



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvements
(DISI Committee)**

Thursday, March 21st, 2019, 1:00 p.m.

City Hall, Conference Room 4A

Fourth Floor

Functions of the District Identity Committee:

Projects would include those that market and promote the Downtown Hayward District or promote positive aspects of Downtown Hayward.

Those issues may include:

- a. *branding of the district,*
- b. *Hiring and monitoring of a PR Firm including public relations/social media/facebook/twitter*
- c. *Development of a new logo,*
- d. *Review of the Farmers Market and other special events*
- e. *Website development and maintenance,*
- f. *Banner program,*
- g. *Holiday decorations,*
- h. *New public spaces projects, improvements to public spaces in the district*
- i. *District walking maps, brochures, etc.*

AGENDA

- 1. Call to Order & Introductions: Charlie Ream**
- 2. Review of Feb. 28th minutes**
- 3. Review of Chamber documentation on events;**



Corporate Office ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ 888-356-2726 ■ 619-233-5009 ■ Fax 619-239-7105

San Francisco Bay Area Office ■ 954 Lee Avenue, ■ San Leandro, CA 94577

New England Office: 42 Pearl Street ■ New Bedford, MA ■ 02745

mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

4. **Review of budget for DISI for FY 19, recommendation to Board on allocation for FY19 for events related support** *Action Item*
5. **Review of RFP for PR/Social Media** *Action Item*
6. **Review of RFP for Web site development/maintenance** *Action Item*
7. **Priorities for the year** *Action Item*
8. **Other/Next meeting, review of Farmers Market organization**
9. **Future: Review of new park plan and its accommodation for events**
10. **Next DISI Committee Meeting:_____**

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building that the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvement Committee
Thursday, Feb. 28th, 2019 – 11:00 a.m.
City Hall, Conference Room A**

Present: Ben Schweng, Dinesh Shah, Sara Buizer, Resti Zaballos, Jeff Jurow,

Absent: Charlie Ream

Guests: Lim Huggett Susan Jeda-Colos, Diane Laine, Catherine Raston/City

Staff: Marco Li Mandri, Dominic Li Mandri/New City America

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Jeff Jurow called the meeting to order at 11:05. Chair Charlie Ream was not able to make the meeting due to a family illness. Introductions were made.	No action taken
2. Updates a. budget	The budget for the DISI Committee for the balance of FY 19 will be 81k, down from 90k to help roll out the Sidewalk Operations services for the first year.	No action taken
3. Presentation by the Hayward Chamber for Event Underwrite	Kim Huggett was present to give an update on a request for underwrite by the DHIA for specific Downtown Events for FY 19 and 20. Kim and his staff were requesting approximately \$ 67,000 for the following	No action taken



	<p>events: July 18th, 2019 Street Party - \$18,000 August 15th, 2019 Street Party - \$18,000 June 18th, 2020 Street Party - \$18,000 Mariachi Festival Sept 13th - \$6,500 Light up the Season – Dec. 7th \$6,500</p> <p>Kim stated that the City would be ending much of its underwriting of events for FY 20 so that leaves many of the events without key sponsors to cover operational costs.</p> <p>After Kim made his presentation and questions were asked, the Committee asked the Chamber to leave the room so the Committee could deliberate on the request.</p> <p>All Committee members discussed the pros and cons of the underwrite request and it was decided that:</p> <p>a. the DHIA would like to partner with the Chamber on some events this year including the Mariachi Festival, the Light Up the Season Festival and one of the summer street concerts.</p> <p>The Committee then asked Kim back into the room and stated what was discussed. The Committee will make recommendations to the Board to allow the Committee to sort it out based upon other DISI budget needs and determine how to proceed.</p>	
<p>Other items</p>	<p>Marco and Dominic spoke about the need to have a good PR firm for the DHIA as there were many new things occurring Downtown and the region needed to know about it. This would help attract new development and tenants to Downtown now that the CBD is in place and has a budget to improve Downtown.</p>	<p>No action taken</p>

REQUEST FOR PROPOSAL FOR A RESPONSIVE WEBSITE DESIGN

Released on, Monday, March 25, 2019

Due on April 26, 2019

I. Introduction and Background

The Downtown Hayward Improvement Association (DHIA), is a pending non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals for a newly designed CMS mobile-responsive website.

The DHIA's primary function is to administer the Downtown Hayward Community Benefit District (CBD or District). The DHIA has a contract with the City of Hayward to administer the revenues for this assessment district. The Fiscal Year 2018-19 revenues for the CBD are anticipated to not exceed \$600,000. This will be the first year of operation of the District.

The special benefit services funded by this CBD include maintaining security, cleanliness and order in the public rights of way, improving district identity, running the web site and all district events, serving the corporations' administrative needs and advocating on behalf of the areas property owners, business owners and residents. The function of the CBD is also one of an advocacy organization that seeks to improve the overall appearance, building, office, retail and related residential mix and public space improvements within the district.

DESCRIPTION OF CONTRACTOR SOUGHT:

- a. The website developer must design the website to the DHIA Board's approval:
 1. Staff will give design ideas for the developer to work from;
 2. The developer will create 3 story boards or mock-ups for DHIA Board and Staff to review; and
 3. The developer will provide a BETA website, before going live, for DHIA Board and staff to review, edit and approve.
- b. The website must contain a "Home" page with rotating photos and copy, and 3 designed page styles to choose from for alternate pages;
- c. The website needs to be mobile-responsive and reactive to various devices;
- d. The website needs to have the potential to expand in number of pages using predesigned templates;
- e. The website must be a Content Management System (CMS) and created in WordPress or similar platform that is easy to manage and edit; and
- f. The website must be created to maximize SEO.

BUDGET

- a. The budget range is not to exceed \$8,000; and
 1. The DHIA Board has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.

- b. The DHIA Board has given staff authorization to move forward with this project immediately after the firm is selected by the Board.

TERMS AND CONDITIONS

- a. DHIA must own, have full access to and have the right to customize site code;
- b. Terms of proposal:
 1. Proposals should be addressed to Marco Li Mandri, Executive Director of the DHIA;
 2. Proposals must be submitted in a PDF to chris@newcityamerica.com by Friday, April 26, 2019, no later than 3:00 pm;
 3. All proposals must include a statement of authorization to bid by a principal of the responding firm;
 4. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits;
 5. Proposal must include items listed under "Proposal to Include" (below); and
 6. No proposal, with attachments, shall be over 8 pages in length.

PREFERENCE FOR LOCAL COMPANIES

The DHIA Board prefers, however does not require local companies (San Francisco Bay Area) to bid on this proposal. However, the Board will consider any and all applications.

PROPOSAL TO INCLUDE

- a. Executive summary:
 1. Qualifications and experience: relevant case histories with screen shots and links to design and formatting examples.
- b. Project timeline;
- c. Break-down of cost by production hours, tools, functionalities and potential additional annual/maintenance fees;
- d. Biographies of all who will work on the account;
- e. Professional references; and
- f. If relevant, monthly maintenance services charges.

Submittal of Proposals

All bids should be submitted in in PDF format to chris@newcityamerica.com - **No later than 3:00pm on Friday, April 26, 2019.** Please ensure that all bids are addressed to:

**The Downtown Hayward Improvement Association
c/o Marco Li Mandri, Executive Director
New City America
710 W. Ivy Street, San Diego, CA 92101**

Contractor's Representations:

The Contractor(s), by submitting a bid, represents that:

- a. The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.

Award of Contract

The award date of the contract is anticipated to be no later than June 1, 2019.

