



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
www.Hayward-CA.gov

## Cover Memo

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**File #:** CONS 18-635, **Version:** 1

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**DATE:** October 2, 2018

**TO:** Mayor and City Council

**FROM:** City Manager

### **SUBJECT**

Authorization for the City Manager to Negotiate and Execute a Professional Services Agreement with New City America for Establishing the Downtown Hayward Community Benefit District Non-Profit Management Corporation Interim Administration in an Amount Not to Exceed \$30,000

### **RECOMMENDATION**

That the City Council adopts the attached resolution (Attachment I) authorizing the City Manager to execute an agreement with New City America in an amount not to exceed \$30,000 to pursue the creation of the Downtown Community Benefit District's Non-Profit Management Corporation and its interim administration.

### **SUMMARY**

On July 10, 2018, downtown Hayward property owners voted in favor of establishing a Community Benefit District (CBD), levying a special assessment that would generate upwards of \$600,000 annually for a variety of special services in downtown Hayward. The downtown property owners are now working to develop a non-profit management corporation to administer the programs and projects of the planned CBD. This contract with New City America is for the interim administration of the CBD and to establish a non-profit management corporation to govern and manage the CBD moving forward. This item is being brought to the City Council given the total amount of compensation the contractor has received over the last four years.

### **ATTACHMENTS**

Attachment I	Staff Report
Attachment II	Resolution
Attachment III	Scope of Services