

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Wednesday, April 5, 2017

8:00 AM

City Hall, Conference Room 2A

Downtown Business Improvement Area Advisory Board

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMENTS:

The Public Comment section provides an opportunity to address the xxxxxxxxx on items not listed on the agenda. The Board welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the Board or are within the jurisdiction of the Board as the Board is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

MINUTES

1. [MIN 17-036](#) Approval of Minutes of the Downtown Business Improvement Area Advisory Board Meeting on October 5, 2016

Attachments: [Attachment I - Draft Minutes of October 5, 2016](#)

REPORTS

2. [RPT 17-043](#) Recommendation of 2018 Downtown Business Improvement Area Budget

Attachments: [Attachment I Staff Report](#)
[Attachment II FY 2017 Adjusted Budget](#)
[Attachment III FY 2018 Proposed Budget](#)

3. [RPT 17-041](#) 4th Annual Vintage Alley Car Show Request for Funding

Attachments: [Attachment I Staff Report](#)
[Attachment II Request for Funding](#)

4. [RPT 17-042](#) Hayward Chamber of Commerce Request for Funding - Annual Special Events

Attachments: [Attachment I Staff Report](#)
[Attachment II Request for Funding](#)

BOARD MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT

NEXT MEETING – July 5, 2017

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Manager at (510) 583-4300 or TDD (510) 247-3340.



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 17-036

DATE: April 5, 2017

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT

Minutes of the Downtown Business Improvement Area Advisory Board meeting on October 5, 2016.

RECOMMENDATION

That Board Members approve the minutes of the October 5, 2016 DBIA meeting.

ATTACHMENTS

Attachment I - Draft Minutes of October 5, 2016

**MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**REGULAR MEETING
October 5, 2016**

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Alfredo Rodriguez Jr.*	X	
Gustavo Barrios		X
Martha Grogg	X	
Sid Hamadeh	X	
Syed Karim		X
Benjamin Schweng	X	

**Chair*

VISITORS: Kim Huggett, Hayward Chamber of Commerce; Chad Bojorquez and Jade Milburn, Downtown Streets Team; Paige Ball, 2525 Vintage Clothing

STAFF: Sean Reinhart; Library & Community Services Director; Ramona Thomas, Economic Development Specialist; Lt. Jim Denholm and Sgt. Jose Banuelos, Hayward Police; Monica Davis, Management Analyst II; Suzanne Philis, Senior Secretary

I. Call to Order

Chair Rodriguez called the meeting to order at 8:03 a.m.

II. Roll Call

Member Gustavo was absent.

III. Public Comments

Kim Huggett, President & CEO of the Hayward Chamber of Commerce, reminded members of the Business Expo happening that night in the Big White Tent at St. Rose Hospital. He mentioned planning had begun for Light Up the Season, happening this year on the first Saturday of December rather than the first Thursday. He also explained that his proposal on the DBIA's agenda to cancel the already-funded 2017 Bike Rodeo would roll money back into DBIA coffers and add activities to the June Downtown Street Party.

Sean Reinhart, Library & Community Services Director and President of the Hayward Rotary Club, thanked members for funding the Rotary's welcome banner near the Masonic Lodge on B Street. He also mentioned that his department oversaw the City's contract with the Downtown Streets Team and that he'd be happy to answer any questions as members considered the Team's request for funding.

Paige Bell, from 2525 Vintage Clothing, reminded members that downtown merchants had requested assistance with printing costs for marketing materials related to the Passport to Downtown shopping program.

Chair Rodriguez mentioned that installation of downtown signage had dropped off and “no smoking” and “no bikes on sidewalks” signs were still needed so Hayward Police could enforce rules that protected customers and pedestrians. He also noted that the lights wrapped around trees were not being maintained and many were getting too tight on the tree and going out.

IV. **Approval of Minutes of Regular Meeting held July 6, 2016**

Member Schweng made the motion to approve the minutes, Member Hamadeh seconded, and the motion carried with Member Gustavo absent.

