

Old Spanish Days **— In Santa Barbara —**

CONTACT: Jennifer Jimmerson 805. 969-0956 email Jennifer-PR@cox.net

General Media Information for 2004

Fiesta's 80th Anniversary

“Your Friends are our Friends: Bring ‘em along!”



EVENTS AND MEDIA OPPORTUNITIES (as of 3 -22-04)

Event	Date	Location and Time	Media opportunities
Spirits Audition	April 3 2004	<p>LOBERO THEATRE Auditions start at 2:00</p> <p>The first event of the Fiesta season, over 30 young women compete for the Spirit of Fiesta and the Junior Spirit. Flamenco and classical Spanish dance, colorful costumes and traditional music make this a compelling event.</p>	<ul style="list-style-type: none"> ✓ Show is filmed by Cox Communications and will be aired at a different time. ✓ Press may interview and photograph or videograph the 2004 Spirit of Fiesta and the Junior Spirit winners after the competition. ✓ No Backstage access prior to or during the competition.
La Primavera	June 6, 2004	<p>RESTAURANT NU 5:00 – 9:00</p> <p>Santa Barbara’s original rite of Spring. Music, entertainment, dining and dancing at Restaurant NU 1129 State Street</p> <p>This evening’s special event is the unveiling of the 2004 Fiesta Poster and pin</p> <p>Tickets are \$45 advance purchase, or \$50 at the door. This event usually sells out.</p>	<ul style="list-style-type: none"> ✓ Photo opportunities and interviews of El Presidente Clay Dickens ✓ The unveiling of the 2004 poster and the pin; ✓ <i>Fiesta attire</i> lends itself to picture stories ✓ Music, food and dancing offer additional photo ops. ✓ The history of La Primavera ✓ Story of the poster and pin design ✓ Fiesta Theme, “Your Friends are our Friends; Bring ‘em along” and why the Presidente chose that theme.
Flower Girls & Los Niños Group Picture	July 24,2004	<p>COURTHOUSE STEPS 10:30 am</p> <p>Group shot of over 100 girls and little boys dressed in their special outfits.</p>	<ul style="list-style-type: none"> ✓ New this year! A small group of little boys ages 5 1/2 to 10 years– custom dates back to 1924! The annual group photo ✓ Group shots of Las Señoritas ✓ Interview opportunities with girls ✓ History of Los Niños and the special role they play
Costume Sale	June 26,2004	<p>CARRIAGE MUSEUM 9:00 am – 2:00 pm</p> <p>Annual Costume sale. Dancers and Fiesteros bring costumes to sell or swap. Visit over 20 people, dance groups, et al that are bringing dance costumes for men and women, accessories, hats and jewelry.</p>	<ul style="list-style-type: none"> ✓ Photo opportunity

Event	Date	Location and Time	Media opportunities
Flower Girls and Los Niños Garden Party	July 31, 2004	COVARRUBIAS ADOBE This historic location is the scene for El Presidente Clay Dickens to give the Flower Girls, Los Niños and Las Señoritas their official 2004 Badges. They in turn honor him and his First Lady, Sally Dickens.	<ul style="list-style-type: none"> ✓ Photo Opportunities ✓ History of Flower Girls, Los Niños and the special role they play during Fiesta Week. ✓ Meet the Las Señoritas, a group of older girls; stories about their activities, e.g., meeting the train. ✓ History of the Covarrubias Adobe, tie-ins with the SB Historical Museum and artifacts from early SB times.
Fiesta del Presidente	August 1, 2004	DOUBLETREE ROTUNDA 5:00 p.m. Fiesta Attire makes this reception honoring El Presidente Clay Dickens a festive and colorful event. Enjoy a bountiful buffet, Fiesta songs and dances featuring the Spirit of Fiesta and the Junior Spirit. Dancing follows the formal program. Tickets are \$45 advance purchase; \$50 at the door.	<ul style="list-style-type: none"> ✓ El Presidente's Party kicks off Fiesta Week ✓ Interview possibilities w/ El Presidente Clay Dickens & Spirits of Fiesta ✓ Interweaving the theme of Fiesta : "Your Friends are our Friends: Bring 'em Along!" in stories of long-time Fiesta participants ✓ Interview possibilities with former El Presidentes ✓ Live shots for weather/setting/color: ✓ Dance performances by Spirits; mariachi music, ✓ Attendees in Fiesta attire
Fiesta Pequeña Dress Rehearsal	August 3, 2004	OLD MISSION 6:30 p.m.	<ul style="list-style-type: none"> ✓ No photos will be allowed on Wednesday, so we encourage the press to come Tuesday night for their press shots.
Flower Girls and Los Niños Visit Rest Homes	August 3, 2004	OAK PARK 10:00 a.m. Return at noon for a pizza party Flower Girls and Los Niños will meet in Oak Park, and then travel in vans to visit various rest homes. For rest home schedule contact Alice Forbes 967.9485	<ul style="list-style-type: none"> ✓ Flower Girls and Los Niños bring the spirit of Fiesta to those who are unable to get to the venues to enjoy it by visiting Santa Barbara retirement homes and bringing flowers to the residents. They will be wearing their special Fiesta attire. ✓ Flower Girls are a family tradition with some of the children's mothers /grandmothers serving as Flower Girls in their youth.

Event	Date	Location and Time	Media opportunities
Los Mercados	August 4 -7, 2004	<p>MERCADO DE LA GUERRA – in DE LA GUERRA PLAZA</p> <p>MERCADO DEL NORTE. At STATE AND LAS POSITAS in McKENZIE PARK</p> <p>11::00 a.m. – 12:00 a.m.</p> <p>The entire family will enjoy strolling through the outdoor marketplaces of Fiesta. Partake of the authentic flavors of Mexican-American and multi cultural foods. At del Norte, exciting games for all ages plus special activities for children.</p> <p>People shop for Fiesta souvenirs and crafts at De La Guerra. During the day they enjoy traditional Spanish dance and music, and then dance the night away at del Norte.</p> <p>Plans are underway to have a “Best Booth” contest as an incentive to create a more authentic marketplace.</p>	<ul style="list-style-type: none"> ✓ The food and smells of Fiesta; survey people’s favorite Fiesta food. Mercado booths serve as major fund-raisers for over 60 local nonprofit organizations ✓ Cascarones (confetti eggs) (how they are made; what it means to crack one on someone’s head) ✓ live performances throughout the day; dance studios and bands ✓ Mercado Del Norte: activities for children; family orientation. ✓ Live shots during noon and evening news. ✓ Both are great to capture at noon on Wednesday; the first lunch of Fiesta ‘Great opportunities to catch people with a variety of food ✓ Lots of kids and families ✓ Live entertainment
Casa Cantina	August 4-7, 2004	<p>CASA DE LA GUERRA</p> <p>The Trust for Historic Preservation hosts Casa Cantina in the Courtyard of the Casa Wednesday through Saturday. For a fee, a nice place to sit, sip a cold drink and watch people and dancers.</p>	<ul style="list-style-type: none"> ✓ People relaxing ✓ Shots of the historic Casa ✓ Interviews with Trust officials on historical aspects of the Casa and other historic properties in SB operated by the Trust ✓ Historic relationship to the old Spanish days and early fiestas.

