



Jesse Arreguín
Councilmember, District 4

CONSENT CALENDAR
July 23, 2009

To: Honorable Mayor and Members of the City Council
From: Councilmember Jesse Arreguin
Subject: City Co-Sponsorship of the Downtown Berkeley MusicFest

RECOMMENDATION:

Adopt a Resolution approving city co-sponsorship of the Downtown Berkeley MusicFest to be held from August 27-30, 2009, and refer a request for \$2,500 to help support the festival to the City Manager.

BACKGROUND:

The Downtown Berkeley MusicFest will be held this year from August 27-30, 2009. The event is being produced by the Freight and Salvage Coffeehouse in partnership with the Downtown Berkeley Association and YELP.

The festival includes over thirty free events and musical performances spanning many genres. The festival highlights the amazing diversity of Berkeley's downtown scene and the festival features a rich array of musical performances at venues throughout the downtown area, including the Downtown Berkeley Library, Anna's Jazz Island, the Berkeley Farmers Market and the new Freight and Salvage Coffeehouse which will be opening its new location in the Addison Street Arts District on August 27th.

In previous years, the City has officially co-sponsored the Downtown Berkeley Music Festival and provided a contribution of \$ 2,500 for the event.

The sponsors of the event are requesting once again for the City's co-sponsorship and financial support of the event. Given that the City has already approved its biennial budget, I am requesting that we refer the request for \$ 2,500 to the City Manager to determine if there is funding available to help support this event

FINANCIAL IMPLICATIONS:

Up to \$ 2,500 (to be determined)

CONTACT PERSON:

Jesse Arreguin, Councilmember, District 4 981-7140

RESOLUTION NO. –N.S.

CO-SPONSORING THE DOWNTOWN BERKELEY MUSIC FEST TO BE HELD ON
AUGUST 27-30, 2009

WHEREAS, the Downtown Berkeley MusicFest will be held this year from August 27-30, 2009; and,

WHEREAS, the event is being produced by the Freight and Salvage Coffeehouse in partnership with the Downtown Berkeley Association and YELP; and,

WHEREAS, the festival includes over thirty free events and musical performances spanning many genres; and,

WHEREAS, the festival highlights the amazing diversity of Berkeley's downtown scene and the festival features a rich array of musical performances at venues throughout the downtown area, including the Downtown Berkeley Library, Anna's Jazz Island, the Berkeley Farmers Market and the new Freight and Salvage Coffeehouse which will be opening its new location in the Addison Street Arts District on August 27th; and,

WHEREAS, in previous years, the City of Berkeley has officially co-sponsored the Downtown Berkeley Music Festival and provided a contribution of \$2,500 to support the event.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors the Downtown Berkeley MusicFest and the Downtown Berkeley MusicFest has permission to use the City's name and logo in the event's promotional materials and signage naming the City of Berkeley as a co-sponsor solely for the purpose of the City indicating its policy endorsement of the event.

BE IT FURTHER RESOLVED that this co-sponsorship does not: (1) authorize financial support, whether in the form of fee waivers, a grant or provision of City services for free; (2) constitute the acceptance of any liability, management, or control on the part of the City for or over the Downtown Berkeley MusicFest; or (3) constitute regulatory approval of the Downtown Berkeley MusicFest.