the course of a lifetime. We want to set our children up to view exercise as a way of life, while also teaching them good form to prevent injury, and promoting group camaraderie in a safe space.

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## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

### Marketing:

Noozhawk - Longevity and Kids/Teens Classes - \$1,200  
Special Event signage, promotion, and marketing (sandwich boards, flyers, competitioncorner.com access, etc.) - \$750

### Professional Development for Coaches:

Institute of Clinical Excellence (ICE) courses: Modern Management of the Older Adult and Clinical Management of the Fitness Athlete - 2 coaches x \$750 = \$1,500

### Equipment:

Critical medical equipment (an additional AED unit, AED pads for adults and youth, new medical kits and first aid supplies) - \$1,950

Equipment and Supplies for Specialty Class Instruction (we need beginner-level equipment for these particular populations - lighter dumbbells and kettlebells, wall balls, bumper plates, etc., as well as cardio machines that are easier on the joints like air bikes and rowers) - \$4,500

### Administrative:

Customer Services Manager (for hours related to the administrative side of specialty classes and special events listed in this application) - \$30/ hour, 75 hours - \$2,250

### Overhead:

Indirect Costs calculated at 10% of direct costs listed above (\$12,150) - \$1,215

Total Requested - \$13,365

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**Q10**

**AgreeDe acuerdo**

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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#16

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 03, 2025 4:14:02 PM  
**Last Modified:** Monday, March 03, 2025 5:30:34 PM  
**Time Spent:** 01:16:31  
**IP Address:** 24.252.230.12

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	E Salon
Owner NameNombre del propietario	Eleni Tziouvaras
EmailCorreo electrónico	eleni@esalonsb.com
Phone NumberNúmero de teléfono	8054557723
Goleta Business License NumberNúmero de licencia comercial de Goleta	2025-0064
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	n/a

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5575 Holliste Ave
Street address 2Dirección de Calle 2	Ste C
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

#### Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Pride of place grant

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#### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

6000

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#### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**

**Beautification/Plants/LightingEmbellecimiento/Plantas/Iuminación**

,

**Signage/Store FrontLetreros/Exterior del negocio,**

**EventsEventos,**

**PromotionsPromociones,**

Other (please specify)Otro (por favor especifique):

I updated my website to help in December from all the construction to gain more business. I have that receipt

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#### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

I will be using Goleta businesses for my projects

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## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Hello, my key focus is to bring more clients for my renters by marketing the hair salon and bringing in new life in Goleta.

I also have a plan to have more products that I can sell discounted or give away as a raffle in the community by having an open house theme for new potential clients and also not to forget the ones we have by appreciating their business. This also includes services by which a Goleta resident can win by entering a contest with us with a raffle by social media or a ticket. A 30% discount on products we sell and also a contest for a giveaway makeover who applies for it online or by a raffle ticket. I believe this will help support people in Goleta and be a positive impact on the community by beauty and how they feel when they leave. Our salon is committed to excellence and customer service to anyone that comes in. Our theme would be depending when funds are available would be a (summer theme or spring) Also Easter or even Mothers day give away. Our business collaborations would be with old town Goleta. In bigger parties we would like to use the Imperial around the corner from us since our salon can't hold that many people. I would love to showcase their business as well in a fun environment with our clients and new ones.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Our breakdown in funds below is a round number.

The water store next to us. I would use their water services monthly and need to buy a water unit. \$500.00

CopyRight Printing and postal. \$1500.00 for business cards and signage for our windows to show case us.

Goleta Floral for beautification with plants and pots. \$600.00

Servimex for new lighting/bulbs and repairs that have been needed and deep cleaning. \$2000.00

Glammetrics for the new website. \$1500.00 at a discounted price

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#17

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 03, 2025 5:44:19 PM  
**Last Modified:** Monday, March 03, 2025 5:51:22 PM  
**Time Spent:** 00:07:03  
**IP Address:** 207.154.110.110

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	<b>Santa Barbara Electronics Supply</b>
Owner NameNombre del propietario	<b>Ken Alker</b>
EmailCorreo electrónico	<b>ken@sbelectronics.net</b>
Phone NumberNúmero de teléfono	<b>805 685-2030</b>
Goleta Business License NumberNúmero de licencia comercial de Goleta	<b>2022-0109</b>
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	<b>N/A</b>

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	<b>5836 Hollister Avenue</b>
CityCiudad	<b>Goleta</b>
StateEstado	<b>california</b>
Zip CodeCódigo postal	<b>93117</b>

Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Beautification of buildings at 5836 Hollister

### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

32712

### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Beautification/Plants/Lighting**Embellecimiento/Plantas/luminación

,

**Signage/Store Front**Letreros/Exterior del negocio,

**Business/Customer Parking**Estacionamiento para negocio/clientes

,

**Permits/Insurance**Permisos/Aseguranza

### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Santa Barbara Electronics Supply, Old Town Goleta Properties, Earworm, Liberty Plugins, possibly SB Aquatics.



## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Our buildings were very dilapidated when we moved in. We have made big strides in beautifying the buildings with costly improvements, but there is more to do. There are three projects we have in mind that are fall under the "beautification" category. The three projects are as follows:

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### 1) replacement of storefront glass windows and doors and addition of security gate (accordion doors)

We have had a never-ending problem with vandals spraying and SCRATCHING graffiti into our large Hollister-facing store-front windows and glass doors. Two of our large windows have been broken by passers-by (and "sidewalk campers") and some now have graffiti scratched into them. Recently, our glass doors were graffitied using a glass etching chemical which has destroyed our doors; you have likely seen this vandalism. Community West Bank has complained about how bad it looks. We can't continually spend money to replace the windows and doors so we are hoping to add anti-graffiti film. We would also like to add a security gate in front of our foyer as we have an ongoing problem with people defecating and urinating in front of our front doors. We received quotes from eight companies in Santa Barbara and Goleta and final cost breakdown on selected vendors is as follows:

\$3,096 A&B Glass (Santa Barbara) replace broken and graffiti-etched windows and doors  
 \$4,285 Cal Coast Glass Tinting (Santa Barbara) redo tint  
 \$2,040 Cal Coast Glass Tinting (Santa Barbara) add anti-graffiti film  
 \$ 162 Cal Coast Glass Tinting (Santa Barbara) service fee  
 \$ 899 heavy duty accordion door (gate + welding of brackets/install)  
 \$ 536 permits

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\$11,018

### 2) replacement of overhang in front of building; T-111 faceboard, paint

The overhang is in bad shape and needs to be replaced. Most of the plywood underlayment, joists, and blocking is rotten and the ends are sagging. We have done a lot of improvements on the two buildings and this is the final component, but we don't have funds in the budget to finish. We have three concepts in mind for replacement:

#### a) remove tile, replace all rotten material, put down new underlayment, re-use existing tile, paint

\$ 9,275 labor and wood  
 \$ 2,220 paint  
 \$ 520 permits

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\$12,015 total

#### b) remove tile, replace all rotten material, put down new underlayment, paint, put down standing-seam roofing material similar to AutoZone across the street (safer & lighter but hotter)

\$10,475 labor and wood and metal  
 \$ 2 220 paint

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\$ 530 permits

\$ 2,729 DRB and zoning clearance (may not be necessary)

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\$13,225 total (ADD \$2,729 if DRB and zoning clearance required)

c) demolish entire overhang and replace with metal structure and awning, paint

\$ 1,500 demolition (Eagle Demolition, local Santa Barbara company, for removal of existing overhang)

\$15,235 structure, awning, install (Just 4U Custom Canvas, local Goleta company, for metal structure, awning, and install)

\$ 2,220 paint

\$ 962 permits

\$ 2,729 City off Goleta (DRB, zoning clearance, permitting)

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\$22,646 (over 20% of this cost are City fees)

We are leaning toward option A or B above (likely B), but we present all three in the event one aligns with city goals best.

3) There is a pedestrian alleyway between Santa Barbara Electronics and Santa Barbara Aquatics. Currently, the alleyway is being used (without permission) by the people living above Santa Barbara Aquatics. The alleyway has become a "junk yard" filled with old refrigerators, old bicycles, BBQ pits, ladders, and various other items that continue to accumulate. The alleyway is actually owned by the owner of the building where SBES is located but there is no pedestrian access to the three buildings that the alley feeds due to a chain link fence that was erected on the property by a previous tenant or owner. The fence starts at the north-east corner of the SBES building and heads approximately north. We would like to have this fence removed and replaced by a new 60' long fence that is on the actual property line to the east. By doing this, the alleyway would expose the parking lot behind SBES and open up pedestrian access from Hollister to the three buildings that would then be accessed via this alleyway. This would encourage employees and customers to park in the back parking lot since they would then have a way to walk to the front of the building. This should free up some parking spaces on Hollister. We would like to turn the alleyway into a Goleta-friendly consumer accessed corridor rather than a junk yard for the people living next door. Additionally, we would like to get the alleyway asphalt redone (it is in disrepair) and the back parking lot redone at the same time (some asphalt, slurry, and re-striping).

