

Council Economic Development Committee



February 3, 2020



Approval of Minutes from December 2, 2019
Regular Meeting



∞
jiva
A **BOUTIQUE** COMMERCIAL
CANNABIS BUSINESS **BRAND**

OVERVIEW

OBJECTIVE

Strategically secure coveted **Commercial Cannabis Business** ("CCB") permits/licenses and stimulate growth through successful operations utilizing market research to allow for expansion and continued business development.

FUNCTION

Jiva Inc., through its wholly owned subsidiary, Jiva Life LLC, submits comprehensive and proprietary proposals as screening applications in select California cities/counties conducting competitive merit-based processes for licensees to establish and operate retail storefronts for commercial cannabis sales.

ETHOS

Elevate the CCB movement as a company founded on integrity, transparency and responsibility to customers and the community.



MEDICAL IDENTITY

Establish an alternative and integrative medical first approach in a recreational marketplace by providing access to dedicated patient/customer care, consumption safety and therapeutic education.

RECREATIONAL VISION

Curate an approachable enhanced retail experience ensuring customer satisfaction from "park to purchase" through exemplary service, seamless operational infrastructure, product value and brand selection.

AGENDA

Implement a data driven methodology using advanced analytics to identify a market strategy for enhanced customer engagement. Jiva will catalyze a generative relationship and customer loyalty through consumer empowerment. Optimizing operations and effective management protocols enable Jiva's ability to function efficiently - demonstrating sustainable growth with reliability, utility and significance.

CALIFORNIA ASSETS



4 Retail Permits / Licenses

within 3 of California's Largest Counties
(Collective Estimated Population of ~4.2M)

4 Commercial Real Estate Property Leases

w/Extendable Terms & Purchase Options



City of Santa Rosa

42 Applicants,
1 of 15 Retail
Permits Awarded



City of Union City

13 Applicants,
1 of 3 Retail
Permits Awarded



City of Hayward

26 Applicants,
1 of 3 Retail Permits
Awarded



City of San Bernardino

18 Applicants,
1 of 5 Retail Permits
Awarded



City of San Francisco

Executed shareholder agreement securing an interest (\$1.55M Value) in the "Mirage" CCB brand including a retail location (SOMA District)

Equity Applicant Program¹ application is currently being processed by the SF Office of Cannabis.



City of Los Angeles

Applying as a Tier 1 Social-Equity Applicant. Social-Equity Applicant submitted Social Equity Program (SEP) Eligibility Verification Application on May 28, 2019.

DCR² will accept & process Phase 3 applications for retail Commercial Cannabis Activity commencing September 3, 2019.



City of Union City

As of July 9, 2019, Union City amended the cannabis ordinance to allow Jiva the ability to attain the 3 remaining licenses types for the following uses: Manufacturing, Distribution, and/or Cultivation to operate as a Micro-Business. Location procurement is underway and intent to apply and submit RFP for review is scheduled for October of 2019.



OWNERSHIP STATUS

Jiva Inc., to be established as a C-Corp, and its California subsidiary Jiva Life LLC, are 100% single member and managed entities with a sole owner (Principal & Managing Director). A detailed review of Jiva's organizational entity structure is available upon request.



FINANCIAL HISTORY

Self-funding and friends & family financial contributions totaling approximately \$825,000 were raised in 2018 as promissory notes. Jiva's Principal is willing to dilute up to 7% of his own ownership interest to friends & family to at his sole discretion, as a result, providing potential Series A investors greater value.



RAISE FLEXIBILITY

Seeking capital investment and/or revolving lines of credit for CapEx and OpEx, inclusive of working and expansion capital for retail footprint development, R&D, operational efficiency and financial stability. Potential options include, but are not limited to, traditional equity investments, creative debt financing deals, and/or unique royalty financing structures.

GROSS REVENUE FORECAST

As seen in the diagram below, the average Bay Area shopper allocated just under \$200 for cannabis goods in the month of December 2018, spending ~\$96 per transaction. Based on respective municipal median incomes and general demographic data with comparable cannabis markets in Washington, the projections below are conservative estimates. Initial high growth rates (24% from Y1 to Y2, 16% from Y2 to Y3, 9% from Y3 to Y4) taper to depict a realistic financial model with a goal to maintain a 5% increase annually after Y4, thus demonstrating viable stability.

	YR1	YR2	YR3	YR4	YR5	Customer Count & Transaction Rate	Permitted Use
Santa Rosa	\$3,486,600	\$4,323,384	\$5,015,125	\$5,466,486	\$5,739,811	<i>YR1 assumes ~149 Transactions at \$65 per order for 360 days</i>	Adult-Use/Medical + Delivery
Union City	\$5,724,000	\$7,097,760	\$8,233,401	\$8,974,407	\$9,423,128	<i>YR1 assumes ~212 Transactions at \$75 per order for 360 days</i>	Adult-Use/Medical + Delivery (Adult-Use Expected 2019 Q4)
Hayward	\$7,585,200	\$9,405,648	\$10,910,551	\$11,892,501	\$12,487,126	<i>YR1 assumes ~301 Transactions at \$70 per order for 360 days</i>	Adult-Use/Medical + Delivery
San Bernardino	\$4,563,000	\$5,658,120	\$6,563,419	\$7,154,126	\$7,511,833	<i>YR1 assumes ~195 Transactions at \$65 per order for 360 days</i>	Adult-Use/Medical + Delivery

- **PROJECT:** Jiva Life LLC and/or Jiva HWD LLC (“Jiva”) is proud to announce that the City of Hayward is considering a resolution awarding Jiva an opportunity to obtain a CUP permit to operate a commercial cannabis business as a retail storefront with delivery services at 22701 Foothill Blvd & 1055 C Street.
- **GOOD NEIGHBOR APPROACH:** As a potential new neighbor, Jiva would like to extend an invitation to schedule a brief introductory and informational call and/or meet & greet to provide responses to any questions, comments, or suggestions you may have. The objective is to create an open line of communication with business owners and residents in the area to discuss the safety, security, and positive impact of our proposed business operations.
- **COMMITMENT:** Jiva will create a cannabis enterprise focused on integrity, community, and excellence in service. Jiva is strongly rooted in ethics, health, and safety. Jiva was assembled with a focus on creating a diverse and accomplished group of progressive professionals, which include experienced cannabis business operators and advisors that are healthcare professionals, attorneys, financial consultants, a to be determined dedicated community program coordinator, and local Hayward and/or Alameda County residents as general employees/staff.
- **CANNABIS MERIT:** Jiva’s detailed knowledge of State and local regulations as experienced operators with existing cannabis retail ventures in Los Angeles and the State of Washington will ensure we maintain and exceed all required compliance standards. Similarly, to the opportunity to operate in Hayward, Jiva has been awarded retail commercial cannabis business permits in Union City, Santa Rosa, San Francisco, & San Bernardino.
- **PRODUCT QUALITY:** Jiva will provide brand selection of quality lab tested medical & adult-use products, inclusive of cannabis-infused extracts, exceptional edibles & consumables, and award-winning flower strains.
- **GOAL:** Jiva’s industry experience, entrepreneurial vision, and community-driven spirit will allow our team to develop an unforgettable enhanced retail experience that will resonate with customers and the Hayward community.
- **COMMUNITY BENEFIT:** Our retail facility strives to enrich the community through strategic partnerships with established local organizations. Jiva will offer employment opportunities to Hayward residents and will contribute generous tax revenues for the City. Our community endeavors will be focused on engaging within the neighborhood through a combination of educational seminars, community outreach, and Jiva’s financial contributions towards Hayward non-profit associations.
- **OPEN HOUSE:** Jiva will host an “open-house” during our “soft-opening” phase for friends, family, local neighboring businesses/property owners, as well select members and residents of Hayward. An invitation for that event should be circulated in Q4 of 2020. This will be an opportunity for Jiva to meet community members personally and for us to give attendees insight to our business practices and operational standards.
- **TRANSPARENCY:** We look forward to your feedback and general input. Jiva graciously encourages transparency and communication to improve our operational standard or implement solutions to concerns if required.

