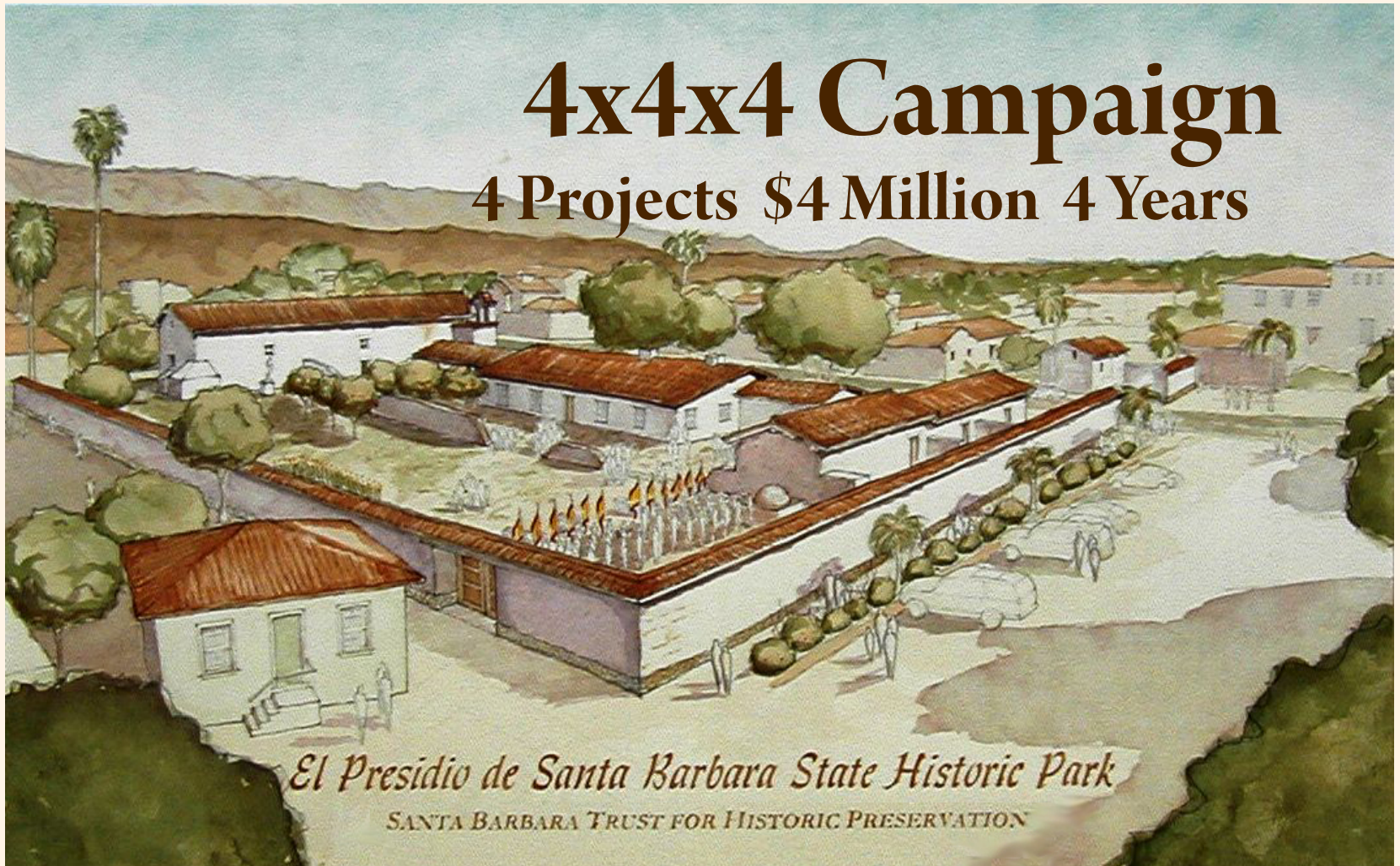


# 4x4x4 Campaign

4 Projects \$4 Million 4 Years



Santa Barbara Trust  
for Historic Preservation

*El Presidio de Santa Bárbara SHP • Casa de la Guerra  
Santa Inés Mission Mills • Jimmy's Oriental Gardens*

# A Legacy of Support for El Presidio SHP

Anne Petersen, Ph.D., Associate Director





**In 1963 twenty-two of Santa Barbara's leading citizens, visionaries, civic activists and philanthropists signed the articles of incorporation that created the Santa Barbara Trust for Historic Preservation.**