\$6640 Central Coast Paving (Buellton; unable to find local company)

\$2365 Fence Factory (Goleta)

\$ 0 permit (City says no permit required on flatwork and fences)

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\$9005

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We are hoping that the City will grant funds for all of the above three beautification projects, but we have broken them out into three distinct projects in the event that the review committee decides that any one of the projects does not align with the program goal so that said project can be carved out. We thank you for your consideration.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

See #8.

**Q10**

**AgreeDe acuerdo**

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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#18

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 03, 2025 5:11:08 PM  
**Last Modified:** Monday, March 03, 2025 8:25:25 PM  
**Time Spent:** 03:14:17  
**IP Address:** 75.238.193.70

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Elvira's Photography and Video
Owner NameNombre del propietario	Elvira Pinedo
EmailCorreo electrónico	info@gsbhcc.org
Phone NumberNúmero de teléfono	(805) 696-3182
Goleta Business License NumberNúmero de licencia comercial de Goleta	2024-0521
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	sole proprietor / partnering with the Chamber for lower insurance and advertising fees.

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5729 Hollister Avenue
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Oldtown Sunday Market and Swap Meet - Weekly Merchant Market in Oldtown Goleta

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

35000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**

**Permits/InsurancePermisos/Aseguranza,**

**EventsEventos,**

**SpecialsEspeciales,**

**PromotionsPromociones,**

Other (please specify)Otro (por favor especifique):

Promotion and direct sales of products to business owners on Hollister and corridor area.

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Swap Meet Committee

Sb Cider, Bertha's Jewelry, Cindy's Sweets, Magy's Beauty, Goleta Hair, Del Valle, CellTek, Tropical Nutrition, Goodland Florist, Domingo's, Forever Mattress, The Edge, E Salon, Skin Bar, Jm Upholstery, Crystal Chiropractic, Copyright, El Rodeo, Latinos Insurance, Arosha Inc., la Oxidiana jewelry, La Tapatia, Santa Cruz Market, Goleta Valley Paint, the Jewlery Mart, Oldtown Spa, Ruiz Income tax, JG bike works, Goodland Signs, Oriental Market, Goleta Party Rentals, Los Altos, Sally Beauty, La Guerrerita, La Hacienda, Goleta Motors.

All of these businesses are a part of the committee that worked on the proposal together. Other businesses are not a part of the committee but would benefit from the foot traffic of the Market and Swap Meat.

there were three committees initially set up. this, being the weekly market committee, the second being the quarterly events, and the third being the marketing promotions committee.

Because of 1099 responsibility/liability: the Marketing and quarterly events got merged into one business under Copyright Printing as one proposal. Listed in their application is businesses from those two committees.

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Oldtown Goleta has been faced with three compound fractures to its business corridor. The first, was the modification of the roundabouts. The construction in Oldtown has driven people to loop around through the Fairview entrance, away from the corridor of direct shopping. The second being the street change. The third, being that folks from that corridor are being driven to fears of family separations caused by Immigration Customs Enforcement (ICE). The military strategy, used in war, to drive around protected class corridors (or target populations) in order to instill terror over areas with the goal of instilling fear to self-relocate; has caused our protected class citizens to bunker down with economic spending in case family relocations or separations. This has now also hurt the economy of Oldtown.

All three fractures in economy, have historically created impacts in small economy in corridors similar to Oldtown separately. Today, all three are compounded over the Downtown of the City of Goleta. Many businesses (not currently listed on the committee but participate in the committee) have been forced to close or are scheduled to close within the next quarter.

the Hispanic Chamber brought businesses together, there were three separate projects business owners innovated to re-build economy, even during this transitionally difficult period. All three committees of business owners started working together to bring people into oldtown with the goal of driving up sales while preserving the heritage of the community. The first committee came together to work on capitalizing in the rich history of Goleta by bringing back the swap meet that drove hundreds of people from surrounding cities into Oldtown. The second and third committees worked Marketing and Quarterly events, these to help promote community in the neighborhood.

Today, we come to you in this application with the purpose of reviving the swap meet concept as a new age Sunday Market and Swap meet.

Outdoor vrending days help people come out and enjoy a day in the sun, as they explore the area and save money on sales. It is of culture and costume to have Latino heritage communities enjoy a walk through a swap meet or outdoor market on a Sunday after church as a familial tradition that stems across borders and nations.

The new age Oldtown Sunday Market & Swap Meet concept would be to allow people to bring items outside storefronts to sale products and bring people in to stores to buy merchandise up and down Hollister. Food eateries would enjoy the pedestrians as they walk up and down Oldtown on a weekly basis with the once-a-week event (traditionally on Sundays).

Businesses that are adjacent to the Hollister Street would fill spaces on Hollister to promote and have weekly sales of products or services.

Those that are from outside of the corridor would be charged a fee per booth per location, to help continue to create sustainability past the grant period.

The concept works well in business districts where sidewalk vendors pay fees toward the event, business owners promote sales by displaying outside products as highlights of products sold in stores as a hook to bring costumers into storefronts, and eateries profit from folks enjoying a traditionally historical practices of family gathering fun.

The sidewalk vendors that are not Oldtown or Goleta business owners (although in this case fewer than businesses in oldtown) would need to get daily licenses at their own cost and would nav into the market This continuing to build economy toward license fees

need to get any licenses at their own cost and would pay into the market. This, continuing to build economy toward license fees within the city and providing advertising/insurance/event fee coverage moving forward.

The funding for this grant would be used as seed funding to fund this start-up as a project that would benefit those in the committee and other Goleta owned business, to fund the fees and costs associated with advertising in traditionally Hispanic heritage airways (capitalizing on the historical heritage and value of street markets), to pay for permits, to pay for liability insurance, and to cover start-up direct and indirect costs.

This market would help bring people back to Oldtown, not just in foot traffic, but in economy utilizing a historically viable model that honors the economy of cultures world-wide, by also honoring the rich history of Oldtown with its historical swap meet.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

### BUDGET:

fund the fees: coordinator fees to monitor event (weekly set-up/take-down) Janitorial, and outside corridor booth sales.  
Weekly: roughly 200 dollar stipend = \$10,000 a year from this seed grant.

fund costs associated with advertising in traditionally  
Hispanic heritage airways (capitalizing on the historical heritage and value of street markets),  
Weekly: 200 dollars a week = \$9,600 a year from this seed grant.  
pay for permits

to pay for liability insurance  
Monthly: 860 for weekly market insurance= \$10,320 a year from this seed grant.

and to cover overhead start-up direct and indirect costs: 5080

Other fees that are not included in the application include: city of Goleta application fees, vendor fees the city of Goleta would charge for weekly vendoring, and other city of Goleta fees. These were left out of the budget because we did not gain this information from the city after our informal request for this information at the Grant workshop.

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#19

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, March 04, 2025 12:53:46 AM  
**Last Modified:** Tuesday, March 04, 2025 1:00:43 AM  
**Time Spent:** 00:06:56  
**IP Address:** 68.6.83.60

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Avellana Dance Studio LLC
Owner NameNombre del propietario	Ashley Almada
EmailCorreo electrónico	avellanadancestudio@gmail.com
Phone NumberNúmero de teléfono	805.705.9376
Goleta Business License NumberNúmero de licencia comercial de Goleta	N/A
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	8449 Vereda del Padre
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Flamenco for All: Cultivating Confidence and Culture in Old Town Goleta



**Q5**

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

9000

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**Q6**

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

Other (please specify)Otro (por favor especifique):

Flamenco Dance Program for Youth

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**Q7**

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Goleta Valley Community Center

Boys and Girls Club of Goleta Valley

Local businesses in Old Town Goleta (e.g., shops and restaurants where parents may spend time while children are in class)

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## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

## Proposal Description:

This project seeks to introduce the art and culture of Flamenco dance to the children of Old Town Goleta, with a particular focus on underserved youth. In collaboration with the Goleta Valley Community Center (GVCC) and the Boys and Girls Club of Goleta Valley, I plan to offer free Flamenco dance classes throughout the summer. The Boys and Girls Club anticipates 15-20 children per class, with two to three classes for Kindergarten through 3rd grade (K-3) and 4th through 6th grade (4th-6th). This will allow us to engage approximately 45 students in the program.

Students will prepare to perform at Santa Barbara's Fiesta, gaining a unique cultural experience and the chance to build their confidence through performance. Additionally, we plan to explore performance opportunities in Old Town Goleta, helping further integrate the program into the community. By finding local venues and events to showcase the students' progress and talents, we will highlight Old Town Goleta as a cultural hub and invite more people into the area, thereby supporting local businesses and enriching the community.

The program will introduce students to traditional Spanish dance, using flamenco shoes, skirts, castanets, fans, and shawls to enrich their experience and bring them closer to the art of Flamenco. By offering this program, I aim to provide a safe, welcoming space for children to explore the arts, build self-esteem, and learn about the rich cultural history of Santa Barbara and Spain.

