



Office of the Mayor

CONSENT CALENDAR
June 25, 2024

To: Honorable Members of the City Council
From: Mayor Jesse Arreguín (Author), Councilmember Hahn (Co-Sponsor)
Subject: Front Row Festival: Relinquishment of Council Office Budget Funds to General Fund and Grant of Such Funds

RECOMMENDATION

Adopt a Resolution approving the expenditure of an amount not to exceed \$500 per Councilmember including \$500 from Mayor Arreguin to the Downtown Berkeley Association for their Front Row Festival with funds relinquished to the City's general fund for this purpose from the discretionary Council Office Budgets of Mayor Arreguin and any other Councilmembers who would like to contribute.

BACKGROUND

On August 24, 2024, from 10am to 7pm the Downtown Berkeley Association will be hosting the Front Row Festival, an annual event that celebrates music and the arts in Berkeley. The day-long event on Shattuck Avenue and BART Plaza attracts thousands of people throughout the region, providing economic benefits to downtown businesses and the City. This year's festivities will include performances by The Curtis Family C-Notes, Barrio Manouche, and Noelle & The Deserters among others. Local music and arts venues, including the Aurora Theatre, The Back Room, Berkeley Symphony, California Jazz Conservatory, Freight & Salvage, and the UC Theatre will be hosting events and concerts throughout the day. The Festival is free with activities for all ages, food trucks, and vendors.

To help support the costs and logistics for hosting such a large event, the Downtown Berkeley Association is requesting at least \$500 from Councilmembers. These contributions will help ensure the success of the Festival and promote both the arts and local Berkeley businesses.

FINANCIAL IMPLICATIONS

No General Fund impact. \$500 is available from the Mayor's office budget discretionary account.

ENVIRONMENTAL SUSTAINABILITY

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

Front Row Festival 2024

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CONTACT PERSON

Mayor Jesse Arreguín 510-981-7100

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

2024 FRONT ROW FESTIVAL

WHEREAS, the Front Row Festival, sponsored by the Downtown Berkeley Association, will take place on August 24, 2024; and

WHEREAS, the annual event is expected to attract thousands of people throughout the region, providing economic benefits to downtown businesses and the City; and

WHEREAS, the City Council has historically supported programs and events that support the arts, and this event will be one of the largest free music festivals in the City; and

WHEREAS, Mayor Arreguin has surplus funds in his office expenditure account; and

WHEREAS, the Downtown Berkeley Association seeks funds in the amount of \$500 to help cover the costs of the Festival; and

WHEREAS, the provision of such services would fulfill the following municipal public purpose of promoting access to the arts.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by the Mayor and Councilmembers from their Council Office Budget up to \$500 per office shall be granted to the Downtown Berkeley Association for helping cover the costs of the Festival.