**Miss Pearl Chase**

**Harold S. Chase**

**Mrs. Hugh H. Evans**

**Yale B. Griffith**

**William F. Luton**

**Grace Meeker Lloyd**

**Robert A. MacDonald**

**Deborah S. Pelissero**

**Richard M. Polsky**

**Francis Price Jr.**

**Rev. Maynard Geiger, O.F.M.**

**W. Edwin Gledhill**

**Cynthia Boyd Hollister**

**Reuben J. Irvin**

**Dwight Murphy**

**John T. Rickard**

**A.B. Ruddock**

**Edward S. Spaulding**

**T.M. Storke**

**David L. Tilton**

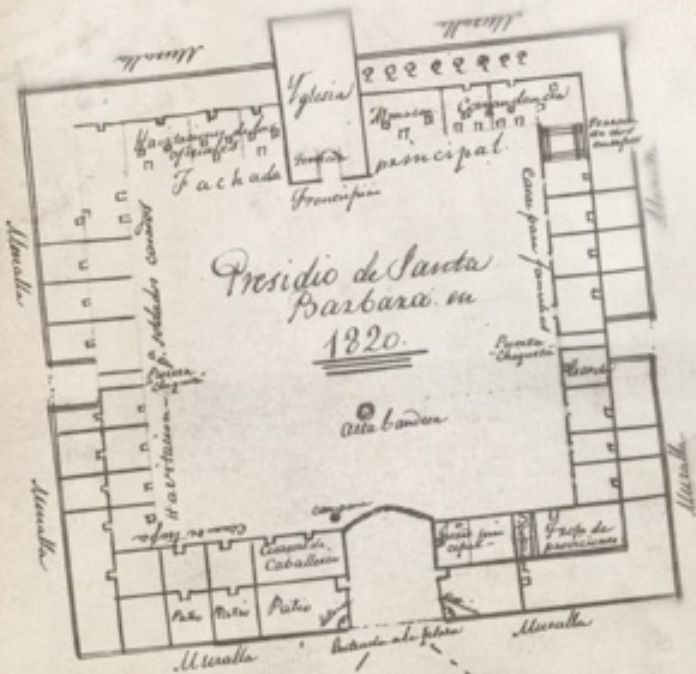
**Alice Larkin Toulmin**





# Their Vision:

To restore Santa Barbara's Spanish Presidio, reclaim Santa Barbara's birthplace and preserve Santa Barbara's history for future generations.





# Their Vision:

1968: El Presidio de Santa Barbara State Historic Monument is formed, marking the beginning of a long and productive partnership with SBTHP and California State Parks.







Today the Santa Barbara Trust for Historic Preservation is a *nationally-recognized, award-winning* nonprofit preservation organization with a record of sustained excellence in the preservation, management, and interpretation of historic sites in Santa Barbara County.

We serve as a proud partnership model for CA State Parks.





