



## Kriss Worthington

Councilmember, City of Berkeley District 7  
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### CONSENT CALENDAR

June 22, 2010

To: Honorable Mayor and Members of the City Council  
From: Councilmember Kriss Worthington  
Subject: City Sponsorship Of The 2010 Telegraph Lastsundays Fest

#### RECOMMENDATION:

Co-sponsor the 2010 Telegraph LastSundays Fests in collaboration with the Telegraph Business Improvement Association.

#### BACKGROUND:

The Telegraph Business Improvement District will coordinate the Telegraph LastSundays Fests on the dates of July 25, August 29, and September 26. This event is being created to economically revitalize Telegraph Avenue and promote it as a safe, fun destination for entertainment, culture, recreation, shopping and dining. The Fests offers a tremendous diversity of arts and children's activities.

#### FINANCIAL IMPLICATIONS:

None. City co-sponsorship of the event will be limited to the use of the City's name and logo on marketing material.

#### CONTACT PERSON:

Councilmember Kriss Worthington 981-7170.

RESOLUTION NO. ##,###-N.S.

CITY OF BERKELEY CO-SPONSORSHIP OF 2010 TELEGRAPH LASTSUNDAYS  
FESTS

WHEREAS, the 2010 Telegraph LastSundays Fests will be held on Telegraph Avenue on July 25, August 29, and September 26; and

WHEREAS, the festival promotes the revitalization and promote of Telegraph Avenue as a safe, fun destination for entertainment, culture, recreation, shopping and dining; and

WHEREAS, the fair offers a tremendous diversity of arts and crafts, theatre performance, music, children's area, and non-profit and commercial booths; and

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors the Telegraph LastSundays Fests.

BE IT FURTHER RESOLVED that the Telegraph LastSundays Fests 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.