



Goleta Valley Historical Society

Annual City of Goleta Update



Amanda De Lucia, *Executive
Director*
10-12 Minutes

“History is the account of things said and done in the past. In this sense, each of us has a history – an account of where we come from and how we got to be who we are. Communities, likewise, each have a history. So too, do nations, families and human groups of every sort.

It can inspire us with stories of exemplary lives or caution us with tales of human folly and wickedness. History can inform and educate us by providing the context and perspective that allow is to make thoughtful decisions about the future. And history has the power to delight and enrich us, enlarging and intensifying the experience of being alive.”

- American Association For State & Local History

History





Stow Family

1900



Rancho La Patera & Stow House

1932



Rancho La Patera & Stow House

1960



Dedication of Rancho La Patera & Stow House
by the Stow Family to the Community

1967

“Our house is
now the
community’s
home.”

- Garrett Van Horne, Stow descendant, in 1967 at the dedication of Stow House to the community.

Our Work

OUR MISSION

To collect, preserve, interpret
and foster research of Goleta
Valley's history through
exhibits, programs, and
stewardship of the historic
Rancho La Patera, home to
the Stow family.



Education ~ Preservation ~ Community



Twitter: @stowlapatera
Instagram: @stowhouse

By The Numbers

900

Third Graders
Participated in
Pioneer Days



79

Musicians
competed
at Fiddlers'



1

Huge book
project
complete!

400

Guests
shared
dinner on the
DAM

2,000

Copies
of Goleta: The
Good Land!

2,000

Views of
Santa's
video
message

51
GREAT
YEAR

996

Facebook
Friends

1,500

School
children
visitors

25,000
Visitors

1

Very Happy
Executive
Director

9,000

Attendees
to Music at
the Ranch



Support

Goleta Valley Historical Society
gratefully acknowledges the
generosity of our supporters during
the past year.

\$100,000+

City of Goleta

\$25,000+

Wood-Claeysens Foundation

\$5,000 – \$9,999

Goleta Chamber of Commerce

Towbes Foundation

Williams-Corbett Foundation

Marborg Industries

Bella Vista Designs*

\$2,000 – \$4,999

Debby & Roger Aceves

Pat & Ron Caird

Hollister Village

Montecito Bank & Trust

Spark Creative*

* Indicates in-kind contribution

Note that we are not able to list all
donations; however we are grateful for
gifts of all sizes.

\$1,000 – \$1,999

American Riviera Bank

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Celene & Brian Borgatello

Judy & Mario Borgatello

Bottiani Family

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Goleta Noontime Rotary

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Office of Arts & Culture, SB County

County of Santa Barbara

Santa Cruz Market

Marshall Tibbetts

Ventura Party Rental Center

\$250 – \$999

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Arlene & Bill Radasky

Janis Shinn

Joel Studebaker



Pioneer Days

Our flagship education program, Pioneer Days, was developed in collaboration with Goleta Union School District. Now in its ninth year, Pioneer Days is an integral part of the District's 3rd grade curriculum. Pioneer Days gives 3rd grade students, who study local history as part of the state-mandated curriculum, an opportunity to explore firsthand early California ranch life.

Participation: **900** **Students** **in** **2017**

- California CORE curriculum in history, language, arts, and physical activities.
- The multi-disciplinary program spans several weeks
- 4 new classes added this year

Plus
Summer
program
added for Grades 1-6



Weddings
Celebrations
Memorials
Festivals
Non-profit Events



Organization Revenue – Exposure To Visitors – Expanded Outreach – Opportunities For Collaboration

Events & Activities

Fiesta Ranchera



Left: Fiesta friends.

Right: Friends from Anna's Bakery show off their donated treats.

Co-hosted by our friends at Old Spanish Days, offered a festive evening of fun, food, music, dancing and a rare opportunity to experience the magic of the Ranch after dark.

