

2024

MARKETING & EVENTS CALENDAR



JAN

3 DBA back in office
9 CAL Spring Semester Instruction Begins

FEB

BLACK HISTORY MONTH / PIZZA MONTH
1-29 Pizza Month
9-18 Beer Week
Wednesdays: Pizza Month Weds Wheel Spin 12 - 1

MAR

1-3 Berkeley Old Time Music Festival
19-30 March Madness
21-31 Restaurant week
28-30 Bioneers Conference
28 Jazz-ish Lunch Spring Series Opening 12 - 1

APR

VEGAN SPRING / MEATLESS MONDAYS
19 DBA Annual Meeting
20 Asian Cultural Festival
22 Earth Day
27-28 Berkeley Streets Criterium Bike Race
4/11/18/25 Jazz-ish Lunch: Thursdays 12 - 1pm

MAY

4 Book Fest Family Day
7 Teacher Appreciation Day
10 Dorothy Day House Concert
6-10 Teacher Appreciation Week
12 Mothers Day
14 CAL Spring Commencement
2/9/16 Jazz-ish Lunch: Thursdays 12 - 1pm

JUNE

PRIDE MONTH
1-2 Bay Area Book Festival
16 Father's Day
19 Juneteenth
28 Pride On The Plaza
TBD Taste Of Downtown Berkeley

JULY

4 Independence Day
TBD Summer Market

AUG

CAL MOVE-IN / WELLNESS MONTH
21 Cal Fall Semester Move-In
24 Front Row Festival
TBD BCC Welcome Back Plaza Event
TBD - Aug / Sept BAMPFA Film Series

SEP

NATIONAL HISPANIC HISTORY MONTH
1 Bizerkeley Food Festival
12 Berkeley Half Marathon
TBD LatinX Celebration Plaza Event (BCC)
TBD Roller Boogie
TBD Cal Football Kickoff Plaza Event
TBD - Aug / Sept BAMPFA Film Series

OCT

25 Halloween Hootenanny
TBD Cal Tailgate

NOV

2 Dia De Los Muertos Altar / Plaza Event
17 Berkeley Half Marathon
TBD United Against Hate Week

DEC

HOLIDAY SEASON
6 Holiday on the Plaza
TBD Chamber Gift Fair



Regal Theater Mural Detail – Doran Dada, artist



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