

# Council Economic Development Committee



July 1, 2019



Approval of Minutes from June 3, 2019  
Regular Meeting



# Special Event Support Program Guidelines



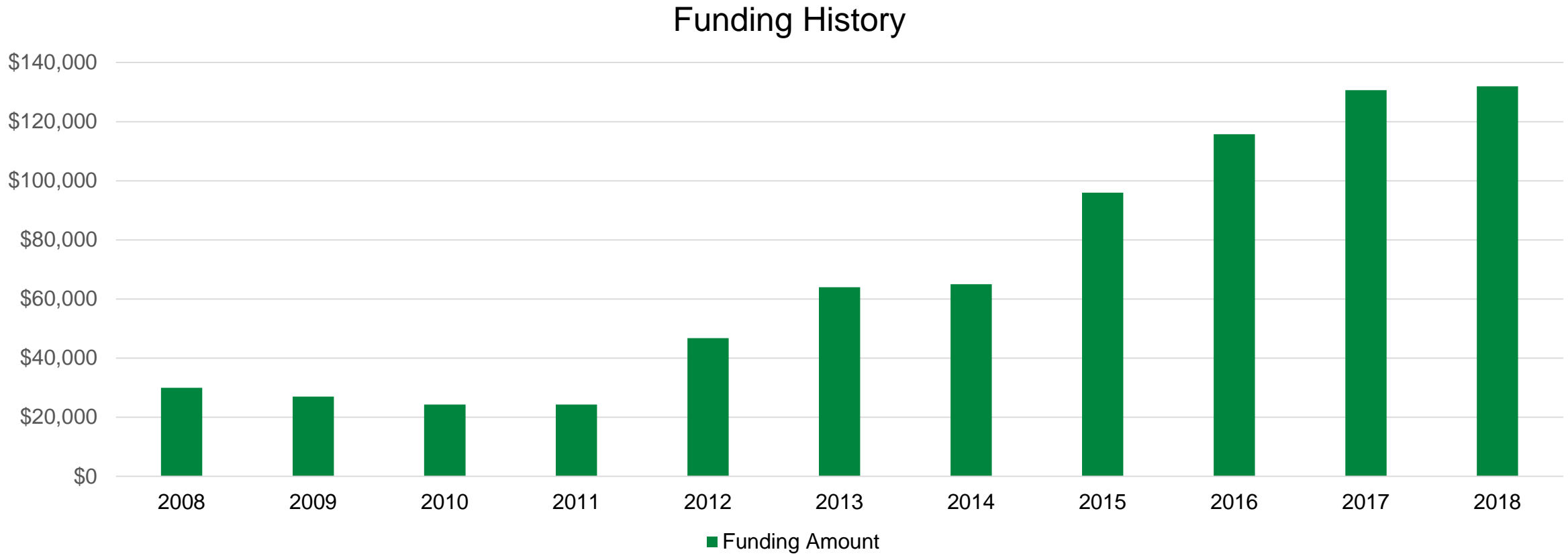
# Background

## Event Support Since 2000

- The City of Hayward has financially sponsored events that take place in the community since 2000.
- The individual support amounts range from \$500 - \$35,000 in cash sponsorships with additional support provided in staff overtime and fee waivers
- In fiscal year 2018-2019, the City of Hayward financially supported 9 events, of which 8 were non-city organized



# Special Event Funding History 2008 – 2018



Since 2008, requests for funding support for special events has increased each year.

# Other Cities Support of Special Events

City	Application Period	Funding Amount	Fee Waivers	Limit on Requests per event or per organization	Other Requirements
<b>Hayward (current)</b>	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
<b>Sacramento</b>	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)
<b>Livermore</b>	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.)
<b>Carlsbad</b>	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
<b>San Luis Obispo</b>	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,

# Other Cities Support of Special Events

<b>Monterey</b>	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
<b>Newport Beach</b>	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
<b>Ventura</b>	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
<b>Elk Grove</b>	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
<b>Culver City</b>	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

# Proposed Special Event Support Program

## Provide funding support for qualified special events and to assist with the City fees associated with executing the event

- Application period conducted once a year
- Not intended to fund the entirety of a special event
- Provides equal opportunity for all interested event organizers
- Creates a transparent process and accountability for the use of public funds

- 1 New Events – Up to \$10,000 in cash support. Must be a new event within the City limits
- 2 Existing Events – Up to \$5,000 in cash support. Maximum of 5 years of support
- 3 Fee Support – waiver of fees associated with executing the event. Maximum of 7 years of support



# Example of Support Under New Program

Under the proposed guidelines, a new event would be able to receive \$10,000 the first year and \$5,000 the following four years. The event would also be eligible for fee-waiver support for seven years.

This would support the start-up of new events while slowly decreasing the city financial support of the event.

