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Preface from Greg Gorga,
Executive Director
2007 - current

We weathered some stormy seas during this past fiscal year, but I’m delighted to report we navigated our way through the difficult times and are now fully re-opened, welcoming visitors and new staff into the museum. After several false starts due to changing COVID conditions, we reopened in March of 2021 and since then, we have been trending above 2019 numbers in admissions and store sales.

Another piece of exciting news from 2020-2021 fiscal year is that we are now fully accredited by the American Alliance of Museums. This is a true honor: of some 33,000 museums across the country, we are one of approximately 1,100 to achieve full accreditation. We are so grateful to all our staff and board members who put in hundreds of hours of work on this challenging project!

A third significant accomplishment of the year was the creation and adoption of our new five-year strategic plan. The result of a vigorous six-month strategic planning process consisting of research, meetings, interviews, surveys and focus groups, our strategic plan is a living document that communicates the vision of where SBMM is going and what we want to achieve in the next five years. The plan also ensures our evolving vision meets the current needs of our audiences and community and defines critical elements used to identify how we will obtain the resources to fulfill this vision and achieve our goals.

Due to Covid, we had to make some serious and immediate changes to our educational programming. Launched in 2020, our Maritime on the Move program, which provides museum-quality maritime-related experiences for school-age children to explore local ecosystems led by naturalists, quickly turned into an on-line learning experience with downloadable content and instructions in both English and Spanish. This popular program has received recognition from the Council of American Maritime Museums (CAMM,) the American Alliance of Museums (AAM,) California Association of Museums (CAM) and the California Natural Resources Agency. Our well-attended lecture series also quickly adapted to a new online format; as a result, attendance has broadened geographically.

We were deeply honored to be one of only ten museums in the United States chosen to display the special exhibit Arthur Beaumont: Art of the Sea. On view December 2020 – May 2021, the exhibit featured 55 images by the Navy’s most prolific artist, who painted the North and South Poles and was the first to paint a mushroom cloud. One of the works in the exhibit had been hanging in the White House, and another was on the Indianapolis before it sank.
In early June we held our inaugural paddle-out fundraiser with special guests Shaun Tomson and Renny Yater. More than 50 paddlers helped to raise over $40,000 for the museum. We began a new series of events in early June designed to offer some socializing time to our members and donors and strengthen their connection to the museum. Called Happiness Hours, the receptions took place every Thursday throughout the summer and featured a signature cocktail, live music, and delicious appetizers.

Our special exhibit *Heritage, Craft, and Evolution: Surfboard Design 1885-1959* opened to rave reviews just before the end of the fiscal year. Featuring replica historic boards shaped by Renny Yater with artwork by John Comer and Kevin Ancell, the exhibit garnered tremendous press coverage including the front cover of the Santa Barbara Independent.

I want to thank all of you who support SBMM. We experienced the loss of hundreds of thousands of dollars during the shutdown, due to lost admissions, store sales, membership, and event rental income. But so many of you—our Board Members, volunteers, members, and donors—continued and even increased your support. For that I am eternally grateful! Your donations helped us continue to provide our community opportunities to experience the Santa Barbara Channel, learn its history, and help preserve its natural wonders.

Our Annual Report (July 1, 2020–June 30, 2021) showcases our mission, the impact of our work, and community partnerships. Here’s to smoother sailing ahead. I hope we will see you here at Santa Barbara Maritime Museum soon!

Greg Gorga
Executive Director, SBMM

*photo credit by Deyl Kearin*
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Sigrid Toye, Vice-President
Chuck Wilson, Secretary
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Hillary Hauser
Heal the Ocean
Peter Howorth
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Robert Kirby
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Jean K. Schuyler in Memoriam

Mission
Creating quality exhibits and educational experiences that celebrate the Santa Barbara Channel and illuminate our rich connections to the sea.

Vision
To be the recognized flagship institution for information on the Santa Barbara Channel by showcasing our rich maritime history, presenting inspirational programs, and prompting insightful discussions about the future of our coastal community.
INTERACTIVE LEARNING FOR ALL AGES

SBMM centers its work on interactive learning opportunities for all ages. Our educational goals are to promote human connection and interaction with the sea, encourage conservation of our local resources, expand understanding of our maritime culture, and offer experiences in and around the Santa Barbara Channel. To accomplish these goals, we utilize various interpretive philosophies based on the diverse populations being served and on the belief that people learn best by doing, using multiple senses, and being able to question and test what they are seeing and hearing. For example, all of SBMM’s lectures include question and answer periods, and art exhibits allow interaction with the artists.