V. **Election of Officers and Approval of DBIA Regular Meeting Schedule**

Member Hamadeh suggested moving this item to the end of the meeting so new members could see the meeting process and determine if new officers should be elected. All members were supportive of the suggestion and the item was continued after members voted on the funding requests.

Chair Rodriguez indicated that he would like to keep his seat.

Member Hamadeh announced that effective immediately, he was resigning from the Board due to other commitments.

Member Schweng said he was supportive of Chair Rodriguez continuing in his current position.

Member Hamadeh made a motion for Chair Rodriguez to keep his seat and to approve the DBIA Regular Meeting Schedule. Member Grogg seconded the motion and the motion passed unanimously.

Chair Rodriguez made a motion to elect Member Karim as Vice Chair. Member Schweng seconded the motion and the motion passed unanimously.

Specialist Thomas thanked Member Hamadeh for his service to the DBIA Advisory Board.

VI. **Downtown Streets Team Request for Funding**

Chad Bojorquez, Hayward Project Director for Downtown Streets Team (DST), reminded members that he had given a general presentation about DST’s mission three months ago. He reiterated that DST provides a work experience training program for homeless and at-risk for homeless individuals and had agreements in place with local employers and housing providers to provide opportunities and subsidies for Team members. The proposal being considered would allow the DST to expand the existing 3-day program to add one or two days of additional downtown cleaning services, he said. Mr. Bojorquez mentioned that in good faith, the Team had started cleaning on Fridays about a month ago.

Member Hamadeh asked how much was being requested. Mr. Bojorquez explained that there were two funding tiers to consider: to add a new 4-hour shift, or add two 4-hour shifts for a total of five days a week, including weekend days if members so desired.

Member Hamadeh thank Mr. Bojorquez and said the Team was doing an excellent job; he could see the improvement in the downtown. He said he was supportive of the request if there was enough in the budget and suggested adding a shift on Monday to clean-up after the weekend.

Chair Rodriguez said he was supportive of funding one additional day of service on the weekend.

Member Karim was said it was more economical to add two days of service.

Member Schweng acknowledged DST was doing a public good, but noted homeless services were in conflict with business. He said his business had experienced problems with trash and shoplifting on Tuesdays when homeless come to the area for the DST weekly meeting. He said DBIA funds should not be used to support the DST without a competitive bidding process that included other vendors.

Specialist Thomas mentioned that, per the Boards' request, she had contacted vendors about sidewalk cleaning and gum removal and the price ranged from \$20,000 to \$40,000 to service the downtown area.

Member Schweng pointed out that range covered three or four sidewalk cleanings per year.

Member Hamadeh said services provided by DST fall under the DBIA's "Beautification" funding category and that he would support an additional day of service, but with the condition that DST provide quarterly reports on what's been cleaned and how many Hayward homeless have been helped. He said the positive was greater than the negative and perhaps Member Schweng was seeing more homeless because the DST meetings were held near his store; other downtown merchants only saw the improved appearance.

Specialist Thomas noted the DBIA had allocated \$15,000 for "Beautification."

Member Karim asked if DST could remove gum from sidewalks and Mr. Bojorquez said yes.

Mr. Bojorquez said he would like to meet with Member Schweng to discuss his concerns noting the community-provided morning meal was unrelated to the DST meeting, but the two together could concentrate services and create problems.

Chair Rodriquez said there were a lot less homeless in downtown than before and that DST was making a difference. He also noted that nothing had been done to address homelessness until Mr. Bojorquez showed up.

Member Hamadeh asked to hear from new member Grogg. Member Grogg said she was divided; DST provided a wonderful service, but brought homeless to the area. She pointed out that if the homeless weren't helped the issue would never be resolved.

Chair Rodriguez made a motion to approve funding for one additional day of service with quarterly reports as requested. Mr. Bojorquez noted DST already provided monthly reports per the contract with Library & Community Services already in place. Member Karim seconded the motion.

The motion passed 4-1 with Member Schweng voting no.