The DHIA Staff or Board reserves the right to accept, amend, reject or completely alter the use of a private contractor in this RFP process.

monica

From: Marco-NCA <Marco@newcityamerica.com>
Sent: Wednesday, March 13, 2019 8:07 PM
To: 'monica'
Subject: FW: Chamber Event Proposal to the CBD
Attachments: CBD PROPOSAL.pdf; Downtown Street Party Budget July 2018.pdf; Mariachi Festival Budget 2018.pdf; Light Up The Season Budget 2018.pdf; SP Poster SMALL 2018.jpg; Street Party Poster JulyAug sm-01.jpg

ppo

From: Kim Huggett <KimH@hayward.org>
Sent: Wednesday, March 13, 2019 4:21 PM
To: Marco <marco@newcityamerica.com>
Cc: Jeff Jurow <jjurow@structureproperties.com>; Sara Buizer <Sara.Buizer@hayward-ca.gov>; Jennifer Ott <Jennifer.Ott@hayward-ca.gov>
Subject: Chamber Event Proposal to the CBD

Marco, Jeff, Sara, Jennifer:

I think I must be asking the wrong people to be placed on the CBD board list. I heard there was a meeting today but received no notification. Can you advise me who would be the person to arrange for me to receive notice of the meetings? I always took pride that I never missed a DBIA meeting. The chamber is a downtown business / organization with many CBD members and I think the advisory committee would benefit from our perspective as observers.

Attached are the documents you requested at the last committee meeting.

1. The overall proposal has been revised to reflect an element that I did not know about until talking to the committee and confirming it with Kelly McAdoo: the fee waivers for street parties will continue. This is great news and cuts our costs by \$2,944 per event, rounded to \$3,000 per event.
2. The July Street Party budget for 2018 is attached.
3. The Mariachi Festival budget for 2018 is attached.
4. The Light Up The Season budget for 2018 is attached.

Documentation for the budgets (invoices, permits, etc.) each runs more than 60 pages. I can provide that if you'd like.

I've also attached posters from the 2017 and 2018 events. We have hundreds of photos of these events on Facebook albums and would be happy to share any that help illustrate these popular and traditional downtown activities.

If you have any additional questions or need more information, let me know. And also please let me know how I can be put on the mailing list for CBD meetings.

Sincerely,

Kim

PS: We had great turnouts for chamber-produced grand opening ribbon-cuttings in downtown Hayward last month at the 808 A Street Senior Apartments and Erik's DeliCafe. Plus, we're working on grand opening events for the new Downtown Events Center (formerly Pancho Villa center) and hope to be working soon with Andrew Husary on the grand

opening of B Street Apartments (Green Shutter). I was contacted today by the soon-to-be constructed 990 Lounge (B and Main streets), and yesterday visited the future site with the owners of Marley's Cupcakes (formerly B Street Bar and Grill). I've also got all three downtown cannabis dispensaries interested in events.....those need to be more low-key. So we're in the center of a lot of action and want to help as much as possible.

Kim Huggett, IOM
President & CEO
Hayward Chamber of Commerce
510.537.2424 - office
510.701.7567 - mobile
www.hayward.org



Hayward Chamber of Commerce

Chamber/CBD/City of Hayward Downtown Promotion Partnership FY 2019-2020

Summer Downtown Street Parties

The Hayward Chamber of Commerce proposes to conduct three street parties for the Community Benefit District board and the City of Hayward in the fiscal year 2019-2020: July 18 and August 15, 2019, and June 18, 2020. The chamber has produced Hayward's Downtown Street Parties for 20 years, with a staff experienced to coordinate events involving 100+ vendors, 50 volunteers, bands, a beer garden and water/soda stations, children's activities and rides, arts and crafts. 2019 will be the 14th year of our street party car shows at each event (51 car shows, so far).

Advantages for the CBD in using the Hayward Chamber of Commerce as its event promoter:

- The chamber attracts and screens vendors to assure the quality of goods being sold.
- Vendors want the confidence of knowing that event promoters are fixtures in the community, so they'll know where to go with concerns or questions.
- The most successful events are those that have local support, local buy-in, and promoters who know the turf, such as the chamber.
- Support of the business community is essential to help with promotion and vendor recruitment.
- The Hayward Chamber of Commerce has a stable of local "regulars" who know and trust our management.

Mariachi Festival

In conjunction with the chamber's Latino Business Roundtable, the chamber proposes to hold the 9th annual Mariachi Festival in the City Hall Plaza September, 13, 2019. For five years, 1999-2014, the chamber and City of Hayward combined to offer this cultural event at no cost to the former Downtown Business Improvement Area (DBIA). For the first time, in 2015, this event was supported by a \$500 contribution from the DBIA budget. That increased to \$1,500 in 2017 and 2018. With the withdrawal of fee waivers by the city in 2019, the expense to the CBD would be \$7,500.

Light Up the Season

The chamber agrees to again act as fiscal agent and co-promoter of the annual Light Up The Season event on Dec. 7, the first Saturday in December 2019. Cost to put on each event for the past three years has been \$16,500 from the City of Hayward, with the DBIA contributing about 3% of the total. If the city continues to underwrite much of this event, the CBD would be asked for a \$7,500 contribution to cover fees, permits, policing and other associated costs.

The chamber's work includes scheduling, staging, and paying various school bands and choirs; arranging design and distribution of posters and fliers and promotion through social and traditional media as well as through every school in the Hayward Unified School District; providing portable toilets, kids' rides, faux ice rink and related vendors. The chamber has arranged Macy's, the Hayward Rotary Club, Quick Quack Car Wash, and St. Rose Hospital as past co-sponsors and will continue to seek additional sponsorship to defray costs.

In addition, the chamber provides promotion of the downtown holiday passport program.

Event Production Proposal

To: Members of the Community Benefit District Committee

From: Kim Huggett, Hayward Chamber of Commerce

Date: January 8, 2019

Subject: CBD / Chamber Promotion Partnership for 2019-2020

Here is our proposal for CBD / chamber event co-sponsorship for fiscal year 2019-2020. The chamber absorbs a variety of costs (administration, labor, staging, waste disposal, portable toilets, entertainment, health permits, etc.), which it partially offsets with vendors and sponsorships. None of these events are possible without support from the CBD and the City of Hayward for elements such as added policing, recycling bins, and maintenance services staff.

Beginning in 2019, the City of Hayward will no longer waive the fees for permits, policing, sealing off streets, and related charges. The city has not yet been able to calculate the costs for these charges in 2019, so working with the fee assessor in the city's Development Services office the chamber has estimated a minimum of \$5,000 for permits, fees and added policing.

PROPOSED STREET PARTY SCHEDULE

Thursday, July 18, 2019	\$20,000
Thursday, August 15, 2019	\$20,000
Thursday, June 18, 2020	\$20,000

ADDED FEE IN 2019

Thursday, June 20, 2019	\$5,000
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This is the last downtown event of the fiscal year and the city will not offer a fee waiver nor charges for added policing, permits or street barricades.

MARIACHI FESTIVAL

Friday, Sept. 13, 2019	\$7,500
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LIGHT UP THE SEASON

Saturday, Dec. 7, 2019	\$7,500 (city contribution undetermined)
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Combined attendance at the three downtown street parties is about 24,000, the Mariachi Festival is more than 4,000, and Light Up The Season is about 3,000.

ADDITIONAL EVENTS:

In recent years, the chamber has worked with the DBIA and the City of Hayward to produce a variety of other downtown events the CBD may wish to revisit, including:

- The Downtown Hayward Restaurant Walk: 2011, 2012
- Hayward Restaurant Month: 2013

- Downtown Hayward Bicycle Rodeo: 2014, 2015
- The Downtown Hayward Wine Walk: 2015-17
- The Downtown Hayward 'Santa Paws' Pet Parade: 2009-2012

The chamber is also open to producing additional events to attract attention of families to downtown Hayward. These could include:

- A Day of the Dead / Halloween celebration promotion
- Hayward Heritage Day / city anniversary celebration

NEWSLETTER

The chamber, whose office is located in the heart of downtown Hayward, used to produce a downtown newsletter for the DBIA, and would be open to bidding on producing a monthly e-newsletter for the CBD. We could maintain the database to assure mailing security. Chamber president Kim Huggett is a former daily newspaper reporter and college journalism instructor who also produces a monthly e-newsletter sent to 1,300 chamber member addresses.

