

Scope of Work

Downtown Hayward Activation Pilot Program

As the selected agency for implementing the Downtown Activation Programs as described below, the following scope of work includes:

1. **Program Kick-off** – Within 14 days of execution of the agreement between the City of Hayward, herein identified as “The City”, and Renaissance Entrepreneurship Center and The Pop Up Guide, herein identified as “The Program Managers”, the Program Managers shall create an anticipated program schedule including dates for completing items listed in this scope of work, anticipated date of first performance weekend and conclusion of the pilot period of these programs.
2. **Conduct outreach to local community organizations and downtown stakeholders** – In order for these pilot programs to be successful, the City needs the support of our local community organizations, downtown property owners and downtown merchants. The Program Managers shall conduct outreach to seek assistance from local community organizations, in identifying local artists, performers and pop-up retailers that may be interested in participating in the three pilot programs. The organizations that have reached out to the City to participate will be introduced by the Economic Development team.

In addition, the program managers shall craft a call for artists, performers and vendors that the City of Hayward can send out via their social media and newsletter networks to attract local participants. As identified in the [Commitment for an Inclusive, Equitable, and Compassionate Community \(CIECC\) document](#), the Program Manager will support the selection of performers, artists and vendors designed to encourage inclusion and celebrate diversity in the Hayward community.

3. **Conduct Performer, Artist and Vendor Recruitment** – In collaboration with community arts, music and business organizations, the Program Managers 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. 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. The Program Managers will create the application form and utilize a detailed vetting process to ensure all participants meet the community's goals of inclusion and celebrating diversity. The program managers will have final vetting approval for all participating performers, artists and vendors.

4. **Performer, Artist and Vendor Management** – The Program Managers will manage the performer, artist and vendor recruitment, coordination and management in accordance with the individual programs as described below.
5. **Pre-event Management** – The Program Managers will manage pre-event needs including, but not limited to, creating site maps, obtaining any and all required permits and insurance, and ensuring that necessary permits such as vendor business license and Alameda County health permits have been obtained prior to their participation. Renaissance will provide support to vendor 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.
6. The Program Managers will engage with the businesses in the downtown district to encourage active participation by the business community during this pilot program. The Program Managers will share ideas with the businesses regarding upcoming themes for the weekend events, encouraging businesses to stay open during the evening hours while performers and customers are present, and potential cross marketing/promotional ideas. In addition, the Program Managers will work with the businesses to help ensure conflicts between performers and events within a business that are scheduled are minimized to the extent possible.
7. **Day-of Management** – The Program Managers will manage the day-of logistics for the activations including staffing, coordinating vendors, on-site maps, event setup, and other necessary services. The Program Managers shall provide on-site contact information to City Staff. This shall include the names and cell phone numbers of the Program Manager staff on hand and any additional emergency telephone numbers for upper organization staff should a need arise. This information will be passed along to the City of Hayward Police Department and any other City Departments in need of such information.
8. **Artists and Performers Agreements and Stipends** – The Program Managers will manage any agreements with artists and performers. The Program Managers will also manage the distribution of stipends to artists and performers.
9. **Consultant Fee Distribution**- Renaissance Entrepreneurship Center in coordination with The Pop Up Guide will manage the payment distribution to any outside vendors,

participating musicians and artists. Renaissance Entrepreneurship Center will also manage payment to The Pop Up Guide for services provided.

10. **Marketing** – An extensive marketing campaign is the key component in ensuring the success of these new pilot programs and bringing customers to downtown. With the launch of these programs, Economic Development staff in coordination with Community and Media Relations staff and the Program Managers will launch a marketing campaign that will include social media, electronic billboard ads on I-880, print articles in local papers and The Stack newsletter, and other marketing sources. As part of the marketing campaign, efforts will include the Hayward area as well as the larger Bay Area region with the intent to attract customers and audiences from the region, not just Hayward. The Program Managers shall provide to the City draft press releases as well as language to be used to create a webpage on the City of Hayward website that will describe the program, include a list of performers, artists, vendors and bios/descriptions of the goods for sale or art/music being created.