PROJECT HISTORY

January 12, 2018	The Commercial Cannabis Permit Application Was Submitted to the Office of the City Manager
July 06, 2018	Commercial Cannabis Permit City Staff Interview.
July 17, 2018	Public Hearing for Commercial Cannabis Permit Intent of Issuance, Granted by Hayward City Council
December 18, 2018	Development Permit Application Submitted for previous location
January 15, 2019	Adoption of LB-003 reducing overconcentration buffer to 500ft
June 2019	Provided notice of intent to potentially re-apply and submit a revised Development Permit Application for a new location
July 9, 2019	Introductory meeting with City of Hayward Project Planner
August 2019	Conducted due diligence on proposed new location, historical resource evaluation, and traffic memo
September 5, 2019	Contractually secured new proposed retail location
September 30, 2019	Development Permit Application Submitted for proposed new location

Based on our experiences within other municipalities where Jiva was awarded an opportunity to operate, we have identified a few general concepts that should be clarified:

1. Accessibility & Maintaining Neighborhood Compatibility: Parking & Traffic

Private dedicated parking lot (1055 C Street) that will include a handicap accessible space and a private bicycle rack. Additionally, we pride ourselves on providing efficient service and will keep the flow of ingress/egress with two driveways along Foothill Blvd and C street to provide efficient access during peak traffic times. Jiva will encourage customers to utilize the public parking lot directly across on C Street. Jiva's commercial cannabis business will not negatively impact surrounding businesses or neighbors.

2. Enhanced Safety & Security

Jiva's presence in the neighborhood will enhance the safety and security of the surrounding area. Our professional security team will be discrete and trained to proactively mitigate any issues; no loitering or trespassing will be tolerated. No consumption of products is allowed on-site, in the parking lot, or within the immediate line of sight of the proposed location. Jiva may additionally offer 24-hour security service for the site and the vicinity to create an additional level of safety for the immediate neighboring community. The project includes an elaborate 24-hour security camera and monitoring system which shall be shared with Hayward PD for feedback.

3. Odor Control & Air Quality

Our products will never be exposed to open air, in or around the facility per State law. All product inventory is received from authorized and licensed distributors by the State's Bureau of Cannabis Control. Intake of inventory will always arrive odor free, pre-packaged, and sealed (child resistant). All purchased products are kept in the same sealed packaging as it arrived and is additionally placed in discrete opaque sealed exit packaging. Therefore, there is no issue of air pollution or odors from cannabis products. Nonetheless, Jiva's Air Quality & Odor Control Plan has been certified by a licensed molecular filtration specialist ensuring that all mitigation controls are sufficient to effectively neutralize odors from all sources.

PROJECT LOCATION (SATELLITE VIEW)



