

Kriss Worthington

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CONSENT CALENDAR
June 11, 2013

To: Honorable Mayor and Members of the City Council

From: Councilmember Kriss Worthington

Subject: Tenth Annual Berkeley World Music Festival

RECOMMENDATION

Adopt a Proclamation Designating June 22, 2013 as the Berkeley World Music Day

BACKGROUND

Ten years ago, the Telegraph Area Association (TAA), a broad coalition of community leaders, founded the free annual Berkeley World Music Festival. TAA's goal was to establish a cultural celebration that also promotes a positive image of the Telegraph historic district, builds community and stimulates the local economy. The "World Music" theme was chosen to reflect the ethnic diversity of merchants, as well as residents, students and visitors who come to Telegraph. In 2004, the festival expanded from a one block event to multi- events – mainly in cafes, as well as People's Park. The new format encouraged event goers to discover local businesses, en route to performances. It also markets the entire district as a shopping and entertainment destination.

The popular festival has steadily been gaining critical acclaim by presenting an array of extraordinary Bay Area talent. The free venues introduce people to musicians and types of music they might not otherwise experience. The festival supports and provides publicity for the individual artist. The festival furthers both Berkeley's leadership in the ARTS and the recognition of the Bay Area as a center for world music.

FINANCIAL IMPLICATIONS:

None.

CONTACT PERSON

Councilmember Kriss Worthington 510-981-7170

Attachments:

1. Proclamation Berkeley World Music Festival

2013 Berkeley World Music Festival

WHEREAS, Berkeley World Music Festival, now in its 10th year, is Telegraph Avenue neighborhood's premiere cultural event; and

WHEREAS, The Festival's performances, which are presented in Telegraph area shops and cafes, as well as People's Park, promotes a positive image of the historic district, builds community and stimulates the local economy; and

WHEREAS, The Festival enriches local culture by offering, free to the public, extraordinary world music performances; and

WHEREAS, The Festival's celebration of world music traditions encourages respect for peoples of diverse cultures, which fosters peace and tolerance between peoples of diverse backgrounds; and

WHEREAS: The Festival supports and promotes local artists. A list of performing artists will be announced by Gianna Ranuzzi at a later date; and

WHEREAS, The Festival furthers the recognition of the Bay Area as a regional center of World Music; and

WHEREAS, The Festival's sponsors Amoeba Music, Ashkenaz Community and Dance Center, Berkeley Art Commission, East Bay Express, KPFA, Pagan Alliance, SF Bay Guardian, SF Chronicle, Telegraph Business Improvement District, UC People's Park Office, UC Berkeley Art Museum, UC Office of Local Government and Community Relations, Whole Foods, and Telegraph Area businesses join with the City of Berkeley in providing the fiscal and media sponsorship for bringing Berkeley World Music to the people of Berkeley;

NOW THEREFORE BE IT RESOLVED, that the City of Berkeley, does hereby proclaim June 22nd as

BERKELEY WORLD MUSIC FESTIVAL DAY

in the City of Berkeley and invite all citizens of Berkeley to support this cultural event by visiting the free 10th Annual Berkeley World Music Festival, on Telegraph Avenue, June 22nd, Noon to 9 p.m.

Mayor Tom Bates	Councilmember Max Anderson	Councilmember Jesse Arreguin
Councilmember Laurie Capitelli	Councilmember Linda Maio	Councilmember Darryl Moore
Councilmember Susan Wengraf	Councilmember Kriss Worthington	Councilmember Gordon Wozniak