



Kriss Worthington

Councilmember, City of Berkeley District 7
2180 Milvia St. 5th Floor Berkeley, CA 94704
PHONE 510-981-7170 FAX 510-981-7177 kworthington@ci.berkeley.ca.us

CONSENT CALENDAR
November 17, 2009

To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington

Subject: 26th Annual Telegraph Avenue Holiday Street Fair

RECOMMENDATION

Adopt a Proclamation for the 26th Annual Telegraph Avenue Holiday Street Fair.

BACKGROUND

Holiday shoppers to the Telegraph Business District will be treated to an abundance of good cheer, great music, fine food, and unique and unusual handcrafts by some of Northern California's finest artists.

This fair offers the rare opportunity to buy fine art originals and inexpensive gift items in the same place. Shoppers can choose from a tremendous diversity of arts and crafts, including jewelry, beadwork, wirework, hats, candles, leather work, silk-screened and tie-dyed clothing, pottery, wood crafts, metal crafts, paintings, henna-art, gift boxes, photography and sculptures.

The event will be held on Telegraph Avenue between Dwight Way and Bancroft Way from 11 A.M. to 6 P.M on the weekends of December 12th-13th, 19th-20th, and 23rd- 24th, 2009.

FINANCIAL IMPLICATIONS

None.

CONTACT PERSON

Councilmember Kriss Worthington 510-981-7170

Attachment - Proclamation

CITY OF BERKELEY CO-SPONSORSHIP OF TELEGRAPH AVENUE
HOLIDAY STREET FAIR

WHEREAS, the twenty-sixth annual Telegraph Avenue Holiday Street Fair will be held on Telegraph Avenue from December 12-24, 2008 from 11 a.m. to 6 p.m.;

and

WHEREAS, the festival promotes the many shop owners, street vendors and performing artists that make up Telegraph's vibrant and diverse commercial district; and

WHEREAS, the fair offers a tremendous diversity of arts and crafts, including jewelry, beadwork, wirework, hats, candles, leather work, silk-screened and tiedyed clothing, pottery, wood crafts, metal crafts, paintings, henna-art, gift boxes, photography and sculptures; and

WHEREAS, the festival has become a popular Berkeley tradition and brings hundreds of local residents and tourists to Telegraph Avenue; and

WHEREAS, the Telegraph Avenue Holiday Street Fair is an excellent opportunity for local residents to come together and participate in the holiday celebration as well as an opportunity for community building amongst different participating groups.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors the Telegraph Avenue Holiday Street Fair.

BE IT FURTHER RESOLVED that the Telegraph Avenue Holiday Street Fair 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 for the purpose of the City indicating its policy endorsement of the event.