



Berkeley City Council

CONSENT CALENDAR

April 26, 2011

To: Honorable Mayor and Members of the City Council

From: Councilmembers Laurie Capitelli and Jesse Arreguín

Subject: City Sponsorship Of The North Shattuck Avenue Chocolate & Chalk Art Festival

RECOMMENDATION:

That the City of Berkeley, in collaboration with the North Shattuck Association, cosponsor the Chocolate and Chalk Art Festival to be held on North Shattuck Avenue on Saturday, June 4, 2011, from 10:00 a.m. to 5:00 p.m.

BACKGROUND:

The fifteenth annual sidewalk Chalk Art Festival will be held on Saturday, June 4, 2011. The event, which will be held for the fourth year along the North Shattuck shopping area, takes place from 10:00 am to 5:00 pm. It is free and open to anyone. Registrants are provided a space on the sidewalk in front of the stores of North Shattuck merchants to create a chalk drawing. The event includes a chocolate festival, which will include the tasting of chocolate within various businesses along the Avenue.

Sidewalks will not be blocked. Event organizers will insure that pedestrians have appropriate access along the sidewalk during the event. Shattuck will be closed for vendors only in the Farmers' Market area and along one block of the frontage road.

FISCAL IMPLICATIONS:

None. City co-sponsorship of the event will be limited to the use of the City's name and logo on marketing materials. The North Shattuck Association will be responsible for all other fees and insurance. (Councilmembers Arreguín and Capitelli will make donations to the festival from their D-13 accounts.)

CONTACT:

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| Jesse Arreguín, Councilmember District 4 | 981-7140 |

RESOLUTION NO. –N.S.

CO-SPONSORING THE CHOCOLATE AND CHALK ARTS FESTIVAL ON
JUNE 4, 2011 ON NORTH SHATTUCK AVENUE

WHEREAS, the fifteenth annual Chocolate and Chalk Arts Festival will be held from 10:00 a.m. to 5:00 p.m. on Saturday, June 4, 2011 on North Shattuck 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 Chocolate and Chalk Arts Festival will showcase and celebrate one of 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.

BE IT FURTHER 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 Chocolate and Chalk Arts Festival; or (3) constitute regulatory approval of the Chocolate and Chalk Arts Festival.