



Office of the Mayor

CONSENT CALENDAR
September 21, 2010

TO: Members of the City Council
FROM: Mayor Tom Bates
SUBJECT: Approve Expenditure of \$1000 Toward Earth Island Institute's 60 Boxes Project from the Mayor's Office Budget

RECOMMENDATION:

Adopt a Resolution approving the expenditure of \$1,000 to Earth Island Institute for sponsorship of one utility box in The 60 Boxes Project. Funds will be relinquished from the Mayor's office budget to the City's general fund for this purpose. Other Council Members are welcome to join this effort by sponsoring or co-sponsoring a utility box.

BACKGROUND:

The 60 Boxes Project, an initiative of the Streets Alive! Program at Earth Island Institute, combines and promotes art and nature in Downtown Berkeley. The project will work with artists, businesses, and community members to bring vibrant art to unexpected places: 60 utility boxes in Downtown Berkeley, all currently painted grey. Local artists will paint each box following a "Sustainability" theme. Earth Island Institute will commission artists to paint ten boxes each fiscal year, with each final design approved by the Berkeley Arts Commission.

The Mayor's office has actively participated in the conceptualization of this program and would like to serve as one of the initial box sponsors. The cost to paint each box is approximately \$800 to \$1400 depending on the size of the box. Funds support the artist stipend, materials, and mural installation. Each box will have a graffiti protective coating.

The 60 Boxes Project will serve as a creative outlet for the community, allowing local artists to express themselves and fostering a sense of community empowerment and civic pride for Berkeley. The project will help eliminate blight and promote beautification, create job opportunities for artists, and serve as an innovative way for local businesses and organizations to promote themselves as sponsors of the project.

FINANCIAL IMPLICATIONS:

\$1,000 will be relinquished from the Mayor's office budget to the general fund. If other Council Members would like to sponsor a utility box, funds would be relinquished from their office budget account.

CONTACT PERSON:

Mayor Tom Bates 510-981-7100

RESOLUTION NO. XXXXX

AUTHORIZE THE EXPENDITURE OF SURPLUS FUNDS FROM THE COUNCIL OFFICE BUDGET OF MAYOR BATES TO EARTH ISLAND INSTITUTE FOR IT'S "60 BOXES PROJECT"

WHEREAS, the 60 Boxes project (an initiative of the Streets Alive! Program at Earth Island Institute) will serve as a creative outlet for the community, allowing local artists to express themselves and fostering a sense of community empowerment and civic pride for Berkeley; and

WHEREAS, the Project will help eliminate blight and promote beautification in Berkeley's downtown district, create job opportunities for artists; and

WHEREAS, the Project serves as an innovative way for local businesses and organizations to promote themselves as sponsors of the project; and

WHEREAS, the Berkeley Mayor's office has actively participated in the conceptualization of this program and would like to serve as one of the initial box sponsors; and

WHEREAS, Mayor Bates has surplus funds in his office expenditure account 010-0101-410-35-11; and

WHEREAS, the 60 Boxes Project seeks funds in the amount of \$1,000 to cover the artist's stipend, materials and installation of a utility box mural in Downtown Berkeley; and

WHEREAS, the provision of such services would fulfill the municipal public purpose of beautifying the downtown and fostering the arts in the City of Berkeley.

NOW THEREFORE, BE IT RESOLVED that funds relinquished by the Mayor's Council Office Budget in the amount of \$1,000 shall be granted to Earth Island Institute for the The 60 Boxes Program.