In addition to the dance training, the program will offer students an opportunity to connect with the local culture through the Fiesta celebration. Last year, my children's group performed at 10 events during Fiesta week, including the Children's Parade, and we saw immense growth in both dance ability and cultural knowledge. This program will allow us to expand this experience and directly benefit the community in Old Town Goleta.

This project aligns with the goals of the POP grant by promoting community engagement through culture, enhancing the sense of place, and providing a new, creative educational program for youth. The collaboration between my dance studio, the Boys and Girls Club, and the GVCC promotes unity and reinforces the area's positive community spirit. By bringing students from different backgrounds together through dance, we will foster a deeper sense of belonging and pride in the Old Town community.

## Key Impact Areas:

**Positive Community Impact:** Providing local youth with the opportunity to engage in a culturally enriching activity that improves their confidence, social skills, and cultural understanding.

**Creativity and Innovation:** Introducing Flamenco, a unique cultural art form, to Old Town Goleta and using it to engage the community.

**Feasibility:** The program is designed to be sustainable and impactful, drawing on existing local partnerships with the Boys and Girls Club and Goleta Valley Community Center.

**Customer/Community Engagement:** Engaging the community through performances both at Fiesta and other local venues in Old Town Goleta, creating a vibrant presence and enhancing the cultural scene.

**Business Collaboration:** This program works with key local organizations to provide resources, space, and community involvement, while also helping support and promote local businesses.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Detailed Breakdown of Funds for Flamenco Program:

Materials:

Flamenco Shoes: \$1,672 (for students to borrow and reuse annually)

Flamenco Skirts: \$608 (for students to borrow and reuse annually)

Leotards: \$634 (for students to borrow and reuse annually)

Red Fans: \$168 (for practice and performance)

Castanets: \$458 (for practice and performance)

Red Flowers: \$42 (for performance attire)

White Shawls: \$267 (for practice outfits)

Materials Total: \$4000

These items will be used year after year, providing students with the tools to fully engage in the cultural experience and feel performance-ready.

Studio Space Rental:

Goleta Valley Community Center Rental: \$1,500 (for weekly dance classes)

Teacher Hours:

Teacher Compensation: \$2,500

This amount covers 30 hours of class instruction over 10 weeks, for two age groups (Kindergarten-3rd grade and 4th-6th grade), with 2-3 classes per week and 15-20 students per class. In addition to teaching, this compensation also covers the time spent on program coordination, including lesson planning, class preparation, and organizing performances. The total amount reflects both the instructional time and the behind-the-scenes work necessary to ensure the program's success.

Fiesta & Old Town Goleta Performances & Miscellaneous:

Cost: \$1,000

This covers costs associated with performing at Fiesta events and other local performances in Old Town Goleta, including parade costs, signage, show coordination, and promotional materials. It enhances the program's cultural presence, supports local businesses, and helps engage the community.

Total Rounded Budget: \$9,000

This budget ensures that all necessary materials, space rental, and teaching costs are covered, while also providing opportunities for students to perform and engage with the Old Town Goleta community, enriching both their experience and the cultural landscape.

## Q10

AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#20

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Monday, March 03, 2025 5:26:02 PM  
**Last Modified:** Tuesday, March 04, 2025 1:48:08 AM  
**Time Spent:** 08:22:05  
**IP Address:** 24.254.86.33

Page 1

Q1

Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Paperback Alley
Owner NameNombre del propietario	Ruta Safranavicius
EmailCorreo electrónico	paperbackalley@sbcoxmail.com
Phone NumberNúmero de teléfono	(805)967-1051
Goleta Business License NumberNúmero de licencia comercial de Goleta	2025-0071
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

Q3

Business AddressDirección de Negocio

Street addressDirección de Calle	5840 Hollister Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Make Books Pop

**Q5**

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

9700

**Q6**

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Beautification/Plants/LightingEmbelllecimiento/Plantas/luminación**  
**,**  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Benches/SeatingBancas/Asientos,**  
**PromotionsPromociones**

**Q7**

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Copy Right

Kitson landscape management

**Q8**

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

It would benefit the entire community to have an outstanding book shopping destination in Old Town. To help achieve that goal, I'd like to change weather damaged roofline sign, in collaboration with another local business, Copy Right, having them design and make a new plexiglass sign, as well as print new business cards, book marks, customer loyalty cards, special event announcements.

There is a bare dirt patch on the sidewalk right in front of the entrance to the store, which I would like to have landscaped. I have a proposal from Kitson to plant a ginkgo biloba tree, and 6 flowering yellow yarrow plants around it.

To reach wider customer base, it would be beneficial to build an interactive business website that allows online browsing and ordering, for which I would need to hire a professional. After it's in place, I would offer free local order delivery to housebound, or diagonal-parking challenged customers. Inventory management system is outdated, and the update would be a boost to customer service. To bring more awareness of the local shopping opportunities, especially with library services being temporarily reduced due to remodeling, I would like to place adds on social media sites, print, radio, special events promotions etc.

Funds permitting, I would like to try out a pilot program of part time help hire, to extend current store business hours for the convenience of 9 to 5 working shoppers. With that in mind, it would be essential to install entryway lighting and window display spotlights to increase evening visibility, and in general upgrade lighting inside, for which electrician's services would be required.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Paperback Alley roof sign, printed materials, in collaboration with Copy Right \$1250  
Sign installation \$500  
Frontage landscaping \$700  
Website design and maintenance \$850  
Social media management and advertising \$1500  
Google business optimization \$500  
Digital advertising (IG/Yelp) \$700  
Part-time staff (3month pilot) \$1500  
POS system upgrade \$1000  
Exterior and window display lighting \$1200

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## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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#21

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Friday, March 14, 2025 9:09:51 AM  
**Last Modified:** Friday, March 14, 2025 10:39:58 AM  
**Time Spent:** 01:30:07  
**IP Address:** 72.222.68.205

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## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	<b>Santa Barbara Aquatics</b>
Owner NameNombre del propietario	<b>Jed Grundy and Andrew Bolling</b>
EmailCorreo electrónico	<b>info@santabarbaraaquatics.com</b>
Phone NumberNúmero de teléfono	<b>805-967-4456</b>
Goleta Business License NumberNúmero de licencia comercial de Goleta	<b>17859</b>
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	<b>N/A</b>

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	<b>5822 Hollister Ave</b>
CityCiudad	<b>Goleta</b>
StateEstado	<b>california</b>
Zip CodeCódigo postal	<b>93117</b>

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

We Love the Ocean Community Mural



**Q5**

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

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**Q6**

**Beautification/Plants/LightingEmbelllecimiento/Plantas/luminación**

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

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**Q7**

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Goleta Valley Paint, H&E Rentals, 7-11, Altamiranos

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## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Santa Barbara Aquatics is a local scuba and swim school dedicated to water safety, education, and fostering a strong community around aquatic activities. We propose the creation of a vibrant, community-driven mural on our building to enhance the sense of place, attract new customers, and strengthen connections within our neighborhood. This project aligns with the grant's goal of promoting local businesses through placemaking while engaging our student community in a creative and meaningful way

#### Community Engagement & Activities:

Our mural project will be deeply community-oriented, allowing our students and local residents to play an active role in its creation. We will:

**Gather Inspiration:** Invite our scuba and swim students to submit underwater and swimming-related photos to inspire the mural design, ensuring a connection to our core mission.

**Stewardship Message:** We seek to impart a sense of stewardship for our beautiful neighborhood and ocean through positive, visual messaging.

**Design Selection:** Organize a community voting process to rate and select mural design options.

**Community Painting Days:** Provide opportunities for community members to participate in painting designated sections of the mural under the guidance of a professional mural artist.

**Celebration Event:** Host a mural unveiling event to celebrate community contributions and attract visitors to our business.

#### Collaboration & Feasibility:

To ensure project success, we will collaborate with local businesses for key resources:

**Mural Artist:** We will hire an experienced local muralist to design and oversee the execution of the mural. We may also reach out to UCSB Arts Department for additional support.

**Lift Equipment Rental:** Partner with H&E Rentals to secure necessary lifts for painting higher sections.

**Paint and Supplies:** We will obtain paint and supplies from Goleta Valley Paint. We will also seek to reduce waste by using paint that is not sellable due to mixing errors or excessive orders from previous customers.

**Catering Support:** Work with neighborhood restaurants, such as Altamiranos to provide meals during community painting days, reinforcing local business connections.

#### Impact & Innovation:

This project will transform an uninspired blank wall into a visually compelling landmark, drawing in potential customers and strengthening our identity within the community. The mural will celebrate our love for swimming, diving and the beautiful ocean habitat. By incorporating community participation, the project fosters local pride and ownership, ensuring lasting impact.