CONCLUSION

The Hayward Chamber of Commerce is looking forward to continuing working with the City of Hayward and CBD members in planning, promoting and executing a variety of exciting programs to help foster a positive image of Hayward and to promote the businesses, housing, and other amenities in Downtown Hayward.

Kim Huggett
President & CEO
January 8, 2019



Street party crowd, August 2018

Mariachi Festival 2018 Budget

EXPENSES	Notes		Actual 2018
ABC License			\$25.00
Alameda County Health Permit			\$500.00
Alan the Amazing - Balloons			\$150.00
Ballet Folklorica Tlapalli, Jose Somoza			\$200.00
Ballet Mexico Danza EBCPCA			\$300.00
Bar supplies (alcohol, misc.)			\$625.00
City of Hayward Encroachment Permit \$2990.00	waived		\$0.00
Decorations, miscel.			\$135.00
Face Painters - 2			\$300.00
Labor - Downtown Street Team			\$1,210.00
Light Tower			\$0.00
Mariachi Head Leader - Miguel Figueroa			\$100.00
Mariachi Juvenil de Hayward M.E.T.A			\$1,250.00
Mariachi Mexicanísimo			\$1,800.00
Mariachi Nuevo Mexico Hector Flores			\$1,100.00
Mariachi Tradicion Mexicana Ricardo Castro			\$1,000.00
Master of Ceremony - Connie Guerro			\$100.00
Printing Minuteman Press	banner two 76' x 60'		\$250.00
Printing Minuteman Press	posters 50, BB Signs		\$852.41
Singer - Alma Barriga Gonzales			\$500.00
Sound System & generator Ray Rabello			\$1,250.00
United Site Services Porta Potties			\$589.62
Video - Jose Montesinos			\$300.00
		Total	\$12,537.03
INCOME			
6 Sponsors 2018 @ \$250			\$1,500.00
1 Sponsor 2018 @\$600			\$600.00
7 Sponsors 2018 @ \$500			\$3,500.00
Leadership Circle			\$5,300.00
AC Transit	\$500.00		
Calpine	\$500.00		
Kaiser	\$800.00		
PG&E	\$600.00		
St.Rose	\$200.00		
AT&T	\$1,000.00		
East Bay Community Energy	\$500.00		
Eden Medical Center	\$500.00		
Quick Quack	\$700.00		
City of Hayward DBIA			\$1,500.00
1 Major Sponsor Tiburcio Vasquez			\$750.00
1 Sponsor Product - Farallon			\$0.00
3 Craft Vendors 2018 @\$100			\$300.00
Bar			\$3,041.00
		Total	\$16,491.00
		Income	\$16,491.00
		Expenses	\$12,537.03
		Profit	\$3,953.97

HAYWARD CHAMBER OF COMMERCE
22561 Main Street
Hayward, CA 94541

Bank of the West
1058 B Street
Hayward, CA 94541
90-78/1211

14273 14

9/12/2018

PAY TO THE ORDER OF First Impressions - *Mariachi 2018*

\$ **150.00

One Hundred Fifty and 00/100*****

DOLLARS

First Impressions

MEMO
Mariachi 2018

[Signature]
AUTHORIZED SIGNATURE

⑈014273⑈ ⑆121100782⑆ 044956654⑈

HAYWARD CHAMBER OF COMMERCE

14273

First Impressions

9/12/2018

150.00

Bank of the West 665 Mariachi 2018

150.00

HAYWARD CHAMBER OF COMMERCE

14273

First Impressions

9/12/2018

150.00

Bank of the West 665 Mariachi 2018

150.00

Photo Safe Deposit
Details on Back.

