



Kriss Worthington

Councilmember, City of Berkeley District 7
2180 Milvia St. 5th Floor, Berkeley, CA 94704

PHONE 510-981-7170 FAX 510-981-7177 worthington@ci.berkeley.ca.us

ACTION CALENDAR

October 14, 2003

To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington

Subject: WAIVER OF FEES FOR 20TH ANNUAL TELEGRAPH AVENUE HOLIDAY STREET FAIR

RECOMMENDATION:

That Council waive event, sound and insurance fees associated with the fair and allow an exemption to Berkeley Municipal Code section 20.24.040, thereby allowing generic holiday vertical banners on light poles. Also, that the council extends the sound permit from 10-6 PM. Also, that Telegraph Avenue from Dwight to Bancroft is closed allowing only cross traffic through.

That Council approve the City's provision of the following in-kind services for the Holiday event: 4 portable toilets provided by Public Works, dumpster and Solid Waste services, traffic signage and traffic engineering services, and assistance from public works in the hanging of banners.

BACKGROUND:

The annual Telegraph Avenue street artists fair began in response to the City of Berkeley issuing more vendors licenses than available spaces. While there were enough spaces for vendors throughout the year, during the holiday season ALL the licensed vendors came to sell. Closing the street gave all the vendors an opportunity to sell.

After twenty consecutive years, the Telegraph Avenue Holiday Street fair has become a popular Berkeley tradition. The fair attracts several hundred artisans, some of whom retain their licenses only for this fair. Each year the vendors and the community eagerly await this event. Support from the City of Berkeley will allow for additional outreach and advertising to draw more people.

The Telegraph Avenue Holiday Street Fair is an excellent opportunity for the local residents to come together and participate in the holiday celebrations. It is also in excellent opportunity for community building amongst the various participating groups. The fair is timed to correspond with the peak sales period of the Christmas season. Street artists, shop owners, performance artists, and variety of community outreach organizations will participate in this event.

FINANCIAL IMPLICATIONS:

Waiver of fees. To be delivered.

CONTACT PERSON

Councilmember Kriss Worthington 981-7170.