



DATE: April 5, 2017

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT: Hayward Chamber of Commerce Request for Funding – Annual Special Events

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request from the Hayward Chamber of Commerce.

BACKGROUND/DISCUSSION

The DBIA's purpose is to promote the economic revitalization and physical improvement of the downtown business district and to attract new businesses and visitors to the downtown. Historically, the DBIA has funded activities in the following categories: (1) events and marketing; (2) security; and (3) beautification.

The Economic Development Strategic Plan emphasizes strengthening and expanding events as an economic development goal. In FY2016-2017, the DBIA provided funding support in the amount of \$33,500 to the Chamber. This amount was to cover Chamber events (Street Parties, Bike Rodeo, Mariachi Festival and Light up the Season).

With an experienced staff to coordinate vendors, volunteers and entertainment, the Hayward Chamber of Commerce has partnered on multiple community events to promote the City of Hayward and the business community over the years. During the FY 2016-2017 Event Season, the Chamber completed their sixteenth year of producing Downtown Summer Street Parties, the annual Light-Up the Season winter event, and the Mariachi Festival. Light Up the Season consistently draws families downtown for ice skating, pictures with Santa, and the tree lighting ceremony led by the Mayor. The street parties include live entertainment, food vendors, children's activities and a car show. For five years, the Chamber has implemented the Mariachi Festival in conjunction with the Chamber's Latino Business Roundtable, a celebration of Latino Heritage. In FY 2015-2016, the Chamber executed the first Downtown Hayward Bike Rodeo. The Bike Rodeo was disbanded in FY 2016-2017. Funding earmarked for the Bike Rodeo was rolled back into the budget. The Chamber elected to incorporate aspects of the Bike Rodeo into the Street Parties series. A portion of the funds, originally designated for the Bike Rodeo, were used to cover the cost of encroachment permits. These events create a sense of community for residents and bring people downtown to shop and dine at local businesses. Special events are also an important tool for creating community

cohesion and marketing Hayward. As more residents and visitors experience the downtown's revitalization through events, they are more likely to return and patronize these and other Hayward businesses. On-going support was in line with the DBIA primary focus areas of events and marketing.

FISCAL IMPACT

The Chamber is requesting a total of \$32,000: Street Parties \$10,000 each; the Mariachi Festival \$1,500; and Light Up the Season \$500. The remaining balance in the DBIA reserve account is \$107,346. This amount is sufficient to cover the request from Hayward Chamber of Commerce request for \$32,000. and the Vintage Alley Car Show request of \$7,000. Should DBIA recommend funding both requests, the remaining fund balance will be \$68,346.

NEXT STEPS

If requested funds are approved, staff would complete a funding agreement once the City budget is adopted.

Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager