

City Council Referral Memorandum

Date: 5/21/19

To: Hayward Mayor & Council

From: Hayward City Council Member Aisha Wahab

Subject: **Hayward Fourth of July Morning Diversity Parade & Evening Fireworks Show**

Recommendation: Consider an item for discussion on a future City Council agenda regarding a City of Hayward Sponsored Fourth of July Morning Diversity Parade & Evening Fireworks Show

Background: Independence Day is a federal holiday in the United States of America commemorating the Declaration of Independence of the United States on July 4, 1776. The City of Hayward is known as the “Heart of the Bay”. The demographics of the City of Hayward illustrates the diversity in Hayward’s population. Hayward is one of the most diverse cities in the state and it is important to highlight what makes America great, especially today. Hayward residents deserve a family friendly, city-backed event, honoring this diversity and having a celebration of our great nation.

Goal: The goal of this 4th of July Morning Diversity Day Parade & Evening Fireworks celebration is to establish a family-oriented festival. The vision is to have a celebration of the diverse culture in Hayward and celebrate the birth of the United States. Both South Hayward and the Downtown should be incorporated. Collaboration among residents, businesses, commissions, and the City will strengthen. This may possibly reduce the number of illegal fireworks that take place during June-July in the City of Hayward.

- **Diversity Day Parade on 4th of July in South Hayward**
 - Begins at 9 or 10AM
 - In South Hayward
 - Family-friendly focus (toddlers, children, seniors, etc.)
 - Floats, walkers, banners, and participants displaying each culture (only 1 section per culture to ensure room and time for all cultures)
 - Each culture to be highlighted
- **Evening Fireworks Show 4th of July in Downtown (possibly rotating) Hayward**
 - Begins at sundown
 - In Downtown or possibly other area in Hayward
 - Fireworks show administered via City/Fire or responsible stakeholder
 - To be projected on top of the parking structure in Downtown

Timeline: Several months or as needed – 2020 prospective date of implementation

Desired Action: The City Council should vote on sponsoring a City of Hayward Fourth of July Morning Diversity Parade and Evening Fireworks Show. Safety will be a priority and partnerships may support the effort.

Stakeholders: Hayward Department Directors (some have volunteered), Chamber of Commerce, Businesses, City Commissions, Residents of Hayward. Potential partnerships through Supervisor Richard Valle (All American Festival).

Strategic Initiatives: Complete Communities: Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

Prepared & Submitted By:

Aisha Wahab

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Hayward City Council Member