



Councilmember Cheryl Davila
District 2

CONSENT CALENDAR
May 16, 2017

To: Honorable Mayor and Members of the City Council

From: Cheryl Davila, Council Member

Subject: City Co-sponsorship of Berkeley Humane's Bark (& Meow) Around the Block Adopt-A-Thon and Street Fair

RECOMMENDATION

Approve city co-sponsorship of the Berkeley-East Bay Humane Society's 5th Annual Bark (and Meow) Around the Block Adopt-A-Thon and Street Fair which will take place on Saturday, August 19, 2017.

BACKGROUND

The Berkeley-East Bay Humane Society (Berkeley Humane), originally known as the Berkeley SPCA, has served the people and animals of the City of Berkeley and surrounding communities since 1895. This locally governed nonprofit formally incorporated in 1927 and has been located at 2700 Ninth Street, Berkeley, since 1933.

Berkeley Humane's mission is to provide life-saving programs for cats and dogs, cultivate compassion, and strengthen the human-animal bond. Berkeley Humane, through a large network of volunteers and talented staff, relieves the pressure on local municipal shelters by in-taking dogs and cats. Berkeley Humane provides medical care, training, nutritious meals, enrichment activities, and lots of love. Through these efforts in 2017 over 1,000 animals will find new loving homes and the lives of 1,000 more will be positively impacted through additional programs and services. Last year, Berkeley Humane also launched Spay the Bay, a low cost spay/neuter clinic.

Bark (& Meow) Around the Block is a fee-waived or fee-reduced adopt-a-thon and a free family friendly block party for animal lovers featuring food, live music, and local business vendors. Combined with NBC Bay Area's Clear the Shelters, Bark (& Meow) Around the Block is one of the fastest growing adopt-a-thons in the Bay Area and will include more than 30 local dog and cat rescue groups who will find homes for more than 100 animals during the event. The fun is located in West Berkeley in front of Berkeley Humane's shelter and will extend on Ninth Street (between Parker and Pardee) and Carleton Street (between Eighth and Ninth).

The City of Berkeley has in the past co-sponsored this event. The purpose of approval of City co-sponsorship is to use the City's name and logo as a co-sponsor, allow the organizers to take advantage of certain city services provided to city sponsored events, and help defray costs of this important community celebration. The event brings between 1,200-1,500 people to West Berkeley and has a positive effect on our local community and businesses.

FINANCIAL IMPLICATIONS

Unknown

CONTACT PERSON

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