

# Council Economic Development Committee



April 7, 2025



## How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click \*9 to raise a hand to speak. Press \*6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from March 3, 2025  
Regular Meeting

Downtown Hayward Improvement Association (DHIA) Update  
(Oral Report Only)

# Downtown Hayward Improvement Association

Presentation to the City of Hayward Council  
Economic Development Committee



April 7<sup>th</sup>, 2025

Presented by Dominic Li Mandri  
District Manager | New City America, Inc.



# Brief History

- Downtown Hayward Community Benefit District (CBD) established September 2018; formed for 10-year term, ends in 2028.
- Sept. 2018 – Jun. 2019: Corporation Formed, Bylaws Adopted, Bank Selected, Insurance Acquired, Office Leased, Equipment Purchased.
- July 2019: In-House Maintenance Ops. Commenced. Provided Essential Services During Covid Era.
- May 2022: Transitioned to Third-Party Maintenance Vendor. Switched Vendors in August 2023.
- March 2025: Brought Maintenance Ops. Back In-House; Expanding Service Model & Downtown Activations.

# Overview

- 12 Member Board of Directors; Meets Bi-Monthly at Lincoln Landing
- FY25 Annual Budget: \$870,756 (Assessment Income + Carry Forward)
- 239 Parcels/150+ Property Owners (Includes CoH & BART)
- Provides services to downtown property owners above and beyond what the City of Hayward provides; the DHIA does not clean inside municipal/private parking lots.
- Majority of district business is conducted through three Advisory Committees.

# The DHIA's Three Advisory Committees

- Sidewalk Operations, Beautification & Order (SOBO) Committee:
  - Oversees the District's Clean & Safe Operations and Enhanced Landscaping Program
- District Identity & Streetscape Improvement (DISI) Committee:
  - Oversees the District's Marketing and Media Promotions, as well as its local Placemaking Projects and Special Events Support
- Land Use & Project Review Committee:
  - Reviews the District's Land Use and Mobility Issues, in addition to Reviewing New Development Projects and Capital Improvement Projects in Downtown Hayward.



# Sidewalk Operations, Beautification & Order (SOBO) Highlights

- Provides seven days-a-week maintenance coverage of the downtown area. Recently transitioned back to in-house from 3<sup>rd</sup> party vendor.
- Provided regular steam cleaning services districtwide year-round.
- Installed 20+ hanging flower baskets on B Street.
- Purchased and deployed 20 decorative planters throughout the Downtown Hayward.
- Oversaw the installation of string lights along major downtown corridors, including Main Street, B Street, Foothill Blvd.

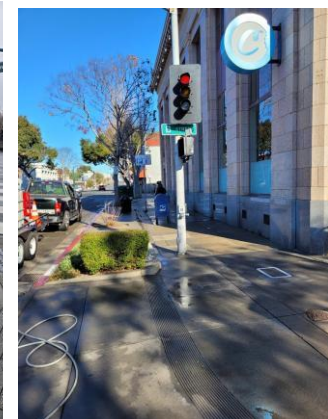
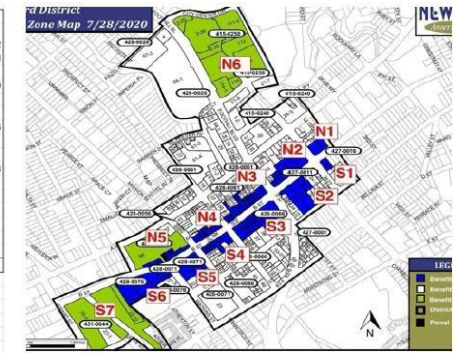


January							February						
MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
		1/1	1/2	1/3	1/4	1/5						2/1	2/2
		GP	N1/S1	N2	GP	S2						GP	N1/S1
1/6	1/7	1/8	1/9	1/10	1/11	1/12	2/3	2/4	2/5	2/6	2/7	2/8	2/9
N3	S3	GP	N4	S4	GP	N5	N2	S2	GP	N3	S3	GP	N4
1/13	1/14	1/15	1/16	1/17	1/18	1/19	2/10	2/11	2/12	2/13	2/14	2/15	2/16
N5	S5	GP	S6	S7	GP	S7	S4	N5	GP	N5	S5	GP	S6
1/20	1/21	1/22	1/23	1/24	1/25	1/26	2/17	2/18	2/19	2/20	2/21	2/22	2/23
S7	S7	GP	N6	N6	GP	MU	S7	S7	GP	S7	S7	GP	N6
1/27	1/28	1/29	1/30	1/31			2/24	2/25	2/26	2/27	2/28		
MU	MU	GP	MU	MU			N6	MU	GP	MU	MU		

