



**CONSENT CALENDAR**

April 18, 2006

**LINDA MAIO**  
Councilmember  
District 1

**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Councilmembers Linda Maio and Darryl Moore  
**SUBJECT:** City Sponsorship of the Berkeley International Food Festival

**RECOMMENDATION:**

That the City of Berkeley sponsor the Berkeley International Food Festival to be held on Sunday, April 30 in the International District around University and San Pablo Avenues.

**BACKGROUND:**

The first annual *Berkeley International Food Festival*, scheduled for April 30, 2006, will happen around the intersection of University and San Pablo Avenues, from noon until 5:00 PM. The Festival will showcase the District's many restaurants and markets to the City and a regional audience, and will feature related cultural activities.

The Festival will celebrate this West Berkeley district as a distinct gateway – an *International Marketplace* with a concentration of culinary traditions that is unique to Berkeley, a city known the world over for its culinary sensibilities. The area running two blocks in each direction from the intersection of University and San Pablo Avenues has a unique concentration of almost two dozen ethnic grocery stores and restaurants – one of the densest concentrations anywhere in the region. Festival goers can visit eateries and food markets along the promenade for restaurant specials, cooking demonstrations, exotic food products and the utensils needed to prepare them, family recipes, and the sampling of dozens of international foods. Two activity areas will feature staged entertainment and community tables and booths.

The event is organized and produced by the West Berkeley Development Corporation (WBNDP). There is support from the University Avenue Merchants Association, the San Pablo Business Association, many area businesses, and University of California Community Relations Office. Additional sponsors include Wells Fargo Bank, *East Bay Express*, Karma, Design Site, Freight and Salvage Coffee House, University of California Printing Services, *India West*, and *The Berkeley Daily Planet*. Please refer any ideas you may have about its promotion to my office.

**FINANCIAL IMPLICATIONS:** None.

**CONTACT PERSONS:**

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