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

# Fiscal Impact

Anticipated Funding - 2020	
Existing Events	\$75,000
Potential New Events	\$20,000
Un-anticipated events outside of application period	\$20,000
<b>TOTAL</b>	<b>\$105,000</b>
2019 funding requests	\$144,600
Reduction in Expenditures for Special Events	<b>\$40,000</b>

Most of the financial support of Special Events has been allocated from the Economic Development budget, which is funded by the General Fund

The reduction in anticipated expenditures on special event funding will be directed to supporting business attraction, retention and expansion activities of the Economic Development division

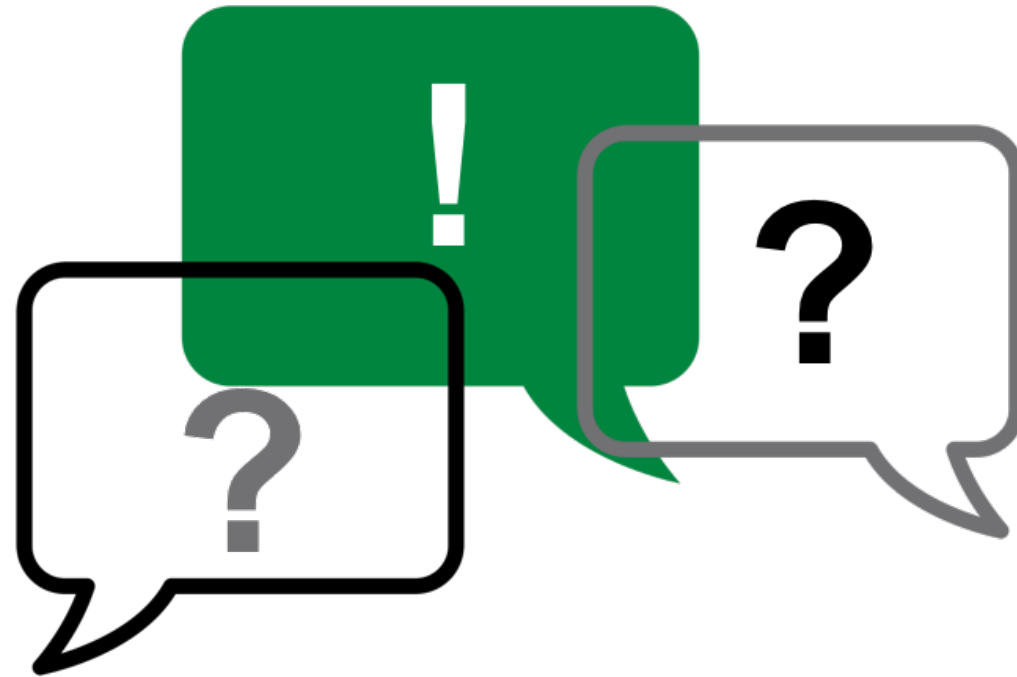


# Next Steps

- Revise Program based on CEDC Feedback
- Follow-up Engagement with Event Organizers
- Bring to City Council in the Fall
- Develop Application Form
- Develop Program Marketing Materials and Notify all Organizers
- Open Application Period January 2020



# Questions





# Economic Development Activities Update





# NEW COMMERCIAL BUSINESSES

COMING SOON:



268 Jackson  
(Planned 2019 Opening)



Southland Mall  
(July 27 Grand Opening)



846 B Street  
(Planned Fall 2019 Opening)



846 B Street  
(Planned Fall 2019 Opening)



1007 B Street  
(Opening TBD)





# NEW ADVANCED INDUSTRY BUSINESSES



**Hayman Street**  
**(Additive Manufacturing & 3D Printing of  
Custom Aerospace/Automotive Parts)**



**Weigman Road**  
**(Automotive & EV Drivetrain Testing)**



**Trust Way**  
**(R&D Lithium Ion for Batteries)**



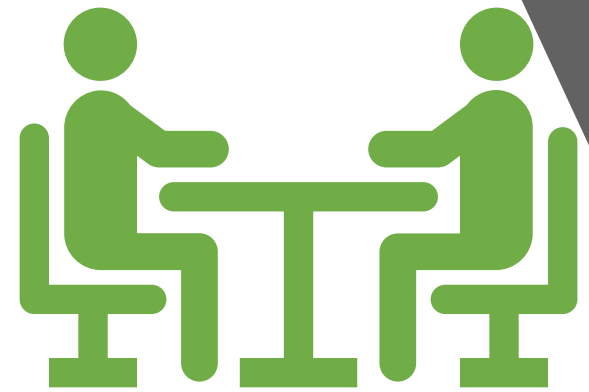
**Hayward Shea Center, Industrial Blvd**  
**(R&D, Manufacturing of 3D Printing  
Additives)**



# BUSINESS ENGAGEMENT



- R&D and manufacturing of smart tinting glass
- \$100 million Series D Financing from SKS of South Korea
- Concierge case for expanding manufacturing and office presence.



- Clean tech company
- R&D of advanced material coatings to improve efficiency of machinery
- Coatings steam condensers may reduce water usage
- Recently celebrated 3 year in business, 1 year in Hayward.

# BUSINESS ENGAGEMENT

**Fanale**  
FLAVOR THE WORLD



**US BOBA COMPANY INC**



Better boba, made in  
Hayward, California.

We're here to change the boba and tea industry, one batch of boba at a time.

CONTACT

SALES

## The New York Times

They've Made Lots of  
Bubble Tea. Now They'll  
Make the Pearls Too.

The Boba Guys chain has opened a Bay Area  
factory to produce the tapioca pearls that define  
the popular drink.





# MOVIE ON THE PLAZA EVENT – June 28



Over 600 Attendees for the free event!

# QUESTIONS?



## Future Meeting Topics