EXISTING CONDITIONS



NORTHEAST ELEVATION



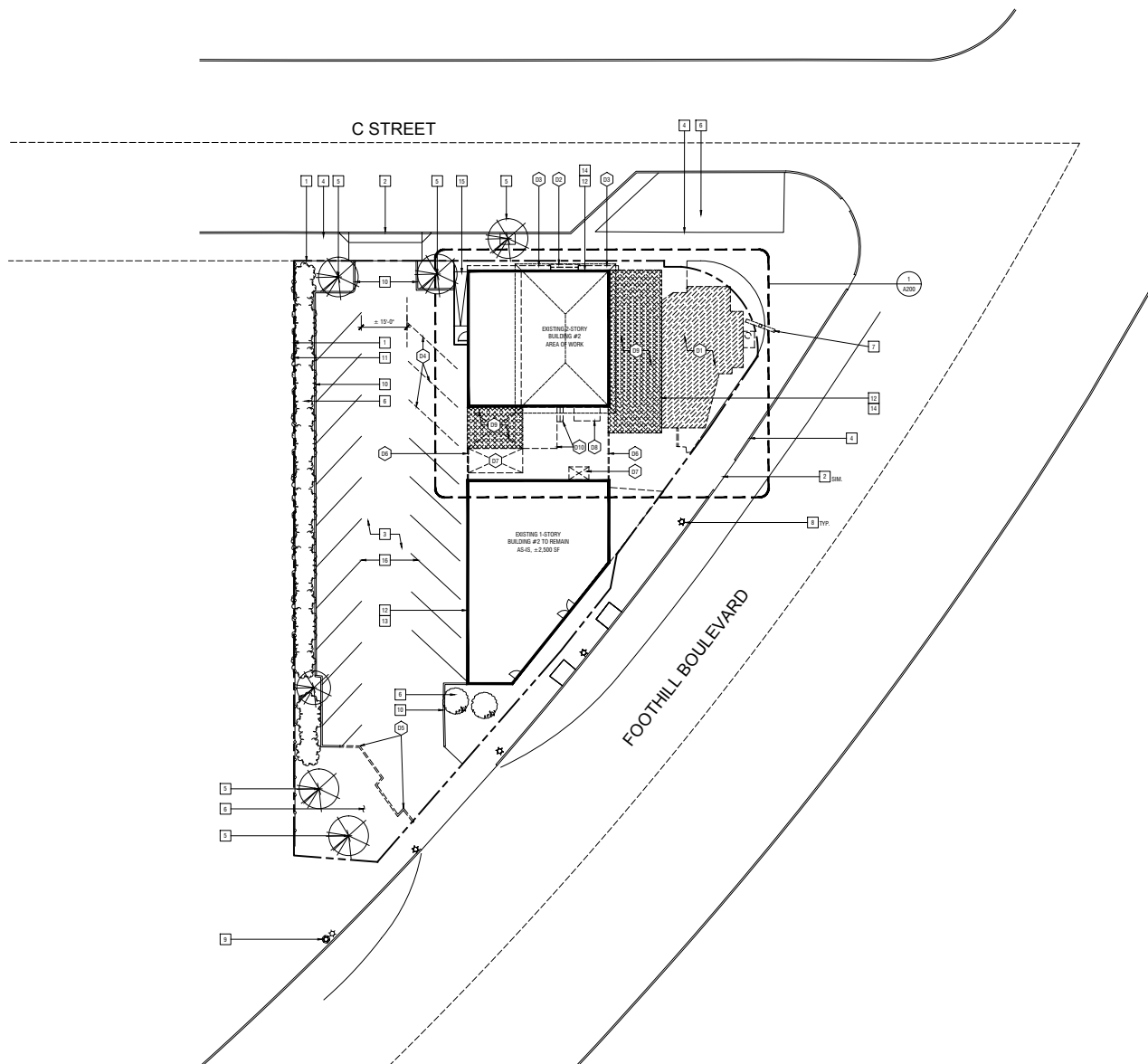
SOUTHEAST ELEVATION



NORTHWEST ELEVATION



SOUTHWEST ELEVATION



EXISTING CONDITIONS / DEMOLITION SITE PLAN

SCALE: 1/8" = 1'-0"

DEMOLITION KEY NOTES

- THE DEMOLITION KEY NOTES THAT FOLLOW APPLY TO THE DRAWINGS ON THIS SHEET ONLY.
- (1) REMOVE AND LEGALLY DISPOSE OF EXISTING COVERED PATIO IN ITS ENTIRETY (SHOWN DASHED, INCLUDING BUT NOT LIMITED TO FOUNDATION, WALL AND ROOF ASSEMBLIES (I.E. POSTS, DOORS, WINDOWS, ELECTRICAL, ETC.))
 - (2) REMOVE AND LEGALLY DISPOSE OF EXISTING CONCRETE STEPS
 - (3) REMOVE AND LEGALLY DISPOSE OF PLASTER BOARDS
 - (4) REMOVE AND LEGALLY DISPOSE OF EXISTING PARKING STALL STRIPPING
 - (5) REMOVE AND LEGALLY DISPOSE OF EXISTING CONCRETE CURB TO ACCOMMODATE NEW WORK
 - (6) REMOVE AND LEGALLY DISPOSE OF EXISTING WOODCHAIN-LINK FENCING
 - (7) REMOVE AND LEGALLY DISPOSE OF EXISTING STORAGE SHED
 - (8) REMOVE AND LEGALLY DISPOSE OF EXISTING AWNING ABOVE
 - (9) REMOVE AND LEGALLY DISPOSE OF EXISTING PORTION OF EXISTING BUILDING IN ITS ENTIRETY (SHOWN CROSS-HATCHED, INCLUDING BUT NOT LIMITED TO FOUNDATION, WALL AND ROOF ASSEMBLIES, ETC. PREP AREA FOR NEW WORK.
 - (10) REMOVE AND LEGALLY DISPOSE OF EXISTING CONCRETE LANDINGS AND STAIRS

KEYED NOTES

- (1) EXISTING PROPERTY LINE
- (2) EXISTING CONCRETE DRIVEWAY APPROACH TO REMAIN
- (3) EXISTING AC PAVEMENT TO REMAIN
- (4) EXISTING CONCRETE CURB, GUTTER & SIDEWALK IN PUBLIC RIGHT OF WAY
- (5) EXISTING TREE TO REMAIN
- (6) EXISTING LANDSCAPED AREA TO REMAIN, NO WORK.
- (7) EXISTING MONUMENT SIGN TO REMAIN - REFURBISH UNDER SEP PERMIT
- (8) INDICATES EXISTING STREET LAMP TO REMAIN
- (9) EXISTING FIRE HYDRANT TO REMAIN
- (10) EXISTING CONCRETE CURBS
- (11) EXISTING FENCING TO REMAIN
- (12) INDICATES EXISTING BUILDING EXTERIOR WALL
- (13) EXISTING 1-STORY BUILDING TO REMAIN, NO WORK.
- (14) EXISTING 2-STORY BUILDING, AREA OF WORK AT FIRST FLOOR, ROOF PROFILE AND EXTERIOR WALL AT SECOND STORY (SHOWN DASHED)
- (15) EXISTING CONCRETE RAMP AND LANDING
- (16) EXISTING PARKING STALL WHITE STRIPPING TO REMAIN

SUBMITTALS / REVISIONS

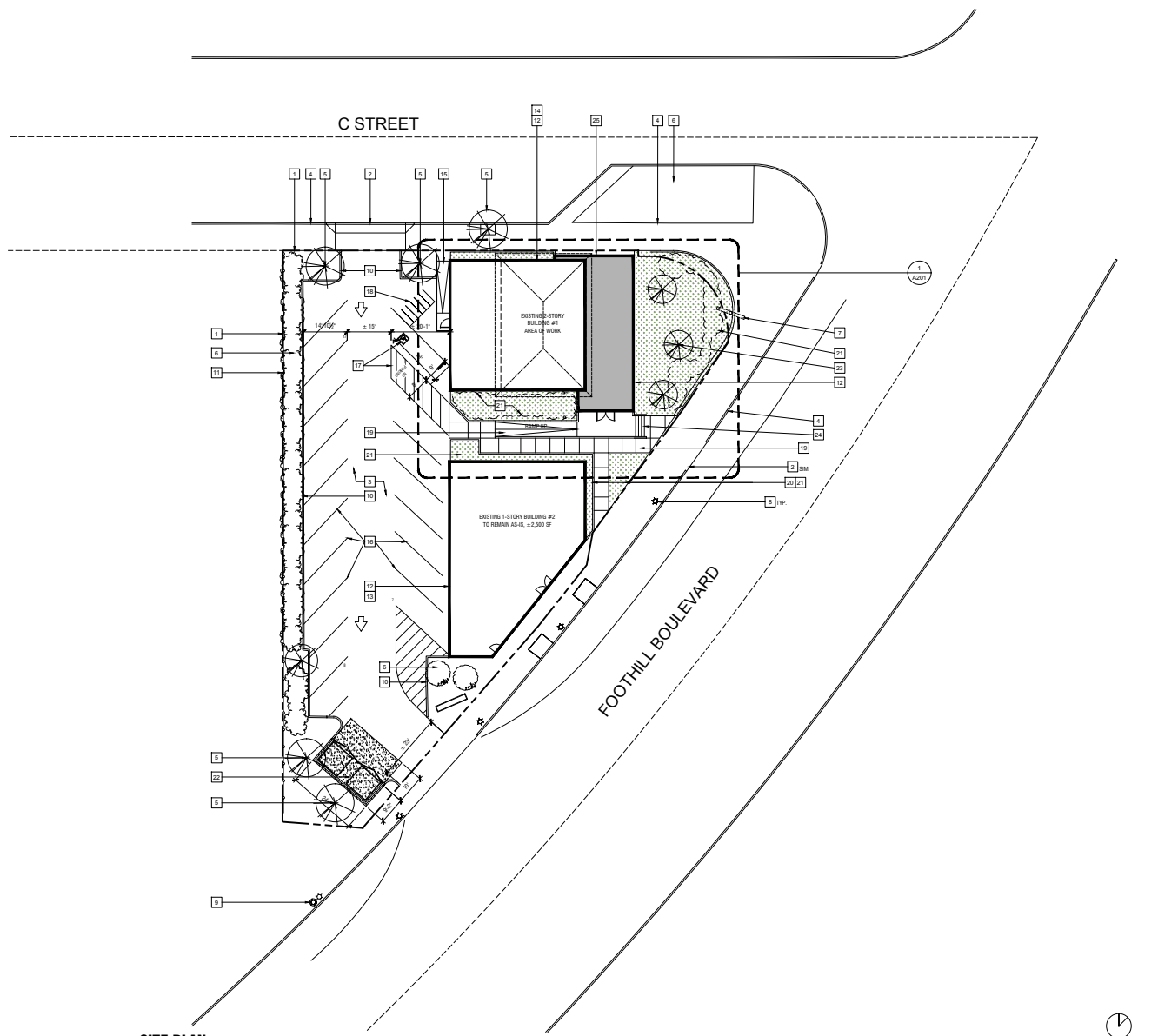
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EXISTING CONDITIONS / DEMOLITION SITE PLAN

A100

MEDICAL RETAIL CANNABIS DISPENSARY T.I.
22701 FOOTHILL BLVD., HAYWARD, CALIFORNIA 94541

APN: 428-0066-058-01 (CORNER PARCEL)



SITE PLAN
SCALE: 1/8" = 1'-0"

KEYED NOTES

- 1 EXISTING PROPERTY LINE
- 2 EXISTING CONCRETE DRIVEWAY APPROACH TO REMAIN
- 3 EXISTING AC PAVEMENT TO REMAIN
- 4 EXISTING CONCRETE CURB, GUTTER & SIDEWALK IN PUBLIC RIGHT OF WAY
- 5 EXISTING TREE TO REMAIN
- 6 EXISTING LANDSCAPED AREA TO REMAIN, NO WORK
- 7 EXISTING MONUMENT SIGN TO REMAIN - REFURBISH UNDER SGP PERMIT
- 8 INDICATES EXISTING STREET LAMP TO REMAIN
- 9 EXISTING FIRE HYDRANT TO REMAIN
- 10 EXISTING CONCRETE CURB
- 11 EXISTING FENCING TO REMAIN
- 12 INDICATES EXISTING BUILDING EXTERIOR WALL
- 13 EXISTING 1-STORY BUILDING TO REMAIN, NO WORK
- 14 AREA OF WORK AT EXISTING 2-STORY BUILDING, ROOF STRUCTURE SHOWN DASHED
- 15 EXISTING CONCRETE RAMP AND LANDING
- 16 REPAINT EXISTING WHITE STALL STRIPPING PER CITY STD
- 17 NEW VAN ACCESSIBLE PARKING STALL & ACCESS AISLE PER CBC REIMTS
- 18 NEW BIKE PARKING PER CITY STD
- 19 NEW CONCRETE WALK/RAMP
- 20 NEW 6" CONCRETE CURB
- 21 INDICATES NEW LANDSCAPE AREA - SEE CONCEPTUAL PLANTING PLAN
- 22 NEW SECURED CAN TRASH ENCLOSURE PER CITY STD
- 23 NEW SMALL TREES IN GRID
- 24 NEW CONCRETE STAIRS
- 25 NEW 1-STORY BUILDING FOOTPRINT (SHOWN SOLID HATCHED)