 El Presidio  
de  
Santa Bárbara   
STATE HISTORIC PARK

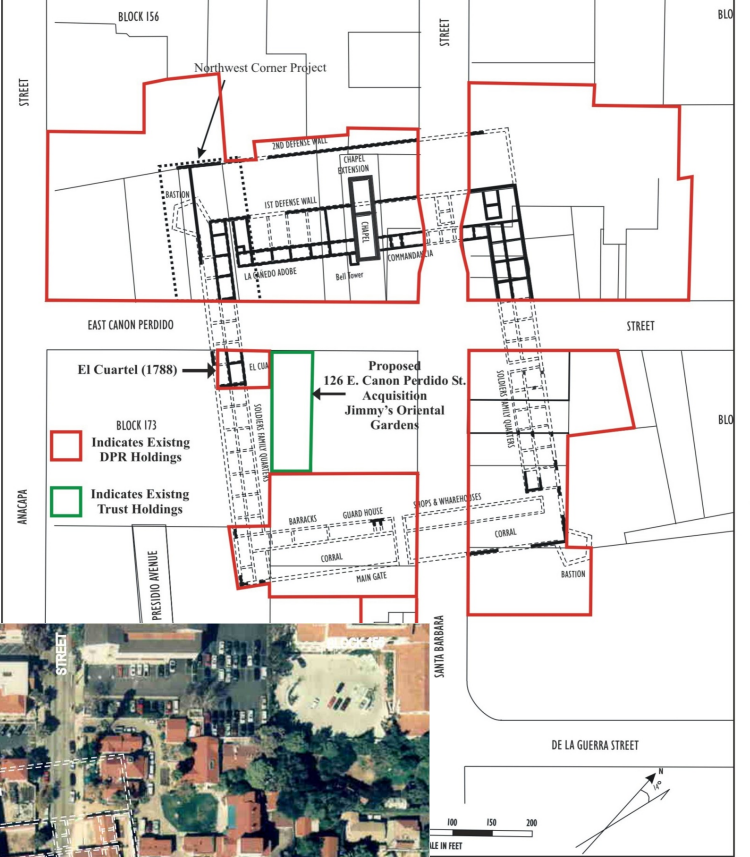


# 4x4x4 Campaign

4 Projects 4 Years \$4 Million







cochea Plan of 1788 with proposed Jimmy's acquisition



# Northwest Corner Excavations



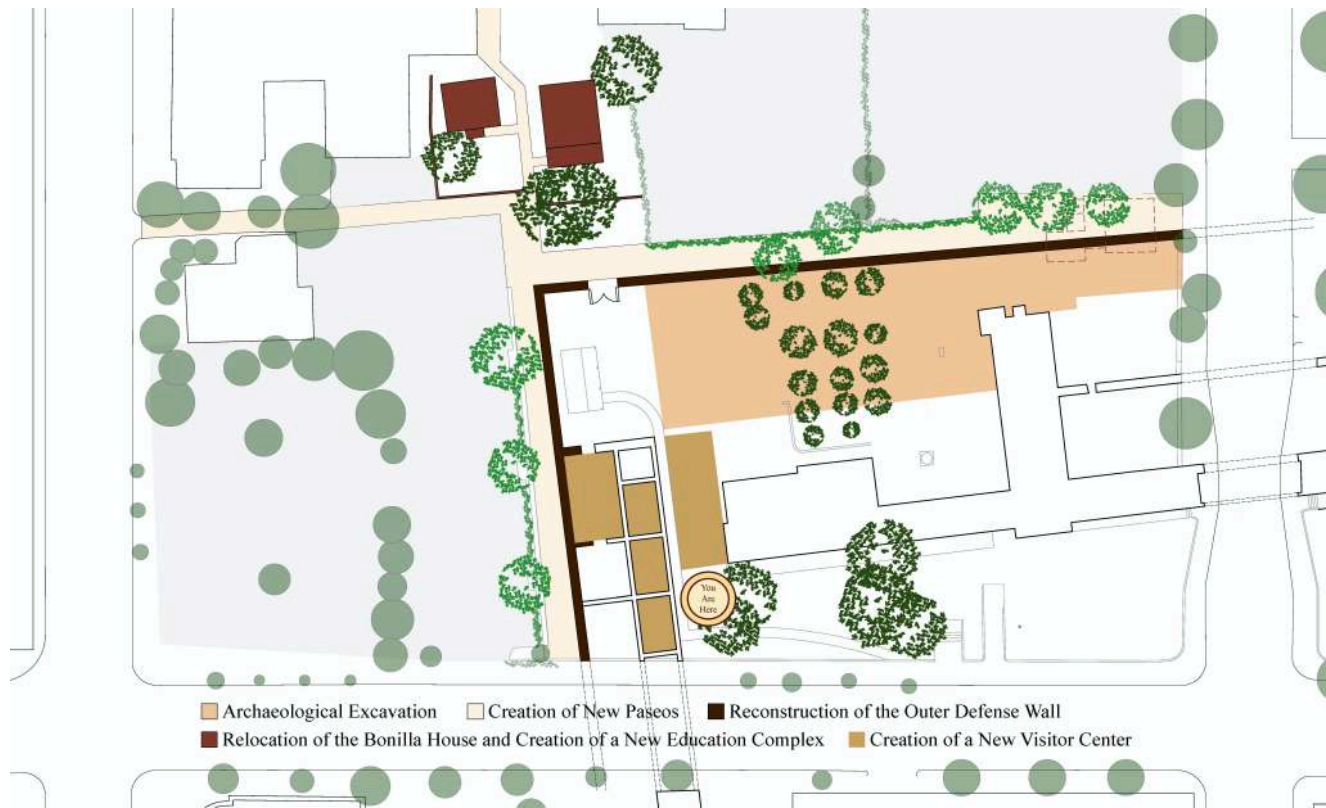


# Northwest Corner Project





1. **Archaeological Excavation** of the Project Area
2. Reconstruction of the **Defense Wall** and creation of new **Paseos**
3. Relocation of the Bonilla House and creation of a new **Education Complex**
4. New **Visitor Center Exhibits**



# Campaign Projects



# Discussion:

How to win support and inspire donors?

