

CITY OF HAYWARD

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



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Monday, July 1, 2019

4:00 PM

City Hall, Conference Room 2A

Council Economic Development Committee

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

(The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda as well as items on the agenda. The Committee 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 City or are within the jurisdiction of the City. As the Committee is prohibited by State law from discussing items not listed on the agenda, any comments on items not on the agenda will be taken under consideration without Committee discussion and may be referred to staff.)

APPROVAL OF MINUTES

1. [MIN 19-088](#) Approval of the Council Economic Development Committee June 3, 2019 Regular Meeting Minutes

Attachments: [Attachment I June 3, 2019 Draft Meeting Minutes](#)

REPORTS/ACTION ITEMS

2. [RPT 19-316](#) Proposed City of Hayward Special Event Support and Grant Program Guidelines

Attachments: [Attachment I Staff Report](#)
[Attachment II Proposed Event Support Guidelines](#)
[Attachment III City of Hayward Special Events Inventory](#)
[Attachment IV Special Event City Comparison](#)

3. Economic Development Activities Update (oral report only)

FUTURE AGENDA ITEMS

4. [RPT 19-318](#) Future Meeting Topics as of July 1, 2019

Attachments: [Attachment I Future Meeting Topics as of July 1, 2019](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 19-088

DATE: July 1, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Approval of the Council Economic Development Committee June 3, 2019 Regular Meeting Minutes

RECOMMENDATION

That the Committee reviews and approves the attached draft minutes.

ATTACHMENTS

Attachment I June 3, 2019 Draft Meeting Minutes



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – June 3, 2019

CALL TO ORDER: Mayor Halliday called the Regular meeting to order at 4:03 p.m.

ATTENDANCE (September 2018-July 2019):

Committee Member	Present 6/3/19	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	8	0	7	0
Council Member Mendall	✓	8	0	7	0
Council Member Salinas	✓	5	0	5	0

* Council Member Salinas appointed as of Feb 2019

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; Laura Simpson, Director of Development Services; Paul Nguyen, Economic Development Manager; John Stefanski, Management Analyst II; Gary Nordahl, City Building Official; Phillip Nichols, Senior Code Enforcement Inspector; Catherine Ralston, Economic Development Specialist; Suzanne Philis, Senior Secretary; Kim Huggett, Chamber of Commerce; Alfredo Rodriguez Jr., Vintage Alley; Julio Romero, Brews & Brats

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett announced upcoming events including the Downtown Summer Street Parties now in their 20th year; the State of City luncheon at the Main Library on June 27th; and the Leadership Hayward Graduation on June 19th. Mr. Huggett also gave highlights from the grand opening of RefleXion on May 22nd.

Hayward Business Association President, owner of Vintage Alley downtown, and organizer of the 1st Annual Latin Jazz Festival, Alfredo Rodriguez Jr., thanked the City for its sponsorship and noted that even after moving the event from May 18th to June 1st due to rain, the event was a total success with six bands, seven Grammy-award winning musicians, plenty of fun for everyone and no calls for service from Police. He said the event, which was free to the public, was successful in making downtown a destination. He estimated 60-70% of attendees came from outside of Hayward.

Julio Romero, owner of Brews & Brats, and co-organizer of the event, estimated attendance at over 10,000 and reiterated the lack of problems even though the event allowed open alcohol with a wristband. He said downtown merchants also reported record sales that day.

1. APPROVAL OF MINUTES OF REGULAR MEETING MAY 6, 2019

A motion to approve minutes was made by Council Member Mendall with a second by Council Member Salinas. Minutes from the May 6, 2019 Regular Meeting were approved.

2. PROPOSED VACANT AND ABANDONED BUILDINGS ORDINANCE

Director of Development Services Laura Simpson introduced the item noting the ordinance had been drafted over the course of a year with input from City departments. Although still an early draft, she said staff was ready for initial feedback from Council. She introduced Acting Code Enforcement Manager Phil Nichols who gave the presentation and outlined the next steps.

Members were asked to respond to the following questions:

1. Would you like to see additional or more specific items pertaining to maintenance standards?
2. Do you have feedback on registration requirements?
3. Is there a fee structure you would prefer for registration or penalties?
4. Is there an area of the draft ordinance which requires additional clarity?
5. Are there other concerns, not mentioned, related to vacant buildings you feel staff should address in the ordinance?

Council Member Salinas said concern about vacant buildings was the main issue he hears from constituents. He said he liked that minimum maintenance standards for residential and non-residential (commercial) were addressed separately.

Feedback from Council Member Salinas:

- Although he wants maintenance standards to remain high throughout the City, he wanted staff to focus on gateways and corridors like Tennyson, Jackson, A Street, and Mission Blvd., and downtown.
- Regarding registration, he suggested scaling the fees so the longer a building was empty the more the property owner should pay, particularly at gateways, corridors and the downtown.
- He suggested the same scaled approach for penalties.
- Be very clear on the difference between residential and commercial maintenance standards and develop a rational fee schedule for each type.
- Suggested economic development incentives for property owners who find preferred tenants.

Council Member Mendall asked if there was anything in the proposed ordinance, or had staff seen in other city's ordinance, any requirement about the demolition of long vacant buildings. Code Enforcement Manager Nichols said not that he'd seen except when a building was structurally unsound. Council Member Mendall acknowledged that asking a property owner to destroy their property would not be a decision taken lightly but said there should be something in the ordinance that could allow the City to require structurally unsound buildings to be demolished.

Mayor Halliday opened the floor to public comments.

Anthony Fidel said although he liked the idea some families may not appreciate City intervention and may not be able to afford the cost of demolition, and he suggested offering incentives instead.

Alfredo Rodriguez commented that the police department, which was already short-staffed, spent too much time responding to situations at abandoned commercial buildings. He suggested a City policy that required demolition as part of the contract when a building changed ownership.

Regarding vacant residential properties, Mary Ann Higgs said she really liked the vandalism resistant polycarbonate panels mentioned in the staff report. She said too much staff time, from police to code enforcement, was being spent on abandoned residential properties.

Mayor Halliday asked staff for more information about the proposed polycarbonate panels. Code Enforcement Manager Nichols explained that the panels were larger and thicker than regular plexiglass, see through, and extremely strong. He said they were usually used for windows but could cover any point of entry. The panels included framing system that would be bolted into place by a contractor, he said.

