



Office of the Mayor

CONSENT CALENDAR

October 27, 2020

To: Honorable Members of the City Council

From: Mayor Jesse Arreguín and Councilmember Susan Wengraf

Subject: Budget Referral: \$50,000 to UC Theatre Concert Career Pathways Education Program

RECOMMENDATION

Refer to the November 2020 AAO budget process the allocation of \$50,000 to the UC Theatre Concert Career Pathways Education Program.

BACKGROUND

The UC Theatre is an independent non-profit music venue with youth education programs operated by the Berkeley Music Group (BMG). The UC Theatre Concert Career Pathways Education Program (CCP) develops critical and creative thinking skills necessary to become successful in the workplace, offering youth passionate about music jobs an opportunity to develop a career in the field. CCP teaches young people ages 17 to 25 the technical, creative, and business aspects of concert and event promotion. This nine-month program provides a hands-on work-based learning model in combination with free workshops and paid internships. UC Theatre offers these programs to youth attending local schools, underserved youth through partnerships with established non-profit community organizations, and to the public.

Over the last few years, the City Council has voted to provide funding to this program. In FY 2020, the City Council allocated \$40,000 to the UC Theatre Concert Career Pathways Education Program. Due to the City's contribution, UC Theatre was able to receive matching funds. The 2019/20 cohort represented a diverse range of identities and education levels, including 57% women, 9% nonbinary people, 62% people of color, 19% LGBTQ+ individuals, 19% people with disabilities, and 66% from low-income households.

While the COVID-19 crisis has dramatically and disproportionately impacted the live entertainment industry, UC Theatre is continuing its commitment to the community through continuing this program. Their goal for the 2020/21 Cohort is to deliver the most productive and rewarding internship training experience for participants by transitioning to a hybrid learning model. Starting in October they are rolling out a new Mentorship Education Program to complement their CCP Internship Program – effectively broadening the range of communities they engage and train.

When reaching out to partners to support this program, a commonly asked question is “what is the level of support you are currently receiving from the City of Berkeley?”, which serves as a barometer for the feasibility of the program. Increased support from the City of Berkeley will help them leverage additional Foundation support for their youth education programming.

FINANCIAL IMPLICATIONS

\$50,000

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with adopting this recommendation.

CONTACT PERSON

Mayor Jesse Arreguín 510-981-7100