GP= Ground Planner  
 N= North of B Street  
 S= South of B Street  
 MU=Make upspot day

Completed:   
 Not Completed:

GP every Wednesday and Saturday



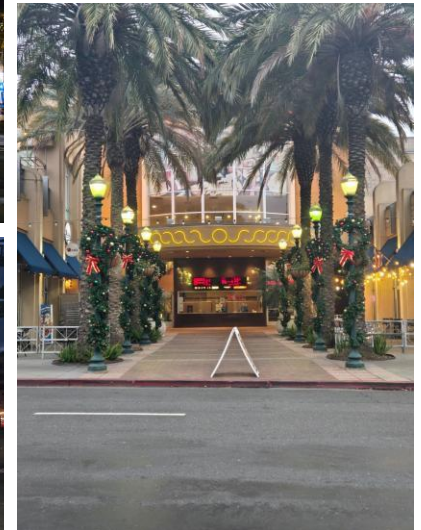
# District Identity & Streetscape Improvement (DISI) Highlights

- Since March 2022, the DHIA has contracted with Olive Public Relations to promote the downtown with dedicated PR & Social Media efforts.
- DHIA Facebook & Instagram have grown to 6.1k & 4.5k respectively in followers, allowing the DHIA to leverage these channels to support local businesses and initiatives.
- Supported local events to bring families back to downtown: May Day, Latin Jazz Festival, Chamber Street Parties, Juneteenth Celebration, Mariachi Festival.
- Designed new “Downtown Mural” banners for installation throughout the district, 117 banners in all.
- Each holiday season, the DHIA decorates the downtown district. In 2024, this included adorning wreaths, garland, and decorative lights on gateways.



## Discover Downtown Hayward

Known for its historic roots, the City of Hayward is the third largest city in Alameda County and referred to locally as the "Heart of the Bay". Spanning over 24 blocks, Downtown Hayward is emerging as a destination for culture & community in the East Bay.



# DHIA Supported Events/Programs in Downtown



# Anticipated Projects for 2025



Event Management  
**Fuseevents**

# District Challenges

- Long-Term Property Vacancies or Under-Capitalized Businesses.
- Undeveloped/Underutilized Parcels in District, No Commercial Capture.
- The Downtown “Loop” & High-Speed Traffic Around the Core.
- A Surplus of Free Parking: An Unleveraged Public Asset Downtown:
  - Downtown Has 10+ City-Owned Parking Lots/Garages
- Code Enforcement on Illegal Vending, Non-Permitted Events, etc.
- Acute Property Crime:
  - Broken Storefront Windows
  - Vehicle Break-Ins in Muni Lots
  - Downtown Public Safety

Thank you!



## Future Meeting Topics as of April 7, 2025



**Council Economic Development Committee  
Future Meeting Topics as of April 7, 2025**

<b>RESPONSIBLE STAFF</b>	<b>FUTURE MEETING AGENDA ITEMS</b>	<b>PRESENTATION DATE*</b>
Economic Development	Strategic Roadmap Update: EP5 and EP6 Update on midsize cities revitalized downtowns and ordinances that may have adverse impacts on business	May 2025
Library	Update on Heritage Plaza Programming & Activation	May 2025
Economic Development	Tour of Tennyson Corridor	June 2025
Development Services/ Economic Development	Strategic Roadmap Update: EP7 Update on small businesses and popups in residential areas	TBD

\*Subject to change and data availability



## Committee Member/ Staff Announcements and Referrals

# Retail Roundup

- 82 Rooms
- Fitness Center
- Indoor Pool
- Meeting Space



Holiday Inn Express & Suites 25640 Mission Blvd

# 2025 EAST BAY INNOVATION AWARDS



THURSDAY  
MARCH 27  
5:00 PM

OAKLAND SCOTTISH RITE CENTER

THE PREMIER CELEBRATION RECOGNIZING  
EXCELLENCE IN EAST BAY INNOVATION!



PRESENTED BY



LEGACY AWARDEES



HOSTED BY  
GIA VANG  
NBC BAY AREA

Adjournment