Other marketing options that may be explored and implemented include but are not limited to:

- Ads on mobile apps - This includes gaming apps that target those based in Hayward and the Bay Area that sends them to a website.
- Ads in local media sources - This includes ads in newspapers, online media sources, radio, and tv.
- Transit focused ads - Ads to be placed in area AC Transit stops and on BART.
- Dedicated website - A website to be developed that would be separate from the City of Hayward website and would include highlights of the vendors, performers and artists, an interactive map of activations, and an online store. The website would be mobile-responsive to make it easy for people to view on their devices.
- Window displays - City owned buildings and vacant storefronts could display graphics, art or merchandise.
- Direct mail campaigns - Targeted mail to be sent to people that live in Hayward.
- Video/photo/content social media channels - Dedicated social media channels to be developed with unique content that includes video and photos highlight the event, vendors, performers and artists.

These additional marketing options will be explored pending funds available in the marketing budget, timing and capacity of Program Managers and City Staff.

11. **Post Event Management & Reporting** – The Program Managers will provide a report each week on any feedback, issues, or adjustments the Program Managers have

received, or feel are needed to improve the Pilot Programs and meet the intended goals of the City.

- a. The Program Managers will provide monthly reports to the City providing data that includes demographic information on participating performers, artists and vendors, payments made to the participants, estimated attendance of audience where applicable, and marketing data (posts, views, engagements, etc.)

- b. Demographic reports requirements:

The City of Hayward receives funding for this program from the American Rescue Plan Act (ARPA) Program administered by the Federal Government. The Program Managers’ monthly report to the City will include the following demographic information for all vendors participating in the pilot programs in accordance to Federal requirements:.

Ethnicity (Select One) <i>Etnia (seleccione una)</i>	
Not Hispanic	Hispanic
Race (Select One) <i>Raza (seleccione uno)</i>	
White	Native Hawaiian/ Hawaiian/Asian Pacific Islander
Black/African American	Black/African American/White
American Indian/Alaskan Native	American Indian/Alaskan Native/White
Chinese	Asian/White
Japanese	Arab
Vietnamese	Asian Indian
Filipino	Am. Indian/Alaskan Native & Black/African American
Korean	Other Multi-Racial

Other Demographic Data (Select All That Apply) <i>Otros datos demográficos (seleccione todos los que correspondan)</i>	
Woman-Owned Business <i>Dueña de una empresa</i>	Minority Business Owner <i>Propietario de una empresa minoritaria</i>

Female Head of Household <i>Mujer jefa de hogar</i>	Senior (over 62+) <i>Personas Mayores (más de 62 años)</i>
Disabled-Owned Business <i>Negocio propiedad de discapacitados</i>	Veteran-Owned Business <i>Negocio propiedad de veteranos</i>
Employee-Owned Business Cooperative <i>Cooperativa comercial propiedad de los empleados</i>	Disabled Veteran-Owned Business <i>Negocio propiedad de veteranos discapacitados</i>

Other voluntary information to be collected could include (participants do not have to answer and will not limit their participation):

- Age range (youth under 18, 18-25, 25-35, 35-50, 50-62, 62+)
- LGBTQ+ status
- Income level
- Employment status
- Education level
- US entry status (non-citizen, immigrant, 1st generation, 2nd generation)

Pilot Program Number 1: Pathways for Performers

Program Overview:

Pathways for Performers is a pilot street performance initiative designed to activate public spaces in Downtown Hayward with live music.

The program would engage performers who will play live non-amplified music at designated locations. Each performer would receive a modest stipend. Performers are allowed to receive tips/donations from the public while performing but they must act in accordance with all regulations governing street performance as well as rules established by Pathways for Performers program managers. They may also sell copies of their own recordings during their allotted time period.

Any musical performer with at least two hours of musical performance material is eligible for participation in Pathways for Performers. At this time, this program is open to music-centric performances only such as singers and instrument players. While the focus is to support and showcase local performers, performers from outside of the local region may be showcased as long as they are in line with the community goals of inclusion and diversity.

Program Managers to vet performers to ensure they align with community goals.

Responsibilities of Performers:

Performers are responsible for bringing everything they need to the site, including tables, chairs, instruments, etc. and for setting up and taking down their space.

Additional Option: Program Manager to rent tables, chairs and tents for those that meet a certain income threshold. This could include being part of a local performance organization that is providing them with assistance. Program Managers to organize the rentals. For those that don't meet that threshold, they will have the opportunity to pay, at-cost, for the rentals.

Days and Times of Performances:

During the initial pilot period, performers will be scheduled Fridays and Saturdays. Additional days may be added based on feedback from businesses, number of performers interested in participating in the program, and overall success of the program. Performance times will be scheduled between 4:00 PM – 8:00 PM on Fridays and 2:00 PM - 8:00 PM on Saturdays. Hours of performances may be adjusted by the Program Managers to maximize the positive impact to downtown based on feedback collected from monitoring and evaluating the program. Days and times are subject to change based on this feedback. For instance, Friday evening could change from 4-8 PM to 5-9 PM or Sunday could be added. Program Managers will inform the City of proposed changes before changes to the schedule are made.

Locations of Pathways to Performers designated performance spaces:

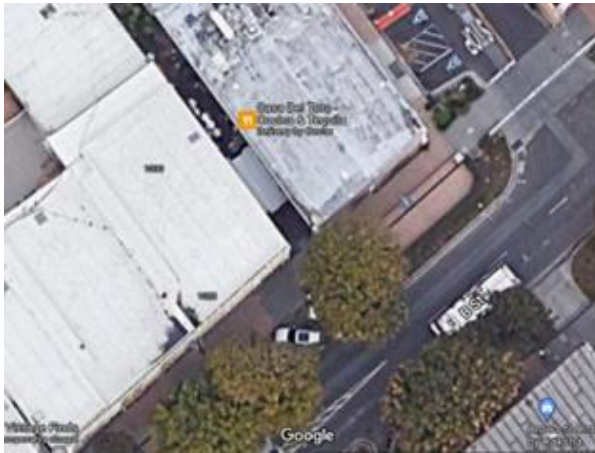
Registered performers will be assigned one of the designated performance spaces for their assigned block of time. The space is located within the public sidewalk. It is a 10' x 10' space. All equipment and tip collection items must remain within the designated areas so as not to block access for pedestrians.

Additional locations may be added after consultation between the Program Managers and the City.

- **Location 1 – Cinema Plaza (near 1069 B Street)**



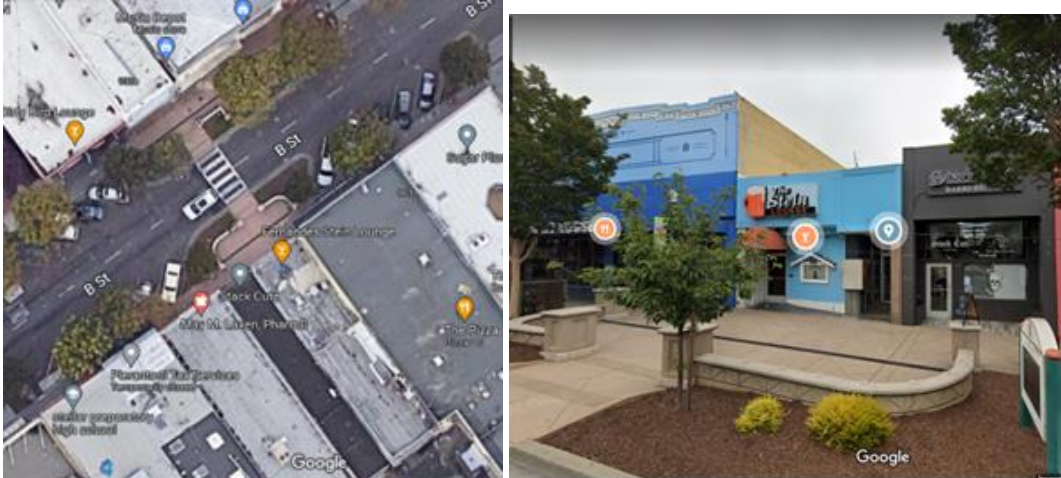
- **Location 2 – Near Casa Del Torro (near 1034 B Street)**