Council Member Mendall noted that Council had learned to put a deadline as part the conditions for approval for any new development that included building demolition. He emphasized that he wasn't interested in buildings left vacant for six months. He said he wanted to make it increasingly painful for property owners to leave a building vacant for five, ten, or 20 years. He noted that staff didn't have to spend time looking for these properties because staff and Council were already hearing from residents about the problem sites.

Council Member Mendall said the other complaint he was hearing from developers was how long it took the City to process a demolition permit. He asked staff to look at the process and see if it could be made faster and easier.

Director of Development Services Simpson said in the past, the hang up had been the months delay waiting for PG&E to turn off the gas and electricity. City Building Official Nordahl said even when Haymont was destroyed by fire it took PG&E six weeks to come out and that was with expedited service. He said staff was looking at other jurisdiction's policy that allows for a partial demolition to work around waiting for PG&E. Council Member Mendall liked the idea, but still asked staff to review the City's permitting process.

Council Member Mendall said he also didn't see anything in the proposed ordinance that required an attractive storefront while a property was in between tenants, especially on pedestrian corridors or downtown.

Feedback from Council Member Mendall:

- Annual fees, not quarterly
- He agreed with Council Member Salinas about focusing efforts on main traffic corridors
- He emphasized that the longer a building was vacant the higher the fees.

Code Enforcement Manager Nichols said other cities used an escalating J curve for fees. Mayor Halliday asked staff to explain J curve. Code Enforcement Manager Nichols said it was a more of a diagonal line. Mayor Halliday agreed with the concept and stated the purpose of the ordinance was to

eliminate blight but also to get the buildings reused by either providing housing or commercial space.

Feedback from Mayor Halliday:

- She agreed that staff could target problem properties based on complaints from residents
- She agreed that penalties should increase the longer the property remained vacant
- She suggested a fee structure that considered the property owner's ability to pay upfront versus having fees added to property taxes. Council Member Mendall said he disagreed; if an owner couldn't afford to improve a property, but could afford to leave it vacant, they should sell it.

Mayor Halliday asked staff if the fees collected via the new ordinance would be enough to support the additional staff person needed to administer the program. Director of Development Services Simpson said yes, the fees would be enough to support one new person but noted the process could start with an audit of which properties had received the most complaints to-date. Mayor Halliday said the information could be used for Economic Development staff to start a dialog regarding development of commercial buildings and what could be done to make them more attractive in the meantime.

Mayor Halliday said more clarity was needed earlier in the language of the ordinance on how a property would get on the list and having start having fees assessed. She also wanted language that recognized good faith efforts by property owners who try to maintain the building while vacant.

Council Member Mendall suggested staff track how much a property was vacant rather than how long. He said he could imagine a property owner allowing a use for three months just to reset the clock.

Council Member Salinas suggested the City have a supply of the polycarbonate panels so installation could happen faster. Code Enforcement Manager Nichols said that had come up in conversations with Fire, too.

Council Member Salinas said he never received complaints about industrial buildings, but he wanted them recognized in the ordinance. Director of Development Services Simpson asked if he meant a lower fee structure and he said no, just as a distinct area with less need.

Alfredo Rodriguez commented that industrial buildings have few access points and more secure doors and windows.

3. ROUTE 238 CORRIDOR LANDS—PARCEL GROUP 5: BUNKER HILL; REVIEW OF DRAFT MASTER DEVELOPMENT PLAN AND DRAFT REQUEST FOR PROPOSALS

Deputy City Manager Ott thanked neighboring residents for participating in the review and planning process for Parcel Group 5 and Management Analyst II Stefanski for his work on the plan and RFP (request for proposals).

Analyst Stefanski then gave the presentation noting the City entered into a purchase and sale agreement with CalTrans in 2016 and under the agreement had until January 2022 to dispose of all parcel groups. He explained that parcel groups 1 and 10 had been sold to William Lyon Homes in 2018; parcel groups 2, 3, 4 and 7 were under exclusive negotiating agreements; and the remaining

four were undergoing site planning activities similar to parcel group 5.

Council Member Mendall asked in what format staff would present potential respondents to the request for proposals for development. Analyst Stefanski said as a public hearing. Council Member Mendall asked if Council would have to select from multiple options versus having staff make a recommendation. Deputy City Manager Ott explained that staff would present a short list of potential developers that Council could narrow down so staff could negotiate a term sheet with multiple developers and create competition for the purchase price. Once the preferred developer was selected, she said, and the City was ready to enter into an exclusive negotiation agreement, the term sheet would already be complete. Staff could select the developer, she said, if Council preferred that option.

Council Member Salinas and Mayor Halliday asked for clarification of how a developer could meet the City's affordable housing requirements. Analyst Stefanski explained that the developer could either propose an alternative that meets or exceeds the requirement or, what the City prefers, to construct deed restricted accessory dwelling units in an amount equal to 10% of the total development unit count plus pay 50% of the of the list Affordable Housing In-Lieu fee on the remaining 90% of the total unit count. In other words, he explained, staff was looking for a development that would produce housing and fee revenues.

Council Member Mendall asked why staff was asking for more than the ordinance required. Deputy City Manager Ott explained that by requiring more the City could avoid requiring the developer to build like units and the City from subsidizing extremely large units for moderate income families. This was a compromise, she said, to meet the requirement for on-site affordable housing because technically, building the 10% ADUs was not entirely consistent with the ordinance. Deputy City Manager Ott said staff had taken feedback from Council, the community, and staff to develop a creative solution but were open to suggestions.

Anthony Fidel asked staff if there would be a Homeowners Association (HOA) for the development and how it would impact him. He had not made any improvements to his home, he said, as he was waiting to see what was going to happen. Council Member Mendall said the HOA would have no jurisdiction over him.

Mr. Fidel said he owned two parcels, one of which was two-thirds of an acre. He asked if he could build a house on the second parcel and if he would have the same rights as the new development. He noted a neighbor was having problems because they were under the 20,000 square foot minimum. Deputy City Manager Ott said once a developer was selected and a tentative map created that would subdivide the property. She said staff could help him coordinate with the developer to have his property included in the map.