VII. **Hayward Chamber of Commerce Request for Funding**

Hayward Chamber of Commerce President and CEO Kim Huggett explained that as organizer of downtown events, the Chamber had been caught off-guard by encroachment permit fees not previously collected. He understood the City had uncaptured costs, but the Chamber needed assistance with the additional fees. Mr. Huggett also explained that the first two Bicycle Festivals didn't generate the attendance levels hoped for so he wanted to cancel the 2017 event and add successful elements of the Festival to the June Downtown Street Party.

Chair Rodriguez asked if the bicycle maintenance element of the Festival had been successful enough to add to the Street Party. Mr. Huggett said yes, and that noted repair services would be offered on lower B, a section of the street not previously used during the June Street Party.

Member Hamadeh asked if the format of the Street Party would be changed to accommodate the added elements and Mr. Huggett said no, vendors would stop selling beer at 8pm and the Party would end at 8:30pm as usual. Member Hamadeh suggested starting the Street Party at 7:00pm and expand to 9:00pm to make it more of an adult event and to tie into Happy Hour after work. Mr. Huggett explained that different areas of the Street Party filled up at different times, for example, participants that love vintage cars got there at 2:00pm.

Member Karim confirmed the Downtown Street Parties were usually from 5:30-8:30pm.

Chair Rodriguez asked what the cost would be to add the elements of the Bike Festival to the Street Party. Mr. Huggett said the bike maintenance area would cost around \$1,000 and the BMX demonstration around \$800.

Chair Rodriguez suggested adding the Bike Festival elements on a trial basis. Member Hamadeh made a motion to approve the funding request of \$2,500 in encroachment permit fee assistance and \$1,000 to add elements of the Bike Festival to the June 2017 Downtown Street Party, Member Karim seconded, and the motion passed unanimously.

Member Hamadeh asked if the Passport to Downtown shopping program would need a Special DBIA meeting to discuss and Chair Rodriguez explained that downtown merchants were already working with Economic Development staff.

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

None.

VIII. Adjournment

The meeting was adjourned at 8:49 a.m.

STAFF	FUTURE AGENDA ITEMS
Econ Dev	Notify DBIA Board of any upcoming Downtown Specific Plan Update community meetings.
Econ Dev	Attendance counts for recurring events and financial information including costs versus revenues and/or event guidelines



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: RPT 17-043

DATE: April 5, 2017

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT

Recommendation of FY 2018 Downtown Business Improvement Area Budget
RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) makes final funding recommendations to the City Council for incorporation into the City's FY 2018 Budget.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	FY 2017 Adjusted Budget
Attachment III	FY 2018 Proposed Budget



DATE: April 5, 2017

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT: Recommendation of FY 2018 Downtown Business Improvement Area Budget

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) makes final funding recommendations to the City Council for incorporation into the City's FY 2018 Budget.

BACKGROUND/DISCUSSION

On June 28, 2016, City Council voted to suspend collection of district assessment fees for 2017 to spend down the reserve account for the DBIA. The overall funding for DBIA activities has been in decline since the elimination of the Redevelopment Agency and the City has been exploring alternate funding programs including a benefit improvement district.

The DBIA over the past three years funding allocation has primarily focused on targeted special events within the downtown and beautification projects. Included in this report are the FY 2017 Adjusted Budget Attachment II, which outlines funding spent. Attachment III is Proposed Budget for FY 2018. There are two funding requests for FY2018: Chamber events totaling \$32,000 and the Vintage Alley Car show for \$7,000.

The remaining funds anticipated to be available for FY 2018 are approximately \$107,000. The fund balance amount would be able to cover the proposed DBIA budget for 2018 with a remaining fund balance of \$68,000.

NEXT STEPS

The DBIA Advisory Board should review the attached FY Proposed Budget for 2018 and make a recommendation to the City Council for spending of the funds as identified in the proposed FY 2018 budget.

Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager

Downtown Business Improvement Area				
FY 2017 Adjusted Budget				
As of March 20, 2017				
Prepared by John Stefanski, Management Analyst				
	A	B	C	
1		July 1, 2016 to June 30, 2017		
2		FY 2017		
3		Adjusted Budget	Actual to Date	
4	Beginning Fund Balance	\$ 132,332.49	\$ 140,611.08	
5				
6	REVENUE			
7	DBIA Assessment	\$ -	\$ 1,235.18	
8				
9	<u>Subtotal Revenue</u>	\$ -	\$ 1,235.18	
10				
11	<u>Total Revenue</u>	\$ -	\$ 1,235.18	
12				
13	EXPENSES			
14	Events			
15	Street Parties (Third Thursday)	\$ 24,000.00	\$ 16,000.00	
16	Annual Vintage Alley Car Show	\$ 6,000.00	\$ 6,000.00	
17	Mariachi Festival	\$ 500.00	\$ 500.00	
18	Light Up The Season	\$ 1,500.00	\$ 1,500.00	
19	Bicycle Rodeo	\$ 7,500.00	\$ -	
20	Artscape	\$ -	\$ -	
21	Asian Heritage Event	\$ -	\$ -	
22	Miscellaneous Events	\$ -	\$ -	
23	Encroachment Permits	\$ -	\$ 3,500.00	
24				
25	<u>Events Subtotal</u>	\$ 39,500.00	\$ 27,500.00	
26				
27	Area Beautification			
28	Sidewalk Cleaning Entire BIA Biannually	\$ -	\$ -	
29	Rotary and HAHS Banners	\$ 7,000.00	\$ 7,000.00	
30	Miscellaneous Beautification Activities	\$ 15,000.00	\$ -	
31	Downtown Streets Team	\$ 14,297.00	\$ -	
32				
33	<u>Beautification Subtotal</u>	\$ 36,297.00	\$ 7,000.00	
34				
35	<u>Total Expenses</u>	\$ 75,797.00	\$ 34,500.00	\$ 41,297.00
36	Transfers Out	\$ -	\$ -	
37				
38	Change in Fund Balance	\$ 75,797.00	\$ 33,264.82	
	Ending Fund Balance	\$ 56,535.49	\$ 107,346.26	

Downtown Business Improvement Area			
FY 2018 Proposed Budget			
As of March 27, 2017			
Prepared by John Stefanski, Management Analyst			
	A	B	C
1		July 1, 2016 to June 30, 2017	
2		FY 2018	
3		Proposed	Actual to Date
4	Estimated Beginning Fund Balance	\$ 99,346.26	\$ -
5			
6	REVENUE		
7	DBIA Assessment	\$ -	\$ -
8			
9	<u>Subtotal Revenue</u>	\$ -	\$ -
10			
11	<u>Total Revenue</u>	\$ -	\$ -
12			
13	EXPENSES		
14	Events		
15	Street Parties (Third Thursday)	\$ 30,000.00	\$ -
16	Annual Vintage Alley Car Show	\$ 7,000.00	\$ -
17	Mariachi Festival	\$ 500.00	\$ -
18	Light Up The Season	\$ 1,500.00	\$ -
19	Miscellaneous Events	\$ -	\$ -
20			
21	<u>Events Subtotal</u>	\$ 39,000.00	\$ -
22			
23	Area Beautification		
24	Sidewalk Cleaning Entire BIA Biannually	\$ -	\$ -
25	Rotary and HAHS Banners	\$ -	\$ -
26	Miscellaneous Beautification Activities	\$ 15,000.00	\$ -
27	Downtown Streets Team	\$ 14,297.00	\$ -
28			
29	<u>Beautification Subtotal</u>	\$ 29,297.00	\$ -
30			
31	<u>Total Expenses</u>	\$ 68,297.00	
32			
33	Transfers Out	\$ -	\$ -
34	Change in Fund Balance	\$ 68,297.00	
35	Ending Fund Balance	\$ 31,049.26	



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File #: RPT 17-041

DATE: April 5, 2017

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT

4th Annual Vintage Alley Car Show Request for Funding

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for the 2017 Vintage Alley Car Show.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Funding Request



DATE: April 5, 2017

TO: Downtown Hayward Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT: 4th Annual Vintage Alley Car Show Request for Funding

RECOMMENDATION

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for the 2017 Vintage Alley Car Show.