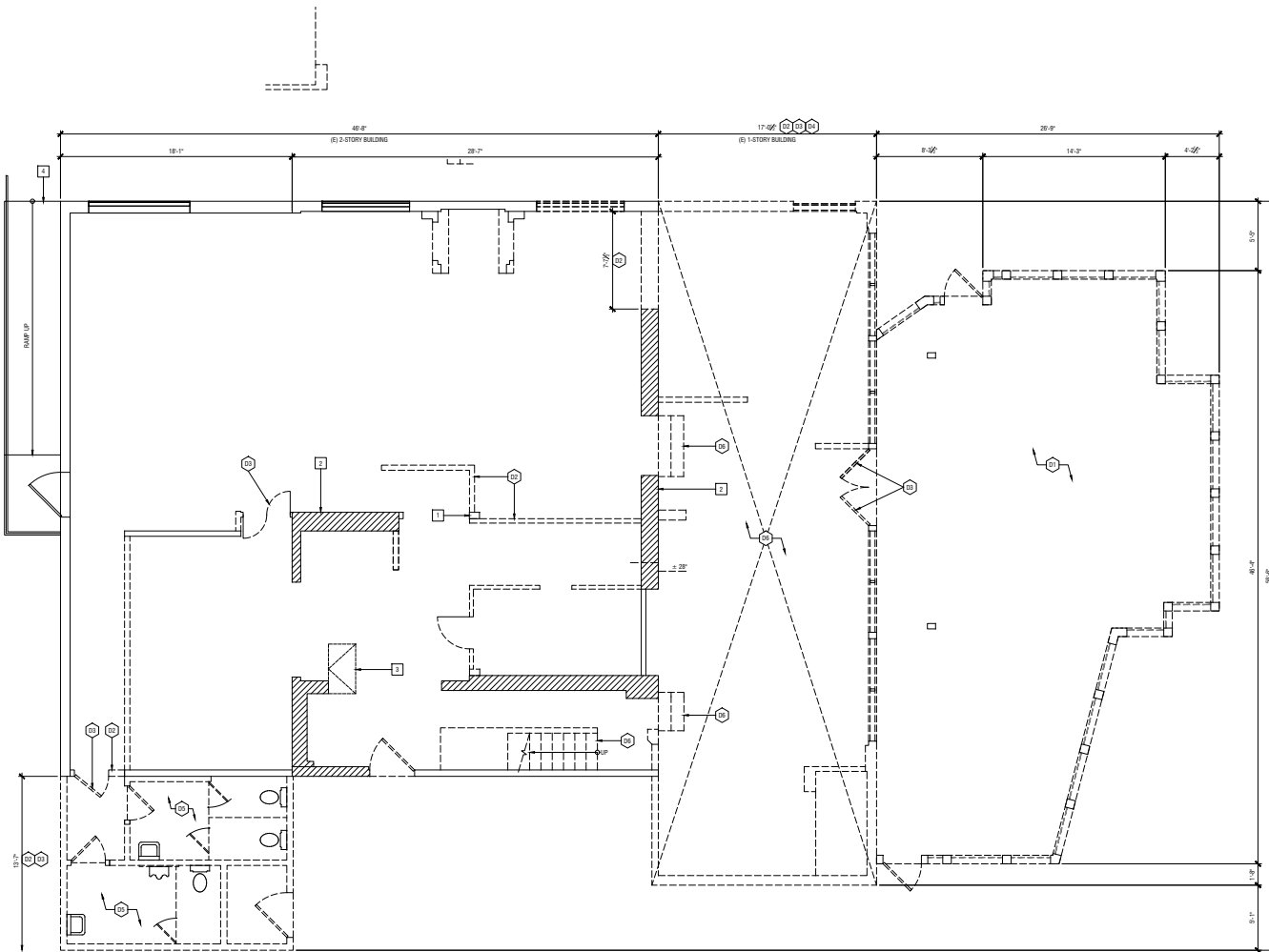
SUBMITTALS / REVISIONS

DRAWING TITLE / NO.
SITE PLAN

A110

MEDICAL RETAIL CANNABIS DISPENSARY T.I.
22701 FOOTHILL BLVD., HAYWARD, CALIFORNIA 94541

APN: 428-0066-058-01 (CORNER PARCEL)



GROUND FLOOR PLAN - DEMOLITION

SCALE: 1/4" = 1'-0"

DEMOLITION KEY NOTES

THE DEMOLITION KEY NOTES THAT FOLLOW APPLY TO THE DRAWINGS ON THIS SHEET ONLY:

- (1) REMOVE AND LEGALLY DISPOSE OF EXISTING COVERED PATIO IN ITS ENTIRETY, INCLUDING BUT NOT LIMITED TO FOUNDATION, WALL AND ROOF ASSEMBLIES (I.E. POSTS, DOORS, WINDOWS, ELECTRICAL, ETC.)
- (2) REMOVE AND LEGALLY DISPOSE OF EXISTING INTERIOR WALL OR PORTION OF WALL INDICATED, INCLUDING BUT NOT LIMITED TO CIV. BS, STUDS, ELECTRICAL, WIRING, BASE AND TRIM TO ACCOMMODATE NEW WORK. PATCH AND PAINT ALL AREAS AFFECTED BY NEW WORK, TYPICAL AS SHOWN.
- (3) REMOVE AND LEGALLY DISPOSE OF EXISTING DOOR, DOOR FRAME, COMPANION HANDICAPERS AND WALL ANCHORS TO ACCOMMODATE NEW WORK/DOOR. SEE DOOR SCHEDULE FOR ADDITIONAL INFORMATION.
- (4) REMOVE AND LEGALLY DISPOSE OF EXISTING EXTERIOR WINDOW INCLUDING BUT NOT LIMITED TO GLAZING, WINDOW FRAME AND WALL INFILL. TYPICAL AS SHOWN.
- (5) REMOVE AND LEGALLY DISPOSE OF TOILET PARTITIONS, PLUMBING FIXTURES AND ASSOCIATED PLUMBING IN THE ROOM (I.E. SINK, WATER CLOSET ETC). ALL PIPING NOT BEING REUSED IS TO BE REMOVED AND CAPPED AT NEAREST SOURCE.
- (6) REMOVE AND LEGALLY DISPOSE OF EXISTING FOUNDATION, WALL AND ROOF ASSEMBLIES AS REQUIRED (I.E. POSTS, DOORS, WINDOWS, ELECTRICAL, ETC.) TO ACCOMMODATE NEW RAISED FLOOR ASSEMBLY.

KEYED NOTES

- 1 EXISTING STEEL COLUMN TO REMAIN
- 2 EXISTING MASONRY WALL TO REMAIN, TYPICAL AS SHOWN
- 3 EXISTING UNDER FLOOR ACCESS
- 4 EXISTING EXTERIOR LANDING AND RAMP TO REMAIN

LEGEND

- EXISTING MASONRY WALL TO REMAIN INTACT.
- EXISTING WOOD STUD FRAMED WALL TO REMAIN INTACT
- EXISTING WALL TO BE REMOVED
- EXISTING DOOR AND/OR WINDOW TO REMAIN INTACT
- EXISTING DOOR AND/OR WINDOW TO BE DEMOLISHED
- NO WORK IN THIS AREA, U.O.N.

MEDICAL RETAIL CANNABIS DISPENSARY T.I.
 22701 FOOTHILL BLVD, HAYWARD, CALIFORNIA 94541

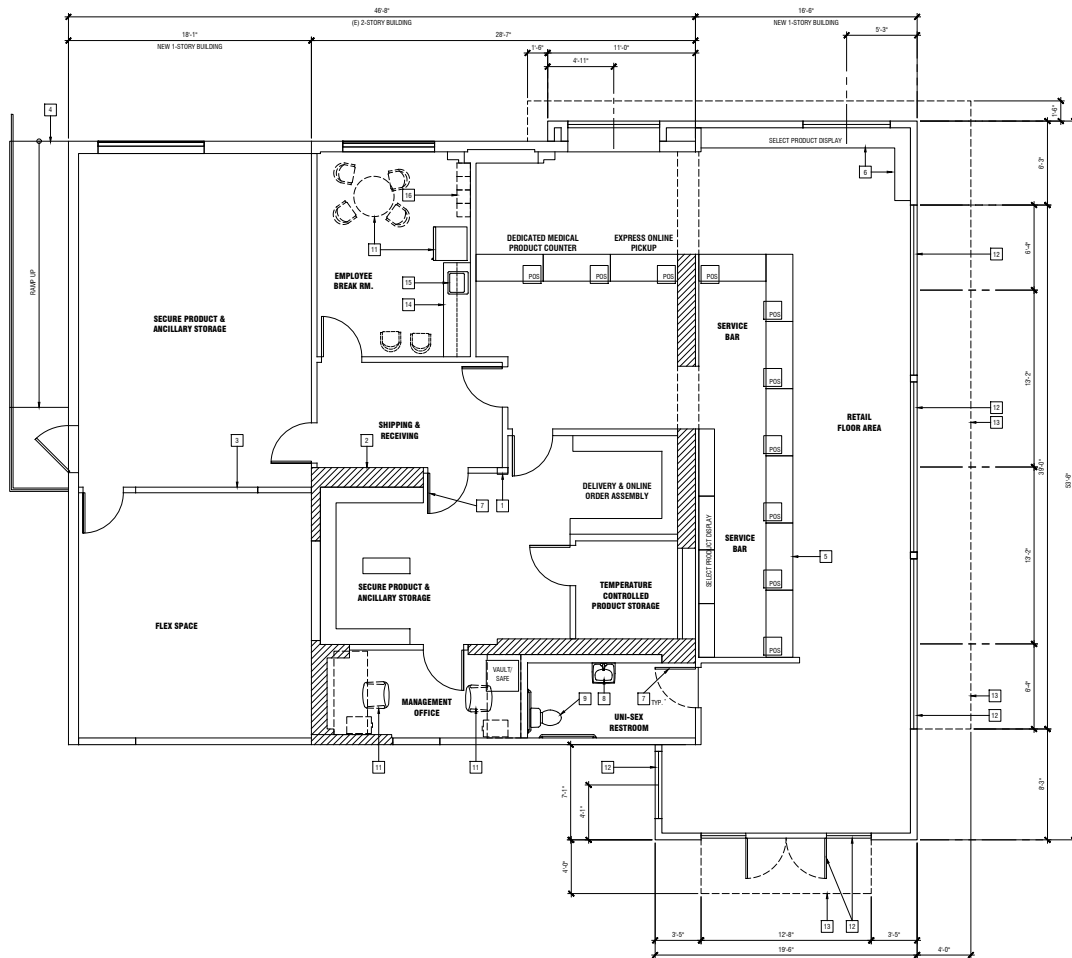
APN: 428-0086-008-01 (CORNER PARCEL)

