

Capture the Spirit!

2025 Spirit of Fiesta Natalia Treviño

Natalia Treviño is 16 years old, and an AP and Honors student who enjoys participating in school activities and tutoring peers. Natalia is a part of the National Honor Society, STEAM Society, Film Society, and California Scholarship Federation. She loves giving back to her community and volunteers for the Santa Barbara International Film Festival and other local non-profit organizations. Natalia aspires to study Film & TV Production and Business in college.

Natalia has been participating in Old Spanish Days' Children's Parade since she was six months old, and she has been dancing flamenco since the age of two. Old Spanish Days Fiesta has been celebrated in Natalia's family since its inception, and it has been a special tradition in her family for decades. Natalia's childhood dream became a reality when she was honored as this year's Spirit of Fiesta. Natalia looks forward to sharing her love and passion for flamenco, bringing positivity and joy to her community, serving as a role model, and representing the beautiful city of Santa Barbara and Old Spanish Days.

¡Viva la Fiesta!

2025 Junior Spirit of Fiesta Victoria Plascencia

Victoria Plascencia is 9 years old and she is a bright and creative girl who loves diving into the worlds of science and art. Whether she's exploring fun experiments or painting her next masterpiece, she brings curiosity and heart to everything she does. When she's not busy creating, you'll find Victoria dancing Flamenco with passion, playing competitive club soccer, or running her very own slime business! She's not just a young entrepreneur, she's also a kind-hearted community helper. Victoria donates some of her slime products to children, performs at retirement homes to bring joy through dance, and helps raise money for her school.

Victoria's family has been a part of Fiesta for years, and she has been dancing since she was 6 years old. She is hoping to inspire others while serving as a role model sharing her love for Flamenco. Her dream came true when she became this year's Jr Spirit of Fiesta and she is looking forward to representing her community, honoring Fiesta traditions and creating memories with her Spirit sister.

Welcome to Old Spanish Days Fiesta 2025!



It is my great honor and privilege to welcome you to this year's celebration of California's rich cultural heritage. For over a century, Old Spanish Days has inspired civic pride and community spirit through our beloved annual festival — Fiesta. Rooted in the traditions of California's Rancho Period, Fiesta honors the customs, stories, and vibrant spirit that have shaped Santa Barbara's unique identity.

Fiesta brings our community together with music, dance, food, parades, and events for all ages. It also supports local charities and service groups through festive, family-friendly fundraisers. Year after year, it's no surprise that Fiesta is named the Best Annual Event in the Santa Barbara Independent's "Best of Santa Barbara" Readers' Poll.

My theme for Fiesta 2025 is "Capture the Spirit." The magic of Fiesta is something everyone can experience—whether it's your first Fiesta or your fiftieth. So come join us. Celebrate with us. And most of all — Capture the Spirit!

¡Viva la Fiesta!

Fritz Olenberger

El Presidente 2025, Old Spanish Days



Special thanks to the city and county of Santa Barbara and the Old Mission Santa Barbara for their generous support of Old Spanish Days since 1924.

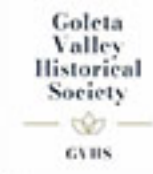


Fiesta Sponsors

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Fiesta began 101 years ago when local business and arts leaders looked to attract summer visitors to downtown Santa Barbara, and also commemorate the opening of the new Lobero Theatre. As Fiesta preparations were under way, Mayor Charles M. Andera declared Fiesta week "One of festival and gaiety, during which period, it shall be known as 'Old Spanish Days.' The spirit of old Santa Barbara shall be lived again and again and the new Santa Barbara shall give way to the traditions of our city's founders." It's a time of celebrating traditions for residents and one of hospitality for guests. To this day, we continue to preserve and celebrate the traditions of historical Santa Barbara through Old Spanish Days Fiesta! We are glad you could join us. ¡Viva la Fiesta!

Vintage photo courtesy of: Santa Barbara Historical Museum,
all other photos by Alejandro Navarro



Old Spanish Days Fiesta
P.O. Box 21557 Santa Barbara
CA 93121-1557
www.sbfiesta.org



Old Spanish Days in Santa Barbara, Inc. is a 501(c)(3) non-profit corporation dedicated to honoring and preserving Santa Barbara's history, spirit, culture, heritage, and traditions. Tax ID # 95-1541669

FIESTA



OFFICIAL GUIDE FIESTA 2025



July 30-August 3, 2025

www.sbfiesta.org

2025 Fiesta Board of Directors



Old Spanish Days Fiesta is run by an Executive Committee and a Board of Directors who represent a broad cross-section of the community. The board is responsible for planning and producing over a dozen major events during the week, and organizing nearly 500 different volunteers, participants, and performers.

El Comité Ejecutivo (The Executive Committee)

Fritz Olenberger, *El Presidente*
Colin Hayward, *El Primer Vice Presidente*
Tony Miller, *El Segundo Vice Presidente*
Casie Killgore, *La Secretaria & Pageantry*
Denise Sanford, *La Tesorera*

Los Jefes de División (The Division Chiefs)

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Melissa Robledo Pulido, *Dance & Entertainment*
David Bolton, *External Relations & History*
Sean Malis, *Marketplaces/Mercados*
Casie Killgore, *La Secretaria & Pageantry*

Los Directores (The Directors)

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Brandon Vallin, Donna Weidl, Isis Wills-Saltzman,
Greg Wilson

Los Subdirectores (The Associate Directors)

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Alejandro Navarro, Jenna Verbryke

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Josiah Jenkins, Michael Mendoza, Stephanie Petlow,
Denise Sanford, La Tesorera, Brian Schwabecher,
Tim Taylor

FIESTA EVENTS

2025

Single Day Events

Sunday, July 27

LA RECEPCIÓN DEL PRESIDENTE 13 5:00 PM to 10:00 PM SS

La Recepción del Presidente will kick off Fiesta week at a Hope Ranch estate where everyone will get into the Fiesta spirit as we celebrate Old Spanish Days 2025. The evening includes an elegant dinner, lively entertainment and dancing under the stars. Limited tickets available.

Wednesday, July 30

LA FIESTA PEQUEÑA 4 8:00 PM to 10:00 PM FREE

As the August sun slowly sets behind the "Queen of the Missions," experience the Franciscans' hospitality as they welcome all to enjoy the official opening of Old Spanish Days Fiesta, as they have for a hundred years. Limited reserved seating is available. Or bring a picnic to the Mission Rose Garden and enjoy! Open to all.

Thursday, July 31

LA MISA DEL PRESIDENTE 4 10:00 AM to 12:00 PM FREE

The Saint Barbara Parish invites those of all faiths to enjoy High Mass in the main church of Old Mission Santa Barbara. The tradition of holding mass in honor of the El Presidente of Fiesta dates back to 1936. All are welcome.

DIGS! (Celebración de los Dignatarios) 9 5:00 PM to 10:00 PM SS

DIGS at the Santa Barbara Zoo features small bites, margaritas, local breweries, and wineries. This all-inclusive event includes music and dancing on the Zoo's iconic hilltop. 21 and over only. No tickets at the door.

Friday, August 1

EL DESFILE HISTÓRICO (The Historical Parade) 7 12:00 PM to 2:00 PM FREE

El Desfile Histórico has been one of the nation's largest equestrian parades featuring hundreds of horses as well as antique carriages, coaches, and wagons. The parade starts at the west end of Cabrillo Boulevard and proceeds east along the beach to Milpas Street. Viewing the Parade is free. Tickets for shaded, guaranteed seating along Cabrillo Boulevard are also available.

FLOR Y CANTO 4 2:00 PM to 8:00 PM FREE

A unique opportunity to see original Spanish California dances and songs of the 19th century interwoven with historic narration. The musical numbers are accompanied by acoustic instruments and are performed in authentic period costumes. Bring a picnic to the Courthouse Sunken Garden and step back in time.

Saturday, August 2

EL DESFILE DE LOS NIÑOS (Children's Parade) 12 10:00 AM to 12:00 PM FREE

The charming Children's Parade is a favorite fiesta event. Young people of Santa Barbara don costumes and celebrate the rich culture of the area. The parade travels along Cabrillo Boulevard from Garden Street to Calle Puerto Vallarta. A must see!

TARDE DE RONDA 4 1:00 PM to 5:00 PM FREE

Held in the Courthouse Sunken Garden on Saturday afternoon, the always highly attended "Afternoon of Gaiety" features performers under the age of thirteen.

Multi-Day Events

July 30 – August 2

EL MERCADO DE LA GUERRA 5 Wednesday–Saturday 11:00 AM to 10:00 PM FREE S

Stroll through a colorful Mexican market (across from City Hall) to feast on Spanish and Mexican-American foods, shop for crafts and souvenirs, and enjoy live entertainment all day and into the early evening. Numerous local Non-profit groups serve up a wide variety of food and beverages.

July 31 – August 2

LAS NOCHES DE RONDA 4 Thursday–Saturday 8:00 PM to 10:00 PM FREE

Las Noches de Ronda, "Nights of Gaiety," held in the historic Courthouse Sunken Garden, draws as many as 4,000 spectators each night. The evening performances feature spectacular dances and songs from the fire of flamenco and the charm of Mexican folklorico. Over 200 performers entertain the crowd each night. Bring a blanket, friends and family and enjoy!

