



## renaissance Downtown Hayward Activation entrepreneurship center Pilot Program - 2023

### Section 1: Organizational Qualifications & Relevant Experience

*1. Your organization's name, address, contact name and contact information.*

Renaissance Entrepreneurship Center (Lead Collaborator)  
1500 MacDonald Avenue  
Richmond, CA 94801  
Tim Russell  
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In collaboration with:

The Pop Up Guide LLC (Co-collaborator)  
1465 13th Street  
Oakland, CA 94607  
Aaron Lander  
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*2. A brief overview of your organization's experience organizing, producing or managing events and programs similar or related to the proposed Downtown activation programs:*

Over the last several years, Renaissance has hosted, in collaboration with principal of The Pop Up Guide, Aaron Lander, monthly Pop-Ups and holiday markets that include music, arts, culture while supporting Bay Area entrepreneurs. We have been doing this in Hayward at New Hope Christian Fellowship for the last year through a grant from the County.

Prior to Aaron Lander starting The Pop Up Guide LLC, that does business consulting, coaching, space activations and courses for entrepreneurs, he ran a company called PopUpsters that organized and produced hundreds of events that activated empty, underused and public space across the country over its longevity. These included weekly open space activations, monthly markets, and yearly or one-time special events combining cultural, social and economic activity.

*3. Examples of previous experience including the name, location, description, and associated budget of the event/program;*

Monthly Renaissance Entrepreneurship Markets in Hayward -

These were monthly themed events that took advantage of the New Hope Christian Fellowship unused parking lot on Fridays/Saturdays. We had family fun nights, holiday markets and other events that showcased local entrepreneurs that went through a 4 week Pop Up Accelerator course, that participate in Renaissance programming or that were referred to us (we also had



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several youth entrepreneurs between the ages of 6-13 involved). Those vendors that participated in Renaissance programming also received their tent, table and chairs.

Each event had some form of activities or entertainment like art, music, crafting, games, and more.

The cost per event was \$5-10K including rentals, insurance, permits and entertainment.

#### *4. The staffing and volunteer count for the event/program; and*

The staffing per event included two consultants that organized, planned and managed the event, and 2-3 day-of event staff.

#### *5. The operations budget for the event/program(s).*

The operations budget was approximately \$5K that included labor costs for the planning and day of management.

### **Section 2: Technical Approach to the Pilot Programs**

*Provide a brief description of how your organization would operate and manage either one, two or all three of the proposed pilot programs. If your organization is only interested in one or two of the programs, please identify those programs, and why these are your chosen programs. Also include why your organization did not choose the other program(s). If your organization has a novel approach to achieving the program's goals via alternate means or programs, please include them here.*

**This proposal is for all three programs.**

#### Scope of Work

*Performer, Artist and Vendor Recruitment* - In collaboration with community arts, music and business organizations, Renaissance and The Pop Up Guide will recruit performers, artists and vendors to participate in weekly activations. The recruitment opportunities will also be promoted in the local community-wide marketing campaign as described in Attachment I. Interested parties will be required to fill out an application selecting the dates they would like to participate and collect the necessary items for promotion, insurance and permits.

*Performer, Artist and Vendor Management* - The Pop Up Guide will manage the vendor recruitment, coordination and management. Coordination of day-of logistics of where they will set-up.



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*Pre-event Management* - The Pop Up Guide will manage pre-event needs including creating site maps, obtaining permits and insurance, and receiving necessary permits that vendors need. Renaissance will provide support to businesses to receive the necessary items to participate in events as well as other resources provided in their programming that can pertain to businesses, artists and performers.

*Day-of Management* - The Pop Up Guide will manage the day-of logistics for the activations including staffing, coordinating vendors, on-site maps, event setup, and other services necessary.

*Artists and Performers Stipends* - Renaissance will manage the distribution of stipends to artists and performers.

*Consultant Fee Distribution* - Renaissance will manage the payment distribution to any outside vendors including event management team, The Pop Up Guide.

### **Alternate Option Idea:**

*MetaH(ayward)* - MetaCities is a new platform that allows for cities to showcase their communities in the Metaverse. A MetaH could be developed to allow residents, employees and tourists to discover businesses, artists and entertainers around Hayward.

### **Section 3: Anticipated Budget & Staffing**

*A rough estimate of the staffing and operating costs for these proposed programs in Hayward. The City of Hayward will provide the funding to the selected organization for payment to the musicians and artists in those respected programs. The selected organization would be responsible for making the payments to those participating artists and musicians. The selected organization(s) would also be responsible for obtaining any required insurance and permits.*

#### **Est. Budget**

*Staffing (Pre-event Weekend) -*

Vendor, Artist, Performer Recruitment - Approximately \$1000/event

Vendor, Artist, Performer Management - Approximately \$1500/event

Event Management - Approximately \$1000/event

*Staffing (Day-of Event Friday)*

Coordinator 1 - \$300

Coordinator 2 - \$300

*Staffing (Day-of Event Saturday)*

Coordinator 1 - \$400

Coordinator 2 - \$400



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*Other costs -*

Insurance - Approximately \$120 per weekend

Permits - TBD by working with the City but costs will be associated with fees for facilities and application

Stipends - Depends on number of artists and performers throughout each day

**6. A schedule outlining how quickly your organization would be able to fully staff this program and begin operating the program, if awarded the contract.**

We could begin the program planning (pre-event management) as soon as awarded, with a tentative start date of February 10, 2023 (the weekend before Valentine's Day) if awarded in December 2022. If a January 2023 award date, the planning can start immediately with a tentative start date between February and March 2023.