Jarrell C Jackman, Ph.D., Executive Director





# SBTHP's Capital Campaign Strategies

Anne Petersen, Ph.D., Associate Director



- Focus on the **benefits** to your stakeholders
- Complicated project? **Break it down**
- Turn your project into a **story**
- Make it easy to **participate**
- Create lots of **tools**





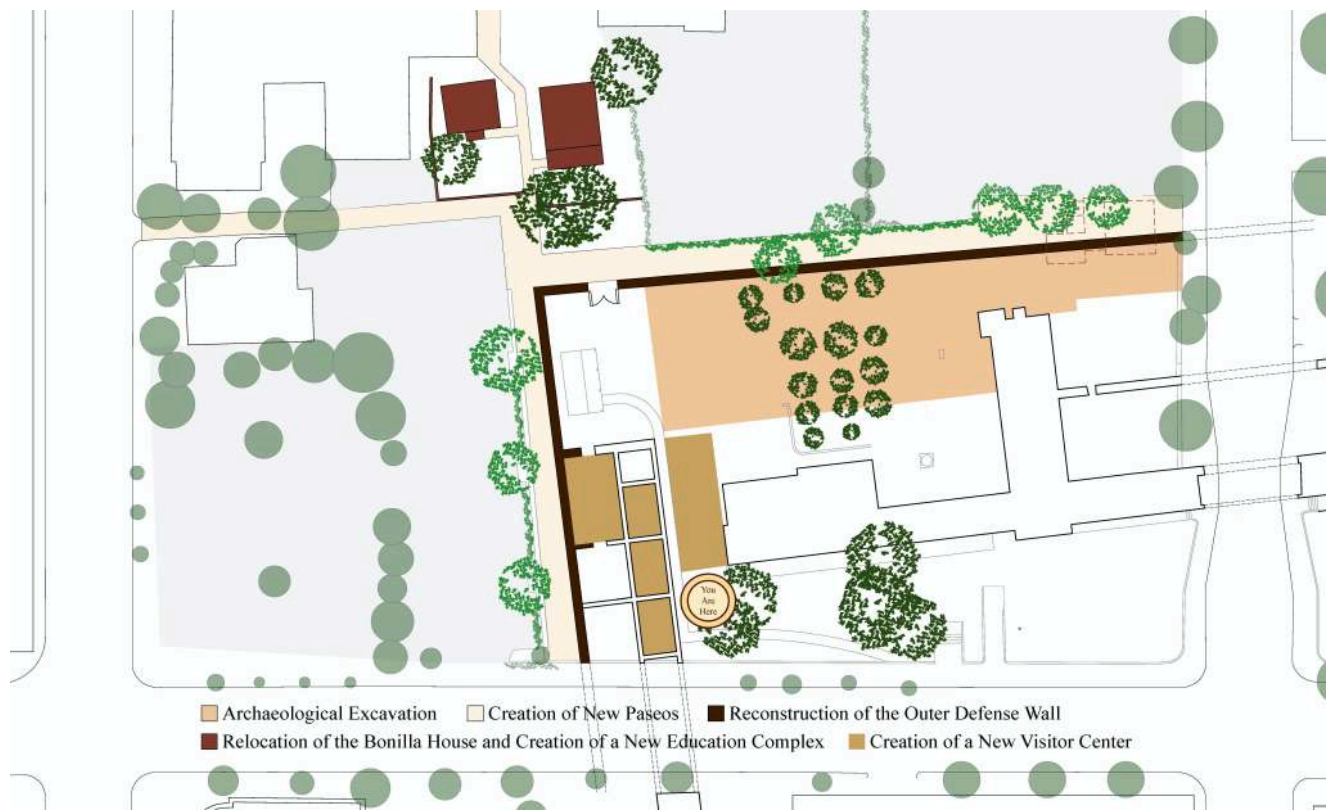


- Enhance Educational and Visitor Experience
- Strengthen Santa Barbara's Downtown Core
- Preserve and Enrich Santa Barbara's Distinct Architecture

**Benefits of the Northwest Corner Project**



1. **Archaeological Excavation** of the Project Area
2. Reconstruction of the **Defense Wall** and creation of new **Paseos**
3. Relocation of the Bonilla House and creation of a new **Education Complex**
4. New **Visitor Center Exhibits**





# Archaeological Excavation of the Project Area





- Generates new material collections, which will be preserved and cataloged, and **enhance SBTHP's capacity to present evidence and interpret an accurate and nuanced history to the public.**
- Returns site to **Spanish period grade** in order to facilitate reconstruction.