Mr. Fidel asked what was Phase II. Deputy City Manager Ott said there were parcels near the fault that would require additional technical work so those would be developed separately from Phase I. Mr. Fidel said he would prefer if Phase II homes were not built because they would ruin his view.

Mayor Halliday asked if the existing homes were shown on the presentation map. Mr. Fidel showed the Mayor where his property was located on the map. Mayor Halliday asked how many homes were there. Mr. Fidel said there were two on Maitland, two on Bunker Hill. Kevin (last name not given, with a home on Maitland) said there were six homes. He said he had lived there for 40 years not

complaining and watching his neighbors taking care of each other.

Mary Ann Higgs thanked John and Jennifer for going above and beyond working with the neighborhood and showing up at meetings on their personal time. She said Analyst Stefanski really captured the spirit of what the neighbors had been saying about keeping the area rural.

That said, Ms. Higgs said she did not agree that lot sizes should average 10,000 square feet rather than the current zoning of 20,000 square feet with 30% coverage. What was not shown on the map, she said, was the General Plan designation of Suburban Density/Rural that allowed for lot sizes of 10,000 square feet to one acre. She said she recognized the need for flexibility to attract a developer, and to allow the developer decide how to best utilize the land, but she said rather than going from 4,500 to 20,000 square foot lots the City should have a minimum of 10,000 square foot lots to be consistent with the General Plan designation and the existing housing development at the top of Garin. Ms. Higgs said she preferred the 30% lot coverage to keep with the rural environment but wouldn't be completely against going to 40%. Although she knew there were some neighbors who wanted a minimum of 20,000 square foot lots, what she liked about variable lot sizes was diversity would be built in automatically. Even if developers build to 30% on every lot, she said, the different lot sizes would lead to different home sizes that would attract different people. Having the same lot size, she said, would lead to the same size home in three different styles.

After showing committee members where his lot was located on the map, Thomas Burke said he and his wife wanted to see minimum density. When he asked staff what was the minimum number of homes that could be built and still keep the development financially feasible, he was told 50. Mr. Burke said he knew what he was getting into when he bought the property, but for himself and on behalf of his neighbors, implored staff to keep the development to no more than 50 homes. He said simplicity and harmony should be the objective.

Mr. Burke also expressed concern about adding a road that created access from Carlos Bee Boulevard and asked staff to look for better solutions.

Bernadette Chan said even though the speed limit was 30 miles per hour on Carlos Bee, a lot of people went a lot faster. She said opening a north-to-south road would create a dangerous situation. Mayor Halliday said staff was aware of the speeding and was considering traffic calming measures. Ms. Chan said allowing for two or three cars would lead to 200 cars. Mayor Halliday asked Ms. Chan if she was afraid people would cut through the development or that residents would drive fast. Ms. Chan said she was concerned for residents trying to pull out of the development to go down Carlos Bee because cars went so fast.

Ms. Chan also mentioned that she and her neighbor were connected to the City's sewer system.

Bill Espinola said because wildlife comes down near his property next door on parcel 7, it was important to keep the character of the neighborhood with larger lot sizes. He said larger lot sizes would also allow for accessory dwelling units which were a good product that were needed for multi-generational families.

Mr. Espinola said a traffic study was needed for the corner of Carlos Bee and Mission Boulevard. He said that intersection was already heavily congested and additional homes both on parcel 5 and at the quarry site, would only create more traffic problems.

Feedback from Council Member Mendall:

- Regarding green features, he said he would like to see all electric, no natural gas as an option
- He was supportive of the staff recommendation to require ADUs and fees
- He asked the residents present if they wanted sidewalks and the response was yes, if the street was wide enough
- He supported the density proposed by staff noting every new development in Hayward was more dense than what was there originally. He said he would fight to protect them against 4-story homes because they were completely out of character for the neighborhood but having an average lot size of 10,000 square feet was asking them to take on a little more density but was close to what was there.

Feedback from Council Member Salinas:

- He agreed with Council Member Mendall regarding density; everyone needed to be flexible. He acknowledged 74 homes was a lot, but no knew for sure how many would be built.
- He requested that the RFP require the developer to stay in constant contact with neighbors
- He said he hoped staff would be mindful of the spirit of the neighborhood and if 74 homes looked too packed, he would vote against the development
- Whatever was built, he suggested it have a custom look that preserves the rural feel of the area. He commented that the homes in Stonebrae all looked the same and had no backyard.
- Regarding lot sizes, he agreed with comments advocating for medium density. He said he wanted flexibility, but he also wanted the development to be nice and in conversation with the neighborhood.
- He supported an all-electric option.

Feedback from Mayor Halliday:

- She said she had a hard time envisioning the final development and thanked Ms. Higgs for a recent tour.
- She pointed out that developers wouldn't build houses if they didn't make a profit and the City was asking a lot of them.
- She also expressed concern that if the City didn't build more density the State might tell the City what to build since these were public lands.
- She supported increasing the minimum lot size from 4500 square feet.
- She agreed that traffic came down the Carlos Bee hill very fast and safety measures would be needed if a road was added. She supported adding a road to create emergency access in the case of a fire or natural disaster.
- She commented that she didn't see what green features the City would be looking for in the RFP.
- While a shuttle system might be created at some point, she acknowledged that this would be a car-oriented development based on the slope of the surrounding hills. Deputy City Manager Ott said electric bikes were used in San Francisco as a possible alternative and confirmed they could make it up the hill.

Council Member Salinas commented that during a conference tour in Los Angeles he saw examples of

the State cramming in high-density developments along transit lines with no community input. Council Member Mendall said the City was not going to do that. Council Member Salinas said that was precisely why staff was going through this process; because the City didn't want that to happen.

Mary Ann Higgs noted that the neighboring parcels (Westview and Central) were zoned a minimum of 5,000 square feet lot size, average lot size of 7,000. If the new development was consistent with surrounding neighborhoods, she said she could live with that. Mayor Halliday said 5,000 square feet sounded minimum enough. Deputy City Manager Ott said staff would circle back with Planning and try to make that happen.

Anthony Fidel said his young children expressed a desire for more kids in the neighborhood. He also requested that speed limits through the neighborhood be reduced to 15 miles per hour now. Mr. Fidel also commented that the proposed designs he's seen don't maximize the hillside potential.