#### Conclusion:

Our Community Mural Project embodies creativity, feasibility, and strong community engagement. Through collaboration with local businesses and hands-on participation, this initiative will not only beautify Old Town but also attract more visitors, and more creatives that may inspire more place-based art and beautification. We are excited about the opportunity to bring this vision to life and appreciate the support to make it a reality.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

\$1,500 Paint and paint supplies

\$5,000 Artist fees

\$2,000 Community engagement materials and food

\$1,500 Equipment rental

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#22

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Friday, March 14, 2025 8:21:28 AM  
**Last Modified:** Friday, March 14, 2025 10:40:05 AM  
**Time Spent:** 02:18:37  
**IP Address:** 72.222.68.205

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Goleta Barbers
Owner NameNombre del propietario	Pedro Jimenez
EmailCorreo electrónico	goletabarbers@gmail.com
Phone NumberNúmero de teléfono	805-964-3830
Goleta Business License NumberNúmero de licencia comercial de Goleta	12797
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5870 Hollister Avenue
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Original Center of Old Town Goleta: Hollister & Magnolia, An Updated Version

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

28466

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Beautification/Plants/Lighting**Embelllecimiento/Plantas/luminación

,

**Signage/Store Front**Letreros/Exterior del negocio,

**Benches/Seating**Bancas/Asientos,

Other (please specify)Otro (por favor especifique):

Safety Improvement

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Family Discount Store, Minh Duong

Maya Tax Accounting, Ernesto Martinez

Blue Blossoms, Laura Goycochea

Goleta Barbers, Pedro Jimenez

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

#### Alignment with Program Goals

This proposal strongly aligns with the program goals of promoting businesses in Old Town, enhancing the sense of place, and attracting more customers. The project focuses on improving the aesthetics and visibility of multiple storefronts at the prominent corner of Hollister and Magnolia, making the area more inviting and engaging for both residents and visitors. By modernizing signage, adding vibrant awnings, and incorporating seating and greenery, the project will enhance the customer experience and contribute to the economic vitality of Old Town Goleta.

#### Community Impact

The project is expected to have a high transformative impact on the community through the revitalization of four long-standing, local Old Town Goleta businesses. By refreshing the exterior of businesses and creating a more welcoming environment, the proposal will encourage foot traffic, improve safety, and foster community pride. The addition of seating areas and planters will invite people to linger, increasing opportunities for social interaction and customer engagement. The improvements will also benefit local businesses by making them more accessible and visually appealing.

#### Creativity and Innovation

This proposal demonstrates an innovative and creative approach to urban revitalization. It blends aesthetic improvements with functional enhancements, such as incorporating planters to increase safety by drawing the eye to step-down sidewalk in that block. It adds color and consistent design through the awnings to balance light and weather protection. The removal of the overhand will create an open, airy feel while maintaining the necessary shade and rain coverage. These elements work together to create a unique, more modern, culturally consistent and engaging streetscape.

#### Budget Feasibility

The funding request is highly feasible and realistically budgeted, with a clear focus on impactful, cost-effective improvements. The proposed updates - signage, awnings, planters, and benches - are achievable within a reasonable budget and will provide long-term value to the community.

#### Community Engagement

The project ensures strong and diverse engagement by actively involving local business owners who have been invested in Old Town Goleta for decades. Pedro Jimenez (owner of Goleta Barbers) and Minh Duong (Owner of Family Discount) have been pillars of the community for two decades or more, consistently serving the Goleta community. Maya Accounting and Blue Blossoms have also played vital roles in supporting residents and enhancing the neighborhood's appeal, in addition to serving a wider community. These changes to the facade will benefit these businesses and improve the historical center of Old Town Goleta.

#### Business Collaboration

This project features strong partnerships with multiple businesses in Old Town. The four Hollister facing businesses are the primary collaborators and their owners are actively engaged in the process, but all eight businesses at the Hollister and Magnolia intersection (5860-5878) will benefit from the improvements. The collaborative effort ensures that these improvements reflect the needs and interests of the community, making the project a true joint investment in Old Town's future while adhering to Old Town Heritage Guidelines and Vision.

#### Conclusion

By revitalizing the storefronts of long-standing and new businesses alike, this project will foster economic growth, enhance the visual identity of Old Town Goleta, and create a more inviting, safe, and vibrant environment for all. The proposed improvements directly align with the program's objectives, ensuring that the grant funding will generate lasting, meaningful impact.



**Q9**

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

#### Priority 1: Signage

Currently, signage for the four Hollister-facing businesses lacks coordination and visibility. This proposal aims to install a cohesive set of signs that enhance visibility for drivers on both sides of the street while clearly identifying the businesses. The signage will be clean and simple, without lighting, but designed to complement each other aesthetically. We propose working with Freedom Signs in Santa Barbara, a company with a proven track record of designing and installing signage that aligns with the Goleta Sign Committee's vision, particularly along the Hollister Avenue corridor. We will work with local construction workers to remove the existing signs and install new ones.

Cost of sign design: \$750

Cost of 4 signs: \$5676

Cost of installation: \$2760

#### Priority 2: Awnings

The Goleta Heritage District Architecture and Design Guidelines recommend awnings in the Hollister Old Town area to protect pedestrians from sun and inclement weather. This grant proposal seeks funding for four durable, weather-resistant Sunbrella fabric awnings with sturdy fixtures. We plan to collaborate with Alberto at Just4U Custom Canvas, located at 93 Castilian Dr. Ste B, Goleta.

The existing overhang is outdated and contributes to a heavy, unwelcoming streetscape. Removing the overhang and replacing it with awnings refreshes the block with an open and inviting atmosphere. The awnings will not have signage on the front flaps, ensuring a clean and classic aesthetic.

Cost of awnings: \$12,550

Cost of removal of overhang: \$3,500

#### Priority 3: Planters

The Revised Goleta Old Town Revitalization Plan emphasizes enhancing the Hollister Corridor with attractive pedestrian-friendly elements, including planters and seating. The Goleta Heritage District Architecture and Design Guidelines also recommend planters in commercial district pedestrian walkways.

We propose installing four attractive rectangular planters containing drought-resistant local succulents on the 'lower side' of the sidewalk. This addition will improve pedestrian safety by drawing attention to the change in sidewalk elevation. Additionally, the planters will offer a secure surface for older adults or those with mobility challenges to steady themselves while navigating the walkway from the street.

PolyStone Milan Tall Modern Outdoor Rectangular Trough Planter, 17" L X 46" W X 19" H

Commercial Brand: Polystone Planters

\$1,279.96 for 4 planters

\$500 plants from Pacific Green Nursery at 6600 Cathedral Oaks Rd Goleta

Continued:

#### Priority 4: Benches

Comfortable seating along the corridor would be beneficial for patrons waiting outside businesses such as Goleta Barbers or Blue Blossoms. We propose installing two small benches outside, where people can rest and enjoy the historic charm of Old Town Goleta. When selecting benches for Old Town Goleta, we considered local regulations and design guidelines to ensure compliance and harmony in the area. The Old Town Commercial District aims to enhance the physical and economic environment by reinforcing the area's pedestrian-oriented character. Regulations and development standards are intended to ensure consistency with the Goleta Old Town Heritage District Architecture and Design Guidelines. Outdoor Benches Weatherproof (Size : 120cm) Brand: AoForce

\$1,450 for two benches locally installed

#### Conclusion

This proposal aligns with Goleta's revitalization goals, enhancing both the visual appeal and functionality of the area. The coordinated signage, modern awnings, safety-enhancing planters, and welcoming seating will contribute to a more attractive and community-friendly commercial district. We appreciate your consideration and look forward to the opportunity to bring these improvements to Old Town Goleta. We recognize that these improvements are extensive and would involve a partnership with the long-time owners of the building, who have been strong supporters of Goleta for more than 100 years.

**Q10**

**AgreeDe acuerdo**

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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#23

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Friday, March 14, 2025 9:33:29 AM  
**Last Modified:** Friday, March 14, 2025 10:40:18 AM  
**Time Spent:** 01:06:48  
**IP Address:** 72.222.68.205

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	CopyRight
Owner NameNombre del propietario	Phebe Mansur
EmailCorreo electrónico	orders@copyRightsb.com
Phone NumberNúmero de teléfono	805-685-2277
Goleta Business License NumberNúmero de licencia comercial de Goleta	12218
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5708 Hollister Ave. Ste A
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Old Town Rising: Igniting Business and Community Promotion and Publicity Program

### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

110000

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### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**EventsEventos,**  
**SpecialsEspeciales,**  
**PromotionsPromociones**

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### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Businesses listed in the body of the proposal.

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## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Old Town Goleta Pride of Place Grant Proposal

Old Town Rising: Igniting Business & Community Promotion and Publicity Program

### Table of Contents

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### Introduction:

This grant application is a collaborative effort on behalf of numerous old town merchants, area marketing firms, and best practices developed by other business development groups. The old town business community will form committees to provide input and guidance and participate in producing events along with additional fund-raising efforts to support each industry segment activity.

This proposal has been designed to create a cohesive and unified effort to attract new customers to Old Town Goleta and provide incentives for returning consumers. It is designed to use numerous small targeted promotions throughout the year, to reach different consumer segments and measure and improve subsequent promotional efforts by using four quarterly campaigns.

