

# SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

**CONTACT:** Michelle Rodriguez, Director of Communications  
Santa Barbara Conference & Visitors Bureau and Film Commission  
805.966.9222 x112, [michelle@santabarbaraCA.com](mailto:michelle@santabarbaraCA.com)

## **CULTURAL CONFERENCES CONVENING IN SANTA BARBARA** *SBCVB&FC dedicated to bringing conferences that promote arts and culture*

**Santa Barbara, CA (February 4, 2013)** — 300-450 museum professionals will be descending upon Santa Barbara for the annual California Association of Museums (CAM) conference February 20-22, 2013. The following year, 1,000 attendees will be in town for the American Choral Directors Association Western Division Conference February 19-22, 2014. Both conferences bring awareness to Santa Barbara as an arts and culture destination, which is in-line with the Santa Barbara Conference & Visitors Bureau and Film Commission's (SBCVB&FC) Culture 101 campaign for cultural tourism.

"There is no better way to promote what Santa Barbara has to offer than by bringing cultural conferences to The American Riviera® for attendees to experience it firsthand," said Kathy Janega-Dykes, President and CEO of the SBCVB&FC. "This gives us the opportunity to showcase our breadth of cultural amenities to key influencers in this industry."

CAM organizes an annual conference for museum staff and volunteers to improve museum operations and discuss issues facing the museum industry. The annual conference attracts between 300-450 museum professionals over a three to four day period for an enjoyable exchange of ideas, perspectives, and resources. Evening events and pre-conference workshops are usually held at the museums in the area and a Host Committee consisting of local museum professionals help organize these events. A number of arts and culture venues will be hosting the evening activities and are involved in tours and workshops throughout first day of the conference. The venues for the evenings include: The Museum of Natural History, Old Mission Santa Barbara, Santa Barbara Botanic Garden, Ty Warner Sea Center and Santa Barbara Museum of Art; all of which will provide the attendees with a variety of experiences.

"The Santa Barbara Botanic Garden is pleased to be participating in this year's CAM Conference here in Santa Barbara – both in hosting a special dinner and as speakers for a panel discussion," said Executive Director, Dr. Steve Windhager. "As one of less than 20 gardens nationwide accredited by the American Association of Museums, we feel privileged to be part of the host committee for this event which brings cultural institutions together and provides an opportunity for colleagues throughout the State to learn from one another, thereby better serving our communities."

One year after CAM, the American Choral Directors Association will be gathering in Santa Barbara for their Western Division Conference which coincides with their 50<sup>th</sup> year as a Western Division. The headquarter hotel for the 1,000 attendees will be at The Fess Parker with overflow at South Coast properties. The recently renovated and world-class concert hall, The Granada Theatre, is the primary concert performance site, and is a big draw for convention attendees because of its beautiful interior and world-class acoustics.

Western Division President Elect Steve Hodson summed it up, “Our focus will be on fabulous choral music-making in a stunning concert acoustic, with an incredible headquarters hotel along the Pacific Ocean.”

[Culture 101](#) is a current campaign launched by the SBCVB&FC to spread the word that Santa Barbara is a destination for arts and culture. Few cities of Santa Barbara's size can match the quality and diversity of its artistic and cultural offerings, which include 50 museums and galleries and a wide range of stellar performance venues hosting multiple world-class theatre groups, opera and dance companies, chamber orchestras, a symphony orchestra and more.

## **ABOUT SANTA BARBARA**

Voted Best Getaway by L.A. Times Readers' Choice Awards in 2012, Santa Barbara is located just 92 miles north of Los Angeles and 332 miles south of San Francisco, on the Pacific coastline. Visitors can arrive via scenic Highway 101, Amtrak train or Greyhound bus or by flying into Santa Barbara Municipal Airport or Los Angeles International Airport. For travel and accommodation information and to request a free copy of the official *Santa Barbara County Visitors Magazine*, contact the Santa Barbara Conference & Visitors Bureau and Film Commission at 800.676.1266, 805.966.9222, [tourism@santabarbaraca.com](mailto:tourism@santabarbaraca.com) or [santabarbaraca.com](http://santabarbaraca.com). Visitor information is also available at the Visitor Center, 1 Garden Street (at Cabrillo Boulevard).

## **MEDIA INFORMATION**

Stay informed about Santa Barbara news with our [Media Center](#), [press releases](#) and blog, [TheSBPost.com](http://TheSBPost.com). Just getting to know Santa Barbara? The [Media Field Guide](#) is a great place to start. Planning a research visit? Use the [Press Trip Request](#) form to get the process started. Follow us on [Facebook](#) and [Twitter](#) for daily updates, and visit our new [Mobile Site](#) for on-the-go information about dining, wine, accommodations, events, attractions and more.