



CITY COUNCIL

**Darryl Moore**  
Councilmember District 2

CONSENT CALENDAR  
May 26, 2015

To: Honorable Mayor and Members of the City Council  
From: Councilmember Moore, District 2  
Subject: Official City Sponsorship of Berkeley Humane Society's "Pints for Paws" Event

RECOMMENDATION

Approve City sponsorship of Berkeley Humane Society's "Pints for Paws" Event.

BACKGROUND

Berkeley Humane Society had a serious fire in 2010, which rendered about 80% of its space unusable. The organization will need to fundraise in order to rebuild their facility in order to operate effectively.

To that end, Berkeley Humane created a new event last year, Pints for Paws, to raise funds for Berkeley Humane while featuring West Berkeley's craft brew community. Last year's event was a rousing success attracting nearly 1,000 people to the heart of West Berkeley. This year's event will build on last year's success and will be held on Saturday, June 6, 2015.

The event planning committee is led by Ashley V. Routson, Bay Area District Manager at Green Flash Brewing Company. Ashley is a veteran beer-event planner, having taken lead roles in such events as San Francisco's Beer Week and the Bacon & Beer event in Oakland. This will be Berkeley Humane's second signature beer event in West Berkeley to celebrate this growing aspect of the local business community. The event seeks to find the intersections between the beer geek and animal lover communities, and hopes to attract around 1,500 people from the greater Bay Area. There will be eight security officers on duty to help ensure a safe and friendly time for all, and nearly 100 volunteers.

Bay Area Beverage Company will be the presenting sponsor for the second year in a row. RadiantBrands is on board as the event marketing and branding sponsor, with Yelp! as online media sponsor. Additional event sponsors this year include Wareham Development, Pyramid Alehouse Berkeley, Whole Foods Market, Wag Hotels, and Pets Referral Center. The event is to feature over 30 breweries, East Bay Vintners

Association wines, and some local cider houses. There will be up to eight food trucks participating as well.

Berkeley Humane provides complete care for homeless animals, from rescue to rehabilitation to placement. They match animals with loving and committed adopters, strengthen the human-animal bond, and promote the humane treatment of animals. Their vision is to be an innovative leader in animal welfare and to provide critical resources to our community, leading the way with best practices in animal care to reduce the number of homeless animals in our community and beyond.

The mission for Berkeley Humane Pints for Paws is to host a successful event that builds community, raises money and awareness for the role of Berkeley Humane in saving the lives of homeless animals in the East Bay.

FISCAL IMPACT

None

CONTACT PERSON

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