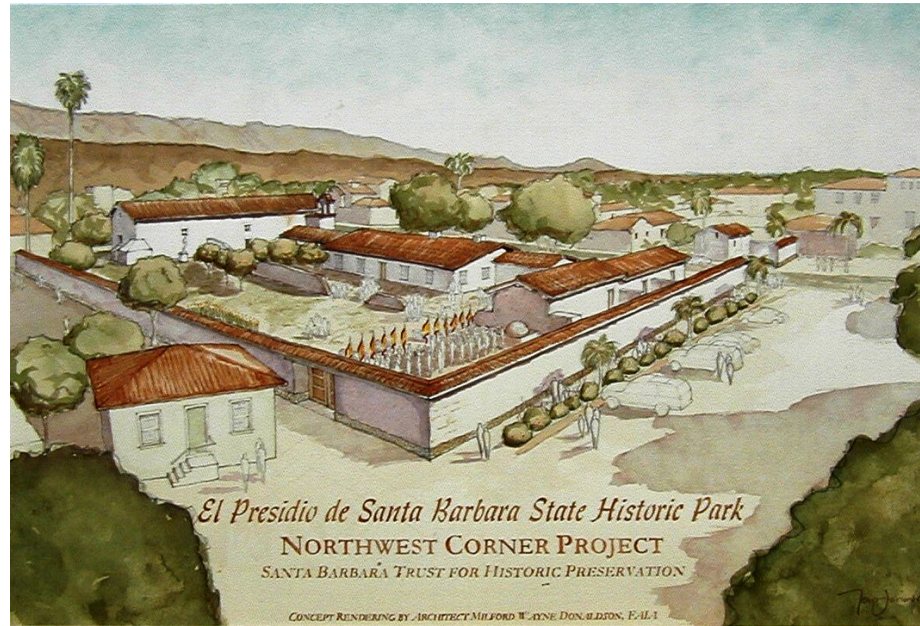
# Archaeological Excavation



# Reconstruction of the Outer Defense Wall and Creation of New Paseos



- Paseos landscaped with native plants **expand interpretive offerings** to include the natural environment, foodways and sustainability themes.
- Creation of a new pedestrian passage connecting Canon Perdido and Santa Barbara Streets, **enhancing a unique existing network of walking paths** in downtown Santa Barbara.
- Enclosure of Northwest Corner **providing space for increased private and public functions** in downtown Santa Barbara.



## Defense Wall and New Paseos



# Creation of a New Education Complex



- Increased capacity, comfort, and learning opportunities for student visitors, making **SBTHP a stronger partner for local schools.**
- **Restoration of the Bonilla House**, an 1887 residence constructed as the home for a prominent 19th-century Californio family.



# Education Complex

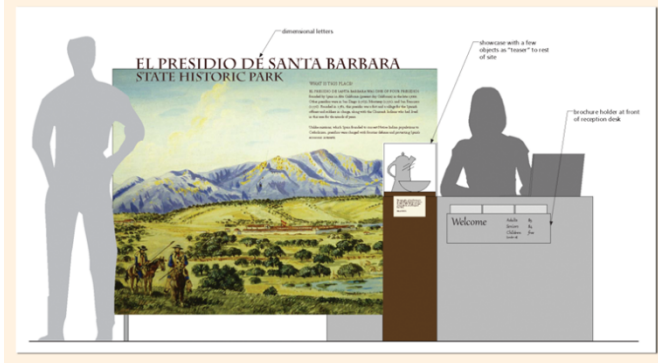




# Presidio Visitor Center



- State-of-the-art, hands-on and technologically sophisticated exhibits that will **engage and inspire wonder in community history** for a broad audience.
- Interpretive narrative emphasizing change over time and **presenting new community** stories bringing to light the experience of diverse peoples who have occupied this historic place over time.
- The **only permanent, hands-on interpretation in our community of historical archaeology**, an invaluable technique for understanding our past.