Bernadette Chan asked if the all-electric requirement would apply to existing homes and was told no.

Deputy City Manager Ott asked members if they would like staff to skip coming to Council with a short list of developers. Council Member Mendall said it could be optional noting if one of the proposals stood out they may not need to. Mayor Halliday said staff could decide. Deputy City Manager Ott said stand if they received two very strong proposals they would bring them for Council review.

4. FUTURE MEETING TOPICS AS OF JUNE 3, 2019

Mayor Halliday asked if items on the list could have future meeting dates assigned to them. Regarding Marketing & Branding, she commented that the City's cable channel, Channel 15, had videos from years ago still constantly looping. City Manager McAdoo said she was working with staff to perform a complete content audit.

Council Member Mendall noted that members had discussed giving Economic Development Manager Nguyen a couple of months to get reacclimated.

Council Member Mendall asked if staff could review overall fee structure for development and provide an analysis of fees compared to other cities. He noted that Council had provided analysis for park in-lieu and affordable housing fees, but before raising those, he wanted to see total fee load first.

City Manager McAdoo noted that a barriers to development report was coming to Council.

Economic Development Manager Nguyen asked if the Marketing & Branding item could be changed to focus specifically on collateral needs assessment for Economic Development. Members were supportive.

Council Member Salinas noted that many of the images of City Hall were taken at night and looked very dark. He said he hoped in the process of review images would be updated with more attractive professional photographs.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Nguyen said the recent Business Appreciation Event held at Stonebrae County Club in partnership with PGA Tour had a historic number of attendees; 78 in total. He noted they literally had to kick people out at the end. Mayor Halliday said it was a great event despite the rain.

Following up on the comments made by Chamber President Huggett about the Reflexion Grand Opening, Economic Development Manager Nguyen mentioned the facility would include 50,000 square feet of production space, was biotech, and was expanding. He noted manufacturing was alive and well in the City of Hayward. He also mentioned that the event received great press coverage from CBS News and was featured in the San Francisco Business Times.

ADJOURNMENT: The meeting was adjourned at 6:08 p.m.



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File #: RPT 19-316

DATE: July 1, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Proposed City of Hayward Special Event Support and Grant Program Guidelines

RECOMMENDATION

That the Council Economic Development Committee reviews and provides feedback on the proposed City of Hayward Special Event Support and Grant Program Guidelines.

SUMMARY

Since 2000, the Economic Development Division within the City of Hayward has provided financial support to special events that take place in the community. As the success of these events continued and new events are added each year, the financial support also has continued to increase. Due to the number of events and requests being made, and the limited resources available in the General Fund, City staff is recommending implementing new City of Hayward Special Event Support and Grant Program Guidelines.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Proposed Special Event Support Guidelines
Attachment III	City of Hayward Special Events
Attachment IV	Comparison of other Cities Support of Special Events



DATE: July 1, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT: Proposed City of Hayward Special Event Support and Grant Program Guidelines

RECOMMENDATION

That the Council Economic Development Committee reviews and provides feedback on the proposed City of Hayward Special Event Support and Grant Program Guidelines and makes a recommendation to Council regarding the proposed guidelines.

SUMMARY

Since 2000, the Economic Development Division within the City of Hayward has provided financial support to special events that take place in the community. As the success of these events continued and new events are added each year, the financial support also has continued to increase. Due to the number of events and requests being made, and the limited resources available in the General Fund, City staff is recommending implementing new City of Hayward Special Event Support and Grant Program Guidelines.

BACKGROUND

In 1998, the new City Hall and plaza construction was completed, and efforts to revitalize the downtown and B Street began. The Russell City Blues Festival was the first major event held in the downtown in 2000 and received financial support from the City to bring the event to Hayward. Over the years, the number of events that have received support have increased and include the Downtown Street Parties in the summer, the Vintage Alley Car Show, and the Zucchini Festival at Kennedy Park along with many others. Attachment III includes a list of events funded in 2018 and those that are requesting funding in 2019. During the past two years, several new events have been added to the calendar including Oktoberfest and the Latin Jazz Festival. Over the past 19 years, total annual event financial support ranged from \$24,300 to \$144,600, with individual events requesting financial support ranging from \$1,300 to \$35,000 each year. Additional fee-waiver support for these events is approximately \$3,000 for each event in which a street closure is required. In 2018, 11 events received special event encroachment permit fee waivers.

DISCUSSION

As the number of events requesting financial, fee-waiver and in-kind support from the City has increased each year and General Fund resources are limited, staff determined that objective guidelines for awarding financial support and grants to special events was needed. To begin the process of the creating a new program, staff evaluated other cities to determine the best path forward to continue to support special events, while improving budget control. Staff reviewed special event funding policies from nine other cities in California, including: Sacramento, Livermore, Carlsbad, Monterey, Newport Beach, Ventura, Elk Grove, Culver City and San Luis Obispo. In evaluating these other cities, staff looked at their application process, timing of applications, types of funding or support given to the events, funding levels, type of events funded, and ongoing funding of events. A summary of these cities' special event funding policies can be found as Attachment IV.

After the evaluation of current practices and review of other cities special event funding programs, staff recommends the creation of a new Special Event Support and Grant Program. This new program would establish a more equitable, predictable, and transparent process for granting special events financial sponsorships, fee-waivers, and in-kind support. The new program would establish a single application period each year in which all special events seeking funding or fee-waiver support would submit an application. Those events seeking support would be objectively evaluated by staff and granted the appropriate support as outlined in the program guidelines.

The proposed program includes the following provisions:

Application Period

A single application period will be open each year in January in which all events seeking support from the City will submit their request. All applications will be due in March and will be evaluated. This single application period will allow for improved budget control and staff time associated with the events. Currently, requests are received throughout the year and are evaluated as each one is received. This creates increased staff time associated with processing these requests.

Staff recognizes that new events may be proposed after the application period. Under the proposed program, if a new event approaches the City for support after the application period has closed, the staff will evaluate the application and make a recommendation to the City Manager as to whether the event should be given funding. This maintains flexibility in encouraging new events to occur in the City.