EDUCATION PROGRAMS

SBMM’s unique suite of education programs includes Maritime on the Move, Two Years Before the Mast: Tall Ship Virtual Lessons, Love Letters to the Sea, Monthly Lecture Series, and SBMM at Home.

Our youth education programs encourage curiosity by using interactive exhibits and experiential learning activities, such as collecting marine samples with a naturalist, researching ecosystems at sea and on land, building lighthouses and buoys, and crafting letters to empower global change.

Our Impact: By the Numbers (July 1, 2020 - June 30, 2021) In 2020-2021, 181 students participated in person, and 203 through online learning in our youth education programs. The majority of students participating in SBMM programs come from public elementary schools in Santa Barbara County that qualify for Title I funding, which serve low-income households.

The Museum’s popular Tall Ship program moved to a virtual experience in 2020 but the museum developed a popular new program which took place both online and in person.
Maritime on the Move is now available for Carpinteria, Santa Barbara Harbor, and Oso Flaco Lake - Guadalupe, with Lompoc and Santa Ynez to be developed in the future. For more information, visit https://sbmm.org/sbmm-at-home-activities/outdoor-activities.

SBMM’s Monthly Lecture Series brings local and visiting lecturers to the Museum to discuss a wide variety of maritime-related topics, ranging from local, national, and international historical events and environmental challenges to photography and other presentations. Lectures often coincide with temporary or permanent museum exhibits. Videos of past lectures can be viewed for free in the Lecture Series archive at sbmm.org/santa-barbara-lectures.
**CURATORIAL**

While the museum was closed throughout most of 2020, we reopened in March of 2021 and have seen attendance and store sales rise beyond pre-pandemic levels. Our visitors enjoy self-guided and narrated tours, lectures, exhibit openings, art shows, fundraisers, film screenings, expos, book releases, the Outdoors Santa Barbara Visitor Center, and private events. While we experienced a lower-than-normal annual visitor count due to our COVID closure, we were thrilled to educate a larger online audience, reaching across the country and even internationally.

**Permanent Exhibits**

It is our mission to catalog, preserve, and present important local maritime artifacts through physical and online collections. Visitors to the Museum enjoyed films in our Munger Theater and a winding journey through two floors of these exhibits: the Chumash, Early Explorers, Whaling, History of the Waterfront, Commercial Diving and Technology, Sailor Tattoos, Commercial Fishing, Surfing, Navigation, 2 Echo Periscope, Shipwrecks, Honda Disaster, Channel Island Ranching, the First Order Fresnel Lens from Point Conception Lighthouse, Military History, Santa Barbara Lighthouse Women Keepers, and the History of Oil in the Santa Barbara Channel.

In 2020-2021, we created three new exhibits: *On this Spot Through History, Love Letters to the Sea, and Santa Cruz Acoustic Range Facility (SCARF).*

**Temporary Exhibits**


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**WITH GRATITUDE**

Whether it is students experiencing their maiden sea voyage aboard a local vessel or learning how to collect indicator species with a naturalist, SBMM believes that everyone should have the opportunity to experience the Santa Barbara Channel, learn its history, and help preserve its natural wonders. We graciously thank the following generous donors who made our work possible. **July 1, 2020 through June 30, 2021. An asterisk indicates Navigators Circle charter members since 2015-2016; boldface indicates membership in the Flagship Society.**
TOP BRASS
Gifts of $250,000 and above
Roger & Sarah Chrisman*

MARK V
Gifts of $100,000 and above
Charles Munger

ADIMARAL
Gifts of $50,000 to $99,999
Jack Mithun & Mercedes Millington
Marie L Morrisroe
George & Judy Writer*

RANGER
Gifts of $25,000 to $49,999
Harry & Wendy Atterbury/The Whimsie Fund
Ed & Ann Brady*
Alice Tweed Tuohy Foundation
Charlotte Tyler
Chuck & Mary Wilson*
Bill & Janne Wissel

IRONSIDES
Gifts of $10,000 to $24,999
Coeta and Donald Barker Foundation
Brown Family Foundation
Chevron
Andrew & Mary Jane Cooper*
Lynda Fairly & Richard Finkley
George H. and Olive J. Griffiths
Charitable Foundation
Ann Jackson Family Foundation
Mimi Michaelis*
Hank & Mari Mitchel*
Bill & Marian Nasgovitz
The Henry Mayo Newhall Foundation
Jeff Overeem
June G. Outhwaite Charitable Trust
Hutton Parker Foundation
Ken & Charlotte Richardson*
Santa Ynez Band of Chumash Indians
Nichols West Foundation
Wood-Claeyssens Foundation

TOMOL
Gifts of $5,000 to $9,999
Anonymous
In Honor of A.L. ‘Scrap’ Lundy
Don Barthelmess & Carol Kallman*
B.P. Moser Trust
Elizabeth Bixby Janeway Foundation
Lillian Lovelace*
John & Lana McIntyre*
Pacific Premier Bank
Thomas & Charmaine Rogers*
Southern California Gas Company
Steele Family Foundation
STS Foundation
Sigrid & Bud Toye*
Union Bank*
Dana White*
In Memory of Jean & Barry Schuyler

ISLANDS
Gifts of $2,500 to $4,999
American Riviera Bank
Gail & Nicolai Anikouchine*
Joseph & Miriam Audelo
Jesse D. Baker-Lorelli
Ed.D. & Donald C. Rizzo Ph.D.
Marlys & Ron Boehm
Peyton & Suzanne Bucy*
Tim & Louise Casey
Tom & Julianna Dain
Robert & Carolyn Duncan
Steve, Alex & Olivia Epstein*
Jacqueline C. Eldridge*
Dan & Rae Emmett
ExxonMobil
Frederic and Nancy Golden*
Montecito Bank & Trust
Doug & Diane Morgan
Sabrina & Tony Papa
Leslie & Dennis Power*
Wilson Quarré & Peggy Wiley*
Santa Barbara Sea Glass & Ocean Arts Festival
Garland & Brenda Reiter Family Foundation*
Rita Serotkin
Sidney Stern Memorial Trust*
Peter & Linda Snowden
Jason & Catherine Statucki
Christopher Toomey
Vos Family Foundation
Mark & Kathleen Wardman*
Vince & Judy Wood*

MARINA
Gifts of $1,500 to $2,499
Anonymous
Argonaut Charitable Foundation
John & Ann Brinker
Terry A. Bartlett & Randy Fox
Richard and Mary Compton
Thomas & Nanci Elliott
George P. Page Foundation
Greg Gorga*
Christine & Michael Holland
Jarrell & Michele Jackman
David E. Jackson
Robert & Claudia Kirby*
  In Honor of Ernie Brooks & Lad Handelman
Bob Leder
Plains All American Pipeline
Susan Sheller & Bob Roe
Mark & Kathleen Shevitz
Linda & Clark Stirling
Amanda Thomas & Jay Williams
Sam & Sandra Tyler
The Trandem Fund
Kathy Weber*
  In Honor of Bill Weber
Alex Weinstein, M.D. & Betty Helton, M.D.
Bob & Gail Young

EXPLORER
Gifts of $1,000 to $1,499
Anonymous
Arlington Financial Advisors
The Russel Behm Living Trust
Eric Bridgford – Carpinteria Dory Company
Debbie & Mike Bruce
Alan & Sally Brudos
Commercial Fishermen of Santa Barbara
Danielle & John Crowder
Roy E. Crummer Foundation*
John & Robin Cudahy*
Thomas and Sheila Cullen
James & Leah Cushman*
Leslie & Scott Deardorff
Sherry & Steve DeDecker
Gene & Deanne Dongieux
Robert and Christine Emmons
Ted and Adrian Erler
Harold & Bettye Fue*
Don Galloway
Hayden Gower and Sarah Berkus Gower Robert and Victoria Hazard
Chris Heimlich and Barbara Hrach
Susan & Rod Hersberger
Leonard Himelsein
HUB International
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Patrick Mullen
Judith Muller
Dr. & Mrs. Arthur Najera
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Teresa Newton-Terres
Ron Nichols
Vee Noelle
Gail Osherenko and Oran Young
John & Ellen Pillsbury
Brad Proffitt
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Michael Rich and Emily M. Wilson
Frank & Leslie Meadowcroft Schipper
Suzi Schomer
Peter Schuyler & Lisa Stratton
Christine Smith
Wayne & Barbara Smith
  In Honor of Sabrina Papa
Smith-Walker Foundation
Robert K. & Barbara J. Straus Family Foundation, Inc
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Donna Weinstein
Jennifer Weisman
Paul & Mary Ellen Weisman
April & Matthew Winecki
Kirt & Nicole Woodhouse
Jenny Wright
Bob & Gail Young
Alex & Gina Ziegler*
OUR FINANCIALS

SBMM is a privately funded nonprofit. Most of the Museum's support, about 60%, comes from the generosity of our donors, our Board of Directors, and members of our Navigators Circle. Another 20% of our income comes from grant awards, mainly from local private foundations; and the final 20% is what we consider earned income—admissions and membership fees, sales from our Museum Store, and private event rental income.

