



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 4th Annual Pints for Paws

RECOMMENDATION

Approve city co-sponsorship of the Berkeley-East Bay Humane Society's 4th Annual Pints for Paws which will take place on Saturday, June 3, 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.

Pints for Paws is the major annual fundraising event for Berkeley Humane and is a true community celebration of local craft beer, wines, ciders, and mead, Pints for Paws has become a favorite event in the Bay Area for beer enthusiasts and animal lovers. The event is organized by a local volunteer committee and 100% of proceeds support the lifesaving mission of Berkeley Humane. The fun is located in West Berkeley in front of Berkeley Humane's shelter and will extend on Ninth Street between Parker and Carleton Streets.

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 cosponsor, 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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