Attachment II outlines the eligibility requirements and evaluation criteria in more detail. Eligible applications will be reviewed, evaluated, and ranked based on the following evaluation criteria:

1. The event directly or indirectly benefits the City of Hayward community, including businesses, cause-related or non-profit organizations, offers educational, cultural or arts experiences, or provides recreational or social activities.

2. The event benefits a City of Hayward based non-profit organization or community or neighborhood association/organization.
3. The event serves, involves, calls attention to, and promotes the City of Hayward, its residents, youth, non-profits, schools, and/or organizations.
4. The event enhances the quality of life within the City of Hayward with cultural, social, recreational, or educational activities of interest to the community.
5. The event attracts visitors to the City of Hayward.
6. The quality of the promotion/marketing plan, budget, and performance measures.
7. The event calls attention to and promotes the City of Hayward as a highly desirable place to live, visit, work, play, and do business.
8. Priority will be given to requests pertaining to marketing and promotional efforts for the event in order to drive visitors and tourists to the City of Hayward.
9. Additional consideration will be given to organizations celebrating an anniversary or grand opening.

Financial Support - Existing Events

Existing events that have taken place within the City may receive up to \$5,000 in financial support. No event may receive more than a total of five years of financial support.

The money granted to either a new or existing event cannot be more than 20% of the total estimated budget for the event. Total costs shall include expenses to be paid directly by the organizer to third party vendors and may not include valuations for volunteer hours, in-kind city services, or applicant related costs such as office space or other operational expenses for the hosting organization. In addition, the applicant must prove that the event is not reliant on the financial support from the City for the event to take place.

Staff recommends the \$5,000 maximum based on past funding for a majority of reoccurring events. A summary of funding for Hayward events can be found as Attachment III. This dollar amount will provide continued support from the City for a defined period to allow for event organizers to seek support from other organizations.

In addition, staff's comparative analysis of other cities found that those providing funding above the value of city fees established a defined period that an event can receive funding or limited the number of grants an organization can apply for. The table below provide a summary of other cities that provide cash funding above City fees.

City	Funding Amount	Limit of Requests
Sacramento	Cash funding with demonstrated need that exceeds City services support	3 years of funding
Carlsbad	Max \$10,000 – not to exceed 20% of event budget	3 years of cash grants
San Luis Obispo	\$3,000 - \$12,000	Only 1 grant per year per organization

Financial Support - New Events

In order to encourage new events to be held in the City and expand the community and cultural activity options for residents, a new event may receive up to \$10,000 in financial support for one year. A new event is defined as an event that has not previously been held within the City limits. All events that have previously received funding from the City will be considered existing events under the proposed program. Moving an event from one location to another location within the City limits does not make the event “new.” The new event support counts as one year towards the total five years of financial support available to events.

The proposed \$10,000 funding ceiling for a new event recognizes the additional costs associated with marketing and promoting a new event. Furthermore, most events can attract additional sponsor support after the first successful implementation of the event.

Fee-Waiver Support

In addition to the financial support that an event may receive, each event may request up to seven years of fee-waiver support from the City. Fee waivers can be used for the Special Event Encroachment Permit fee and facility fees associated with the event. Fee waivers cannot be used for City staff time that is required outside of the normal staff time covered by the Special Event Encroachment permit, such as additional police support or City maintenance crews.

The table below outlines potential support of a new event under these proposed guidelines.

Event X – Hypothetical New Event Sponsorship Eligibility		
Year of Event	Financial Support Maximum	Fee-Waiver Support
1	\$10,000	Yes
2	\$5,000	Yes
3	\$5,000	Yes
4	\$5,000	Yes
5	\$5,000	Yes
6	\$0	Yes
7	\$0	Yes
8	\$0	No

Note that event organizers may choose to receive either financial support or fee waiver support or both in the same year. If organizers choose, they may defer their fee support to later years rather than receive both support types at the same time. This approach is designed to create flexibility while still gradually reducing an event sponsor’s dependence on City support.

Special Event Agreement

All events that are approved to receive financial or fee-waiver support will be required to enter into a Special Event Agreement. This agreement requires that the event submit and receive approval of a Special Event permit and process and submit all necessary forms, including, but not limited to, business license, insurance, health permit, fire permits, and fees as required.

In addition, the event will be required to insert the City's logo as a sponsor of the event in all marketing materials and submit post event reports providing economic and social impact information for the event and media and advertising logs.

The Agreement will also establish a payment schedule for the event tied to specific milestones such as submission of marketing plans and materials and post-event attendance statistics.

In-kind Support

All special events that submit and are approved through this process receive additional in-kind support from the City that includes promotion of the event on City calendars and social media.

FISCAL IMPACT

In 2019, the City of Hayward received requests for \$144,600 in financial support from special event organizers. An additional \$30,000 in fee waivers was granted by the Development Services Department to the events for the Special Event Encroachment Permits. As the downtown area continues to become the cultural center of the community, it is anticipated that additional events will want to locate in Hayward and seek support. With the creation of the new program, existing events will be capped at receiving a maximum of \$5,000 per event.

Based on the list of events that are scheduled to take place in 2019, a maximum of \$75,000 would be allocated for financial support. An additional \$20,000 is anticipated to be allocated for any "new" events that may seek support for a total of \$95,000. An additional \$20,000 will be set aside for potential funding of any new events that approach the City for funding outside of the application period.

The financial support for special events is allocated from the Economic Development budget, which is funded by the General Fund. The reduction in anticipated expenditures on special event funding going forward will be directed to supporting business attraction, retention, and expansion activities of the Economic Development division. Waiver of the special event encroachment permit fees, which capture the cost of staff time expended reviewing applications, would be absorbed by the Development Services Department.

PUBLIC OUTREACH

As part of the process in creating the proposed program, staff notified current event organizers and sought their input on the proposed program guidelines. At time of publication of this report, no feedback has been received. Following the CEDC meeting, staff will again do direct outreach to impacted stakeholders to ensure understanding and awareness of the proposed changes and to solicit any feedback on the proposal.

NEXT STEPS

Following this meeting, staff will incorporate feedback from CEDC members and then take the program to Council for adoption. After that, staff would begin

implementation of the program. This includes developing materials to explain the new program to previous event organizers, an application form, and request for proposals document to be issued in January.