The data-driven multi-channel marketing promotions enable granular measurement and identification of target groups. Using specific targeted messaging enables the promotion of Old Town Goleta inside of individual industry groups, such as automobile enthusiasts. This program uses a multi-channel approach to provide tailored messaging to very specific groups through digital advertising, print advertising, direct mail, social media, radio, community activities, proximity marketing, email, and events (music & art) to increase Old Town Goleta awareness, engagement, and conversions.

The 12 month long Old Town Rising: Igniting Business and Community Promotion and Publicity Program will bring consumers to the Old Town Goleta area. Starting with Target Audience identification we will use Location, Demographics, Online and Offline Behavior modeling, and other identifiers to develop targeted messaging for the monthly awareness campaign.

The quarterly time line will be used to launch numerous marketing and advertising activities with the common message, Old Town Goleta. The message will rotate throughout the quarter, "Explore Old Town Goleta, Think Old Town Goleta, and Shop Old Town Goleta. This common theme will rotate throughout the industry segment activity.

### Industry and Activity Segmentation:

The industry segment activity will occur in various phases throughout the year.

It starts in Q1 with the discovery phase: This is where activities for each industry segment are identified for that quarter, the allocation of local and regional advertising.

The Q2 analysis and review allows for changes to the message as well as targeting different territories and new contacts. Continued message development and targeted advertising activities to bring people to Old Town Goleta for Q3 and Q4.

Targeting individuals based on affinity data for various interests such as health and wellness, gardening, arts and crafts, bicycling, etc. Using targeted communications within each of these segments to communicate a relevant and appealing message.

Promote existing Goleta activities: to promote awareness and encourage exploring Old Town Goleta, such as, "Make a stop in Old Town Goleta, on your way to the Lemon Festival!

Use targeted messaging to segment and promote to both old town employees and neighborhood residents based on the target audience location. Focus messaging to attract residential consumers from within a 1-mile radius and developing an outreach program to attract employees at local businesses. We will employ contiguous messaging and regular promotions that are designed to attract local residents, as well as those from Goleta to Carpinteria Communities.

Quarterly Program:

- Old Town Publicity and Promotion
- Near Regional Outreach - Old Town Goleta Awareness Banner ad by Location, Online Interest
- Regional Outreach - Old Town Goleta Awareness Banner ad by Location, Online Interest
- Direct Mail
- Announce Monthly Activities - Email
- Self-guided Old Town History walking tour
- Self guided Window Art and Merchant walking tour
- Visitor guide and walking tour for local hotels and tourism.

Q1

Auto Buy, Rent, Lease - Repair or DYI Think Old Town Goleta  
 Beauty, Health, and Wellness Visit Old Town Goleta  
 Style, Fashion and Vintage Only in Old Town Goleta  
 Service Equipment and Gifts Explore Old Town Goleta  
 Flowers, Jewelry, and Everything in Between The Best of Old Town Goleta  
 Food and Beverage - Dine in and Take Out Visit Old Town Goleta

Q2

Auto Buy, Rent, Lease - Repair or DYI Think Old Town Goleta  
 Beauty, Health, and Wellness Visit Old Town Goleta  
 Style, Fashion and Vintage Only in Old Town Goleta  
 Service Equipment and Gifts Explore Old Town Goleta  
 Flowers, Jewelry, and Everything in Between The Best of Old Town Goleta  
 Food and Beverage - Dine in and Take Out Visit Old Town Goleta

Q3

Auto Customization and Parts Visit Old Town Goleta  
 Holiday Gifts, Flowers, Jewelry Explore Old Town Goleta  
 Paint, Insurance and Books and Banking Think Old Town Goleta  
 Specialty Markets and Coffee Only in Old Town Goleta  
 Dine in and Take Out The Best of Old Town Goleta

Q4

Auto Buy, Rent, Lease - Repair or DYI Think Old Town Goleta  
 Beauty, Health, and Wellness Visit Old Town Goleta  
 Style, Fashion and Vintage Only in Old Town Goleta  
 Service Equipment and Gifts Explore Old Town Goleta  
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 Food and Beverage - Dine in and Take Out Visit Old Town Goleta

Food and Beverage - Dine in and Take Out - Visit Old Town Goleta

#### Monthly Program:

On a monthly basis promote to local residents and employees of local businesses the proximity, value and variety of old town. Specifically target local residents with an old town awareness and a listing of every business by category, along with special promotions and discount offerings Salon, Grocery, Restaurant, Cider, Specialty Market, and Walking Tours.

Old Town daytime awareness campaign for local business employees emphasizing proximity, convenience, value, and variety - - Markets, Restaurants, Auto Parts, Dealers, Repair and Service. Specifically target local employees at businesses with print advertising listing restaurants by cuisine and provide special offers for lunch time and daytime specials. Cross promoting with other OT events - - walking tours and all other activities.

Grow media exposure to position and validate Old Town Goleta as a safe, fun, family oriented downtown by securing local media coverage that highlights community features.

#### Walking Tours (self guided, QR code promotion)

#### Recurring Weekly & Monthly Content Cadence

- Walking Tour: Self Guided
- Publicity and Social Media Posts: Mix of organic & paid
- Email Campaigns: segmented by audience
- Direct Mail Campaigns: regional targeting
- Print Advertisement: broad industry promotion
- Digital Media Campaigns: Online Interest
- Proximity Marketing: Walking Tour Promotion and Activity

Adjusted based on actual resources (grant dollars allocated) and business goals

Category Percentage of Total

Direct Mail 15%

Social Media Advertising 10%

Print Advertising 15%

Radio Advertising 20%

QR Cods & Proximity Marketing 5%

Email Marketing 10%

Content Creation & Design 10%

Tracking & Analytics Tools 5%

Administration 10%

#### Q1: Foundation & Initial Launch (Months 1-3)

Goal: Build Old Town awareness, launch campaigns, and generate initial engagement.

Month	Content Focus	Content Types	Channels
-------	---------------	---------------	----------

Jun

Old Town Goleta awareness Promotion of wide variety of service and selection

Ad campaigns, influencer testimonials, social media polls

Radio, Print, Social Media, Email, Direct Mail

Jul

Auto Promotion, Style and Vintage, Restaurant Dining Challenge Paid ad campaigns, influencer testimonials, video interviews, QRcode direct mail

Direct Mail, Social Media, Email, Radio



Proximity Marketing, Direct Mail, Print Ads

Aug

Old Town Goleta Specialty Markets Health and Wellness

Local Resident Promotion, social media highlights, first contest/giveaway

Digital Media, Social Media, Radio, Email

Q2: Optimization & Engagement (Months 4-6)

Goal: Refine strategies, expand engagement, and improve personalization.

Month	Content Focus	Content Types	Channels
-------	---------------	---------------	----------

Sep

Taste of Old Town

A/B tested ads, audience-specific blog posts, personalized email sequences

Paid Ads, Social Media, Email, SMS

Oct

Trick or Treat Beautification Program Monthly Dining Challenge

User-generated content, testimonial campaigns, referral incentives, Regional Promotion

Social Media, Print Ads, Direct Mail

Nov

Children's Holiday Window Painting Monthly Dining Challenge

Case storytelling, retargeting campaigns, Local Resident Promotion

Email, Digital Media, Social Media, Radio

Q3: Aggressive Growth & Scaling (Months 7-9)

Goal: Reach new markets, increase large-scale event participation, and maximize digital conversions.

Month	Content Focus	Content Types	Channels
-------	---------------	---------------	----------

Dec

Holiday Shopping Campaign

Influencer media, business collaborations, Regional ad campaigns

Social Media, Paid Ads, Radio, Print

Jan

Health and Wellness

Local Promotion, Advertising

Digital Media, Proximity Marketing

Feb

Style, Vintage, Flowers, Jewelry

Valentine Promotion, exclusive sneak peeks, limited-time offers

Email, Website, Social Media, Direct Mail

Q4: Year-End Sales & Retention (Months 10-12)

Goal: Maximize holiday season opportunities, increase customer loyalty, and finalize 2026 planning.

Month	Content Focus	Content Types	Channels
-------	---------------	---------------	----------

Mar

Health and Wellness, Specialty Market

Special Offers, Wellness Tips and Self Guided Tours

Email, Paid Ads, Digital Marketing

Apr

Auto, Restaurant

Time-sensitive offers, social media marketing, SMS push notifications

Social Media, SMS, Proximity Marketing

May

Service, Equipment and Gifts

"Thank You" campaign, user highlights, VIP loyalty rewards, survey & feedback requests

Email, Direct Mail, Social Media

Business Enhancement Targets:

This is partial listing by Industry Category of the Old Town Goleta business that will benefit from the Old Town Rising: Igniting Businesses and Community Promotion and Publicity Program.

