



Office of the Mayor

CONSENT CALENDAR
March 23 2010

To: Honorable Members of the City Council
From: Mayor Tom Bates and Councilmember Jesse Arreguin
Subject: Co-Sponsor the Center Street Art Walk

RECOMMENDATION:

- 1 Co-sponsorship of the Center Street Art Walk, a two month pilot project organized and managed by a partnership that includes Downtown Berkeley Association (DBA), the Oxcent Group and Another Bullwinkel Show.
- 2 Allowing use of the City logo on event materials
- 3 Payment of event fees not to exceed \$2,000 from the FY 2010 Street Events and Festivals budget.

BACKGROUND:

The Center Street Art Walk, a partnership endeavor among the DBA, the Oxcent Group and Another Bullwinkel Show, is a pilot fine arts festival that will take place for eight consecutive Saturdays starting June 12th and ending July 31, 2010, from 11:00 a.m. until 6:00 p.m. The objective of the pilot project is to enliven the Downtown and expand the offerings of the Downtown Berkeley Arts District. This pilot program will also serve as an initial step in the proposed revitalization of Center Street.

Berkeley has many festivals where craft artisans sell their wares but there are none specifically designated for fine artists. There has been interest in developing a venue for these artists from City Council members, event producers, merchants, property owners, and the artists themselves.

Center Street (from Shattuck to Oxford) is will be the initial site for the event. The wide sidewalks on the south side of the street. Eventually the event could spread west along Center Street in front of Berkeley City College, creating a physical link to the Farmer's Market. The street will not be closed to traffic.

Artists will apply and be screened by Another Bullwinkel Show. If the show becomes successful with a large applicant pool, a jury will be engaged.

Acoustic musicians (non- amplified) will be hired by the partnership to perform on the sidewalks. Food vendors will not be allowed to participate, as the event should drive traffic into the many food establishments lining Center Street. The partners will ensure

that these events are accessible to members of the public with disabilities pursuant to applicable provisions contained in the Americans with Disabilities Act (ADA) and related non-discrimination laws.

In preparation for this pilot project the partners are requesting a fee waiver of the event permit fees. The partnership is requesting the City of Berkeley co-sponsorship, which includes a waiver of the event permit fees and use of the city logo on event marketing materials.

Center Street Art Walk Partners:

Oxcent Group (property owner) – providing financial support
The Downtown Berkeley Association - organizational sponsor
Another Bullwinkel Show - event producer
Individual artists and local art organizations - artist participants

Partial list of arts organizations to be invited:

Kala
UC Berkeley Art Dept.
Berkeley Art Center
Berkeley City College Fine & Digital Art Depts.
Berkeley High School Art Dept.
Local Art Galleries

FISCAL IMPACTS:

Allocate up to \$2,000 from FY 2010 Street Events and Festivals budget from the 'miscellaneous/unallocated' section.

CONTACT PERSON:

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