



Office of Councilmember
Max Anderson, District 3

CONSENT CALENDAR
June 12, 2007

TO: Honorable Mayor and Members of the City Council

FROM: Councilmember Max Anderson

SUBJECT: City Co-Sponsorship of the 21st Annual Berkeley Juneteenth Festival

RECOMMENDATION:

Adopt a resolution approving co-sponsorship of the 21st Annual Berkeley Juneteenth Festival to be held on Sunday, June 17, 2007.

BACKGROUND:

This popular Berkeley event attracts thousands of attendees each year and is a showcase for community organizations, schools, advocacy groups, artisans and merchants. Juneteenth is the oldest nationally recognized commemoration of the abolishment of slavery in the United States. From its Galveston, Texas origin in 1865, the observance of June 19th as the African American Emancipation day has spread across the United States. The Emancipation Proclamation was signed on January 1, 1863, however news of its signing did not reach slaves in Texas until June 19, 1865. June 19th was shortened to “Juneteenth”, a day of freedom, hope and change. Today communities across the country have adopted this freedom celebration as an opportunity to express and experience all contributions that African Americans have made to the American way of life.

FINANCIAL IMPLICATIONS:

The City provides an estimated \$15,000 to \$20,000 in a cash grant and in-kind support for the Berkeley Juneteenth Festival.

CONTACT PERSON:

Councilmember Max Anderson - (510) 981-7130.

RESOLUTION NO. -N.S.

CO-SPONSORSHIP OF THE 2007 BERKELEY JUNETEENTH FESTIVAL

WHEREAS, Berkeley Juneteenth Association, Inc. (BJAI) and the City of Berkeley will co-sponsor the 21st anniversary of the Berkeley Juneteenth Festival on Sunday, June 17, 2007 from 10:00 am to 5:00 pm on Adeline Street between Ashby Avenue and Alcatraz Avenue; and

WHEREAS, Juneteenth is the oldest nationally celebrated commemoration for ending slavery in the United States; and

WHEREAS, the Berkeley Juneteenth Festival is the longest running Juneteenth observance in Northern California; and

WHEREAS, the Berkeley Juneteenth Festival highlights emerging talent, including music, food and crafts from the African American community. The Festival celebrates freedom, hope and change. The event is a reminder that the quest for freedom has been an ongoing, hard fought battle amongst us all; and

WHEREAS, the City of Berkeley will provide a cash grant in the amount of \$4,500 along with the following services before, during and after the event: (a) personnel that includes the Berkeley Police Department, Department of Public Works, Department of Transportation and Code Enforcement; (b) necessary permits and insurance; (c) portable bathroom facilities; (d) city staff to coordinate City services and act as the liaison to the Festival coordinator; and

WHEREAS, Juneteenth is a day we honor and respect the sufferings of slavery, acknowledging the evils of slavery and its aftermath. Juneteenth is a day of reflection, a day of renewal. It is inclusive of all races, ethnicities and nationalities; and

WHEREAS, the City of Berkeley has consistently supported the Juneteenth Festival through cash grants and in-kind support.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the Berkeley Juneteenth 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.

BE IT FURTHER RESOLVED, that the Council of the City of Berkeley does hereby commend and express its appreciation to Berkeley Juneteenth Association, Inc. for their commitment to providing the community with an opportunity to celebrate African American history and culture.