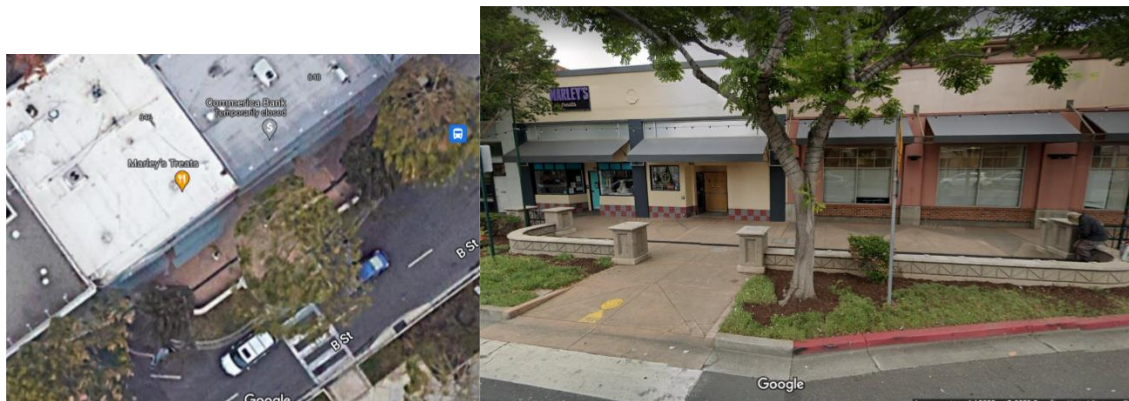
- Location 3 – Near Kansai Sushi Patio Area (near 954 B Street)



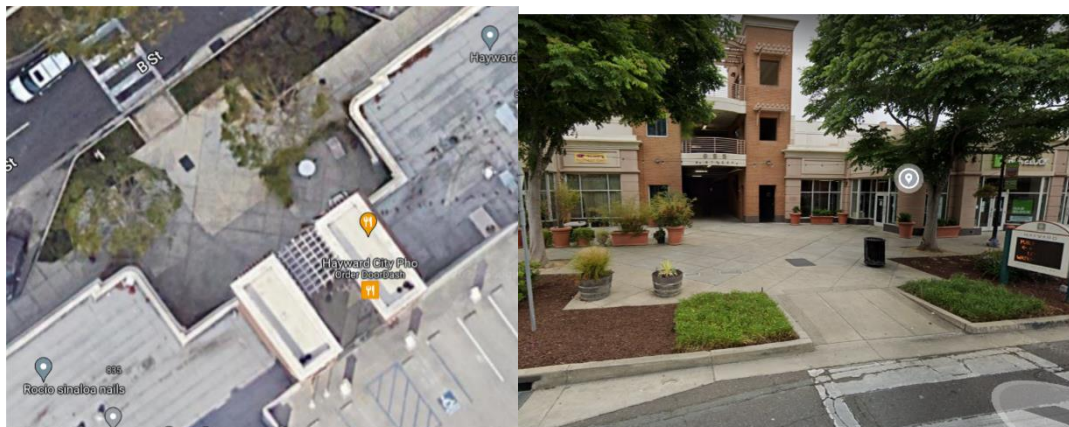
- Location 4 – Patio near Stack Cutz Barber Shop (near 935 B Street)



- Location 5 – Patio near Marley's Treat (near 846 B Street)



- Location 6 – Patio near Hayward City Pho (near 855 B Street)



- **Location 7 – Patio near Tacos El Gordo (near 792 B Street)**



Pilot Program Number 2: Art in Action

Program Overview:

Art in Action is a pilot initiative designed to activate public spaces in Downtown Hayward with artists actively in the process of creating art pieces.

The Program Managers will invite artists to set up a station to actively create art at various downtown locations. Each artist would receive a modest stipend for their time spent creating art at the pre-determined time and location. Artists are allowed to receive tips/donations from the public while creating their work, but they must act in accordance with all regulations governing street performance as well as rules established by Pathways for Performers program managers. Artists may also have other original pieces available for sale. Sale pieces must fit within the designated performance space.

Any artist that will actively create art, engage with audience members, or provide interactive art experiences are eligible for participation in Art in Action. At this time, this program is open to artists that draw, paint, sculpt, or create other original pieces using various mediums. Large scale paintings, active sculpture/carving, sidewalk chalk art, interactive participatory art experiences, etc are highly sought and encouraged.

