



Berkeley City Council

CONSENT CALENDAR

April 29, 2014

To: Honorable Mayor and Members of the City Council  
From: Councilmember Gordon Wozniak  
Subject: Request for City of Berkeley Support for the 2014 Elmwood Street Festival

RECOMMENDATIONS:

Refer to the budget process a request from Elmwood merchants for the City of Berkeley to contribute \$5,000 toward the 2<sup>nd</sup> annual Elmwood Street Fair, which will take place on Sept. 21, 2014.

CURRENT SITUATION AND ITS EFFECTS:

A group of committed merchants and residents in the Elmwood area of Berkeley are putting together the second annual Elmwood Local Street Festival, scheduled to take place Sunday September 21, 2014 on College Avenue in the Elmwood. On behalf of this group and all those that will benefit from a fun, family-friendly street fair in the Elmwood, I'm requesting the City of Berkeley contribute \$5,000 to cover the significant costs of the event.

This event will:

- Highlight and contribute to life in the Elmwood, making it even more fun, family-friendly, and enlivening;
- Give the merchants of the area a powerful opportunity to become more widely known and to generate additional business revenue;
- Give the residents of the area a day of fun and festivity, walking, dining, and playing right in the street;
- Give people from all over the greater Bay Area a compelling reason to visit the Elmwood and enjoy a day discovering its unique charms.

The total budget for this year's Elmwood Street Festival is \$21,000, the vast majority of which will be raised from local merchants and neighborhood associations. This budget referral asks the City to support their efforts by contributing a little less than one quarter of their funding.

FINANCIAL IMPLICATIONS:

This budget referral will add \$5,000 to the City's yearly budget.

CONTACT PERSONS:

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