Santa Barbara Maritime Museum
Statement of Financial Position
June 30, 2021
(Unaudited)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$1,128,313</td>
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<tr>
<td>Accounts receivable</td>
<td>7,500</td>
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<tr>
<td>Pledges receivable</td>
<td>695</td>
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<td>Bequest receivable</td>
<td>60,000</td>
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<tr>
<td>Other current assets</td>
<td>31,946</td>
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<tr>
<td>Building and equipment</td>
<td>1,917,951</td>
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<td>Endowment</td>
<td>250,000</td>
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<td>Interest in charitable</td>
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<tr>
<td>remainder trust</td>
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<td>Other long-term assets</td>
<td>190,476</td>
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<td>Total Assets</td>
<td>$4,006,794</td>
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<tr>
<th>LIABILITIES AND NET ASSETS</th>
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<td>Liabilities:</td>
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<tr>
<td>Accounts payable</td>
<td>$47,049</td>
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<td>Accrued payroll</td>
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<td>Other liabilities</td>
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<td>Loan - PPP</td>
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<td>Net Assets:</td>
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<tr>
<td>Without donor restrictions</td>
<td>2,844,356</td>
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<tr>
<td>With donor restrictions</td>
<td>877,015</td>
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<tr>
<td>Total Net Assets</td>
<td>3,721,371</td>
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<tr>
<td>Total Liabilities and Net Assets</td>
<td>$4,006,794</td>
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Santa Barbara Maritime Museum
Statement of Activities
For the Year Ended June 30, 2021
(Unaudited)

<table>
<thead>
<tr>
<th>Support and Revenue:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Donations</td>
<td>$1,209,709</td>
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<td>Bequest</td>
<td>$60,000</td>
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<tr>
<td>Special Event</td>
<td>60,324</td>
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<tr>
<td>Program income</td>
<td>14,806</td>
</tr>
<tr>
<td>Store sales, net</td>
<td>21,833</td>
</tr>
<tr>
<td>Rental income</td>
<td>600</td>
</tr>
<tr>
<td>Investment income</td>
<td>2,650</td>
</tr>
<tr>
<td>Other income</td>
<td>121,106</td>
</tr>
<tr>
<td>Total Support and Revenue</td>
<td>1,491,028</td>
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</table>

<table>
<thead>
<tr>
<th>Expenses:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Payroll and related</td>
<td>712,810</td>
</tr>
<tr>
<td>Exhibit expenses</td>
<td>25,155</td>
</tr>
<tr>
<td>Program expenses</td>
<td>21,599</td>
</tr>
<tr>
<td>Occupancy</td>
<td>111,115</td>
</tr>
<tr>
<td>Outside services</td>
<td>99,280</td>
</tr>
<tr>
<td>Other expenses</td>
<td>150,197</td>
</tr>
<tr>
<td>Depreciation</td>
<td>200,000</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>1,320,156</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>$170,872</td>
</tr>
</tbody>
</table>

Please visit www.sbmm.org to view the annual audit.
FUNDRAISING EVENTS
SBMM conducted various fundraising events including an online art exhibit with the local artists’ group SCAPE (Southern California Artists Painting for the Environment,) a sustainable seafood recipe contest, an online screening of the documentary SHE IS THE OCEAN, and the inaugural Paddle-Out, chaired by Shaun Tomson and Renny Yater.

HOW TO GET INVOLVED
You can support SBMM by volunteering your time, joining as a member, making a financial contribution at any level, becoming part of the Navigators Circle, or leaving a future legacy through the Flagship Society (planned giving). Your generosity provides interactive education for all ages and the preservation of our maritime history.

Volunteering SBMM staff work in partnership with community volunteers to fulfill our mission. In 2020-2021, 72 volunteers provided 2,157 hours to create quality exhibits and educational experiences for our community.
Our Docent program gives volunteers the opportunity to dive more deeply into our local maritime history and then lead group tours through the Museum or serve as “Docents on Deck.”

Our 4th floor Outdoors Santa Barbara Visitor Center (the very best view in all of Santa Barbara!) is staffed by volunteers, our 104-year old sportfishing yacht, Ranger, has an all-volunteer crew, and many of our educational programs and events depend on our volunteers, along with our committees and Board of Directors. Visit https://sbmm.org/volunteer to learn more about donating your time.