Responsibilities of Artist:

Artists are responsible for bringing everything they need to the site, including tables, chairs, display boards, etc. and for setting up and taking down their booths.

Artists must work on and/or complete at least one original art piece during their assigned time.

Artists must leave their designated area clean and free of any spilled art mediums.

Additional Option: Program Manager to rent tables, chairs and tents to those that meet a certain income threshold. This could include being a participant in a local artist organization that is providing them with assistance. Program Managers would organize the rentals. For those that don't meet that threshold, they will have the opportunity to pay, at-cost, for the rentals.

Days and Times of Performances:

During the initial pilot period, the Program Manager will schedule artists on Fridays and Saturdays. Additional days may be added based on feedback from businesses, number of artists interested in participating in the program, and overall success of the program. Times will be scheduled between 4:00 PM – 8:00 PM on Fridays and 2:00 PM and 8:00 PM on Saturdays with a focus on the dinner rush of 5:00 PM – 8:00 PM. Hours of performances may be adjusted by the Program Managers to maximize the positive impact to downtown businesses based on feedback collected from monitoring and evaluating the program. Days and times are subject to change based on this feedback. For instance, Friday evening could change from 4-8 PM to 5-9 PM or Sunday could be added. Program Managers will inform the City of proposed changes before changes to the schedule are made.

Locations of Art in Action designated performance spaces:

The Program Manager will assign Registered artists one of the designated art creation spaces for the entirety of the event, unless longer than 4 hours. The space is located within the public sidewalk. It is a 10' x 10' space. All equipment, goods for sale and tip collection items must remain within the designated areas to not block access for pedestrians. A list of the spaces and photos of the locations can be found under the Pathways for Performers program.

Pilot Program Number 3: Patio Pop-ups***Program Overview:***

Patio Pop-ups is a pilot program aimed to help create additional retail density in the downtown. The idea would be to allow pop-up vendors to set up their booths in the sidewalk bump-out patios in the downtown that are not utilized by existing restaurants. The vendors would be located across the sidewalk from the buildings, for those buildings with operating tenants. If the building is currently vacant, a pop-up vendor would be placed in front of the vacant storefront. In either case pedestrian access must be maintained.

The Program Managers will engage a rotating group of 10-12 pop-up vendors (or more depending on the availability of space) on a weekly basis. The vendors would operate on Friday and Saturday to correspond with the other two activation programs for the downtown. Vendors would not be charged to use the spaces. Vendors can sell goods such as clothing, jewelry and accessories, home décor items, pet items, and more. No on-site prepared food sales are allowed.

Responsibilities of Vendors:

Vendors must provide all of their own equipment including tables, chairs, tents, etc. Vendors are responsible for setting up and removing their own equipment and must remove all trash from the area when their time is complete.

All vendors must have a valid City of Hayward Business License in order to operate a booth.

Additional Option: Table, chairs and tents to be provided for vendors that meet a certain income threshold (ie, they are a Renaissance client). Program Managers will handle all aspects of the rentals. For those that don't meet that threshold, they will have the opportunity to pay, at-cost, for the rentals. The City will not provide any equipment or payment for any equipment outside of this agreement.

Days and Times of Pop-ups:

During the initial pilot period, the Program Managers will schedule vendors Fridays and Saturdays. Additional days may be added based on feedback from businesses, number of vendors interested in participating in the program, and overall success of the program. Times will be scheduled between 4:00 PM – 8:00 PM Fridays and 2:00 PM- 8:00 PM on Saturdays with a focus on the dinner rush of 5:00 PM – 8:00 PM. Hours of operations for the pop-ups may be adjusted by the Program Manager to maximize the positive impact to downtown. Program Managers will inform the City of proposed changes before changes to the schedule are made.

Locations of Patio Pop-up designated spaces:

The Program Manager will assign registered Pop-ups a designated space for their business. The space is located within the public right-of-way. It is a 10' x 10' space in the patio areas or a 5' x 20' space when adjacent to a vacant building (exact size of space will be determined by program managers based on pedestrian safety and accessibility and available space in the area). All equipment, goods for sale and associated items must remain within the designated areas so as not to block access for pedestrians. The locations for these vendors will be evaluated each month to ensure updates occur as new businesses move into existing vacant tenant spaces.