Prepared by: Paul Nguyen, Economic Development Manager
Catherine Ralston, Economic Development Specialist

Recommended by: Jennifer Ott, Deputy City Manager

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager

City of Hayward
Special Event Support and Grant Program Guidelines

I. Program Purpose

The City of Hayward recognizes the social and economic benefits that may result from special events. They can provide cultural enrichment, promote economic vitality, and enhance community identity. Special events may also provide funding opportunities for service organizations. Cooperation between the City, event organizers and sponsors, and the community is vital to successful events.

To continue to encourage special events in the City, a Special Event Support and Grant Program has been established to support qualified events through an annual application, review and funding process. The purpose of the Special Event Support and Grant Program (herein referred to as the "Program") is to provide funding support for qualified special events and to assist with the City fees associated with executing a special event in the City of Hayward. The Program is conducted once each fiscal year to align with the annual budget process. The Program is not intended to fund the entirety of a special event and Grant Awards shall not be awarded for the purpose of covering all a special event's associated City Fees. The Program will result in a granting process that provides equal opportunity for all interested event organizers, and a reporting process that demonstrates transparency and accountability for public funds.

II. Program Overview

Funding for the Program is subject to budget constraints. Based on the limited amount of funding available, applications will be reviewed in consideration of all application submissions, and the submission of a complete application does not guarantee funding. The City reserves the right to accept or reject any or all applications received. Successful applicants will receive grant funds at a set amount based on the criteria established below.

A Special Event is defined as any planned activity that requires the use of public property which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses or the community as a whole than would have occurred had the activity not taken place, including but not limited to, parades, gatherings, arts and crafts shows/fairs, festivals, and athletic events, car shows, musical or cultural events.

III. Funding

The City expects to receive more applications and/or requests for grant support amounts in excess of what it can provide. There is no guarantee that the City will be able to provide all, part, or any of the financial support requested by each applicant. This, applicants should not make commitments based on the expectation of receiving City support. Recurring events do not automatically receive funding each year; event organizers of recurring events must apply each year to be considered.

Special Event Support and Grants may be awarded in the following ways:

1. Financial Grant Awards
2. Fee Waivers
3. Financial Grant Awards + Fee Waivers

Financial Grant Awards – A Special event may receive no more than five (5) years of grants with cash assistance being provided. Financial Grant Awards are available up to the following maximum amounts:

1. New Events (as defined below) – Up to \$10,000 cash Grant may be awarded to an event. A new event may receive the new event amount one year and the recurring event amount for up to four (4) years.
2. Recurring Events – Up to \$5,000 cash Grant may be awarded to an event.
3. Grant requests for cash assistance shall not exceed 20 percent of the total estimated event cost. Total estimated event costs shall not include valuations for volunteer hours for planning or implementing the event or in-kind city services and may not include payment or reimbursement for applicant-provided resources, such as office space, staff and other operational expenses. Total costs shall include expenses to be paid directly by the organizer to third party vendors.
4. A “New Event” is defined as an event that has been newly established and has been initially developed within no more than three years of the date of the first grant request to the City. An event previously located outside the City of Hayward but moving to a location within the City for the first time is considered a new event. A change of location within the City does not classify the event as “new” for the purposes of eligibility for this grant.

Fee Waivers – A Special event may receive no more than seven years of fee waivers being provided.

1. Fee waivers are for encroachment permit and facility fees only.
2. Direct costs including but not limited to staff time such as required Police presence for event, City Maintenance crews, etc. are not eligible for fee waiver or reduction under this policy.

Financial Grant Awards + Fee Waivers – A special event may be awarded a combination of both a financial grant award and fee waiver within the same year, however, in no case may an event receive either award if they have previously met the maximum amount of years for receiving a designated type or support.

The payment schedule of grant awards will be stated in the Grant Agreement.

Support for a special event may be revoked at any time if it is determined that the event does not fit within the Eligibility Criteria, or the event applicant falsified information provided to the Program.

IV. Eligibility Criteria

To be eligible to receive City of Hayward support, applicants must:

1. Submit an application by the deadline stated, in the format required, and are 100% complete. Applications that are late, incomplete, or do not fully comply with the instructions will be disqualified and will not be considered.
2. Include a copy of the complete event budget with an explanation of projected income and expenses.
3. Include proposed promotion/marketing plan
4. Performance measures.
5. Include non-profit tax ID number if event is organized by a non-profit.
6. Demonstrate that the special event must take place within the City of Hayward.
7. Demonstrate that the event is scheduled to take place between the Fiscal Year granting period (July 1 through June 30) and the date(s), time(s) and location with the City have been determined.
8. The event is not financially dependent upon receiving City of Hayward support.
9. The applicant has no outstanding debt due to the City of Hayward at the time of the application period.
10. The event organizers and organizations have fulfilled previous City support or special event obligations.
11. The event is accessible to the community/public but need not be free of charge.
12. Participation in the organization requesting funding not be predicated on a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.
13. Agree to sign a Grant Agreement if funding is awarded. All grant agreements will include grantees to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required. Applicants must obtain all other necessary permits including but not limited to business license, health permit, fire permit and liquor license. Applications that do not meet the requirements and are not submitted within the specified deadlines as laid out in the Grant Agreement risk forfeiting their City Special Event Support and Grant. Should the event not be held, all grant money received from the City of Hayward for the event must be returned immediately.

V. Ineligible requests

The City of Hayward will not provide support to:

1. Individuals
2. Events that benefit for-profit enterprises
3. Events that serve a political purpose or are sponsored by political organizations.
4. Events that serve a religious purpose or are sponsored by religious organizations.
5. Event organizers and organizations that have not fulfilled previous City Support or special event obligations or have an outstanding debt to the City of Hayward at the time of the application period.

6. Invitation-only events that are not open to the general public.

VI. Application Process

All applicants must submit the appropriate documents during the designated application submittal period prior to the desired event date to be considered for this Program. Applicants will be notified as to the status of their Special Event Support application after the review period is completed.

1. Call for Applications – On January 13, 2020, the City shall open its annual Call for Applications for the Program for special events seeing program support from July 1, 2020 – June 30, 2021.
2. Final Application Submission – To qualify for consideration to receive City special event support, all applications must be submitted electronically by 11:59 pm (PST) March 31, 2020. All applications must include an event budget, cover letter and detailed location information for the event for evaluation.
3. Award Recommendation – All applications will be reviewed by the Special Event Support and Grant committee and will make funding and support recommendations to the Deputy City Manager for review and approval.