Downtown Street Party July 2018 Income/Expenses

Expenses	\$43,300.00
	July
Labor	
Bressler, Michael	\$100.00
Carlos-Valentino, Marcela	\$0.00
Cobos, Anthony	
Cobos, Aracely	\$160.00
Cobos, Julissa	\$160.00
Downtown Streets Team	\$300.00
Fajardo, John	\$100.00
Graham, Karen	\$100.00
Pineda, Alex	\$100.00
Pineda, Marcela	\$100.00
Pineda, Rafael	\$120.00
TOTAL	\$1,240.00
Entertainment	
Booker, Michael - Shark Punch Band	\$0.00
Coronado, Raymundo	\$900.00
Fernandez, Edward - Balloons & Tunes	\$350.00
First Impressions	\$150.00
Fun and Games	\$500.00
Hayward High Marching Band	\$0.00
Hoffman, Robert - DJ	\$200.00
Patron Band Delbert Ojeda	\$0.00
Phillis, Annika - Face Painter	\$0.00
Phillis, Suzanne - Face Painter	\$150.00
Porfido, Sally Face Painter	\$150.00
Rabelo, Ray	\$350.00
Ramos, Rudy Third Sol	\$900.00
Robert Louis, DJ	\$0.00
Stewart, Ronnie - The West Coast Blues Society Band	\$0.00
TOTAL	\$3,650.00
Miscellaneous	
A & Foothill True Value Hardware	\$14.25
ABC License	\$25.00
Acme Awards	\$0.00
Alameda County Health Permit(June)	\$186.00
Alameda County Sponsor Permit (estimate)	\$0.00
Amazon	\$23.98
Bay Area News Group - East Bay Times Leadership Circle)	\$0.00
Chamber Link	\$0.00
City of Hayward Encroachment Fee	\$2,944.00
City of Oakland parking	\$0.00
CopyMat	\$112.49
Costco - 2 posters	\$0.00

Downtown Street Party July 2018 Income/Expenses

CVS - batteries	\$16.87
East Bay Publishing Inc Castro Valley Forum	\$260.00
Facebook	\$44.00
Lucky's	\$207.92
Minuteman Press (vendor postcards, car tags, HCC coupons)	\$0.00
On Time Signs	\$0.00
Party City	\$0.00
Smart & Final	\$148.18
Snap Chat	\$0.00
Stuart Rentals - tables and chairs	\$4,536.33
The Pioneer Newspaper	\$190.00
United Site Services - Portable Toilets	\$1,327.66
Video - Jose Montesinos	\$0.00
	\$10,036.68
EXPENSES TOTAL	\$14,926.68
INCOME	
Beer/wine garden/soda/water	\$4,390.00
Vendors	\$11,205.47
	\$15,595.47
Expenses	
Labor	\$1,240.00
Entertainment	\$3,650.00
Miscellaneous	\$10,036.68
	\$14,926.68
Profit	

Light Up The Season 2018

Beginning Budget (City of Hayward \$16,000 & DBIA \$500)	\$16,500.00
	Actual
Set Up	
Agricultural Institute of Marin (clean up of porta-potties)	\$0.00
Light Tower - City of Hayward	\$0.00
Sound System - Larry Martinez	\$475.00
Tree, decorations, Santa chair (pd for by COH)	\$0.00
United Services (standard & handicap porta-potties with sink)	\$449.88
Wrap poles w/lights - private company (pd by COH)	\$0.00
Wreath Installation - private company (pd by COH)	\$0.00
Total	\$924.88
Labor	
Downtown Streets Team	\$150.00
Labor - set up/take down /clean up	\$320.00
Total	\$470.00
Publicity/Printing/Misc	
Castro Valley Forum	\$0.00
Costco - poster	\$60.32
Daily Review (2 day advertising) trade	\$0.00
Facebook	\$22.00
HUSD Peachjar	\$0.00
Minuteman - merch forms, posters, flyers, elf warning, postcards	\$537.21
miscellaneous- Dollar Tree, Safeway, Michael's	\$223.92
SnapChat	\$72.31
The Pioneer	\$280.00
Tri-City Voice	\$0.00
Total	\$1,195.76
Entertainers	
Alan the Amazing (1st Impressions Entertainment)	\$150.00
Santa Claus - Brian Schott	\$200.00
California Crosspoint Academy	\$150.00
East Avenue Elementary School	\$150.00
East Bay Youth Orchestra - Wells Fargo's sponsorship \$300	\$300.00
Face painters (2) @ \$150 each for 2 hrs	\$300.00
Fun & Games Rentals - rides, skating rink, snack trailer	\$9,250.00
Hayward High Band (Hayward Rotary sponsorship)	\$300.00
Mrs. Claus - Cara Schott	\$100.00
Mt. Eden High School Chorus - Macy's sponsorship \$1,400	\$0.00
Photographer - Russell Foote	\$300.00
Rudy Ramos - Emcee	\$150.00
The Tap Dancing Christmas Trees	\$640.00
Total	\$11,990.00

