



CITY COUNCIL

Darryl Moore
Councilmember District 2

CONSENT CALENDAR
July 13, 2010

To: Honorable Mayor and
Members of the City Council

From: Councilmember Darryl Moore
Councilmember Max Anderson

Subject: Official City Sponsorship of the ARTSPARK! Festival

RECOMMENDATION:

Approve City sponsorship of the ARTSPARK! Festival

BACKGROUND:

ARTSPARK! is the initial step in creating a stronger, healthier South and West Berkeley neighborhood through the design and creation of collaborative art projects. It will also lead to the incorporation of the concept of community participatory art into the design of West Berkeley Family Practice, which is scheduled for major renovation in the next 5 years.

The ARTSPARK! Festival on September 18, 2010, will be a major free public event, at which residents of South and West Berkeley of all ages will have a chance to:

- Meet local artists skilled in developing community participatory projects
- Take part on-the-spot in art-creating activities
- Sign up for ongoing community arts projects
- Learn about the connections between art, community, and health
- Be inspired by other local performers and artists

ARTSPARK! builds strong communities by creating a lasting collaboration between local residents of S & W Berkeley, local community-centered artists and arts organizations, Lifelong Medical Care, and the City of Berkeley. Current co-sponsors and participants include:

- City Council Members Max Anderson and Darryl Moore
- City of Berkeley Health and Human Services (HHS)

- South and West Berkeley Community Action Team (CAT)
- The Youth Spirits Art Collaborative
- Lorin Neighborhood Association
- Ethnic Arts Institute
- Lifelong Medical Care
- Alcatraz Ave. Neighborhood Assoc.
- South Berkeley YMCA

This effort is based on four basic beliefs:

- Personal health is greatly advanced by living in a healthy community
- Communities thrive best where there is a high degree of self respect and mutual respect, and where well informed residents act together to improve community health;
- The arts provide a powerful means for the creation of self esteem, community self awareness, mutual respect, and action for positive change
- The arts are intrinsically fun, motivating people to get involved

The ARTSPARK! Festival

DATE: September 18, 2010

LOCATION: San Pablo Park, South Berkeley

PARTICIPANTS: Open to all comers, aiming for large crowd from South and West Berkeley, all ages, plus many artists and community organizations.

ACTIVITIES: A festive atmosphere, with food, music, demonstrations by community artists, who will invite signups for ongoing projects, and booths by organizations supporting community health, such as HHS and Lifelong.

FINANCIAL IMPLICATIONS:

None

CONTACT PERSON:

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