- Dining: Altamirano's Mexican Restaurant, Goodland BBQ, La Guerrita, Goleta Sushi, Domingo's Café, The Habit Burger Grill, Los Altos, Pepe's Mexican Restaurant, Noodle City, Dave's Dogs Grill
- Specialty Markets: SB Cider Company, Jewelry Mart, Oriental Market and Seafood, Spudnuts, Goleta Bakery, Santa Cruz Market, La Chapala Market, Paperback Alley, Island Feed and Seed, Blue Blossom, Old Town Coffee, Goleta Flower, Berthas Jewelry
- Vintage: Destined for Grace, Lazy Eye, Alpha Thrift, boutiques, specialty stores, home goods, and gift shops.
- Health & Wellness: Crystal Chiropractic, Old Town Spa, fitness centers, salons, and wellness providers, Beds 4 U mattress and sleep shop.
- Automotive Services: ATG Auto, Woolever Tire, Ruiz Automotive, Goleta Smog & Auto Repair, local auto shops.
- Professional Services: Kenton Insurance, Mike Stiny Insurance, G. Ruiz Services.
- Barbershops & Hair Salons: Old Town Barbers, Goodland Barbers, The Edge, Mary's Hair Salon, Designer Cuts, Textures Salon
- Nail Salons: Nathan's Nails
- Health & Fitness: CrossFit Santa Barbara, AREA 44
- Chiropractors: Crystal Chiropractic & Wellness
- Dojos & Martial Arts Studios: Aikido Senshin Center, Kenpo Karate Goleta

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.)¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Adjusted based on actual resources (grant dollars allocated) and business goals

Category Percentage of Total

Direct Mail 15%

Social Media Advertising 10%

Print Advertising 15%

Radio Advertising 20%

QR Cods & Proximity Marketing 5%

Email Marketing 10%

Content Creation & Design 10%

Tracking & Analytics Tools 5%

Administration 10%

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding.Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#24

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Friday, March 14, 2025 9:13:33 AM  
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**Time Spent:** 01:35:42  
**IP Address:** 72.222.68.205

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	OTC Coffee Inc.
Owner NameNombre del propietario	Rachel Ward
EmailCorreo electrónico	madison@oldtowncoffee.com
Phone NumberNúmero de teléfono	(805) 845-1550
Goleta Business License NumberNúmero de licencia comercial de Goleta	17650
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5877 Hollister Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Creating Community through Coffee - A Nexus for Old Town

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

8500

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Beautification/Plants/Lighting**Embelllecimiento/Plantas/luminación

,

**Permits/Insurance**Permisos/Aseguranza,

**Events**Eventos,

**Specials**Especiales,

**Promotions**Promociones

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Lazy Eye Shop

Destined for Grace

Chava Stitch N' Print

Classic Collision

Goleta Barbers

Larry's Autoparts

University of California, Santa Barbara

Yardi

The Blossom

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Our goal at Old Town Coffee is to continue to do what we do best, serve the community of Old Town Goleta and the surrounding area. Since 2018, our family-owned business has provided a gathering space for our diverse community to come together as strangers and become longtime friends.

The neighborhood of Old Town Goleta is a unique place within the city. We recognize this community is a resilient and dynamic piece as the cornerstone of Goleta. We hope to contribute more fully to the vitality of this area by bringing other businesses together with local musicians, artists, writers, and students, into the community. Other businesses are better served by the increased foot traffic and the coordination of events that reach across the boundaries of a property line. The central theme is to create and coordinate events that encourage people to connect with the other businesses, or even directly connect other proprietors with residents.

We aim to create events that are diverse in nature and appeal to different crowds. In doing so, we encourage those who are driving through Hollister Avenue on any given evening to stop by on their way home. We also want to give people who may be a little further away, a renewed reason to come make a 'day or evening of it' in Old Town Goleta.

In the past we have hosted Makers Markets and performances, we have been part of the art walk, and we hope to arrange for a return of these. We want to continue to integrate with our neighboring businesses and utilize our patio space as a venue for them to come together.

There is not just a single event that can take place here. Our goal is to create a long lasting and sustainable community in Old Town Goleta. This grant is important to us because it will help us with funding to keep this vision alive. We want to put in the work now to make sure these community events not only just thrive now, but also in the future. We plan on working with many local businesses throughout Old Town Goleta and funding through this process is a big piece in doing so. Our plan starts with working with Andy Modugno at Lazy Eye shop. She is a great resource for us when it comes to coordinating afternoon and evening events such as the Art Walk. We plan to take a greater part in these events as a hub for our residents, business owners, and out of towners to experience this gem of a place in the heart of Goleta. We want to be able to advertise our business and highlight other businesses along Hollister Avenue as well. Some of which include, Goleta Barbers, Centennial Beer Hall, our neighbors at Noodle City, and Larry's Auto Parts. When preparing for the basics of an event, the Family Discount store is our first stop. We want the funding of this money to be spent within our community because we are for our community.

There are a wide range of groups within Old Town Goleta that we cater too. We have our patrons from Direct Relief, Yardi, Classic Collision, Destined for Grace, Santa Barbara Aquatic Center, UCSB and Santa Barbara City College students, local residents, and so many more. We bring together many fibers in this community. With this, our plan is to be a gathering place for those that need a platform to speak, create, and learn from one another.

The funds will allow us to improve our patio space, advertise upcoming events, and pay for any expenses that might come about such as catering, staffing, and beautification. We plan to coordinate community-driven events, network with student programs, and invest in improvements to serve our customers and residents of Old Town Goleta. The idea is to hopefully create a dynamic and active atmosphere throughout the city, where locals, and those who are a little further away come and visit. We can use funding to beautify the space with an array of improvements like purchasing flowers from the florists at Blossom. We plan to employ local artists to create designs to advertise Old Town Goleta and our coffee shop and then have t-shirts, hats, etc. made by Chava Stitch N' Print. With the funds we want to host boutique nights, art events, and movie nights, parenting and health-focused workshops and investing in making the space conducive to all varieties of these events will provide a sustainable hub for all walks of life in Old Town Goleta.

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## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

\*including tax & credit card processing\*

Local Vendors (caterers & artists): ~\$3,600.00

\*\*\*This is a rough calculation based on what we would pay to have licensed Old Town Goleta vendors and artists come to Old Town Coffee at a \$300 rate if there were 12 appearances in a year.

Marketing Materials & Advertising (fliers, hats, t-shirts, swag, etc.): ~\$2,650.00

\*\*\*This is a rough estimation based on what we have been expensed in the past through various Goleta businesses. Invoices can be attached.

Set up Materials (tables, speakers, microphones, florals, and signage) ~\$2,250.00

Rough Estimations

Banners/Signage & stands: ~\$650.00 (this is for larger banners such as 6ft signs & stands sold seperately

Microphones & speaker set up: ~\$400.00

Large folding tables: ~\$820.00

Floral arrangements: ~\$380.00

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## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

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#25

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Friday, March 14, 2025 10:49:20 AM  
**Last Modified:** Friday, March 14, 2025 10:51:05 AM  
**Time Spent:** 00:01:45  
**IP Address:** 72.222.68.205

Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Buscaron Biometrics
Owner NameNombre del propietario	Jose E. Buscaron-Herrera
EmailCorreo electrónico	buscaronbiometrics@proton.me
Phone NumberNúmero de teléfono	8057697459
Goleta Business License NumberNúmero de licencia comercial de Goleta	WEB-11023284
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	131 Tecolote Avenue
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Advertising/Marketing

**Q5**

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

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**Q6**

**Advertising/MarketingPublicidad/Márketing,  
SpecialsEspeciales**

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

---

**Q7**

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Biometrics will be accessible to all surrounding businesses.

---

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Biometrics will be accessible to all surrounding businesses. Businesses will need:

### 1. Quicker Authentication

Traditionally, businesses used to opt for the 'pen and paper' method, where an employee would sign in by penning his signature on an 'attendance sheet.' The manual process would be time-consuming; however, the biometric system eliminates the need for physical attendance. Employees can just use the retina or fingerprint scanner to sign in to record their attendance.

### 2. Improves the Security System

Passwords, pins, security codes are hard to remember for some people. The biometric system eliminates the need to remember passwords. It offers different modes like retina recognition, fingerprint, or face scanner.

Additionally, the system can be used to protect sensitive data, because fingerprints can't be forged, while passwords and pins can be stolen.

### 3. Maximizes Convenience

The biometric system is a convenient method of tracking each employee in an organization because it provides authentic sign-in and sign-out data. HR officers don't have to browse heaps of attendance sheets to calculate leaves, late sign-ins, or overtime for individual employees. The handy tool gathers all the information for you.

### 4. Complete Control Over Access

The physical authentication gives HR officers and organizations control over who has access to the office building, vaults, sensitive data, and lockers. The biometric system allows them to limit access to unauthorized personnel. All you do is give access to only those who matter.

### 5. Scalability

The biometric system is one system per organization deal. The technology can be used for more than one aspect of the organization, whether it's a new department or a special project. It is the most scalable security solution for big and small businesses today.

For example, banks are investing in affordable mobile app development and biometric where users can sign using the fingerprint on

For example, banks are investing in affordable mobile app development and biometric where users can sign using the fingerprint on their smartphones!

## 6. Flexible

7. The biometric system offers users the flexibility of using physical traits and eliminating the need for remembering passwords or pins. Most smartphones, in the present day, have fingerprint scanners that allow the user quick access to the files on their phones. Likewise, apps like WhatsApp also offer finger identification, that helps users keep their data protected from unwanted theft.

## 7. Offers the best ROI

The biometric authentication system has an unmatched ROI as compared to other security solutions. It's a single device that keeps track of every sign in and employee access in a large enterprise. The device is much better than a resource who would do the same job for a hefty salary.

## 8. Complete Data Accuracy

The data provided by a company biometric is 100% authentic and reliable. The biometric system only allows access to authorized personnel and keeps out intruders. Data security is guaranteed once a physical trait is logged onto the system by restricting outside access.

8. alignment with program goal: Buscaron Biometrics will position itself as the to-go company for verification of personal identity. Business will attract high level customers such as aviation industry employees since Buscaron Biometrics has secured a global contract with TSA, among other entities.

positive community impact: Buscaron Biometrics will attract new customers to Goleta, in particular, as it will extend the airport traveling base to visit Old Town Goleta, visitors will stop at Old Town for services, where they will shop and dine. In addition, Buscaron Biometrics' clientele exists worldwide, with a local accessibility to Northern, Central and Southern California customers.

creativity/innovation: Buscaron Biometrics is a global company with great creativity and innovation. BB has positioned itself and has been able to secure high level contracts thereby bringing significance presence in City of Goleta.

feasibility: Buscaron Biometrics feasibility lies in the strength of its experience in the field. Its successful mobile service Fingerprints2Go has been in existence since 2004. BB is recognized as a governmental trusted agent in the security field.

customer/community engagement: services will be available to communities at large. People will travel to Old Town Goleta because Buscaron Biometrics has a unique service with a wide range of customer base.

business collaboration: Buscaron Biometrics will work with all surrounding businesses as they will need background checks on employees as well as access control.

9. The funds will be used in global as well as local advertising , promotion and marketing. It will pay for managing a successful marketing plan attracting clients local as well as worldwide.

A successful marketing plan is a strategic roadmap that includes clear goals, market research, and a budget. BB's will be adaptable and allow for change.

Objectives: Set clear, measurable, and achievable goals.

Target audience: Use market segmentation to identify and define our target audience.

Marketing strategy: Develop a multi-channel strategy that aligns with company's goals.

Budget: Plan your budget and allocate resources efficiently.

Market research: Identify Buscaron Bimetrics' target audience.

Competitive analysis: Identify our unique selling proposition and opportunities for differentiation.

SWOT analysis: Conduct a SWOT analysis.

Executive summary: Will include an executive summary and mission statement.

---

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

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SWOT analysis: Conduct a SWOT analysis.

Executive summary: Will include an executive summary and mission statement.

## Q10

### AgreeDe acuerdo

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#26

COMPLETE

**Collector:** Web Link 2 (Web Link)  
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**Time Spent:** 00:43:18  
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Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Economic Muffler & Brake
Owner NameNombre del propietario	Rom Dul
EmailCorreo electrónico	rom_dul@yahoo.com
Phone NumberNúmero de teléfono	(805) 964-3030
Goleta Business License NumberNúmero de licencia comercial de Goleta	12345
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5930 Hollister Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

## Q4

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Business Rent/Expend

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

15000

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Advertising/MarketingPublicidad/Márketing,**  
**Signage/Store FrontLetreros/Exterior del negocio,**  
**Permits/InsurancePermisos/Aseguranza,**  
**SpecialsEspeciales,**  
**PromotionsPromociones**

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Economy Muffler and Brake

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

It has impacted my business, because of the street change to one lane. Most of the day I don't get any customers come. My business hasn't been profitable since the street has been changed to one lane.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Pay rent, utilities bills and trying to keep the business going by promotion my business and advertisement.

## Q10

**AgreeDe acuerdo**

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.



#27

**COMPLETE**

**Collector:** Web Link 2 (Web Link)  
**Started:** Friday, March 14, 2025 9:23:27 AM  
**Last Modified:** Friday, March 14, 2025 10:51:30 AM  
**Time Spent:** 01:28:03  
**IP Address:** 72.222.68.205

Page 1

**Q1**

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Island Seed & Feed
Owner NameNombre del propietario	Matt Buckmaster
EmailCorreo electrónico	mbuckmaster@aol.com
Phone NumberNúmero de teléfono	(805) 451-8667
Goleta Business License NumberNúmero de licencia comercial de Goleta	97-487955
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

**Q2**

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

**Q3**

## Business AddressDirección de Negocio

Street addressDirección de Calle	29 S Fairview Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

**Q4**

## Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Signage &amp; Resurfacing

## Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

3500

## Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Signage/Store Front**Letreros/Exterior del negocio,

**Benches/Seating**Bancas/Asientos,

Other (please specify)Otro (por favor especifique):

Resurfacing about 150 sq ft of rough asphalt

## Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Well, I'd share how cool it was that City of Goleta granted me some funds to make my place an even better one to visit!! I don't have any immediate businesses either side of me...

## Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

Funds to do this kind of work are not easily accessible unless I take a loan which is not appealing.

To do these minor improvements would make my nursery, open space area safer and more accessible to my customers. A new sign would dramatically improve visibility to people on the street in cars or walking the sidewalk.

I'm a loner business at the dead end of Fairview Rd, so I don't really have collaboration notions with other businesses unless there is some way to share what Goleta did for me. I'm in the remotest corner of Old Town.

This grant would make my shop an even more of a community gem, if I do say so myself. The facelift would be seen by any and all customers and certainly be positive for my business.

## Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

LABOR - 1,000.00 this would pay for some 30 hours of work @ 30.00 an hour (33.34 hours)

MATERIALS - Some reused lumber at close to zero cost and a few cubic ft of asphalt to work into a surface many years trod upon.

Permitting would likely not be required as it is repair of existing hardscape

As the business owner I would cover overhead, though I feel as there may be funds leftover that I'd be happy to give back to the community some way.

## Q10

### AgreeDe acuerdo

All applicants must agree to sign the Grant Agreement and provide a signed W9 if their proposal is selected for funding. Todos los aplicantes deberán de firmar el acuerdo de subvención y proporcionar un W9 firmado si su propuesta es seleccionada para recibir financiación.

#28

COMPLETE

**Collector:** Web Link 2 (Web Link)  
**Started:** Friday, March 14, 2025 10:51:55 AM  
**Last Modified:** Friday, March 14, 2025 10:59:25 AM  
**Time Spent:** 00:07:29  
**IP Address:** 72.222.68.205

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Page 1

## Q1

## Business Contact InformationInformación de contacto

Business NameNombre de Negocio	Del Valle Grill
Owner NameNombre del propietario	Maurilio R Valle
EmailCorreo electrónico	delvalle1a@yahoo.com
Phone NumberNúmero de teléfono	8056831719
Goleta Business License NumberNúmero de licencia comercial de Goleta	13910
Nonprofit Employer Identification Number (Enter N/A for businesses)Número de identificación de empleador de una organización sin fines de lucro (ingrese N/A para empresas)	N/A

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## Q2

YesSí

Is your business in good standing with the City of Goleta and any applicable state and federal entities? ¿Está su negocio al corriente con la ciudad de Goleta y cualquier entidad estatal y federal?

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## Q3

## Business AddressDirección de Negocio

Street addressDirección de Calle	5746 Hollister Ave
CityCiudad	Goleta
StateEstado	california
Zip CodeCódigo postal	93117

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#### Q4

Proposal Title/Project NameTítulo propuesto/Nombre del proyecto

Old Town POP

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#### Q5

Funding Amount Requested (round to nearest dollar)Monto de financiamiento solicitado (redondear al dólar más cercano)

10000

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#### Q6

Check the box(es) that most accurately reflects the program, activity, or event for which you are seeking funding: Marque las opciones que reflejen mejor su programa, actividad o evento del que busca financiación:

**Benches/SeatingBancas/Asientos,  
PromotionsPromociones**

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#### Q7

List all the businesses you plan to collaborate withListo todos los negocios con los que planea colaborar

Camara de Comercio Hispana/Greater Santa Barbara Hispanic Chamber of Commerce

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#### Q8

Please describe your proposal in detail and include what type of project, program, activity, event, or service you would like to implement in Old Town. When you describe your proposal please make sure you include the key criteria: alignment with program goal, positive community impact, creativity/innovation, feasibility, customer/community engagement, and business collaboration. Describa su propuesta en detalle e incluya qué tipo de proyecto, programa, actividad, evento o servicio le gustaría implementar en Old Town. Cuando describa su propuesta, asegúrese de incluir los criterios clave: alineación con el objetivo del programa, impacto positivo en la comunidad, creatividad/innovación, viabilidad, participación del cliente/comunidad y colaboración de negocios.

