

Downtown Hayward Improvement Association Presentation to the City of Hayward City Council



March 17th, 2026

Presented by Marco Li Mandri
Executive Director | New City America, Inc.



Brief Overview

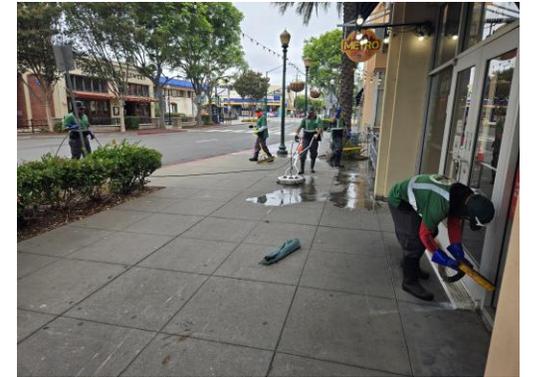
- 11 Member Board of Directors
- FY26 Annual Budget: \$806,411.70
(Assessment Income + Carry Forward)
- 230+ Parcels (Includes CoH & BART)
- Provides services to downtown property owners above and beyond general benefits, i.e., special benefits.
- Majority of district business and operations is conducted through three Advisory Committees.

The DHIA's Three Advisory Committees

- Sidewalk Operations, Beautification & Order (SOBO) Committee:
 - Oversees the District's Clean & Safe Operations and Enhanced Landscaping Program
- District Identity & Streetscape Improvement (DISI) Committee:
 - Oversees the District's Marketing and Media Promotions, as well as its local Placemaking Projects and Special Events Support
- Land Use & Project Review Committee:
 - Reviews the District's Land Use and Mobility Issues, in addition to Reviewing New Development Projects and Capital Improvement Projects in Downtown Hayward.

Sidewalk Operations, Beautification & Order (SOBO) Committee

- Provides seven days-a-week maintenance coverage of the downtown area. In-house operation includes 7 FTE
- Provided regular steam cleaning services districtwide year-round.
- Maintains 20+ hanging flower baskets on B Street.
- Maintains 20 decorative planters throughout the Downtown Hayward.
- Proactively maintains City infrastructure and downtown amenities for the benefit of the downtown stakeholders and visitors.



District Identity & Streetscape Improvement (DISI) Committee

- Partnered with the City of Hayward to install a new placemaking project at the Hayward Cinemark Century Theatre.
- Supported local events to activate downtown, including the Chamber Street Parties, Juneteenth Celebration, Taste of Hayward, Light Up the Season and Kwanzaa Celebration.
- Implemented “Downtown Mural” 117 banners for installation throughout the district
- DHIA contracts with Olive Public Relations to promote the downtown district and its businesses with dedicated PR & Social Media efforts.
- DHIA Instagram audience has grown to 13k (4k new followers in last year), with a total of 1.9 million views across all our combined content in 2025. The DHIA leverages this audience to drive more interest and investment in the downtown area.



Taste of Hayward – 2025



District Opportunities & Challenges

+ Great Momentum with New Eateries/Business Openings:

- Tang Jip, Obento, Teriyaki City Grill, Storybook, Concha Dreams, Rolla Cabin, Butter Pecan, Kora Pilates, MR Solutions, Signature Salon Suites, Con Azucar (coming soon), Poppy Bank (coming soon), 440 Gym Hayward (coming soon)

+ City-Owned Parking Lots to Leverage:

- City Owns 11 Municipal Lots in Downtown Core

– Long-Term Property Vacancies

- Gaps in continuous commercial activity on B Street/Foothill

– Undeveloped/Underutilized Parcels in District

Coming in 2026!



SafeCity[®]
CONNECT



Big Belly Decorating Contest
with Local Artists

Downtown Hayward
Street Eats Night Market

Taste of Hayward
Returns

New Downtown Furniture
& Infrastructure

Thank you!