# Presidio Visitor Center





## Physical and permanent recognition

**\$500,000 - \$999,999**  
 City of Santa Barbara  
 Community Development Department  
 ISTEA Grant - SBCAG

**\$250,000 - \$499,999**  
 Anonymous  
 State of California, Department  
 of Parks and Recreation

**\$100,000 - \$249,999**  
 The Ann Jackson Family Foundation  
 California Community Foundation  
 Hind Foundation  
 Outhwaite Charitable Trust  
 Santa Barbara Foundation  
 Williams Corbett Foundation

**\$50,000 - \$99,999**  
 Ahmanson Foundation

**\$25,000 - \$49,000**  
 National Endowment for the Humanities

**\$10,000 - \$24,999**  
 Dr. and Mrs. W. E. Brownlee  
 Montecito Bank & Trust  
 Mr. and Mrs. James D. Scheinfeld  
 John and Beverly Stauffer Foundation  
 The Towbes Foundation  
 Mr. and Mrs. Edward W. Vernon

**\$5,000 - \$9,999**  
 Mr. and Mrs. Timothy Aguilar  
 Mr. and Mrs. Charles Cleek  
 Ms. Mary Louise Days  
 Henry W. Bull Foundation  
 Hollister & Brace  
 Dr. and Mrs. Arthur Najera  
 Office of Historic Preservation  
 Dr. Richard E. Oglesby  
 La Arcada Investment Corporation  
 Ralph M. Parsons Foundation

**\$1,000 - \$4,999**  
 Mr. Derek Acker  
 Mr. and Mrs. David H. Anderson  
 Mr. and Mrs. Gordon Auchincloss  
 Mr. and Mrs. Ron Boehm  
 Conrad Hilton Foundation  
 Nancy de L'Arbre  
 Edison International  
 Mr. James Higman  
 Dr. and Mrs. Robert L. Hoover  
 Mr. and Mrs. James Kahan  
 Peter and Patricia Leyva Kruse  
 Drs. Albert and Barbara Lindemann  
 Mr. and Mrs. Craig A. Makela  
 David Tait Masonry  
 Mr. George S. McKenzie  
 Mission Roofing  
 Mr. and Mrs. George Oberm  
 Bruce and Ida Rickborn

Mrs. Virginia Ridder  
 Mr. Rob Rossi  
 Suzi and Joe Schomer  
 Mr. and Mrs. Donald G. Sharpe  
 Jo Beth Van Gelderen

**\$500 - \$999**  
 Darrell W. and Kirsten Kemp Becker  
 Mr. and Mrs. Norman Caldwell  
 Mr. and Mrs. Reid Cederlof  
 Mr. and Mrs. Geoffrey Crane  
 Diane Dodds  
 Barbara A. Ford  
 Ms. Ynez D. Haase  
 Dr. and Mrs. Jarrell C. Jackman  
 Eileen Magno  
 Mr. Frederick Maison  
 Mrs. Cree Mann  
 Mrs. Milbank McFie  
 Mr. James G. Mills  
 Mr. and Mrs. Peter G. Niederer  
 Mr. John S. Poucher  
 Teresa W. Siebert  
 Mr. and Mrs. Steven B. Treanor  
 William and M. Kay Van Horn  
 Ms. Alice L. Wilfong

## Create an easy, modest way to contribute

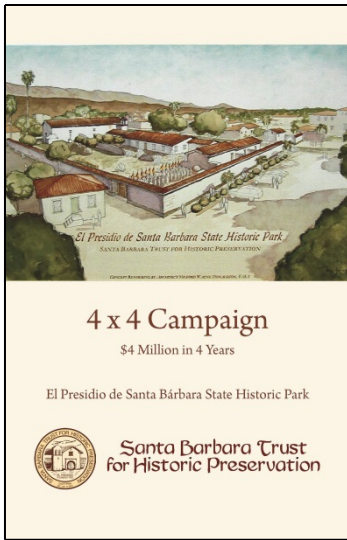


## Design a fun and splashy way to contribute

## Print recognition in organizational media

# Invite Participation and Ensure Recognition





- Create a Committee of “Campaign Ambassadors”
- Create and train key individuals to present an on-site project tour
- Develop a 20 minute “pitch”

## Campaign Brochure



## One-page summary



## Campaign Exhibit



# Campaign Tools





# *Thank You*



**Santa Barbara Trust  
for Historic Preservation**  
*El Presidio de Santa Bárbara SHP • Casa de la Guerra  
Santa Inés Mission Mills • Jimmy's Oriental Gardens*