BACKGROUND/DISCUSSION

The purpose of the DBIA 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 Vintage Alley Car Show is scheduled to take place on Saturday, September 9th, 2017. This event was sponsored in 2016 by the DBIA, City of Hayward and other entities. The car show is an all-day, family-friendly event benefiting the community with live music, over fifty vendors, face painting and a hefty array of classic cars on display. Per the event sponsor, the 2016 car show garnered an estimated 6,000+ visitors giving a boost to the downtown and promoting Hayward as a destination point for Bay Area car enthusiasts. There were roughly 200 cars on display for visitors to enjoy.

For the 2016 Vintage Alley Car Show, the DBIA provided funding support in the amount of \$6,000. The event organizer is requesting \$7,000, approximately 45% of the cost, for the 2017 event. See Attachment II.

FISCAL IMPACT

There is approximately \$107,346. in the DBIA reserve account for Fiscal Year (FY) 2017-2018 running from July 1, 2016 to June 30, 2017. The DBIA reserve account is the remaining funds supporting DBIA activity. Once the DBIA and City Council approve a budget for FY2017-2018, the reserve account will become the operating fund for DBIA activity. The DBIA budget of \$107,346 is sufficient to support funding requests from the Vintage Alley Car Show and Hayward Chamber of Commerce. Should the DBIA choose to fund both request \$7,000 for the Vintage Alley Car Show and \$32,000 for Hayward Chamber Events, the remaining fund balance will be \$68,346. DBIA will need to review the requests and determine allocations for funding.

ECONOMIC IMPACT

Special events in Downtown Hayward create both direct and indirect economic impacts. Direct economic impacts include the increased sales and exposure experienced by businesses on the day of the event. Attendance at the Vintage Alley Car Show has steadily increased since the event inception and has grown to approximately 6,000+ attendees. Downtown businesses report increased sales on the day of the event and many participants visit restaurants and shop retail stores when hours are extended. The indirect economic impacts include the additional spending made by the businesses. For example, local restaurants that benefit from increased revenue from the event may in turn purchase more inputs from local suppliers, offer workers additional hours, and/or spend a portion of new revenue within the community.

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.

NEXT STEPS

If requested funds are approved, staff would complete a funding agreement upon the City budget adoption.

Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager

31-Jan-2017



RECEIVED
FEB 08 2017
ECONOMIC DEVELOPMENT

Funding Request Vintage Alley Car Show 2017

We are already looking upon our 4th Annual Vintage Alley Car Show, it's amazing how time flies. The funding requested will be used for this event to ensure a quality show that will benefit our community, the downtown area, and the City of Hayward. Downtown Merchants from the prior Car Shows have claimed a raise in new business and new faces in their stores and restaurants. There was an estimated 6 to 7 thousand people that visited, or were part of the show in 2016. We are hoping to repeat or possibly even top that in 2017.

This Event makes the City of Hayward a destination point for the Bay Area and car enthusiasts. Last year we had approximately 200 Cars. Vendors and Model car builders came from as far away as Los Angeles.

The request is for the amount of seven thousand dollars (\$7,000.00) that will fund approximately 45% of The Vintage Alley Car Show. The Event will take place Saturday September 9th 2017. This fund is needed in order to have a successful show. A Show that's Great for our Downtown and our community, we hope to increase in quality and size in the years to come.

Thank You
Alfredo & Alicia Rodriguez
Vintage Alley
1037 B street
Hayward Ca.



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

File #: RPT 17-042

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.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Funding Request



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.

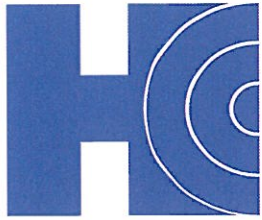
Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAdoo, City Manager



HAYWARD
CHAMBER of
COMMERCE

Event Production Proposal

To: Members of the DBIA Advisory Committee
 From: Kim Huggett, Hayward Chamber of Commerce
 Date: March 10, 2017
 Subject: DBIA / Chamber Promotion Partnership for 2017-2018

Here is our proposal for DBIA / chamber event co-sponsorship for 2017-2018. The chamber absorbs a variety of costs (labor, staging, waste disposal, portable toilets, entertainment, county health permits, etc.), which it partially offsets with vendors and sponsorships. None of these events are possible without support from the DBIA and the City of Hayward for added policing, maintenance, and encroachment fees.

PROPOSED STREET PARTY SCHEDULE

Thursday, July 20, 2017	\$10,000
Thursday, August 17, 2016	\$10,000
Thursday, June 21, 2017	\$10,000

The amount reflects increases in costs for staging, Alameda County health permits, and a \$1,500 encroachment fee from the City of Hayward for each event.

MARIACHI FESTIVAL

Friday, Sept. 15, 2017 **\$1,500**

The amount reflects increases in costs for staging, Alameda County health permits, and a \$1,500 encroachment fee from the City of Hayward.

LIGHT UP THE SEASON

Saturday, Dec. 2, 2017 (day-long) **\$500 (city contributes \$16,000)**

The Hayward Chamber of Commerce is looking forward to continuing working with the City of Hayward and the DBIA members in planning, promoting and executing a variety of exciting programs to help foster a positive image of Hayward and to promote the businesses and amenities in Hayward.

Kim Huggett
 President & CEO
 Hayward Chamber of Commerce
 March 10, 2017

Hayward Chamber of Commerce

Chamber/DBIA/City of Hayward Downtown Promotion Partnership 2017-2018

Summer Downtown Street Parties

The Hayward Chamber of Commerce proposes to conduct three street parties for the DBIA in the fiscal year 2017-2018: on July 20 and August 17, and June 21, 2018. The chamber has produced Hayward's Downtown Street Parties for 18 years, with a staff experienced to coordinate events involving 100 vendors, 50 volunteers, bands, a beer garden and water/soda stations, children's activities and rides, arts and crafts. 2017 will be the 12th year of our car shows at each event (45 car shows, so far).

New features this year will include a wine garden in an enclosed Newman Park during the June and July street parties to promote the July 29 Passeho do Vino wine walk. The park will have staging for musicians and tents for several wineries for a mini-tasting. Supervision will be by experienced chamber and winery staff and volunteers.

Advantages for the DBIA in using the Hayward Chamber of Commerce as its event promoter:

- The chamber attracts and screen vendors to assure the quality of goods being sold.
- Vendors want the confidence of knowing that event promoters are fixtures in the community, so they'll know where to go with concerns or questions.
- The most successful events are those that have local support, local buy-in, and promoters who know the turf, such as the chamber.
- Support of the business community is essential to help with promotion and vendor recruitment.
- The Hayward Chamber of Commerce has a stable of local "regulars" who know and trust our management.

Mariachi Festival

In conjunction with the chamber's Latino Business Roundtable, the chamber proposes to hold the 7th annual Mariachi Festival in the City Hall Plaza in September 2017. For five years, 1999-2014, the chamber and City of Hayward combined to offer this cultural event at no cost to the DBIA. For the first time, in 2015 this event was supported by a \$500 contribution from the DBIA budget. We request an augmentation this year to cover the city's \$1,500 encroachment fee.

Light Up the Season

The chamber agrees to again act as fiscal agent and co-promoter of the annual Light Up The Season event on Dec. 2, the first Saturday in December. Cost to put on each event for the past two years has been \$16,000, with the DBIA contributing \$500, about 3% of the total.

The chamber's work includes scheduling, staging, and paying entertainers; arranging design and distribution of posters and fliers and promotion through social and traditional media; providing portable toilets, kid's rides, ice rink and related vendors. The chamber will continue to seek additional sponsorship.

This cost estimate includes the assumption that the City of Hayward will cover cost of permits, encroachment fees, maintenance division work, and policing.

 3/10/2017