

Office of the Mayor Mayor Tom Bates

CONSENT CALENDAR
July 16, 2013

To: Members of the City Council

From: Mayor Tom Bates and Councilmember Jesse Arrequin

Subject: City Sponsorship of BrasArte's Brazilian Day Festival

### RECOMMENDATION

Adopt a Resolution co-sponsoring "BrasArte's Brazilian Day Festival" to be held on September 1, 2013 in collaboration with the Capoeira Arts Foundation (CAF) which is housed at Casa de Cultura, located at 1901 San Pablo Avenue in Berkeley.

## FINANCIAL IMPLICATIONS

None. City co-sponsorship of the event will be limited to the use of the City's name and logo on marketing materials.

## **BACKGROUND**

BrasArte is the Bay Area's largest organization dedicated to preserving and promoting traditional culture and artistic expression from Bahia, Brazil. This vision is beautifully articulated through a diverse offering of dance classes and community-based multi-disciplinary events for all ages that involve many aspects of the essence of Brazilian culture. BrasAarte is co-Sponsoring Brazilian Day Festival with the Capoeira Arts Foundation (CAF), which is housed at Casa de Cultura in Berkeley. The event will be held at 1901 San Pablo Avenue in Berkeley and will be open and free to the public.

The festivities will unfold in Berkeley as a street party and feature a musical procession, capoeira and dance demonstrations, live music, Brazilian and international food, craft stands and a samba circle

#### CONTACT PERSON

Mayor Tom Bates 510-981-7100

Attachments:

1: Resolution

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

# CO-SPONSORSHIP OF BRASARTE'S BRAZILIAN DAY FESTIVAL ON SEPTEMBER 1, 2013

WHEREAS, BrasArte's Brazilian Day Festival will be held on September 1, 2013 at 1901 San Pablo Avenue in Berkeley; and

WHEREAS, BrasArte is the Bay Area's largest organization dedicated to preserving and promoting traditional culture and artistic expression from Bahia, Brazil. This vision is beautifully articulated through a diverse offering of dance classes and community-based multi-disciplinary events for all ages that involve many aspects of the essence of Brazilian culture. BrasAarte is co-Sponsoring Brazilian Day Festival with the Capoeira Arts Foundation (CAF), which is housed at Casa de Cultura in Berkeley; and

WHEREAS, the Brazilian Day Festival will be free and open to the public. The festivities will unfold in Berkeley as a street party and feature a musical procession, capoeira and dance demonstrations, live music, Brazilian and international food, craft stands and a samba circle.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Berkeley that the City of Berkeley hereby co-sponsors BrasArte's Brazilian Day Festival, and permission has been granted 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) authorize financial support, whether in the form of fee waivers, a grant or provision of City services for free; (2) constitute the acceptance of any liability, management, or control on the part of the City for or over BrasArte's Brazilian Day Festival; or (3) constitute regulatory approval of BrasArte's Brazilian Day Festival.