

HAYWARD CITY COUNCIL

RESOLUTION NO. 23 -

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE THE PROFESSIONAL SERVICES AGREEMENT WITH THE RENAISSANCE ENTREPRENEURSHIP CENTER AND THE POP UP GUIDE FOR PROGRAM MANAGEMENT SERVICES FOR THE DOWNTOWN ACTIVATION PILOT PROGRAM FOR A TOTAL NOT-TO-EXCEED AMOUNT OF \$150,000 THROUGH DECEMBER 31, 2023

WHEREAS, the Downtown district was a thriving commercial district with cultural events, new retail and restaurant operations, and new residential units under construction prior to March 2020; and

WHEREAS, the shutdowns associated with the COVID-19 pandemic had a significant negative impact on the downtown district with customers slow to return to the area; and

WHEREAS, the proposed Downtown Activation Pilot Program is designed to help restore some of the vibrancy to the Downtown Commercial Corridor through the use of musical performances, interactive art, and pop-up retail; and

WHEREAS, the City issued a Request for Proposals seeking Program Managers for the implementation of the Pilot Program and received proposals from three interested parties; and

WHEREAS, the Renaissance Entrepreneurship Center and The Pop Up Guide were selected due to their team's demonstrated their experience and capacity, existing knowledge and contacts with artists, performers, and vendors to implement the proposed Downtown Activation Pilot Program.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized to execute an agreement with the Renaissance Entrepreneurship Center and The Pop Up Guide for program management services for the downtown activation pilot program in an amount not-to-exceed amount of \$150,000, with a termination date of December 31, 2023 in a form approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2023

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:
 MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: _____
 City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward