



Office of the Mayor

12CONSENT CALENDAR

March 26, 2019

To: Members of the City Council

From: Mayor Jesse Arreguin and Councilmember Cheryl Davila

Subject: Budget Referral: \$30,000 to UC Theater Concert Career Pathways Education Program

RECOMMENDATION

Refer to the FY2020-2021 budget process the allocation of \$30,000 from excess unallocated General Fund revenues to the UC Theater Concert Career Pathways Education Program.

BACKGROUND

On December 5, 2017, with the adoption of the Mayor's Recommendations for the Allocation of Unassigned General Fund Excess Equity, the City Council allocated \$30,000 to The UC Theatre to support the Concert Career Pathways Education Program.

The Council did not make an allocation to this youth work force development and education program in 2018 and The UC Theatre has requested a grant of \$30,000 from the City of Berkeley to help fill a funding gap for this renowned program. The City's one-time grant will enable The UC Theatre to leverage the city's funding to secure donations and foundation funding which will increase the number of Berkeley youth served through this program.

The UC Theatre is an independent non-profit music venue with youth education programs operated by the Berkeley Music Group (BMG). The UC Theatre Concert Career Pathways Education Program (CCP) develops critical and creative thinking skills necessary to become successful in the workplace, offering youth passionate about music jobs an opportunity to develop a career in the field. CCP teaches young people ages 17 to 25 the technical, creative, and business aspects of concert and event promotion. This nine-month program provides a hands-on work-based learning model in combination with free workshops and paid internships. UC Theater offers these programs to youth attending local schools, underserved youth through partnerships with established non-profit community organizations, and to the public.

Concert Career Pathway Grads come from diverse backgrounds; 50% are young women, 70% are people of color, over half are from low-income households. 80% of program graduates have been successfully placed in jobs.

CCP is unique in that it connects one's love of music and arts with education and hard, technical skills in a lucrative industry. The Bay Area is home to a live concert and events industry that is currently experiencing growth. Potential jobs in the field offer competitive compensation: Production Managers can earn \$75,000 a year, and publicists, promoters, and marketing directors can earn upper five and six figures.

No other music venue in the nation focuses on educating youth, building skills, and paving career pathways in business, production, and promotion amongst arts venues like The UC Theatre. CCP combines workshops, hands on training, and paid internships that teach best practices in producing live concerts and events. The Concert Career Pathways Program has already achieved national recognition for its focus on creating job opportunities in the live music industry for low-income and youth of color.

CCP was intentionally designed with youth development leaders and industry professionals to support participants in addressing different barriers to entry in the job market. CCP supports participating youth to build skills applicable to the music industry and many other careers they may choose. Broad skills, such as budgeting, marketing, management, media and communications, are used in a variety of professions.

Partnerships with youth organizations ensure a strong support system for participants in developing soft skills necessary for success while also determining professional goals throughout the program. The UC Theatre Taube Family Music Hall and Berkeley Music Group partner with established youth organizations to recruit young people into the program, deliver ongoing support and training for participants, and provide feedback to continue program improvement. Partner non-profit organizations comprise the theatre's Educational Advisory Committee: Berkeley Youth Alternatives, RYSE (Richmond), Youth Uprising (East Oakland), Berkeley YMCA, PG&E Teen Center, East Bay Center for the Performing Arts (Richmond), Center for Independent Living (Berkeley), Berkeley Unified School District, and Berkeley Rep School of Theatre.

Funds from this one-time grant will fill a gap in funding and provide stipends for internships.

Going forward, The UC Theatre has submitted an application for community agency funding for the CCP as part of the four-year allocation process.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with adopting this recommendation.

FINANCIAL IMPLICATIONS

\$30,000 from excess unallocated General Fund revenues. If this item is approved, the grant will be included in the Amendment to the Annual Appropriations Ordinance which Council will adopt in April.

