



Office of the Mayor

CONSENT CALENDAR
April 26, 2022

To: Honorable Members of the City Council

From: Mayor Jesse Arreguín

Subject: Bay Area Book Festival: Relinquishment of Council Office Budget Funds to General Fund and Grant of Such Fund

RECOMMENDATION

Adopt a Resolution approving the expenditure of an amount not to exceed \$1068 from Mayor Arreguín, to the Bay Area Book Festival for the purposes of covering costs associated with personal protective equipment (PPE), with funds relinquished to the City's general fund for this purpose from the discretionary Council Office Budgets of Mayor Arreguín.

BACKGROUND

The Bay Area Book Festival has been a Berkeley institution since 2015. Every year for a couple of days, people from all over the world travel to this festival that takes place in Downtown Berkeley, providing an increase in local tax revenues while promoting literacy and diverse cultural viewpoints. This year's festival will take place on May 7-8, 2022. The slogan for this year's festival is *Books Build Bridges*, a message of vital importance given recent trends of book bannings across the country.

The 2020 festival was cancelled due to the COVID-19 pandemic, but was salvaged through virtual events. 2021 also saw the festival be fully virtual. 2022 marks the first time the festival has been in-person since 2019, but with the pandemic still ongoing, extra safety precautions are being put in place to ensure the health and safety of the festival's participants. Organizers of the festival has requested assistance from the City to cover expenses related to personal protective equipment (PPE). The City has graciously provided test kits to the festival, but the festival needs KN95 masks, hand sanitizer, and sanitation wipes, which has been calculated to cost \$1,068.

This annual, world-class, legacy event can enrich the lives of residents, draw visitors, raise revenues, and enhance the city's reputation regionally and worldwide. Summary of benefits:

- Diverse cultural and literary riches brought to our residents
- Increased tax revenues from restaurant, retail stores, and exhibitor sales from 50,000 visitors during festival hours all day Saturday, Saturday night and Sunday, plus from large Authors/VIP party Friday night
- Increased hotel tax revenues

- Increased parking revenue
- Increased theatre/music venue attendance through co-promoted festival specials
- Focus on Berkeley by the entire Bay Area, thanks to promotions by the SF Chronicle, KQED and other radio coverage, TV coverage, Twitter and more
- International attention to the City of Berkeley; a third of festival authors to come from other countries
- Closer connection between town and gown
- Very low cost for the city relative to the benefits because the vast majority of costs are borne by the nonprofit festival organization

FINANCIAL IMPLICATIONS

No General Fund impact; \$1068 is available from Mayor Arreguin's Office Budget discretionary accounts.

ENVIRONMENTAL SUSTAINABILITY

There are no environmental impacts associated with the recommendations in this report.

CONTACT PERSON

Mayor Jesse Arreguín 510-981-7100

Attachments:

1: Resolution

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

AUTHORIZING THE EXPENDITURE OF SURPLUS FUNDS FROM THE OFFICE EXPENSE ACCOUNTS OF THE MAYOR AND COUNCILMEMBERS FOR A GRANT TO PROVIDE PUBLIC SERVICES FOR A MUNICIPAL PUBLIC PURPOSE

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

WHEREAS, a California non-profit tax exempt corporation, the Bay Area Book Festival seeks funds in the amount of \$1068 to provide the following public services; to provide personal protective equipment to provide guests at the festival taking place on May 7-8, 2022 a safe and healthy experience; and

WHEREAS, the provision of such services would fulfill the following municipal public purpose of providing an opportunity to explore social issues and education and to cultivate literacy through the community.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that funds relinquished by the Mayor from their Council Office Budget up to \$1068 shall be granted to the Bay Area Book Festival to fund the personal protective equipment that will enable to the festival to go forward in a safe manner.