Event	Date	Location and Time	Media opportunities
La Fiesta Pequeña	August 4, 2004	OLD MISSION 8 p.m. On the steps of our historic Old Mission, "The Little Fiesta," officially opens Old Spanish Days. This event features blessings by the Padres of the Mission, music and lively Spanish dancing. Food available for purchase from local vendors.	<ul style="list-style-type: none"> ✓ Official opening ceremonies of Fiesta ✓ Good locale for evening weather or to do a pre-Pequeña story show footage of dress rehearsal the night before ✓ Interview people who have arrived early about why they attend (people show up with lawn blankets and chairs hours in advance) ✓ Interview opportunity with Father Virgil Cordano, who has been on the Old Spanish Days Board of Directors since 1963. He sang at Pequeña as student at the Mission in 1942. Father Virgil plays an integral role in the coordination of Pequeña at the Mission and emcees the event. ✓ History of the Fiesta Pequeña
La Misa	August 5, 2004	OLD MISSION 10:00 a.m. A special Mass to bless the onset of Fiesta	<ul style="list-style-type: none"> ✓ Attendees dress in Fiesta attire for a formal mass ✓ Open to the public
Carnival		SANTA BARBARA CITY COLLEGE La Playa West parking lot. Daily until 11:00 p.m. Bring all the family to a new carnival with rides for young and old. Special hands-on activities for children. Exciting games the whole family will enjoy, food booths and music!	<ul style="list-style-type: none"> ✓ Kids and rides ✓ Action at game booths ✓ Beach Festival with music ✓ Cotton candy, hot dogs on a stick and messy faces
Las Señoritas Meet the Train	August 5, 2004	SB AMTRAK DEPOT 3:00 pm Las Señoritas will meet the 3:00 train, greeting visitors, and giving them Fiesta Brochures.	<ul style="list-style-type: none"> ✓ Photo and interview opp's with Las Señoritas and visitors getting off the train.
Las Noches de Ronda	August 5-7, 2004	COURTHOUSE SUNKEN GARDEN 8:00 P.M. <i>(Offered three evenings)</i> "Nights of Gaiety" is a favorite Fiesta tradition. Free variety show of music, dances and songs – fiery <i>flamenco</i> from Spain, vivid <i>Folklórico</i> dances from many regions of Mexico. Bring blankets and chairs for lawn seating under the stars in the romantic Sunken Gardens of the County Court House	<ul style="list-style-type: none"> ✓ History of Noches ✓ Dancers and their Dance Schools ✓ Dance Traditions and history ✓ Music/color ✓ The Courthouse and the Sunken Garden

Event	Date	Location and Time	Media opportunities
Celebración de los Dignitarios	August 5, 2004	<p>SANTA BARBARA ZOO 5 P.M.-9 P.M. Fiesta Attire.</p> <p>Gather at the hilltop of the beautiful Santa Barbara Zoological Gardens to greet the Mayor, members of the City Council and other dignitaries, while dancing to great contemporary sounds and sampling delicious treats from over 20 local restaurant and 10 wineries.</p>	<ul style="list-style-type: none"> ✓ This event is an opportunity for the community to gather ✓ City officials and other dignitaries are recognized. ✓ Live shot for weather ✓ Food booths featuring delicacies from local restaurants ✓ wine booths offering tasting opportunities ✓ Interview opportunities with La Presidente, Spirits of Fiesta, other performers, and city officials ✓ Santa Barbara Zoological Gardens attendees will be dressed in Fiesta attire ✓ Flower Girls will be at bridge to welcome attendees with Flowers
Competición de los Vaqueros	August 5-8, 2004	<p>EARL WARREN SHOWGROUNDS 7:30 P.M. Professional Rodeo Cowboy Association (PRCA) rodeo action with bull and bronc riding, steer wrestling and more Plus local talent competing in mutton bustin' and stock horse competition</p>	<ul style="list-style-type: none"> ✓ Separate Press release attached.
El Desfile Histórico/Parade	August 6, 2004	<p>CABRILLO BLVD EAST AND NORTH ON STATE ST. 12:00 p.m. The Fiesta Historical Parade is one of the largest equestrian parades in the United States.</p> <p>The 2004 80th Anniversary Parade Theme is <i>"Celebración de Temprano Santa Barbara"</i></p> <p>Celebration of Early Santa Barbara</p>	<ul style="list-style-type: none"> ✓ One of the few qualifying parades for equestrian units desiring to ride in the Rose Parade ✓ Parade depicts California/ anta Barbara history ✓ Spirit of Fiesta leads the Parade ✓ History of the parade and its various facets ✓ Carriages and wagons each having its own history ✓ Float building and decorating starts the week of the parade and Thursday night is the big push to finish. 129 Castillo Street in back of the Carriage and Western Art Museum. ✓ Long time parade participants. Family traditions over the decades. ✓ Morning show opportunities ✓ Parade line-up in Pershing Park, on Castillo Street and on west end of Cabrillo. ✓ History of flowers on Carriages dates back to the 19th century Battle of the Flowers ✓ Flower Girls, march in parade

Event	Date	Location and Time	Media opportunities
El Desfile de los	August 7, 2004	STATE STREET STARTING AT VICTORIA TO ORTEGA STREET 10:00 a.m. The charming Children's Parade. Young people of Santa Barbara, their parents and other parade participants don traditional costumes and celebrate the rich culture of the area. Parade proceeds down State Street from Victoria to Ortega Streets.	<ul style="list-style-type: none"> ✓ Children's version of the big parade. ✓ Children and parents, pets, decorated wagons and carts ✓ Fiesta attire ✓ Junior Spirit leads the Parade ✓ Flower girls march in parade
Tardes de Ronda	August 7 2004	COURTHOUSE SUNKEN GARDENS 1:30 TO 4:00. Children's Variety Show. Wearing colorful costumes, children from the Santa Barbara area demonstrate their talents and multicultural heritage.	<ul style="list-style-type: none"> ✓ Young children perform; many go on in later years to perform at Noches de Ronda ✓ Children dressed in Fiesta Attire ✓ People relaxing in lawn chairs in the Sunken Gardens
Fiesta Arts and Crafts	August 7-8 2004	CABRILLO WEST OF STEARNS WHARF and in PLAZA DEL MAR (Cabrillo and Castillo Streets) 1 0:00 TO SUNDOWN Statewide gathering of artisans and crafts people display a wide variety of paintings, carvings, pottery and other wares in a lovely palm-lined area along the ocean.	<ul style="list-style-type: none"> ✓ The precursor to the Sunday Arts and Crafts show East of Stearns Wharf ✓ Unique offerings – some one of a kind ✓
Plaza Del Mar	August 7-8, 2004	CABRILLO AT CASTILLO in the park on the corner A special Arts and Crafts venue for Fiesta in Plaza del Mar feature specialized arts and crafts vendors, a full program of dance followed by soft live jazz music in the Band shell. Food and drinks will be for sale in this lovely, quiet and shady park.	<ul style="list-style-type: none"> ✓ Photo opportunity ✓ color, park setting, tourists in a different setting ✓ People shopping, relaxing, listening to music, watching the dancers in a smaller, more intimate venue
Carriage Museum	August 8, 2004	Explore the Museum's collection of carriages, wagons, saddles, and other relics of old California at 129 Castillo Street. See the unique 80' frieze by noted western artist Ed Borein. Free. For information, call (805) 962-2353.	

ABOUT OLD SPANISH DAYS

Old Spanish Days and Fiesta

The old Spanish days

There are four periods to Santa Barbara History:

- ⌘ Spanish Period 1782 - 1822 “Presidio” days
- ⌘ Mexican Period 1822 – 1846
- ⌘ US territory 1846 - 1850 Rancho Period (*approximately*) 1826-1866
- ⌘ American Period 1850 onward

What do we mean by “Old Spanish Days?”

This is the time period of approximately 1826 to 1866 - the time of the great ranchos. It was called *Spanish* days because that was the language spoken — even into the American period. In fact, English did not finally supersede Spanish as the language of public record until 1870!! The daily and formal dress was Spanish - including mantillas -rather than the American style. The cultural expression in song and dance was also Spanish, and this continued largely through the end of the nineteenth century.

This period was idealized not simply because of publicity writers of the next century, as is often claimed. It was the older residents who *lived it and remembered it* as a great time of peace, prosperity and parties. It was said that “there was no poverty”....people lived freely and gave freely. *Mi casa es su casa* was the theme for gracious hospitality. *Dulce far niente* described a time in which people dressed beautifully, were inordinately proud of their horses, and sang and played music which could be heard at night throughout the pueblo. Primarily it was the *lifestyle* around the ranchos, and not simply the *industry* of the ranchos which lends to the local residents calling it “the old Spanish days”. The other significant point about this era was that everyone lived in harmony - the *Californios*, the Spaniard, the Indian, the American *yanquis*, and the Mexican.

When was this rancho period?

Roughly around 1826 to about 1866; the heyday of the great ranchos was during the 1830’s thru 1850’s. When the Mexicans came to power (1822) they gave land grants as a reward to prominent men for their services to the government. Typically these were 40,000 acre ranchos, and about 30 of them existed in this county. On these ranchos, cattle were raised for their hides and for tallow (surprisingly, *not* for the meat!) A great drought, beginning 1863, killed off most of the cattle by 1865 and brought the era of the ranchos to an end.