CONTACT PERSON

Mayor Jesse Arreguin (510) 981-7100

Attachments:

1. February 25, 2019 Billboard Magazine article "*Berkeley's UC Theater Works to Diversify the Next Gen of Live Music Executives*"
2. Background on UC Theater and Concert Career Pathways Program

Links to Articles on Concert Career Pathways Program:

Billboard Magazine (2/15/2019)

<https://www.billboard.com/articles/business/8498640/berkeley-uc-theatre-david-mayeri-diversity-live-music-business>

East Bay Express (12/4/2018)

<https://www.eastbayexpress.com/oakland/the-uc-theatre-is-paving-the-way-toward-a-more-equitable-music-industry/Content?oid=23475852>

Forbes Magazine (11/27/18)

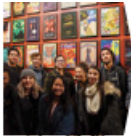
[Why UC Theatre's Robyn Bykofsky Believes Creative Leadership Starts With Listening](#)

Hypebot (11/26/2018)

[Diversifying The Music Industry - A Local Approach](#)

billboard

23.2M EST. MONTHLY VIEWS



BUSINESS 12:28 PM
Berkeley's UC Theatre Works to Diversify the Next Gen of Live Music Executives



BUSINESS 2:10 PM
A-List Lawyer Joel Katz Talks James Brown, Negotiating for Jon Platt and Why Labels Are Adding Moral Clauses for Execs



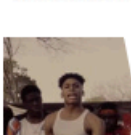
BUSINESS 1:58 PM
Lockn' Festival Announces 2019 Lineup with Trey Anastasio & Tedeschi Trucks Band Collaborations



BUSINESS 11:38 AM
Executive Turntable: Moves at Warner/Chappell Music, Downtown, Tunedly



BUSINESS 10:27 AM
The Feldman Agency Founder Sells Management Company to Two Top Executives



BUSINESS 11:03 AM
Why 16-Year-Old Rapper NLE Choppa Turned Down a \$3 Million Record Deal to Partner With UnitedMasters: Exclusive



BUSINESS 2/14/2019
With Jamaican Festival Bright Side, California Band Rebellion Aims To Bridge the Reggae Culture Gap



BUSINESS 9:06 AM
Amazon's Exit Could Scare Off Tech Companies From NYC



BUSINESS 2/14/2019
Universal Music Group 2018 Earnings: Revenue Tops \$7.1B as Streaming Spikes 31 Percent



BUSINESS 2/14/2019
Will Allegations Actually Affect Ryan Adams' 2019 Tour and Album?



BUSINESS 2/13/2019
Dave Grohl Explains Foo Fighters Cancellations and Why the Band Will (Probably) Never Break Up

Berkeley's UC Theatre Works to Diversify the Next Gen of Live Music Executives

2/15/2019 by Dave Brooks



Rebekah Gonzales

Bykofsky (back row, third from right) surrounded by former and present members of UC Theatre's Concert Career Pathways program.

David Mayeri began his career in the music industry the same way many of his contemporaries did: He started young and knew the right people. It was 1970, and the legendary San Francisco-based promoter **Bill Graham** was starting to produce shows at an old theater inside Berkeley (Calif.) High School, which Mayeri attended. Mayeri worked as Graham's unpaid intern until he was offered a gig that paid \$10 for 16 hours of work unloading, staging and repacking touring shows.

Mayeri worked for Bill Graham Presents for 35 years, eventually rising to COO before he left in 2004. He then founded the nonprofit Berkeley Music Group to operate the UC Theatre, a 101-year-old movie theater, in November 2012 and spent three years restoring it as a music venue called UC Theatre Taub Family Music Hall. Mayeri was ready to staff the building in 2016 when he noticed a lack of diversity in the applications he received.

"There's a number of socioeconomic issues that can create barriers for individuals in live music," says Mayeri, including reliance on unpaid interns and low-paying entry-level jobs that make it impossible for candidates from low-income families to break in. "Many people in executive positions today came up through professional networks that are still very homogeneous and only reinforce the cultural barriers that young people face."

Berkeley's UC Theatre Works to Diversify the Next Gen of Live Music Executives

February 15, 2019

By Dave Brooks

<https://www.billboard.com/articles/business/8498640/berkeley-uc-theatre-david-mayeri-diversity-live-music-business>



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"There's a number of socioeconomic issues that can create barriers for individuals in live music," says Mayeri, including reliance on unpaid interns and low-paying entry-level jobs that make it impossible for candidates from low-income families to break in. "Many people in executive positions today came up through professional networks that are still very homogeneous and only reinforce the cultural barriers that young people face."

Hoping to create opportunities for women and people of color, Mayeri brought on educator-activist Robyn Bykofsky to serve as education director. In 2016, they launched Concert Career Pathways, a free, nine-month program for students ages 17-25 that offers workshops and paid internships in the live sector. Applications for the 2019 edition open in March. "We wanted to help young people better understand what has been a very opaque industry," says Bykofsky. "We were looking beyond typical employment issues to understand how imbalances in access to opportunity were created."

In the program, students study production management and event planning by working with stagehands, floor staff and sound engineers. They also learn about lighting, visual design, budgeting, marketing and social media promotion as well as how to book talent.

"Our graduates come from diverse backgrounds," says Mayeri, adding that half the students in each program are female and 70 percent are people of color. Once the program's six workshops are complete, graduates participate in paid internships, working eight to 12 hours per week or 20-show cycles. "Several" graduates now work at the theater.

"We work to be a true collaborator with the diverse communities we serve," says Bykofsky. "I want to make sure we are providing them with the support they need to thrive."



THE UC THEATRE

TAUBE FAMILY MUSIC HALL

The UC Theatre Taube Family Music Hall is a local independent 1,400 capacity multi-tiered non-profit music venue operated by the Berkeley Music Group (BMG). Our mission is to present a vibrant and diverse range of live performances to advance the understanding and appreciation of music, culture and education in the east bay. We provide inclusive, diverse, and culturally rich music programming as well as youth education programs that are transforming lives. In 2018, Berkeley Music Group and The UC Theatre Taube Family Music Hall hosted 95 concerts and 25 private events.

The UC Theatre has created over 150 full and part-time jobs and hosted hundreds of events representing a wide variety of programming interests offered for the Bay Area community such as Green Day, the Banff Mountain Film Festival, Balkan Beat Box, Matisyahu, Bill Nye the Science Guy, Joe Jackson, Nicholas Jarr, Lord Huron, NOFX, Berkeley High School Jazz Ensemble, Tinariwen, Run the Jewels, Malatu Astatke, Toro y Moi, Dudu Tassa and the Kuwaitis, the Berkeley Community Fund Gala, Berkeley Art Museum Gala, the return of the Rocky Horror Picture Show, and the Golden Gate Symphony and Chorus.

In 2018, The UC Theatre continued to expand the diversity of our programming and experienced a 13% growth in number of shows we annually present. While offering diverse programming that brings in diverse audiences honors our mission we are learning that it has its challenges in terms of building a UC Theatre family. However, we remain committed to bringing events into the Berkeley Community that reflect the community at large in terms of diversity and representation and know that our continued commitment to do so will eventually help us build a loyal constituency. We know that the 125,000 people that we annually bring in for shows and events has positively impacted downtown Berkeley businesses, and we continue to work with several local nonprofits to support their fundraising efforts by offering discounted and free rentals.

The Speak Your Truth (SYT) Concert Series is a student run concert venue within theatre. We have reconfigured our space to be able to put on smaller events on our Tier 1 stage, such as our Speak Your Truth events managed by our Youth Advisory Board & Concert Career Pathways graduates and created a Tier 2 stage (500 capacity) to complement our main stage (1,400 capacity). April will mark our three-year anniversary of theatre operations, and we have fine-tuned processes across the board re: human resources, filing incidents reports, and running facilities systems; and are in the process of creating an emergency action plan. We provided an all staff active shooter training and next year will implement an all staff sexual harassment training.

Concert Career Pathways (CCP) develops critical and creative thinking skills necessary to become successful in the workplace, offering youth passionate about music jobs an

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A 501(c)(3) nonprofit organization

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 525252  525252525252
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opportunity to develop a career in the field. CCP teaches young people ages 17 to 25 the technical, creative, and business aspects of concert and event promotion. This nine-month program develops critical and creative thinking skills necessary to become successful in the 21st century workplace. Our hands-on work-based learning model is a combination of free workshops and paid internships. We offer these programs to youth attending local schools, underserved youth through partnerships with established non-profit community organizations, and to the public. Our Concert Career Pathway Grads come from diverse backgrounds; 50% are young women, 70% are people of color, over half are from low-income households. 80% of program graduates have been successfully placed in jobs.

Job training programs in the Bay Area focus on fields such as culinary arts, technology, and solar energy. CCP is unique in that it connects one's love of music and arts with education and hard, technical skills in a lucrative industry. The Bay Area is home to a live concert and events industry that is currently experiencing growth. Potential jobs in the field offer competitive compensation: Production Managers can earn \$75,000 a year, and publicists, promoters, and marketing directors can earn six figures or more. No other music venue in the nation focuses on educating youth, building skills, and paving career pathways in business, production, and promotion amongst arts venues. CCP combines workshops and paid internships that teach best practices in producing live concerts and events.

Despite the wealth in the Bay Area, teenagers and young adults, particularly low-income youth of color, still struggle to find educational opportunities that lead to living wage jobs. CCP provides hands-on job experiences, fostering the understanding of work as an integral and satisfying aspect of life, and connecting youth to a field in which there are current job opportunities and career ladders.