- 10 years
- Largest fundraiser in Goleta
- Highlights local businesses
- Reflects Old Spanish Days focus on the 'Rancho Period' 1820-1869



Community Festivals



Old Fashioned 4th of July
44 Years

Old Time Fiddlers' Competition & Festival
Tradition for 46 Years



Holiday at the Ranch
Tradition for 46 Years

Building Community – Goleta Pride – Establishing Traditions – Highlighting Local Businesses

Music at the Ranch

Free concerts for the community

- 10,000 people over 6 weeks
- Goleta tradition for 10 years
- Family friendly
- Community builder
- Great exposure for local artists
- Fiesta dance performances



"Looking for an inexpensive family-friendly activity? Music buffs and fans alike are in for a treat at the annual Music at the Ranch featuring favorite local bands." - Seasons Magazine

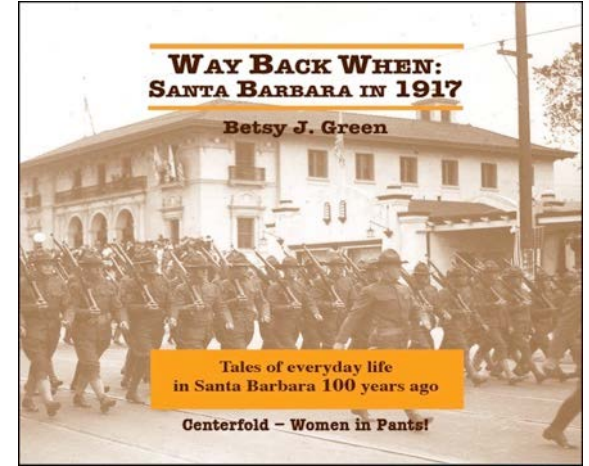
Lectures, Screenings & More



Goleta & The Railroad



My Favorite Historian, Walker Tompkins



Way Back When: Santa Barbara 100 Years Ago



Goleta: The Good Land



Walking Tour of Old Town Goleta



“I can't say enough wonderful things about this place! We are sooo fortunate to have such a nice, shady, homey venue right here in the Goodland. So many great community events are hosted right here, let alone the beautiful setting it has provided for holiday celebrations, weddings, anniversaries, and our favorite: concerts in the park each summer. I'm so glad it's not just set aside as an historical site, and that's it. Thank you for sharing this place and therefore, exposing its beauty to so many. I, as a neighbor, love it!!”

- Lisa Maraszek, neighbor and Facebook fan



“Rancho La Patera & Stow House is a great asset to the Goleta community both for our residents and visitors. We have enjoyed a strategic partnership with GVHS that helps us promote the nature preserve, the museums, and their signature events.”

Kristen Miller,
CEO, Goleta Chamber of Commerce

Collaboration

Strategic Partnerships

This year GVHS was proud to partner with the following organizations:

City of Goleta

Cathedral Oaks Nursery School
Dos Pueblos Jazz Choir
Environmental Defense Center
Flamenco Santa Barbara
Goleta Union School District
Goleta Valley Art Association
Old Spanish Days
Goleta Chamber of Commerce
Goleta Noontime Rotary
Goleta Valley Community Center
Lucidity Festivals
Partners In Education
Old-Time Fiddlers' Association
Primetime Band
Santa Barbara Maritime Museum
Folkworks
Santa Barbara Downtown Organization
Santa Barbara Educators Roundtable
Santa Barbara Fermentation Festival
Santa Barbara Newcomers
Santa Barbara Historical Museum
Santa Barbara County Farm Bureau
Santa Barbara County Genealogical Society
Santa Barbara Trust for Historic Preservation
Santa Barbara Sunrise Rotary
South Coast Railroad Museum
TV Santa Barbara
Your Children's Trees



Accomplishments

Ida G. Stow Memorial Arboretum



Stow family members and guest enjoying the gardens.



Pathway through garden showing the variety of plant and tree species.

Oasis on the Ranch

The lush landscaping surrounding Stow House was a serene pocket of leafy beauty for generations of Stow family members who lived in the midst of a bustling ranch. Children played games on the lawns, young adults courted among the shaded pathways, and their elders entertained in this lovely setting. Ida G. Stow (1851–1927), who moved into the Stow House as a young bride in 1873, is considered the founder of the gardens.



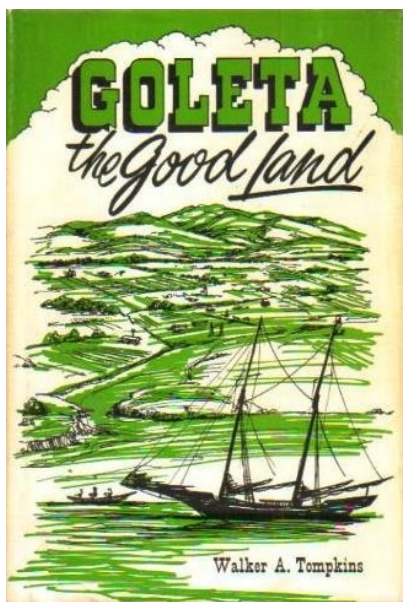
Ida G. Stow as a young woman c.1870.