SUBMITTALS / REVISIONS

DRAWING TITLE NO.

DEMOLITION
 FIRST FLOOR PLAN

A200



GROUND FLOOR PLAN - PROPOSED

SCALE: 1/4" = 1'-0"

KEYED NOTES

- 1 EXISTING STEEL COLUMN TO REMAIN
- 2 EXISTING MASONRY WALL TO REMAIN, TYPICAL AS SHOWN
- 3 EXISTING WOOD STUD FRAMED WALL TO REMAIN
- 4 EXISTING EXTERIOR WOOD STUD FRAMED WALL
- 5 EXISTING EXTERIOR LOADING AND RAMP TO REMAIN
- 6 NEW TRANSACTION COUNTER, TYPICAL AS SHOWN
- 7 NEW DISPLAY COUNTER HALLWORK
- 8 NEW DOOR
- 9 NEW WALL MOUNTED SINK
- 10 NEW WATER CLOSET AND GRAB BARS BY CODE
- 11 ACCESSIBILITY LIFT AS REQUIRED BY CODE
- 12 FURNITURE SHOWN FOR REFERENCE ONLY
- 13 NEW STOREFRONT DOORS & WINDOWS
- 14 NEW METAL AWNING ABOVE
- 15 NEW UPPER AND LOWER CASEWORK
- 16 NEW STAINLESS STEEL SINK
- 17 NEW EMPLOYEE LOCKERS

LEGEND

- EXISTING MASONRY WALL TO REMAIN INTACT.
- EXISTING WOOD STUD FRAMED WALL TO REMAIN INTACT
- EXISTING WALL TO BE REMOVED
- EXISTING DOOR AND/OR WINDOW TO REMAIN INTACT
- EXISTING DOOR AND/OR WINDOW TO BE DEMOLISHED
- NO WORK IN THIS AREA, U.O.R.
- EXISTING WOOD STUD FRAMED WALL TO REMAIN INTACT
- NEW DOOR PER SCHEDULE
- NEW WINDOW PER SCHEDULE

MEDICAL RETAIL CANNABIS DISPENSARY T.I.
 22701 FOOTHILL BLVD, HAYWARD, CALIFORNIA 94541

APN: 428-0086-028-01 (CORNER PARCEL)

SUBMITTALS / REVISIONS

DRAWING TITLE NO.

