



CITY OF HAYWARD

Hayward City Hall
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Cover Memo

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DATE: March 3, 2020

TO: Mayor and City Council

FROM: City Manager
Development Services Director
DHIA Board of Directors

SUBJECT

Downtown Hayward Improvement Association (DHIA): Receive the Annual Report on DHIA Activities

RECOMMENDATION

That Council accepts the report and provides feedback to the DHIA regarding activities in Downtown Hayward.

SUMMARY

For several years, the City worked to establish a Community Benefit District (CBD) in Downtown Hayward. On July 10, 2018, Council adopted Resolution 18-151, establishing the Downtown Hayward CBD. The District, known as the Downtown Hayward Improvement Association (DHIA), has been formed, including the designation of a Board of Directors, and meets regularly to carry out the functions outlined in the District Management Plan. Key activities over the past year included: establishment of an employee workforce to aid in sidewalk cleaning, trash, and debris removal; financial support for community events in Downtown; and partnering with a public relations (PR) firm to establish consistent messaging about Downtown Hayward, enhancing its image to retain quality businesses and attract new ones to the district.

ATTACHMENTS

Attachment I Staff Report
Attachment II Annual Report Summary