



Office of the Mayor

CONSENT CALENDAR  
March 27, 2018

To: Honorable Mayor and Members of the City Council

From: Mayor Jesse Arreguín, Councilmember Sophie Hahn, and Councilmember Kate Harrison

Subject: Sponsorship for 2018 Bay Area Book Festival

RECOMMENDATION

Adopt a Resolution approving city co-sponsorship of the nonprofit Bay Area Book Festival to be held from April 27-28, 2018 in Downtown Berkeley.

BACKGROUND

The fourth annual Bay Area Book Festival will take place on Saturday, April 27 through continuing Sunday, April 28 in downtown Berkeley. This annual literary event, free to the public, combines a street fair with diverse author panels and conversations on stages in downtown auditoriums. The festival will present 250 top local, national, and international authors of all genres. Approximately 50,000 residents and visitors over the weekend are expected to attend, including low-income people who typically do not attend premium literary events.

To be held in the quadrant between Oxford and MLK (keeping Shattuck open) and between Addison and Kittredge, the festival will draw significant traffic to local restaurants, hotels, retail businesses, and arts/culture venues downtown and beyond. Over seventy exhibitors will include independent bookstores, publishers, literary nonprofits and other literary/arts endeavors. A major part of the festival will be the Children's Arena, which will fill Civic Center Park with a storytelling stage and all-day activities promoting literacy, with programming involvement from Berkeley's Public Library.

Previous festivals have taken place in June, but to build better connections with UC Berkeley, this year's event will take place during the school year. Previous years have contributed towards town-gown collaboration with UC Berkeley faculty involved and has selected campus venues used for additional author panels, but this year will be more accessible than ever to students.

This annual, world-class, legacy event can enrich the lives of residents, draw visitors, raise revenues, and enhance the city's reputation regionally and worldwide. Summary of benefits:

- Diverse cultural and literary riches brought to our residents
- Increased tax revenues from restaurant, retail stores, and exhibitor sales from 50,000 visitors during festival hours all day Saturday, Saturday night and Sunday, plus from large Authors/VIP party Friday night
- Increased hotel tax revenues
- Increased parking revenue
- Increased theatre/music venue attendance through co-promoted festival specials
- Focus on Berkeley by the entire Bay Area, thanks to promotions by the SF Chronicle, KQED and other radio coverage, TV coverage, Twitter and more
- International attention to the City of Berkeley; a third of festival authors to come from other countries
- Closer connection between town and gown
- Very low cost for the city relative to the benefits because the vast majority of costs are borne by the nonprofit festival organization

FINANCIAL IMPLICATIONS

Various fees associated with the event will be waived.

ENVIRONMENTAL SUSTAINABILITY

No environmental effects.

CONTACT PERSON

Mayor Jesse Arreguín      510-981-7100

Attachments:

1: Resolution

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

CO-SPONSORING THE FOURTH ANNUAL BAY AREA BOOK FESTIVAL

WHEREAS, the Bay Area Book Festival will be held this year from April 27-28, 2018 in downtown Berkeley; and

WHEREAS, this annual, nonprofit literary event, free to the public, will combine a street fair with diverse author panels and conversations on stages in downtown auditoriums; and

WHEREAS, the festival will present 250 top authors of all genres and expects to attract at least 50,000 residents and visitors over the weekend, including low-income people who typically unable to such literary events; and

WHEREAS, Bay Area Book Festival is a legacy event that can enrich the lives of residents, draw visitors, raise revenues, and enhance the city's reputation regionally and worldwide.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors the Bay Area Book Festival and that it 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 solely for the purpose of the City indicating its policy endorsement of the event.

BE IT FURTHER RESOLVED that this co-sponsorship does not: (1) constitute the acceptance of any liability, management, or control on the part of the City for or over the Bay Area Book Festival; or (2) constitute regulatory approval of the Bay Area Book Festival.

