

LAURIE CAPITELLI

Berkeley City Council
District 5

Consent Calendar
April 26, 2005

To: Honorable Mayor and
Members of the City Council

From: Councilmember Laurie Capitelli

Subject: **CITY SPONSORSHIP OF THE SOLANO AVENUE CHOCOLATE
& CHALK ART FESTIVAL**

RECOMMENDATION:

That the City of Berkeley, in collaboration with the Solano Avenue Association, cosponsor the Chocolate and Chalk Arts Festival to be held on Solano Avenue during Memorial Day weekend, Saturday, May 28, 2004, from 9:00 a.m. to 5:00 p.m.; and that the City of Berkeley allow the use of Peralta Park during that day.

BACKGROUND:

The ninth annual sidewalk Chalk Art Festival will be held on Saturday, May 28. The event takes place from 9:00 am to 5:00 pm, and is free and open to anyone. Registrants are provided a space on the sidewalk in front of the stores of Solano merchants to create a chalk drawing. Sidewalks will not be blocked. The event includes a chocolate festival, which will include the tasting of chocolate within various businesses along the Avenue.

The Solano Ave Association is only requesting City co-sponsorship of the event and permission to use Peralta Park during the course of the event. The City does not regularly charge for the use of the park, so there is no fee waiver involved.

FISCAL IMPLICATIONS:

None. This event has already been reviewed by the City Manager's office and the Parks and Recreation Department. Their determination was that there is no fee related to the use of Peralta Park, so no fee waiver is necessary. The Solano Ave. Association has paid all other required fees and has provided proof of insurance.

CONTACT PERSON:

Laurie Capitelli, Councilmember District 5 981-7150

RESOLUTION NO. -N.S.

CO-SPONSORING THE CHOCOLATE AND CHALK ARTS FESTIVAL ON MAY 29, 2004
ON SOLANO AVENUE.

WHEREAS, the ninth annual Chalk and Chocolate Arts Festival will be held from 9 a.m. to 5 p.m. on Saturday, May 28, 2005 on Solano Ave.; and

WHEREAS, the festival is well-received and engages children, art students, merchants, seniors and other members of the community who have a desire to express themselves artistically on the sidewalks; and

WHEREAS, the event includes a chocolate festival, which will include the tasting of chocolate within the various businesses along the avenue; and

WHEREAS, the Solano Avenue Association is requesting the use of Peralta Park for the duration of the event; and

WHEREAS, the Chalk and Chocolate Arts Festival is supported by the City Council because it showcases and celebrates one Berkeley's unique commercial districts;

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby co-sponsors The Chocolate and Chalk Arts Festival, and The Chocolate and Chalk Arts Festival has permission 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.

FURTHER AND FINALLY 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 the [special event]; or (3) constitute regulatory approval of the [special event].