



Office of the Mayor

CONSENT CALENDAR

March 25, 2014

TO: Members of the City Council
 FROM: Mayor Tom Bates
 SUBJECT: "Big Splash" on Telegraph Avenue: Relinquishment of Council Office Budget Funds to General Fund and Grant of Such Funds

RECOMMENDATION:

Adopt a Resolution approving the expenditure of an amount not to exceed \$7,500 per Councilmember, including \$7,500 from Mayor Bates, to the Telegraph Business Improvement District (TBID) to supplement funding for Block by Block operations on Telegraph Avenue with funds relinquished to the City's General Fund for this purpose from the discretionary Office Budgets of Mayor Bates and any other Councilmembers who would like to contribute.

BACKGROUND:

In 2012 Block by Block contracted with the Downtown Business Association (DBA) to provide services in the Downtown. The services have had a significant impact in the Downtown and been well received by the public. A critical element of Block by Block's success in the Downtown was their kickoff "Big Splash" effort where they provided focused services for one month to establish their program.

Recently Block by Block and the DBA entered into an agreement with the TBID for a one year pilot project to provide similar services in the Southside area of Telegraph Ave. The cost of the service contract is approximately \$240,000 and provides funding for the term of the agreement from March 2014 to February 2015. This level of funding is unfortunately not sufficient to allow for a "Big Splash" effort similar to what was provided in the Downtown. In order to give Block by Block the best opportunity to replicate their success on Telegraph Avenue the Mayor's office is allocating \$7,500 towards this "Big Splash" effort.

FINANCIAL IMPLICATIONS:

No General Fund impact. \$7,500 is available from the Mayor's Office Budget discretionary account.

CONTACT PERSON:

Mayor Tom Bates 510-981-7100

Attachment

1. Resolution

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

AUTHORIZING THE EXPENDITURE OF SURPLUS FUNDS FROM THE OFFICE EXPENSE ACCOUNTS OF THE MAYOR AND COUNCILMEMBERS FOR A GRANT TO PROVIDE PUBLIC SERVICES FOR A MUNICIPAL PUBLIC PURPOSE

WHEREAS, Mayor Bates has surplus funds in his office budget discretionary account (010-0101-410); and

WHEREAS, the Telegraph Business Improvement District has entered into an agreement with the Downtown Berkeley Association to procure Block by Block services for the Telegraph Avenue commercial district; and

WHEREAS, the Telegraph Business Improvement District will be granted \$7,500 in order to pay for a "Big Splash" effort by Block by Block; and

WHEREAS, the provision of such services would fulfill the following municipal public purpose: to promote the economic and cultural vibrancy of the Telegraph Avenue commercial district.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by the Mayor and Councilmembers from their Council Office Budget up to \$7,500 per office shall be granted to the Telegraph Business Improvement District (TBID) to support a "Big Splash" effort.