VII. Evaluation Criteria

Eligible applications will be reviewed and evaluated based on the following criteria:

1. The event directly or indirectly benefits the City of Hayward community, cause-related or non-profit organizations, offering educational, cultural or arts experiences, or providing recreational or social activities.
2. The event benefits a City of Hayward based non-profit organization or community or neighborhood association/organization.
3. The event serves, involves, call attention to and promotes the City of Hayward, its residents, youth, non-profits, schools and/or organizations.
4. The event enhances the quality of life within the City of Hayward with cultural, social, recreational or educational activities of interest to the community.
5. The event attracts visitors to the City of Hayward.
6. The quality of the promotion/marketing plan, budget and performance measures.
7. The event calls attention to and promotes the City of Hayward as a highly desirable place to live, visit, work, play and do business.
8. Priority will be given to requests pertaining to marketing and promotional efforts for the event in order to drive visitors and tourists to the City of Hayward.
9. Additional consideration will be given to organizations celebrating an anniversary or grand opening.

VIII. Other Requirements

1. Please note that integration of the City's logo and the City's support of the event are required in order to receive grant funding.
2. The event applicant, if approved to receive funding and/or support from the City of Hayward, must provide a detailed post event reports within 30 days after the event for analysis by the City of Hayward. Analysis elements may include economic/and or social impact on the community, review of hotel occupancy levels, incident logs, financial summary with specifics on actual revenue and expenditures and the number of spectators attending the event. These requirements of the post event analysis will be identified in the Grant Agreement.
3. The event applicant is required to maintain a comprehensive media log and advertising affidavit for both paid and unpaid advertising.

City of Hayward Events Inventory 2018 – 2019

Event	Organizer	When	Location	Funding Amount Requested	Amount Funded/Who Funded	Fee Waived?
Special Events						
Ellie Mae Classic PGA Tour	PGA Tour	First week of August	Stonebrae Golf Course	\$25,000	\$25,000 Economic Development	No fee required
2018 Movie Night	HARD/ED	Friday, June 29, 2018 (Nut Job 2)	City Hall Plaza	\$1,800	\$1,800/ED	Yes, City event
2018-2019 Downtown Street Parties	Chamber of Commerce	Third Thursday, June, July and August, 5:30-8:30pm	B Street b/t Watkins and Foothill and Main	\$30,000 - \$10,000 per Street Party	\$30,000/DBIA	Yes
19 th Annual Hayward Blues Festival	Bay Area Blues Society, Ronnie Stewart	July 7-8, 2018 11am-7pm (both days)	City Hall Plaza and Watkins Street	\$33,000	\$33,000/ED	No, Fee Paid
Hayward Zucchini Festival	South Hayward Lions Club, Rich Essi	August 18-19, 2018 10am-8pm both days	Southland Mall	\$5,000	\$5,000/ED	No fee required
5 th Annual Vintage Alley Car Show	Vintage Alley, Alfredo Rodriguez Jr.	Sat., Sept. 8, 2018 10am-5pm	B Street b/t Watkins and Foothill and Main	\$9,000	\$9,000/DBIA	Yes
2018 Mariachi Festival	Chamber of Commerce	Friday, Sept. 15, 2018 3-9pm	City Hall Plaza	\$1,500	\$1,500/DBIA	Yes

Event	Organizer	When	Location	Funding Amount Requested	Amount Funded/Who Funded	Fee Waived?
2018 Oktoberfest	Hayward Business Association, Alfredo Rodriguez Jr	September 29, 2018	B Street b/t Watkins and Foothill and Main	\$10,000	\$10,000	Yes
Other Events with No Funding Support (may utilize Fee Waivers)						
Hayward Farmer's Market	Agricultural Institute of Marin	Every Saturday 9am-2pm	Watkins St. b/t B and C Streets	None	None	Yes
Martin Luther King Rally	MLK Committee	January		None	None	Yes
Beer Festival	The Bistro	February	Main Street	None	None	No
Fest Do Espirito Santo	I.D.E.S Hall	June	Parade on C Street	None	None	Yes
Tennyson All America Festival		June	Mt. Eden Mansion	None	None	No, not required
Palma Ceia Festival	Chabot College	July	Palma Ceia Park	None	None	No, Not Required
10K on the Bay	Hayward Shoreline Interpretive Center	August	Shoreline Trail	None	None	Yes
Hayward High School Rally	Hayward High School	October	Parade around Downtown	None	None	Yes
City Organized and Produced Event						
Light Up the Season	Chamber of Commerce	Saturday, Dec. 1, 2018, 3:30-6:30pm	B Street/City Hall Rotunda	\$16,500	\$16,000/COH \$500/DBIA	Yes

City of Hayward Events 2019 - 2020

Event	Organizer	When	Location	Funding Amount Requested	Amount Funded/Who Funded	Fee Waived?
Special Events						
Ellie Mae Classic PGA Tour	PGA Tour	First week of August	Stonebrae Golf Course	\$25,000	\$25,000 Economic Development	No, Not Needed
Cinco de Mayo Celebration	La Alianza de Hayward	Saturday, May 4, 2019	B Street b/t Watkins and Foothill and Main	\$10,000	\$2,000/ED	Yes
2019-2020 Downtown Street Parties	Chamber of Commerce	Third Thursday, June, July and August, 5:30-8:30pm	B Street b/t Watkins and Foothill and Main	\$15,000 - \$5,000 per Street Party	\$15,000/ED (Receiving an additional \$5,00 per event from DHIA)	Yes
20 th Annual Hayward Blues Festival	Bay Area Blues Society, Ronnie Stewart	July 13-14, 2019 11am-7pm (both days)	City Hall Plaza and Watkins Street	\$35,000	\$33,000/ED	No, Paid
Hayward Zucchini Festival	South Hayward Lions Club, Rich Essi	August 17-18, 2019 10am-8pm both days	Southland Mall	\$5,000	\$5,000/ED	No, Not Needed
6 th Annual Vintage Alley Car Show	Vintage Alley, Alfredo Rodriguez Jr.	Sat., Sept. 7, 2019 10am-5pm	B Street b/t Watkins and Foothill and Main	\$9,000	\$9,000/ED	Yes

