



Kriss Worthington

Councilmember, City of Berkeley District 7
 2180 Milvia St., Fifth Floor Berkeley, CA 94704
 PHONE 510-981-7170 FAX 510-981-7177 worthington@ci.berkeley.ca.us

CONSENT CALENDAR

June 26, 2007

To: Honorable Mayor and Members of the City Council
 From: Councilmember Kriss Worthington
 Subject: Discretionary Budget Allocation: West Berkeley Neighborhood Development Corporation

RECOMMENDATION

That the Berkeley City Council adopt a Resolution approving the expenditure of \$500 to the West Berkeley Neighborhood Development Corporation to support the 2007 Berkeley International Food Festival with funds from Councilmember Worthington's discretionary budget (D-13).

BACKGROUND

We are requesting that the City Council approve a \$ 500 contribution to the West Berkeley Neighborhood Development Corporation to support the 2007 Berkeley International Food Festival. The purpose of the event is to strengthen the economic base by showcasing the restaurants, specialty markets and unique shops that make up the West Berkeley International Market district. It will help increase awareness of the many family owned and operated stores around the University and San Pablo intersection and celebrate the cultural diversity of our community.

The event will take place on Sunday, June 24th from 12 p.m. to 5 p.m. It will feature cuisine from a number of countries including India, Spain, Pakistan, Thailand, Jamaica, and Mexico as well as Arabic, Mediterranean and South American foods. There will also be cooking demonstrations, staged entertainment, specialty food booths, community tables and amusements and other activities.

The event has a number of sponsors including the West Berkeley Foundation, East Bay Express, Comcast, India West, the Berkeley Daily Planet, KFRC 99.7 FM, Kitchen on Fire, Design Site, Freight and Salvage and many more businesses and organizations.

The Council's approval of the attached resolution will help support this important event which supports our small businesses, builds community pride and promotes cultural awareness.

FINANCIAL IMPLICATIONS

\$ 500 from Councilmember Worthington's discretionary budget (D-13)

CONTACT PERSON

Councilmember Kriss Worthington, 981-7170

Attachments

1. Resolution
2. Letter from Pam Weatherford
3. Berkeley International Food Festival press release

RESOLUTION NO. -N.S.

AUTHORIZING THE EXPENDITURE OF SURPLUS FUNDS FROM COUNCILMEMBER WORTHINGTON IN THE AMOUNT OF \$500 FOR THE BERKELEY INTERNATIONAL FOOD FESTIVAL

WHEREAS, Councilmember Worthington has surplus funds in his office expenditure account (budget code 010-0272-410); and

WHEREAS, a California non-profit tax exempt corporation, the West Berkeley Neighborhood Development Corporation seeks funds in the amount of \$500 to support the Berkeley International Food Festival; and

WHEREAS, the provision of such services would fulfill the following municipal public purpose: a) to strengthen the economic base of the culturally diverse mix of businesses located in the vicinity of University and San Pablo Avenues in West Berkeley; b) build community pride and promote cultural awareness.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract with the West Berkeley Neighborhood Development Corporation not to exceed the amount of \$500 to support the Berkeley International Food Festival.

Exhibits

A: Letter from Festival Director Pam Weatherford to Councilmember Worthington, June 11, 2007

B: Press release announcing 2007 Berkeley International Food Festival



June 11, 2007

To: Kriss Worthington, Councilmember
City of Berkeley

From: Pam Weatherford, Director
Berkeley International Food Festival

Thank you so much for considering our request for a gift of \$500.00 to this year's Festival, to be held Sunday, June 24 from noon to 5pm. The event has become a flash point for the merchants in West Berkeley's International District, who are all throwing in resources and are very much involved in its programming.

I am attaching a Festival press release, poster, and map. If you have time to look at the map, it references each niche of culinary and cultural programming throughout the neighborhood. I think you will be heartened when you view the varied contributions from each different group of folks.

A check made out to the Berkeley International Food Festival can be sent to:
BIFF
POB 2223
Berkeley, CA 94702

As you know, this is a new event, still very much in its infancy, in an economically marginalized neighborhood. We need all and any support available - each dollar is used efficiently and purposefully. Again, please accept our deepest thanks.

The City of Berkeley and the West Berkeley Development Corporation (WBNDP) are working to strengthen the economic base of the culturally diverse mix of businesses located in the vicinity of University and San Pablo Avenues in West Berkeley. Additionally, there is support from the festival's new philanthropic title sponsor, the West Berkeley Foundation, a community foundation established to help fund programs that serve West Berkeley's most at-risk children, seniors and families. Additional sponsors include the East Bay Express, Comcast, India West, the Berkeley Daily Planet, KFRC Movin 99.7, Kitchen on Fire, Design Site, Anolon cookware, Bonjour creative cooking products, Urban Leaf foods, Blick Art Materials, Kona Longboard Brewery, Lotus Rice, Bombay Spice House, Reed's Ginger Beer, University Avenue Association, Freight & Salvage Coffee House, Mi Tierra Foods, Karma, and Lanesplitter Pizza.

