



DATE: October 5, 2016

TO: Downtown Business Improvement Area Advisory Board

FROM: Economic Development Manager

SUBJECT: Hayward Chamber of Commerce Request for Funding

RECOMMENDATION

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

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 Hayward Chamber of Commerce has partnered on multiple community events to promote the City of Hayward and the business community over the years. The DBIA approved \$33,500 in FY 2017 for Chamber Events.

For the 2017 Event Season, the Chamber was allocated funding for three Downtown Summer Street Parties in FY 2016/2017, the annual Light-Up the Season winter event, the Mariachi Festival in conjunction with the Chamber's Latino Business Roundtable, and the Bicycle Rodeo event featuring BMX demonstrations. These events create a sense of community for residents and bring people downtown to shop and dine at local businesses.

On July 29, 2016, the Hayward Chamber of Commerce requested funds in the amount of \$3,500 to cover additional costs. The Chamber is recommending cancellation of the Bicycle Rodeo in 2017 and folding elements of it into the June 2017 Street Party.

FISCAL IMPACT

There is approximately \$78,800 in the DBIA reserve account which represents the remaining collected funds from the DBIA District. DBIA has allocated the following for FY 2017 Chamber events: \$24,000 for the next three Downtown Summer Street Party series; \$7,500 for the 2016 Bike Rodeo; and \$500 for the Mariachi Festival 2016. With cancellation of the allocation for the 2017 Bicycle Rodeo, \$7,500 will be returned to the DBIA budget. The Chamber is

requesting \$3,500 for additional expenses which will leave \$4,000 to be returned to the DBIA FY 2017 budget.

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. Special events are also an important tool for creating community cohesion and marketing Hayward as a whole. 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 approved, staff will incorporate the allocation into DBIA budget for FY 2016-2017.

Prepared by: Ramona Thomas, Economic Development Specialist

Recommended by: Micah Hinkle, Economic Development Manager

Approved by:



Kelly McAadoo, City Manager

Attachments: Attachment II Funding Request