Fiesta

What is Old Spanish Days Fiesta and how did it get started?

It is an historic and cultural festival in Santa Barbara that was first celebrated in 1924. It was brought about by the convergence of three community groups:

- ⊞ Businessmen who wanted to attract tourists during the off-season in the summer.
- ⊞ Old-time families who wished to preserve the unique music, songs, dances and history of the “old Spanish days” in Santa Barbara
- ⊞ The Community Arts Association looking for an event to launch the opening of the newly reconstructed Lobero Theatre.

The event organizers wished to revive the spirit and history of hospitality and community of the previous century. They also wished to preserve the favorite old songs and dances of that era which were unique to this area. Some of the songs were old tunes from Spain; others were newer melodies from Mexico. Most were unique folk songs of the *Cahfornios* — the people who were born and raised in *Alta* California. The first Fiesta organizers were adamant that our Fiesta would be unique from other California fiestas because the emphasis would be on our Old Spanish Days heritage.

The magic of Fiesta is that the whole community comes together in unity to celebrate the unique Spanish California history, culture and traditions of our community. We are proud to produce Fiesta for our community.

About Old Spanish Days in Santa Barbara, Inc.

Old Spanish days in Santa Barbara, Inc. is a non-profit corporation dedicated to the preservation, celebration and education of the community concerning the history, traditions and spirit of the Old Spanish Days. OSD is governed by a thirty-five member volunteer Board of Directors.

Our Vision statement is

FIESTA!!! The spirit and celebration of Santa Barbara’s Old Spanish Days cultural heritage

Our Mission is to

- Honor and preserve Santa Barbara’s history, spirit, culture, heritage and traditions of the Old Spanish Days era through continuous education of the Community.
- Enhance Community pride through public involvement in the presentation and celebration of Fiesta
- Continue to be Santa Barbara’s premiere festival

- Continue to be a vehicle that supports non-profit participation in Fiesta activities
- Promote the OSD organization and Fiesta throughout the year.

Relationships With Other Organizations

Old Spanish Days works together with several non-profit organizations that produce or assist with activities taking place during Fiesta.

The list includes but is not limited to:

Our sister organizations:

- The Carriage and Western Art Museum
- Old Spanish Days Fiesta Stock Horse Show and Rodeo

Los Prietos Boys Camp

General services at several Fiesta venues

The Santa Barbara Maritime Museum

The Maritime Museum will have special events During Fiesta

The Santa Barbara Trust for Historic Preservation

Casa Cantina

The United Boys and Girls Clubs of Santa Barbara County

Sale of official Fiestas Merchandise at Fiesta venues

Our Lady of Guadalupe Church

Entertainment & Activities

Kiwanis Club

Pancake Breakfast

Rotary

Golf Tournament

Mariachi Festival

Concert at Santa Barbara Bowl

Cielo Foundation

Sunday concert in the Courthouse Sunken Garden

John E. Profant Foundation

Sunday evening Fiesta Finale in the Courthouse Sunken Garden

Old Spanish Days Support for Non-Profit Organizations

Non Profit organizations who sponsor booths at the Mercados consider the four days at the Mercados an important opportunity to raise money and be part of a special once a year community in De La Guerra Plaza and MacKenzie Park. In addition to promoting their organization each vendor joins in the spirit of catching up with other business owners that they do not get to see except at Fiesta.

Over 40 non-profits earn collectively over _ million dollars over the 4 day event and these funds directly benefit the community through the services provided by these worth organizations.

A partials list of vendors

Hispanic Chamber of Commerce
Hillside House
Junior League
Easter Seals
Santa Barbara News Press
D.A.N.C.E.
Isla Vista youth Projects
Vietnam Veterans of America
Casa de la Raza
Semana Nautica
Downtown Organization

Boy Scott Troop 1
The Unity Shoppe
US Army Recruiting Office
Goleta Chamber of Commerce
UCSB Athletics
Knights of Columbus
Downtown Boys & Girls Club Alumni
SB Special Olympics
Masons
Jaycees
SB North Rotary Club

In addition, many schools and churches in the community participate as vendors