



CITY COUNCIL

Darryl Moore
Councilmember District 2

ACTION CALENDAR
June 13, 2006

To: Honorable Mayor and
Members of the City Council

From: Councilmember Darryl Moore
Councilmember Linda Maio

Subject: Refer \$10,000 to the FY 2007 Budget Process for the Operating Budget for the West Berkeley Neighborhood Development Corporation (WBNDC) and Costs Associated with the 2nd Annual Berkeley International Food Festival for 2007.

RECOMMENDATION:

That the Berkeley City Council refers the following to the budget process: A request for \$10,000, \$4000 of which is to be used for the operating budget for the West Berkeley Neighborhood Development Corporation and \$6000 for costs associated with the 2nd Annual Berkeley International Food Festival.

BACKGROUND:

The *Berkeley International Food Festival* on April 30 was a bigger success than anyone anticipated. District merchants and residents repeatedly remarked that nothing like it has happened in West Berkeley and the event really helped to establish the identity of the “Berkeley International Marketplace” district. Merchants and attendees were very proud of the high production quality and the level of involvement by West Berkeley neighborhoods, institutions, and businesses. Many attendees had never spent any significant amount of time in the district, but many were so impressed by the variety and authenticity of the district that many have said that it would now be a regular destination point.

Some highlights of the event:

- Around 7500 people turned out from as far away as Santa Cruz.
- Over 35 district merchants participated in the day’s activities, at least 20 of whom came together and purchased more than \$3000 in a district advertising section of the Festival program guide.
- More than fifty neighborhood volunteers helped make it safe and enjoyable for everyone.

Extensive publicity made a big difference. The Festival had:

- Ten pages of online “Google” links, including newspapers, “foodie” sites, and regional entertainment calendars.
- Three media sponsors, including the *East Bay Express*, which published and distributed 95,000 color program guides.
- Event coverage by reporters from the *Oakland Tribune*, *Daily Cal*, *Berkeley Daily Planet*, and *India West*.
- Significant Bay Area radio coverage, e.g., KCBS food critic Narsi David’s show.
- 500 posters; 5000 postcards, and an extensive ad campaign. The Festival image, and the website (berkeleyinternationalfoodfestival.com) were visually stunning. People kept taking the posters.

This event has a fiscally viable future. Festival staff more than matched the City’s gift of \$12,100, raising over \$13,000 in cash, and more than \$15,000 of in-kind support in less than four months. Additionally, major food manufacturers, local shops, and leading media have expressed interest in sponsoring next year’s event.

FINANCIAL IMPLICATIONS:

\$10,000

CONTACT PERSON:

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