The Picturesque Style

The gardens were planted in what is now known as the Picturesque Style. This style featured naturalistic settings composed of large irregularly shaped lawns edged with densely planted groups of exotic trees and plants imported from throughout the world. The arboretum is a rare surviving example of a gardening style that was popular among Victorian Era ranchers in California. The Goleta Valley Historical Society restored the gardens in 2014.

Visit goletahistory.org
for more information.





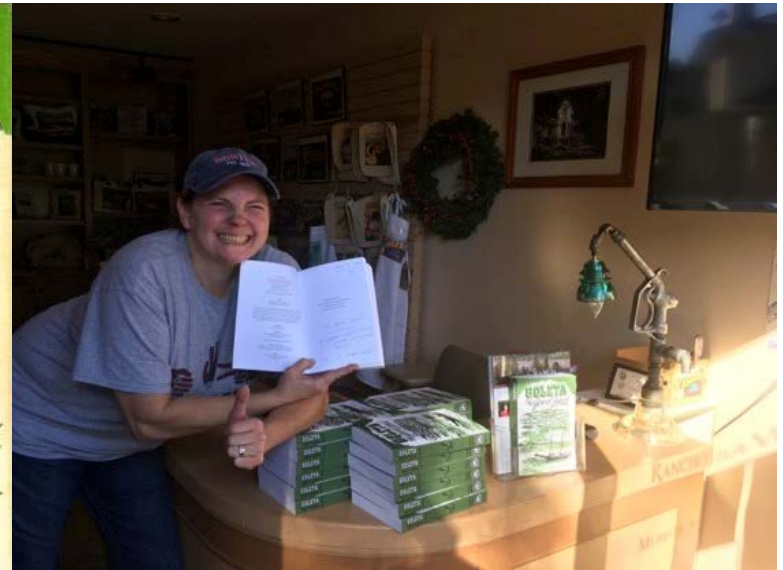
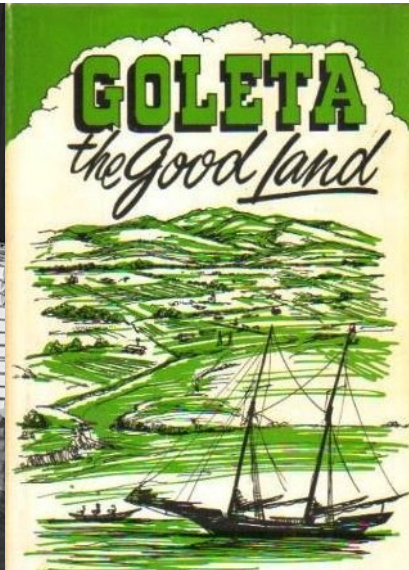
Among the images found during research for the 50th Anniversary exhibit were photos from what appears to be a launch of the book, *Goleta: The Good Land*, in 1966.



Goleta: The Good Land

It took a village!

- Walker Tompkins gifted GVHS his manuscript and materials. All that was left was an official copyright transfer.
- A team of volunteers and staff painstakingly re-typed chapter by chapter
- Re-scanned over 100 historical photos
- The Society will ensure every Goleta school receives a copy



Keep up the good work, Goleta history buffs!
You're setting a good example for other SB County groups.
Sincerely
Walker A. Tompkins

Goals & Challenges

Looking Ahead

As we look ahead our goals include:

- Promotion of *Goleta: The Good Land* by Walker Tompkins!
- Publish a history of the 1942 Ellwood shelling
- Engage current and new volunteers
- Increase GVHS membership to garner and ensure continued support for Society programs and activities
- Expand educational programs
- Digitization and cataloging of collection
- Increase membership
- Celebrate our history!



Above: Award winning singer and musician Meredith Axelrod expresses her amazement (“and love”) for the Ranch and the Old-Time feel of the Fiddlers’ Festival.



It takes a village

Our sincere gratitude to the City of Goleta, our dedicated volunteers, community partners, sponsors, donors, Board of Directors and staff. Most of all, thank you to our visitors who inspire us with their wonder and keep us on a path to the future.



Thank You

Who We Are

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Goleta Valley Historical Society
Stewards of



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goletahistory.org 805.681.7216