CCP was intentionally designed with youth development leaders and industry professionals to support participants in addressing different barriers to entry in the job market. CCP supports participating youth to build skills applicable to the music industry and many other careers they may choose. Broad skills, such as budgeting, marketing, management, media and communications, are used in a variety of professions.

Partnerships with youth organizations ensure a strong support system for participants in developing soft skills necessary for success while also determining professional goals throughout the program. The UC Theatre Taube Family Music Hall and Berkeley Music Group partner with established youth organizations to recruit young people into the program, deliver ongoing support and training for participants, and provide feedback to continue program improvement. Partner non-profit organizations comprise

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the theatre's Educational Advisory Committee: Berkeley Youth Alternatives, RYSE (Richmond), Youth Uprising (East Oakland), Berkeley YMCA, PG&E Teen Center, East Bay Center for the Performing Arts (Richmond), Center for Independent Living (Berkeley), Berkeley Unified School District, and Berkeley Rep School of Theatre.

Our Advanced Event Business and Leadership Training program for our Youth Advisory Board (YAB) members and CCP interns and graduates further develops technical, business and leadership skills in live music and event production with the goal of creating a necessary leadership pipeline to diversify the live music and events industry.

Management Training Program - Our Advanced Event Business Management and Leadership Training program is rooted in Multicultural Leadership and focuses on full-time administrative office management positions in: Advertising and Marketing, Fundraising Development, Talent Buying, Education Program Development, Special Events, Venue and Event Financial Management, Merchandise Management, and more. This Management and Leadership Business Training Program is a three to five-year program that provides training that focuses on building participant management and leadership skills so that they can improve performance for each department as well as the entire venue while seeing the larger picture, giving direction to a team, and supervising staff.

The Speak Your Truth (SYT) Concert Series - An Advanced Promotions & Production Management Training program. This concert series is completely produced and run by CPP Grads, YAB members, and Interns to give them hands-on experience in promotions and production management training. SYT takes place on our Tier One stage (a venue within the theatre on the top tier of The UC Theatre), a 250-capacity nightclub space that provides a platform for emerging local artists to share their talents on stage.

Participants will further develop skills in the following departments: Talent Buying, Grassroots Marketing, Digital Marketing, Live Sound Engineering, Theatrical Lighting, Stage Management, Production Management, Event Coordination, Budget and Financing and Event Sponsorship

The music industry management program, like many industries in the United States, lacks equality, diversion, and inclusion. The UC Theatre believes that bringing together young leaders from a variety of backgrounds with diverse perspectives will help create a more equal industry and provide a space for underserved youth to have their voices heard by their peers, some of whom come from more privileged backgrounds, providing exposure to and immersion in diverse voices and ideas. This unique

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management program supports up-and-coming leaders of the Bay Area that hold promise for re-imagining the music industry in ways that advance intergenerational and multicultural leadership, inclusion and equity.



UC Theatre 1917

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UC Theatre 2007 (Not Operating)

Berkeley Music Group

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The UC Theatre in 2012 (Still Not Operating)



The UC Theatre 2015 (Started Renovation)

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The UC Theatre Taube Family Music Hall Grand Opening April 2016

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Pete Escovedo Latin Jazz Orchestra at The UC Theatre Taube Family Music Hall July 23, 2016

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Tinariwen at The UC Theatre Taube Family Music Hall April 1, 2017



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G. Jones Concert at The UC Theatre Taube Family Music Hall November 17, 2018



Clozee at The UC Theatre Taube Family Music Hall December 27, 2018

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Mayer Hawthorne at The UC Theatre Taube Family Music Hall December 31, 2018

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BMG Concert Career Pathways Cohort 1

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Top left to right: Isaac Rezendiz (CCP 2017-2018 cohort), Bobby Kirwin (Youth Advisory Board member), Nicole Peña (CCP 2016-2017 cohort), Robyn Bykofsky (BMG Education Director), Phil Katague (CCP 2016-2017 cohort), Bryan Fuentes (CCP 2016-2017 cohort).
Bottom left to right: Solomon Davis (CCP 2018-2019 cohort); Briana Pike (CCP 2018-2019 cohort); Rosy Wu (CCP 2018-2019 cohort), Nancy Garcia (CCP 2016-2017 cohort).

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Shana Penn & Tad Taube at The UC Theatre Taube Family Music Hall Lobby Naming Ceremony September 22, 2016

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