GROUND FLOOR PLAN - PROPOSED

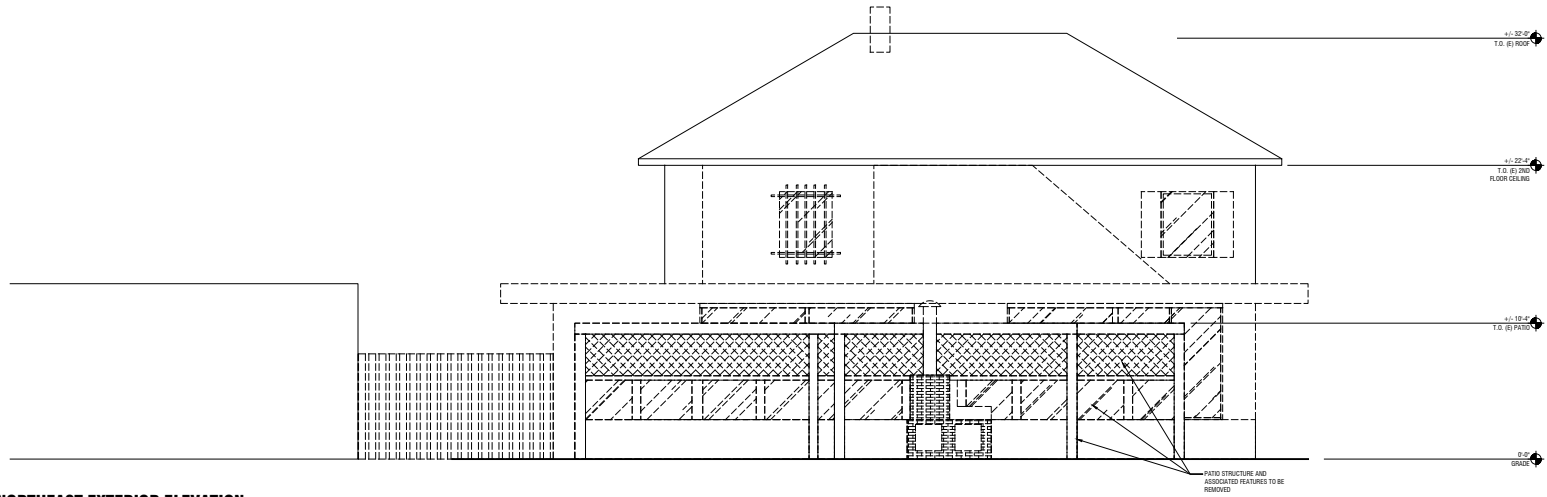
A201



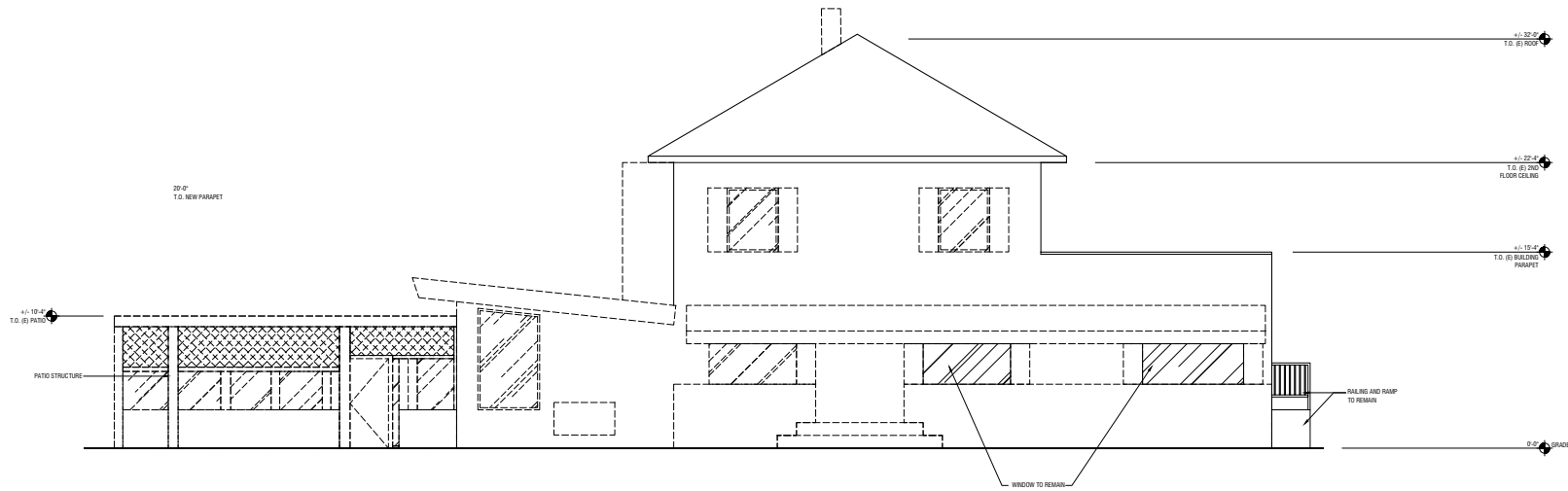








01 NORTHEAST EXTERIOR ELEVATION
SCALE: 1/4" = 1'-0"



02 NORTHWEST EXTERIOR ELEVATION
SCALE: 1/4" = 1'-0"

MEDICAL RETAIL CANNABIS DISPENSARY T.I.
22701 FOOTHILL BLVD., HAYWARD, CALIFORNIA 94541

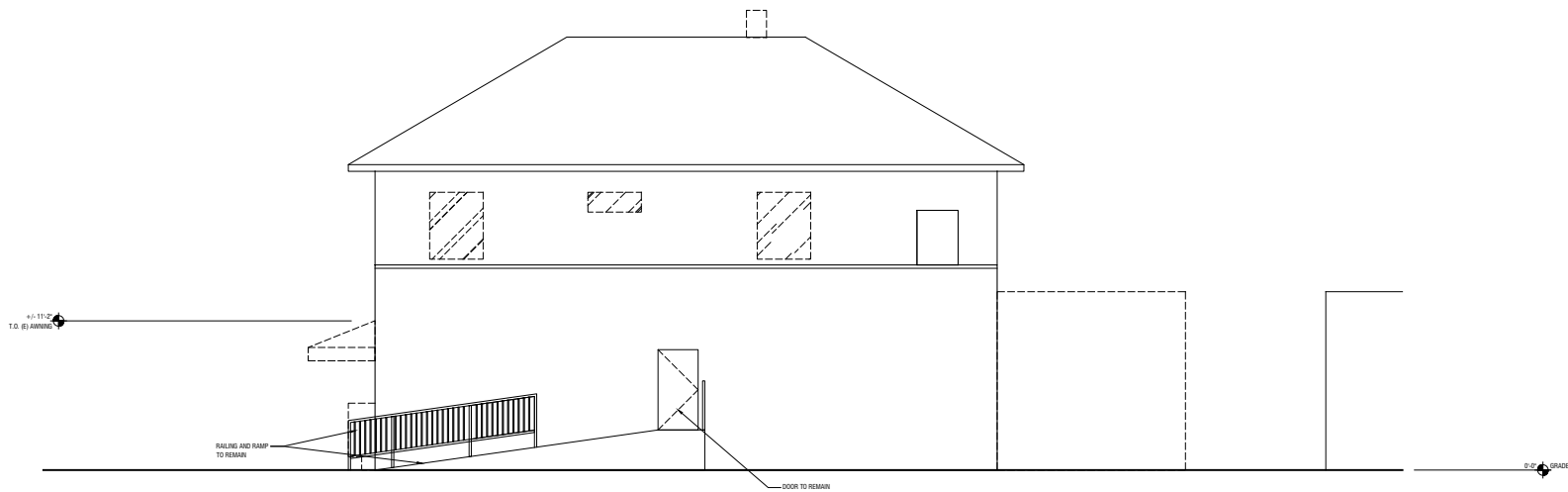
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SUBMITTALS / REVISIONS

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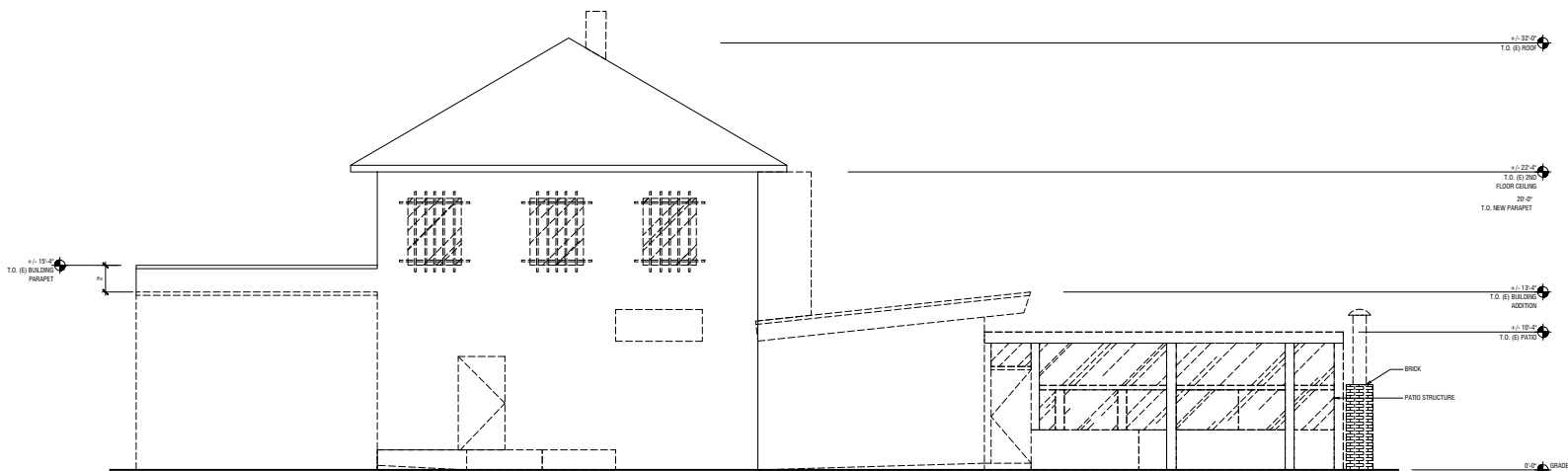
EXISTING CONDITIONS / DEMOLITION
EXTERIOR ELEVATIONS

A301



01 **SOUTHEAST EXTERIOR ELEVATION**

SCALE: 1/4" = 1'-0"



02 **SOUTHWEST EXTERIOR ELEVATION**

SCALE: 1/4" = 1'-0"

MEDICAL RETAIL CANNABIS DISPENSARY T. I.
 22701 FOOTHILL BLVD, HAYWARD, CALIFORNIA 94541

APN: 428-006-068-01 (CORNER PARCEL)

SUBMITTALS / REVISIONS

DRAWING TITLE / NO.