August 2 – August 3

FIESTA ARTS & CRAFTS SHOW 11 Saturday 10:00 AM to 6:00 PM and Sunday 10:00 AM to 5:00 PM FREE

Stroll along the beautiful beachfront on Cabrillo Boulevard just West of Stearns Wharf and browse for handmade treasures created by local artisans.



Other Events!

Fiesta Ranchera June 19 – Snow House, Goleta

Santa Barbara Historical Museum, Project Fiesta: The Centennial 6

Opens July 12 – For hours and information, visit www.sbhistorical.org. Free admission.

Una Fiesta en los Adobes 6 July 25 – Santa Barbara Historical Museum

Fiesta en la Casa July 26 – Casa del Henero, Montecito

Santa Barbara Courthouse Tours 4 July 30–Aug 3 – Free, one-hour tours every hour between 10:30 AM and 3:30 PM daily.

Old Mission Santa Barbara Tours 3 July 31–Aug 4

Our Lady of Guadalupe Mercado 10 Aug. 2–3, 11:00 AM to 9:00 PM

Feria de los Niños - Carnival for the Kids 15 July 31–Aug. 3 – The Downtown Club, 632 East Canon Perdido Street. Free admission.

Courthouse Legacy Foundation Fiesta Party 4 Aug. 3, 6:30 PM to 9:30 PM

Purchase tickets and find more event information at www.sbfiesta.org

Old Spanish Days Fiesta STOCK HORSE SHOW & RODEO 2025 SCHEDULE

NEW LOCATION!

1 Santa Ynez Valley Equestrian Center
195 N Refugio Road/Enter Off Mesa Verde
Santa Ynez, CA 93460

Friday August 1, 2025:

9 AM - Kids 7 & Under Events

• Ribbon Jerking (7 & Under Unassisted Off Horse) - Ribbon Jerking (7 & Under Assisted) - Keyhole (7 & Under Unassisted) - Keyhole (7 & Under Assisted) - Barrel Racing (7 & Under Assisted) - Pole Bending (7 & Under Assisted) - Pole Bending (7 & Under Unassisted) - Single Stake (7 & Under Assisted) - Single Stake (7 & Under Unassisted) - Dummy Roping (7 & Under) - Dummy Roping (8-12)

2 PM - Roping Events

• Ladies Breakaway - #5.5 Earl Souza Memorial Roping (Enter 2x, 3 Steers) - #8 Team Roping (Enter 2x, 3 Steers) - Mutton Bustin Jackpot

End time 8 PM or before
(no lights or light towers allowed)

Saturday August 2, 2025

9 AM - Sorting & Penning (All 3 Person Teams)

• Junior Sorting (Can Enter 2x) - Open Sorting (Can Enter 2x) - Short Go, Top 10 Open Teams - Senior Sorting (Enter 2x) - Junior Team Penning (Enter 2x) - Open Team Penning (Enter 2x) - Short Go, Top 10 Open Teams - Senior Team Penning (Enter 2x)

5 PM - Mutton Bustin'

5:30 PM - BBQ, Music & Dinner

• Music till 10 PM - You can camp on site

Sunday August 3, 2025

9 AM - Junior Events

• Pole Bending (8-12) - Pole Bending (13-17) - Single Stake (8-12) - Single Stake (13-17) - Junior/Senior Team Roping (12 & Under) - Junior/Senior Team Roping (13-17) - Junior Team Roping (13-17) - Breakaway Roping (12 & Under Boys & Girls) - Breakaway Roping (13-17 Girls) - Tie Down Roping (13-17 Boys) - Mixed Ribbon Roping (13-17) - Barrel Racing (8-12) - Barrel Racing (13-17)

Please visit www.sbfiesta.rodeo.org for tickets and event information.

Sponsored by:



2025 Fiesta Poster and Pin

This year's poster (exemplar on the cover) celebrates the spirit, color, and passion of Santa Barbara's cherished Fiesta celebration while the pin is based on movement and tradition. Both were designed by El Presidente 2025 Fritz Olenberger who selected one of his favorite photographs of a flamenco dancer for the poster, and a folklorico dancer mid-spin for the pin. Local artist Derek Harrison transformed the poster image into an oil-on-canvas painting.

The 2025 Fiesta Poster and Pin can be purchased online at the Old Spanish Days online store: www.sbfiesta.org



Since our founding in 1924...

Jordano's has been a sponsor and supporter of Old Spanish Days and our Fiesta. Their commitment to our mission and to the spirit of our community is steeped in their company values. We could not have made it to this centennial celebration without their unanimous support for more than 100 years. At Old Spanish Days Fiesta we would like to recognize Jordano's and their sponsorship of our community Fiesta as one of the great and rare community partnerships in the history of Santa Barbara. We thank them and Viva Jordano's!