Membership for Individuals, Students, Seniors & Families
Membership at the Museum provides reliable annual operating support and easily pays for itself in just a few visits. In addition to getting free admission to SBMM for one year, members receive special rates to SBMM events, lectures, Museum Store purchases, and more than $120 in discounts at our neighboring Harbor businesses. Members at the Clipper level and above receive a one-year subscription to the quarterly Sea History Magazine and reciprocal membership to the Council of American Maritime Museums (CAMM). CAMM members receive free admission to over 90 participating maritime museums across the US and abroad.

Students & Seniors $45, Individuals $60
Tiered Levels for Families • Crew $75 • Captain $150 • Clipper $250 • Navigators Circle $1,000+

Membership information can be found at sbmm.org/membership.

GIVING

The Navigators Circle is a distinguished group of philanthropic individuals, organizations, businesses, foundations, and civic leaders joining together to support SBMM, including its youth education programs, lectures, exhibits, outreach, and research. With an annual contribution of $1,000 or more, Navigators Circle members enjoy exclusive, uniquely curated experiences on land and sea. While the pandemic altered many of our plans for our Navigators Circle, we were delighted to offer the new series of cocktail receptions which started in June of 2021. Visit sbmm.org/navigators-circle to learn more about joining the Navigators Circle.

Flagship Society (Planned Giving) members help preserve and celebrate our maritime heritage for generations to come through a bequest, charitable trust, or other planned gift. Joining the Flagship Society is a way for those who care deeply about maritime history and education to express their lasting support by including SBMM in their long-term financial plans. You can help SBMM chart a future filled with opportunity and excitement. Explore our Flagship Society information and video at sbmm.org/flagship.
Closing Remarks: Looking Ahead with SBMM’s Board Vice President

Our Vision

To be the recognized flagship institution for information on the Santa Barbara Channel by showcasing our rich maritime history, presenting inspirational programs, and prompting insightful discussions about the future of our coastal community.

The Santa Barbara Maritime Museum celebrated its 20th year in 2020 and the journey into its third decade is well underway. Located at the heart of our beautiful Santa Barbara Harbor, the Museum owes an enormous debt of gratitude to the generous members of our community who continue to honor the institution, our mission, and our programs with their support. Incoming president of the Board of Directors, I wish to thank you for your continuing involvement and generosity - for without you have we could not come this far!

Despite the restrictions of the global pandemic, the Maritime Museum was able to achieve one of its loftiest goals: accreditation by the American Alliance of Museums, awarded to national museums who exhibit the highest standards of practice. In consort with the accreditation process, a Strategic Plan was developed and is now in the process of being implemented in every aspect of the museum’s operations.

The next step for the coming year is to continue to present a variety of broad-based, diverse, community-wide programs and experiences for which the museum has already been nationally lauded. Expanding the museum’s vision by forging new relationships and collaborations at every level within our diverse community and nationwide is the immediate goal for the year 2022. Extending its innovative educational programs in an all-inclusive format will elevate the profile of the Maritime Museum possibly worldwide, expand and deepen visitor experience and continue to meet the high standards set by the American Alliance of Museums.

Once again, let me extend my gratitude and thanks for your continuing support and commitment to the mission and values of our treasure by the sea, the Santa Barbara Maritime Museum.

Sigrid Toye
Board President, SBMM
STAFF

Greg Gorga, Executive Director (805) 456-8742
Emily Falke, Director of Collections & Exhibits/Curator (805) 456-8745
Lis Perry, Director of Education (805) 456-8741
Martha Donelan, Director of Development (805) 456-8744
Jesse Baker-Lorelli, Volunteer Coordinator (805) 456-8748
Heather Behrens, Operations Manager (805) 456-8751
Riley Behrens, Store Assistant (805) 456-8747
William Cochran, Facilities Maintenance Coordinator (805) 705-7998
Emmet Conner, Facilities Assistant
Chrissy Deferville, Member Experience Manager, (805) 456-8749
Luke Dooley, Operations Coordinator (805) 456-8746
Linda Fields, Membership & Admin Assistant (805) 456-8743
Syris Gonzales, Museum Assistant
Lydia Kaestner, Collections Manager (805) 456-8740
Anne Luna, Kiosk Attendant
Linda Maldonado, Museum Assistant
Dennis Schuett, Graphic Designer
Rita Serotkin, Marketing & PR Coordinator (805) 456-5865
Jason Statucki, Education - Community Outreach

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Tax ID: 77-0392953
www.sbmm.org