For Immediate Release

Contact: Sally Douglas Arce
510-525-9552 or sally@arce.com

Berkeley International Food Festival
TRAVEL THE WORLD WITHOUT LEAVING THE BAY AREA

Berkeley, CA – At the 2007 Berkeley International Food Festival on Sunday, June 24 from noon to 5 p.m., take a culinary trip to explore and savor the aromas and tastes of worldwide cuisine without getting on an airplane or experiencing jet lag. Delight in the cuisines of India, Spain, Pakistan, Thailand, Jamaica, Hawaii, Mexico and Central America. The West Berkeley Foundation is proud to be the philanthropic title sponsor of this year's Berkeley International Food Festival. The second annual *Berkeley International Food Festival* showcases West Berkeley's International Market District restaurants, specialty markets and unique shops, and will feature related cultural activities.

The festivities take place in the area running several blocks in each direction from the intersection of University and San Pablo Avenues in Berkeley. West Berkeley has long been a gateway community welcoming immigrants from other countries and from other parts of the United States. It has also historically been a low-income community.

The goal of the Berkeley International Food Festival is one of economic development. The festival strives to spread the word about the uniqueness of this West Berkeley neighborhood with many of its stores being family owned and operated. In these days of "big box" stores and grocery chains, small businesses, like those in West Berkeley's International Market District, have a tough road.

The Berkeley International Food Festival is a brightly defined promenade, fanning out from the intersection. Festival goers can visit eateries and food markets along the promenade for restaurant specials, cooking demonstrations, exotic food products and the utensils needed to prepare them, and the sampling of dozens of international foods. Staged entertainment, specialty food booths, community tables and amusements, such as henna painting, are featured.

The Festival celebrates West Berkeley's International Market District as a distinct gateway – an *International Market District* with a concentration of culinary traditions that is unique to Berkeley, a city known the world over for its culinary sensibilities. Seven city blocks host a unique concentration of more than two dozen ethnic grocery stores and restaurants – one of the densest, ethnically diverse concentrations anywhere in the region. The many excellent restaurants serve a wide variety of specialty cuisines from India, Spain, Pakistan, Thailand, Jamaica, Hawaii and Mexico. Arabic, Mediterranean, and South American foods area are also available. The markets in this district sell an extraordinary range of foods and spices representing South Asia, the Pacific Islands, Mexico, the Middle East, Asia and many others.

The festival features ten entertainment spots with the main attraction being the Kitchen on Fire cooking stage, hosted by celebrity chef MikeC., from the prestigious north Berkeley cooking school called Kitchen on Fire. At the large, elevated cooking stage in the parking lot east of Everett & Jones, festival goers watch guest chefs, including Olivier Said, Soni Bhatia and Fredrico Felix, Thanu Chaichana and Kevin Hogan, prepare dishes from around the world, and then sample them. In these cooking demonstrations, the chefs will use ingredients sold in the various specialty markets located in West Berkeley's International Market District.

Freight & Salvage Coffee House – the Freight, as it is affectionately called by locals – hosts the first *Berkeley International Folk Festival* from 1:00 p.m. - 10:00 p.m. (after the Food Festival closing) with no admission charge. This takes place on Addison Street east of San Pablo Avenue both in front of and inside the coffee house. Visit www.freightandsalvage.org for the full music schedule.

The Festival boasts ten activity areas with vendors and cultural presentations, such as the Mi Tierra Foods Kiosko (small plaza), on Addison Street west of San Pablo Avenue, decorated with colorful papel picado (paper cut outs) and featuring Latin American and Mexican food, crafts, music, dance and a tortilla-making demonstration. Enjoy belly dancing and cardamom ice cream at Karma Corner; capoeira, samba and martial arts demonstrations at Capoeira Arts Café and World Dance Center; food, crafts, massage and fortune telling at the Thai Village; and a luau with ukulele music and dancers at Templebar Grill and Tiki Lounge, co-presented by Kona beer.

At the YMCA on Tenth Street, children and parents can visit the Y's play yard, where there will be art projects, games, and gardening projects. In addition, on 10th Street between University Avenue and Addison Street, artists from Fourth Street Studio will paint the Blick Community Mural Project. Attendees can view the mural-in-process. This area also features food, crafts, and booths. Enjoy music and cultural presentations.

The City of Berkeley and the West Berkeley Development Corporation (WBND) are working to strengthen the economic base of the culturally diverse mix of businesses located in the vicinity of University and San Pablo Avenues in West Berkeley. Additionally, there is support from the festival's new philanthropic title sponsor, the West Berkeley Foundation, a community foundation established to help fund programs that serve West Berkeley's most at-risk children, seniors and families. Additional sponsors include the East Bay Express, Comcast, India West, the Berkeley Daily Planet, KFRC Movin 99.7, Kitchen on Fire, Design Site, Anolon cookware, Bonjour creative cooking products, Urban Leaf foods, Blick Art Materials, Kona Longboard Brewery, Lotus Rice, Bombay Spice House, Reed's Ginger Beer, University Avenue Association, Freight & Salvage Coffee House, Mi Tierra Foods, Karma, and Lanesplitter Pizza.

Please join us at the Berkeley International Food Festival, which builds community pride and brings people together in shared enjoyment.

www.berkeleyinternationalfoodfestival.com

Links:

www.westberkeleyfoundation.com

www.westberkeley.com

www.freightandsalvage.org