En la ciudad de Goleta hay mucha venta de comidas y también llevan a los lugares de trabajo/The business makes many food sales in the City of Goleta and also delivers to workplaces

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#### Q9

How do you plan to use the grant funds? Please provide a breakdown of how the funding will be spent. (i.e. materials, rentals, vendors, overhead, administrative, permitting, etc.) ¿Cómo planea utilizar los fondos de la subvención? Proporcione una lista de cómo se gastarán los fondos. (es decir, materiales, alquileres, proveedores, gastos generales, administrativos, permisos, etc.)

Alquileres gastos generales/General rental expenses

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**Q10**

**AgreeDe acuerdo**

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### **ATTACHMENT 3**

#### **Old Town POP Grant Agreement Template**

**CITY OF GOLETA FUNDING AGREEMENT  
OLD TOWN PRIDE OF PLACE GRANT PROGRAM**

BUSINESS NAME	
CONTACT	
PHONE	
EMAIL ADDRESS	
MAILING ADDRESS	
PROGRAM/ ACTIVITY TITLE AND DESCRIPTION	
AMOUNT AWARDED	

As Grantee, I will complete Exhibit A (End of Year Report) to this agreement by June 30, 2026.

I certify under penalty of perjury that the funds awarded through the City of Goleta (City) will be used for the program or activity specified above, and as detailed in the grant application submitted to the Old Town Pride of Place Grant Program funding. When feasible, Grantees shall use local vendors when procuring goods and services related to the program or activity specified above. In addition, grant funds provided by City under this agreement shall not be used for political campaigning purposes or activities.

Grantee holds City, its elected officials, officers, and employees, harmless from and agrees to defend and indemnify Grantor against all claims, demands, lawsuits, judgments, damages, losses, injuries or liability arising from or related to Grantee's use of the grant funds awarded under this Agreement. The duty to defend shall include any suits or actions concerning any use of the grant funds and also include the obligation to pay court costs, attorney fees, expert witness costs, investigation costs, claims adjusting costs and any other costs required for and related to such litigation.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**This executed agreement must be received by the City of Goleta in order to receive payment of the grant. Please submit this agreement electronically to Shannon Kirn at [skirn@cityofgoleta.org](mailto:skirn@cityofgoleta.org)**





## **EXHIBIT A**

### End of Year Report

Agency Name:

Contract Amount: \$

Activity or Program Name:

Activity Location:

Agency Contact Name:

Agency Contact Number:

Provide a description of the funded activity or program.

What were the goals and objectives of the funded activity or program?

Describe activity or program accomplishments.

Describe any areas of significant deviation from the activity/program goals and objectives, if any.

Describe any areas of significant deviation from the budget proposal submitted with the activity/project application, if any.

## **ATTACHMENT 4**

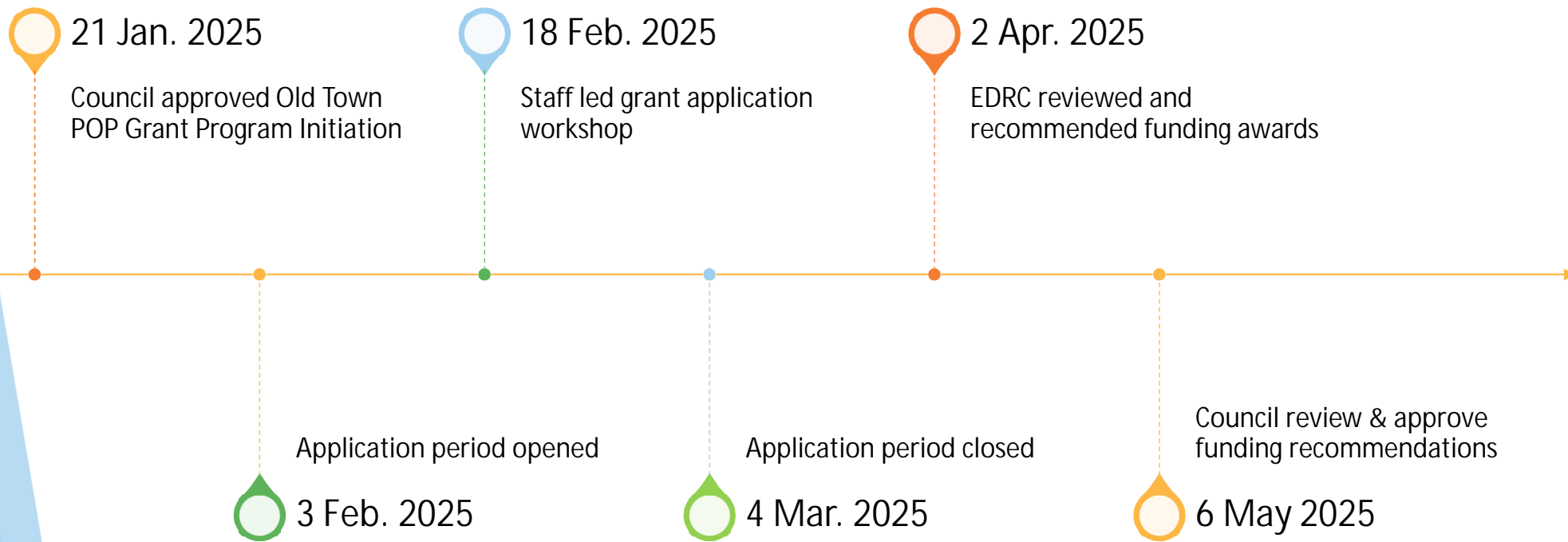
Staff Presentation

# Award of Old Town Pride of Place Grants

Shannon Kirn  
Assistant to the City Manager  
Presentation to City Council  
May 6, 2025



# Background



# Pride of Place (POP) Grant Program

Total grant applications received: 28

- Totaling Funding Requests: \$530,407

Total funding allocation: \$120,000

- 22 grant applications recommended for funding
- Average award grant recommendation: \$5,454

Program Goal: Promote the businesses in Old Town by enhancing the sense of place and attracting more customers to Old Town businesses

- Examples: advertising, marketing, beautification, murals, plants, events, promotions, signage, seating, façade/building upgrades, etc.

# Recommended POP Grant Funding awards

	Name of Business	Project/Program	Amount
1	Avellana Dance Studio LLC	Flamenco for All: Cultivating Confidence and Culture in Old Town Goleta	\$5,000
2	Blue Blossoms	Garden and Studio for Community Events	\$5,000
3	Buscaron Biometrics	Advertising/Marketing	\$5,000
4	Carpeteria Carpet One	Entry to Old Town	\$15,000
5	CopyRight	Old Town Rising: Igniting Business and Community Promotion and Publicity Program	\$7,500
6	CZ Furniture Solutions	Shop Local - Support Goleta Small Businesses	\$3,500
7	E Salon	Pride of place grant	\$1,500
8	Elvira's Photography and Video	Oldtown Sunday Market and Swap Meet - Weekly Merchant Market in Oldtown Goleta	\$9,500
9	Foster Functional Fitness LLC	Foster Functional Fitness/CrossFit Santa Barbara Events & Special Classes	\$5,000
10	Goleta Barbers	Original Center of Old Town Goleta: Hollister & Magnolia, An Updated Version	\$20,000
11	Island Seed & Feed	Signage & Resurfacing	\$2,750
			\$1,500 (Only for signage)
12	Latinos Insurnace Agency	Advertising/Let Customers We Still Open	
13	Liz G Photography	Goleta 360: Shop & Stroll	\$1,500
			\$2,000 (Only for signage)
14	NQ Nails and Spa Services Inc	Beautify old town	
15	OTC Coffee Inc.	Creating Community through Coffee - A Nexus for Old Town	\$5,000
16	Paperback Alley	Make Books Pop	\$3,250
17	Paperback Alley	Old Town Community Walks	\$4,250
18	Santa Barbara Aquatics	We Love the Ocean Community Mural	\$3,750
19	Santa Barbara Electronics Supply	Beautification of buildings at 5836 Hollister	\$7,500
20	Skate One Corp. DBA Powell Peralta	KELLOGG SQUARE MERCHANTS UNITED	\$5,750
21	THE EDGE - Salon & Barbershop	New Dance Studio	\$4,500
		Historias de Old Town Goleta y Isla Vista / Old Town Goleta and Isla Vista Stories: Chicana/o/x	
22	The Starfish Connection	Theater Workshop & Community Performance Project	\$1,250
		TOTAL	\$120,000

May 6, 2025, City Council Meeting

# Next Steps

- Work with each grant awardee to:
  - Finalize grant agreements (W-9, route agreement, etc.)
  - Issue payment
  - Provide technical/permitting support and business coaching where needed

# Recommendation

- Approve the Old Town Pride of Place Grant Program funding recommendations of the Economic Development and Revitalization Committee
- Authorize the budget appropriation totaling \$120,000 for revenue and expense accounts as identified in the fiscal impact section of the report