



CITY OF HAYWARD

Hayward City Hall
777 B Street
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Cover Memo

File #: CONS 23-152, **Version:** 1

DATE: March 21, 2023

TO: Mayor and City Council

FROM: City Manager

SUBJECT

Adopt a Resolution Authorizing the City Manager to Execute a Professional Services Agreement with the Renaissance Entrepreneurship Center and the Pop Up Guide in the Amount Not-to-Exceed \$150,000 for the Management and Implementation of the Downtown Activation Pilot Program

RECOMMENDATION

That Council adopts a resolution (Attachment II) authorizing the City Manager to execute an agreement with the Renaissance Entrepreneurship Center and The Pop-Up Guide for program management services of the Downtown Activation Pilot Program, for a total not-to-exceed contract amount of \$150,000.

SUMMARY

As part of the City of Hayward COVID-19 economic recovery plan that was reviewed by the Council Economic Development Committee in June 2021, the Together for Hayward Open for Business program was included as one of nine programs utilizing ARPA funding to assist the business community to bring customers back to the stores. These Downtown Activation programs are one component of the Open for Business program and are designed to activate the Downtown district to attract customers back to the area. These programs are designed to be a pilot program that will last for approximately 6 months time. At the end of the program, an evaluation will be done to determine if a longer more permanent option should continue.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Resolution
Attachment III	Scope of Work and Program Descriptions
Attachment IV	RFP Response - Renaissance Entrepreneurship Center/The Pop Up Guide