



# FOOTHILLS FOREVER



## San Marcos Foothills West Mesa Naming Opportunity

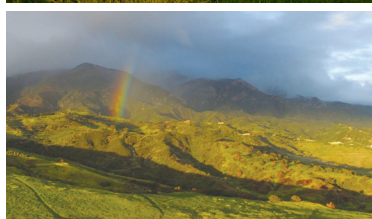
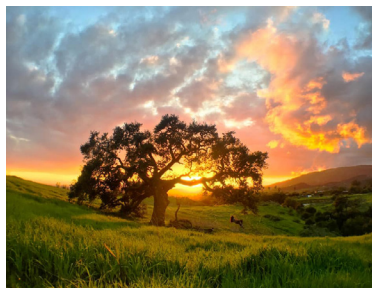
As the Foothills Forever campaign enters the final days of its 90-day effort to permanently preserve 101 acres of the West Mesa of the San Marcos Foothills as community open space, a once in a lifetime opportunity to name the West Mesa is available now.

We are working to raise the \$18.6 million needed by June 1st to purchase the land from the developer and pay initial campaign and closing costs. This will prevent the possibility of imminent development.\*

We are offering the opportunity for a donor to attach a family name or other appropriate place name to the iconic West Mesa forever by committing to a \$5 million pledge for the final amount needed to protect the land from development. The campaign, with the community's support, would commit to closing the remaining \$4.5 million gap between the donor's pledge and the current amount of funding raised. We expect that the community will positively respond to knowing that the final \$5 million is already pledged and quickly fill the intermediate need.

This opportunity to preserve the San Marcos Foothills continues Santa Barbara's legacy of permanently saving threatened open space lands for the community's use. The Douglas Family Preserve, Carpinteria Bluffs, Sperling Preserve at Ellwood, Veronica Meadows and many of the open spaces important to our community are testimony to the vision and commitment of Santa Barbara's philanthropic community.

**To act on this opportunity or get more information, please contact Peter Schuyler at (805) 450-2613 or Nancy Weiss at (805) 895-9211. Additional information on the campaign can be found at [foothillsforever.org](http://foothillsforever.org)**



\* Following the June 2nd date, a second smaller phase of the campaign with a two-year timeframe will raise an endowment, pay final campaign expenses and retire a long-term bridge loan.