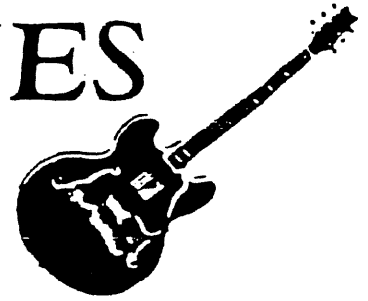




Bay Area **BLUES** SOCIETY



A NON-PROFIT CORPORATION
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THE MUSIC THEY PLAYED ON 7TH STREET PROJECT

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EVENTS SPONSORED

Oakland Blues & Heritage Festival
Hayward-Russell City Blues Festival
Reno Blues Festival
Richmond Blues Festival
Vallejo Blues & Heritage Festival
Indio Blues Festival

PROGRAMS

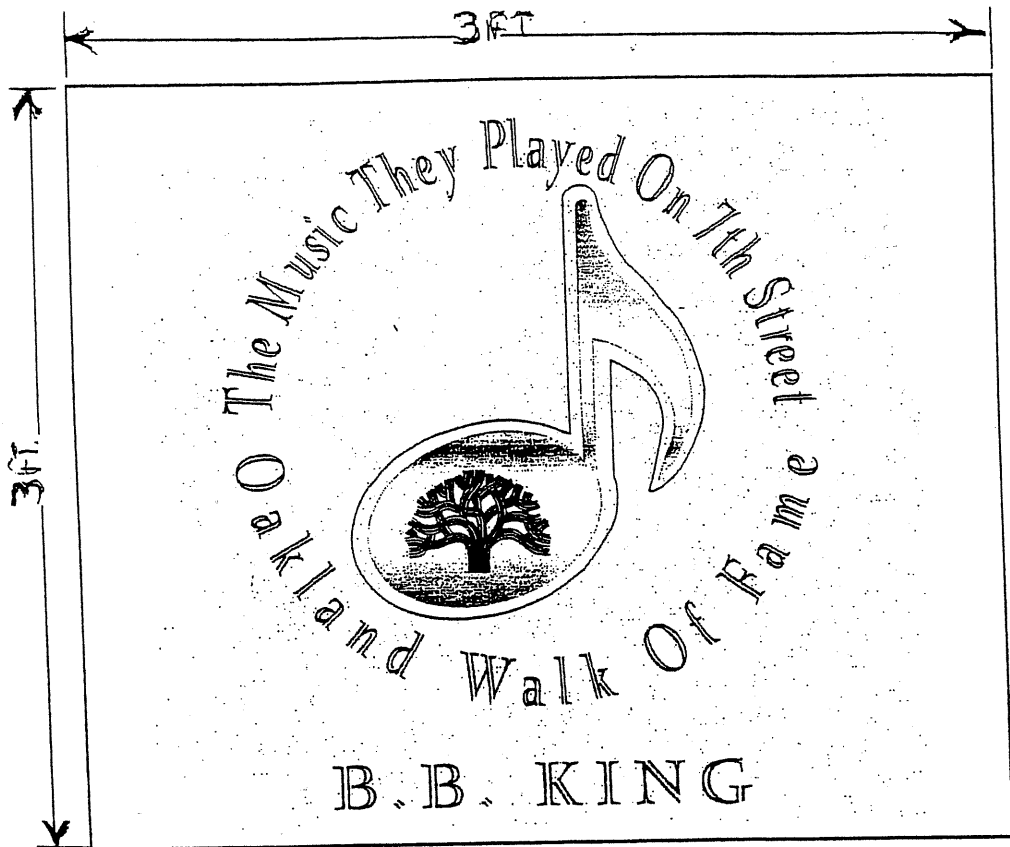
Blues Hall of Fame
Blues in the Schools
Home Grown Blues Series
Career Goal Seminars
Caravan of Allstars Review
New Orleans Marching Band
The Music They Played on 7TH Street

OAKLAND WALK OF FAME

The walk of fame will honor all the great blues, jazz and gospel greats who at one time or another performed on 7th Street. The concept of this idea was to let the citizens of Oakland and the world truly understand the overwhelming contribution of 7th Street as a center and a proving ground for the music art form know as blues, jazz and gospel. Some have said that 7th Street in West Oakland was the most important and historic black music street in all of California. Slim Jenkins Supper Club on the corner of 7th and Wood Streets was called the Apollo of the West Coast. The blues, jazz and gospel music history of Oakland was nurtured in all of the clubs that were up and down 7th Street. At one time a bowling alley, a boxing gym, the Lincoln Theatre, drug store, pawn shop and Reeds Record Shop (where tickets to all the concerts in the Oakland Area were sold) was located on 7th Street.

The Walk of Fame will bring a newfound respect for 7th Street. The Walk of Fame will bring thousands of music fans from all around the world to see the Oakland Walk of Fame. The 3x3 bronze and silver plaque will display the name of the recipient across the bottom.

DRAFT DESIGN



Placement: The walk of fame will start at Wood Street and run on both sides of 7th Street. The Walk of Fame can accommodate hundreds of stars.

The Walk of Fame program will be administered similar to the Hollywood Walk of Stars. After the initial 25 artists, all artists will be asked to pay for their Walk of Fame Note. We will request the U.S. Post Office, BART, and the Port of Oakland to sponsor Walk of Fame Notes as they replaced some of the businesses on 7th Street.