EXISTING CONDITIONS / DEMOLITION
 EXTERIOR ELEVATIONS

A302



01 **NORTHEAST EXTERIOR ELEVATION**
SCALE: 1/4" = 1'-0"



02 **NORTHWEST EXTERIOR ELEVATION**
SCALE: 1/4" = 1'-0"

MEDICAL RETAIL CANNABIS DISPENSARY T.I.
22701 FOOTHILL BLVD, HAYWARD, CALIFORNIA 94541
APN: 428-0066-058-01 (CORNER PARCEL)

SUBMITTALS / REVISIONS

DRAWING TITLE / NO.

EXTERIOR ELEVATIONS - PROPOSED

A401



01 **SOUTHEAST EXTERIOR ELEVATION**
SCALE: 1/4" = 1'-0"



02 **SOUTHWEST EXTERIOR ELEVATION**
SCALE: 1/4" = 1'-0"

MEDICAL RETAIL CANNABIS DISPENSARY T.I.
22701 FOOTHILL BLVD, HAYWARD, CALIFORNIA 94541

APN: 428-0086-056-01 (CORNER PARCEL)

SUBMITTALS / REVISIONS

DRAWING TITLE / NO.

EXTERIOR ELEVATIONS - PROPOSED

A402



MEDICAL RETAIL CANNABIS DISPENSARY T.I.
 22701 FOOTHILL BLVD, HAYWARD, CALIFORNIA 94541

APN: 425-006-058-01 (CORNER PARCEL)

SUBMITTALS / REVISIONS

DRAWING TITLE/ NO.

PERSPECTIVE RENDERINGS

A410



MEDICAL RETAIL CANNABIS DISPENSARY T.I.
 22701 FOOTHILL BLVD, HAYWARD, CALIFORNIA 94541

APN: 428-0066-058-01 (CORNER PARCEL)



SUBMITTALS / REVISIONS

DRAWING TITLE/ NO.

PERSPECTIVE RENDERINGS

A411











Regulation of Sidewalk Vendors in Accordance with State Senate Bill 946



Development Services Department

We strive to empower our diverse community through knowledge, building code standards, community preservation and thoughtful neighborhood planning.

We are committed to forming a forward-thinking City.



What's at Issue?

California SB 946 establishes new laws associated with all sidewalk vendors and general provisions by which they can operate.

Until the City adopts regulations that align with SB 946, it may not regulate, cite, fine, or prosecute a sidewalk vendor for a violation of any regulation that is inconsistent with the statute.



What's the Intent?

- Promote entrepreneurship and economic empowerment among low income and marginalized communities
- Protect undocumented persons from criminal prosecution and subsequent deportations triggered by municipal code violations



Hayward's Vendors



- A sidewalk vendor = a person who sells food/merchandise from any “**non-motorized conveyance**” upon “a **public sidewalk or other pedestrian path.**”
- Between 10 to 25 sidewalk vendors in Hayward, mostly roaming
- Located near intersections with foot traffic (downtown, around schools) and are more active in summer.
- Minimal public complaints to date
- Predominantly Hispanic and Asian
- Largely unpermitted

How Do We Achieve Compliance?



No longer prohibit sidewalk vendors



Regulations related to time, place, and manner of sidewalk vending must be “directly related to objective health, safety or welfare concerns.”



Violations punishable only by an administrative fine, pursuant to an ability-to-pay determination

What Are Other Cities Doing?

Cities have a range of defensible regulations that can be adopted within SB 946's limits. Parameters might include the following:

- Business License & Permit Fees & Terms of Renewal
- Liability Insurance
- Background Checks
- Operating Requirements (Time, Location, Noise, Signage, Etc.)
- Penalties and Enforcement



PERMISSIVE

RESTRICTIVE

Questions For Council:



- 1) Given the environment, nature of existing sidewalk vending, and implications of possible increases in future vending activities, what is the spirit of the sidewalk vending ordinance staff should craft? Should it be more permissive, more regulatory, or more supportive?
- 2) Should the City provide incentives for sidewalk vending, or focus on regulation and enforcement?
- 3) How do we address the real or perceived issue of inequity between businesses if the City incentivizes sidewalk vending entrepreneurs? Is it fair to brick and mortar businesses?

Project Timeline

Feb. 14
Chamber of
Commerce

Draft the
Ordinance
w/ the City
Attorney

March 12
Present to
the DHIA &
the Planning
Commission

Finalize
Ordinance
w/ the City
Attorney

April 21
Present to
Council

February

March

April

Future Meeting Topics

Committee Member/Staff Announcements



MARKETING UPDATE SOCIAL MEDIA – LINKEDIN

SINCE APRIL 2019, ECONOMIC DEVELOPMENT HAS FOCUSED EFFORTS ON SHOWCASING VARIOUS BUSINESSES, EVENTS, AND NEWS ITEMS FEATURING HAYWARD BUSINESSES

2019 RESULTS



- **70 posts**
- **64,072 Impressions, 1,344 Likes, 56 comments**
- **16 posts had over 1,000 impressions,**
- **Two most popular posts featured Kite Hill Foods - 5,300 and 6,300 impressions**
- **#HaywardUpward**

- **End of the Year Top 10 Coolest businesses we discovered in 2019**

- **13,205 Impressions, 185 likes and 13 comments**

#10 – Bell Plastics

#9 – OnQ Solutions

**#8 – Fanale Drinks and
US Boba Company**

#7 – Kite Hill

#6 – Kinestral

#5 – Amy's Grill and Café

#4 – Bears for Humanity

#3 – Potrero Medical


#2 – C3 Nano Inc.

#1 – RefleXion Medical

REACHING OUTSIDE BUSINESSES, EXECUTIVES


Kite Hill, co-founded by the creator of Impossible Foods, looks to be gainin... ×
70 reactions 4 comments

6,171 views




44 people from Impossible Foods viewed your post

Kite Hill	6
Mars	20
General Mills	17
The J.M. Smucker Company	16
Danone	15



397 people who have the title Salesperson viewed your post

Food Service Professional	212
Executive Director	160
Business Strategist	134
Founder	102
Marketing Specialist	96



752 people viewed your post from San Francisco Bay Area

Greater New York City Area	182
Greater Los Angeles Area	110
Greater Minneapolis-St. Paul Area	74
Greater Chicago Area	72

Adjournment