Event	Organizer	When	Location	Funding Amount Requested	Amount Funded/Who Funded	Fee Waived?
2019 Mariachi Festival	Chamber of Commerce	Friday, Sept. 13, 2019 3-9pm	City Hall Plaza	\$500	\$500/ED \$500/DHIA	Yes
2019 Latin Jazz Festival	Hayward Business Association, Alfredo Rodriguez Jr	Saturday June 1, 2019	B Street b/t Watkins and Foothill and Main	\$15,000	\$12,00/ED	Yes
2019 Oktoberfest	Hayward Business Association, Alfredo Rodriguez Jr	September	B Street b/t Watkins and Foothill and Main	\$10,000	TBD	Yes
American Legion Anniversary Celebration (new)	American Legion/Alfredo Rodriguez Jr	September 28, 2019	B Street b/t Watkins and Foothill and Main	\$10,000	TBD	TBD
Other Events with No Funding Support (may utilize Fee Waivers)						
Hayward Farmer's Market	Agricultural Institute of Marin	Every Saturday 9am-2pm	Watkins St. b/t B and C Streets	None	None	Yes
Martin Luther King Rally	MLK Committee	January	Chabot College	None	None	Yes
Beer Festival	The Bistro	February	Main Street	None	None	No
Fest Do Espirito Santo	I.D.E.S Hall	June	Parade on C Street	None	None	Yes
Tennyson All America Festival		June	Mt. Eden Mansion	None	None	No, not required

Event	Organizer	When	Location	Funding Amount Requested	Amount Funded/Who Funded	Fee Waived?
Palma Ceia Festival	Chabot College	July	Palma Ceia Park	None	None	No, Not Required
10K on the Bay	Hayward Shoreline Interpretive Center	August	Shoreline Trail	None	None	Yes
Hayward High School Rally	Hayward High School	October	Parade around Downtown	None	None	Yes
City Organized and Produced Event						
Light Up the Season	Chamber of Commerce	Saturday, Dec. 1, 2018, 3:30-6:30pm	B Street/City Hall Rotunda	\$16,500	\$16,000/COH \$500/DBIA	Yes

Special Event Funding Guidelines: Comparison of Other Cities Programs

City	Application Period	Funding Amount	Fee Waivers	Limit on Requests per event or per organization	Other Requirements
Hayward (current)	Any point during the Year (at least 21 days prior to event)	Policy States \$1,000 per event, Actual funding \$1,800 - \$35,000 per event	All non-profit events get 50% fee waiver, City Sponsored events get 100% fee waiver	None	Open to the Public, Raise the profile of Hayward, high number of attendees, address Council Priorities, benefit Hayward residents
Sacramento	Any point during the Year	Cash funding with demonstrated need that exceeds City services support	Services provided by staff and/or departments	Three years of funding. May be extended if growth in event can be shown	Event must be located within the event district (downtown)
Livermore	Two times a year Mar. 1 and Sept. 1	Mini grant - \$1,000 Program Grant \$10,000 (requires 50% matching funds)	None	None	Must have an art component (performance, education, display etc.)
Carlsbad	Any point during the year (at least 60 days prior to event)	Not to exceed 20% of event budget – Max \$10,000	In kind city services	3 years of cash grants and 2 years of in-kind city services	Only one (1) grant per organization per year

Special Event Funding Guidelines: Comparison of Other Cities Programs

City	Application Period	Funding Amount	Fee Waivers	Limit on Requests per event or per organization	Other Requirements
Monterey	Once a Year January – March 1	Cash Funding depends on number of requests received and city fees due for event	No addition waivers above cash funding. Funding provided to cover city fees	None	Must prove event is not reliant on City support, must meet City goals, benefits a non-profit or a community/neighborhood organization or association
Newport Beach	Once a year – April	Signature Event – 10,000 - \$150,00 (no more than 25% of event budget)	Community event - \$100 - \$15,000 (equal to city fees)	None	Must prove event is not reliant on City support, must be sponsored by a Non-profit or community organization
Ventura	Once a year April 15 – May 28	None	Up to \$2,000 to cover City fees	None	Must be a non-profit or community organization
Elk Grove	Once a year Jan. 18 – March 1	Cash Funding depends on number of requests received	City facility fees and in-kind services	None	Must be a non-profit organization, Meet City goals, non-profit organization must be the primary organizer, manager and financial administrator
Culver City	Once a year Jan. 31 – April 12	Signature Event – no more than 25% of event budget	Community event - equal to city fees	None	Must prove event is not reliant on City support, must be sponsored by a non-profit or community organization

Special Event Funding Guidelines: Comparison of Other Cities Programs

City	Application Period	Funding Amount	Fee Waivers	Limit on Requests per event or per organization	Other Requirements
San Luis Obispo	Once a year Feb. 1 – March 15	Local event-\$3,000 County reach - \$7,500 Regional reach - \$12,000	None	Only one (1) grant per year per organization	Event organizer must be a non-profit,
Hayward (Proposed)	Once a year Jan 13 – Mar. 31	New event \$10,000 Existing event \$5,000 Not to exceed 20% of event budget	Yes, fees associated with event permit and facilities fees	Up to five (5) years of cash funding and seven (7) years of fee waivers	Event is not financially reliant on City funds, benefits Hayward residents, promotes the City and meets Council priorities



CITY OF HAYWARD

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

File #: RPT 19-318

DATE: July 1, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Future Meeting Topics as of July 1, 2019

RECOMMENDATION

That the Committee reviews and comments on the attached Future Meeting Topics.

ATTACHMENTS

Attachment I Future Meeting Topics as of July 1, 2019



**Council Economic Development Committee
Future Meeting Topics as of July 1, 2019**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Report on how other cities (SF, Oakland, SJ) were developing shared work space and incubators	Fall 2019
Economic Development	Impact of Cannabis Industry on Economic Development	2020
Economic Development	Economic Development Strategic Plan Update	Fall 2019
Economic Development	Marketing Collateral Needs Assessment & Plan	Fall 2019

*Subject to change