Light Up The Season 2018

	Budgeted	Actual
Vendors		
City Services - Animal Services	\$0.00	
Inter Faith Council	\$0.00	
Cricket Wireless	\$150.00	
Kettle corn	\$150.00	
East Bay Community Energy	\$0.00	
Total	\$300.00	
Supplies		
Dollar Tree - Candy Canes, tablecloth, elf caps, bows	\$111.07	
Safeway - 8 tablecloths	\$6.00	
Kmart - Raffle prizes for toy donations	\$80.81	
Total	\$197.88	
Sponsors & Leadership Circle		
Hayward Rotary Club	\$300.00	
Macy's (Sponsorship paid directly: Mt. Eden Choir; META)	\$0.00	
Macy's Letter to Santa	\$0.00	
Hayward Fire Department Toy Drive	\$0.00	
Salvation Army Coffee Van	\$0.00	
Quick Quack - LC	\$500.00	
Wells Fargo Bank - LC	\$300.00	
Total	\$1,100.00	
Grand total for Expenses		
Set Up	\$924.88	
Publicity	\$1,195.76	
Entertainers	\$11,990.00	
Labor (does not include chamber Admin or staff)	\$470.00	
Total	\$14,580.64	
Grand total for Income		
Sponsors	\$1,100.00	
Vendors	\$300.00	
DBIA	\$500.00	
City of Hayward	\$16,000.00	
Total	\$17,900.00	
Grand Total		
Income	\$17,900.00	
Expenses	\$14,580.64	
	\$3,319.36	
Net Total	\$3,319.36	

HAYWARD

19

3RD THURSDAY

STREET PARTIES



JUNE 21 * JULY 19 * AUGUST 16

5:30-8:30^{PM} * B STREET from FOOTHILL BLVD to WATKINS STREET

FREE FAMILY FUN * GREAT FOOD * ALAN THE AMAZING
 FH DAILEY CHEVROLET CLASSIC CAR SHOWS * BEER & WINE GARDENS
LIVE MUSIC ON 5 STAGES

FEATURED ON THE BUFFALO BILL'S STAGE: RUCKATAN, ANDRE THIERRY FEATURED ON THE BISTRO STAGE: THE ROYAL DEUCES



JUNE: SHARK PUNCH & *West Coast Blues Society* CARAVAN OF ALL-STARS

JULY: THIRDSOL

AUGUST: PATRON



KAISER



DBIA



St Rose



Dailey



Quick Quack

FOR MORE INFORMATION: www.hayward.org



DOWNTOWN HAYWARD

Third Thursday STREET PARTIES

JUNE 15 · JULY 20
AUGUST 17

2017



LIVE MUSIC

Face Painting

HOT RODS & CLASSIC CARS

Family Fun

BEER & WINE GARDENS

Alan the Amazing

KIDS ZONE

JULY 20

Celebrating our "All-America" City
FEATURING



Re-Wind
"That 80's Band"

AUGUST 17

FEATURING
Hayward High Marching Band



Patron

Bst from
FOOTHILL
to **boulevard**
WATKINS
street

5:30 to 8:30 pm

FOR MORE INFORMATION:
Hayward Chamber of Commerce
WWW.HAYWARD.ORG

