



**Downtown Hayward Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
Monday, June 21st, 2021, 11:00 AM
Zoom Link Sent Out**

AGENDA

1. Call to Order & Introductions: Sara Buizer
2. Public Comment, announcements
3. Review of FY20-21 DISI Budget: Update
4. Committee Updates:
 - a) FY20-21 Annual Report: Completed
 - b) Outdoor Dining on Main Street: Update
 - c) B Street Banner Program:
 - i) Program Scope
 - ii) Potential Themes
 - iii) Next Steps
 - d) July 10th Reopening Celebration: Update
 - e) Partnership Proposals for Events in Downtown *Action Item*
5. Other
6. Next Committee Meeting: _____
7. Adjournment

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

22650 Main Street • Hayward, CA 94541

7:30 AM

06/21/21

Cash Basis

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
May 2021

	May 21	Budget	Jan - May 21	YTD Budget	Annual Budget
Income					
Assessment Income					
Delinquency	0.00	0.00	0.00	-40,000.00	-40,000.00
Carry Forward	0.00	0.00	0.00	363,142.54	363,142.54
Assessment Income - Other	0.00	49,637.00	373,005.49	248,185.00	595,644.00
Total Assessment Income	0.00	49,637.00	373,005.49	571,327.54	918,786.54
Total Income	0.00	49,637.00	373,005.49	571,327.54	918,786.54
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	1,669.00	4,000.00
Bank Charges	0.00	4.00	8.00	22.00	50.00
Insurance - Liability, D and O	3,555.28	666.00	7,498.28	3,338.00	8,000.00
Legal Fees	0.00	83.00	120.00	419.00	1,000.00
Office Supplies	124.26	166.00	923.72	838.00	2,000.00
Postage, Mailing Service	0.00	125.00	87.96	625.00	1,500.00
Printing and Copying	0.00	166.00	0.00	838.00	2,000.00
Rent	1,200.00	1,250.00	6,000.00	6,250.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	32,500.00	32,500.00	78,000.00
Telephone, Telecommunications	225.00	166.00	2,101.32	838.00	2,000.00
Utilities	320.55	250.00	1,131.52	1,250.00	3,000.00
Admin Contingency	0.00	166.00	659.00	838.00	2,000.00
Total Administration	11,925.09	9,875.00	52,479.80	49,425.00	118,550.00
DISI					
Advertising	72.00	166.00	575.00	838.00	2,000.00
Annual Report	0.00	250.00	0.00	1,250.00	3,000.00
Branding & Signage	375.00	333.00	375.00	1,669.00	4,000.00
DISI Unallocated	0.00	833.00	0.00	4,169.00	10,000.00
Outdoor Dining	2,227.50	1,333.00	2,227.50	6,669.00	16,000.00
PR / Social Media	925.00	1,000.00	7,850.00	5,000.00	12,000.00
Seasonal Displays	0.00	500.00	4,570.00	2,500.00	6,000.00
Special Events	0.00	0.00	3,500.00	0.00	0.00
Staff Consulting (New City)	1,500.00	1,500.00	7,500.00	7,500.00	18,000.00
Website	0.00	166.00	0.00	838.00	2,000.00
Total DISI	5,099.50	6,081.00	26,597.50	30,433.00	73,000.00
SOBO					
Capital Improvements	0.00		6,820.00		
Fixed Assets - Major Purchase	0.00	1,000.00	0.00	5,000.00	12,000.00
Maintenance and Supplies	119.19	1,250.00	3,613.71	6,250.00	15,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	8,338.00	20,000.00
Payroll Expenses					
Deductions	0.00		-300.00		
Health Insurance	1,553.01	2,100.00	4,920.99	10,500.00	25,200.00

7:30 AM
06/21/21
Cash Basis

Downtown Hayward Improvement Association Profit & Loss Budget Performance May 2021

	May 21	Budget	Jan - May 21	YTD Budget	Annual Budget
Payroll Service	245.09	315.00	1,282.37	1,595.00	3,800.00
Payroll Tax Expense	6,332.29	4,666.00	33,497.90	23,338.00	56,000.00
Payroll Workers Comp Ins	0.00	2,100.00	-2,827.00	10,500.00	25,200.00
Payroll Expenses - Other	12,430.82	14,150.00	63,216.82	70,750.00	169,800.00
Total Payroll Expenses	20,561.21	23,331.00	99,791.08	116,683.00	280,000.00
Cameras	5,614.80	8,333.00	8,918.80	41,669.00	100,000.00
Professional Services	4,000.00	18,333.00	4,000.00	91,669.00	220,000.00
Supplies for SOBO	0.00	416.00	2,514.75	2,088.00	5,000.00
Vehicle Related					
Pressure Washing	561.23	500.00	1,180.08	2,500.00	6,000.00
Gas	106.95	416.00	1,243.65	2,088.00	5,000.00
Vehicle Repair & Maintenance	0.00	333.00	414.00	1,669.00	4,000.00
Vehicle Related - Other	0.00		465.37		
Total Vehicle Related	668.18	1,249.00	3,303.10	6,257.00	15,000.00
Total SOBO	30,963.38	55,578.00	128,961.44	277,954.00	667,000.00
Contingency / Reserve	0.00	5,019.00	12.60	25,103.54	60,236.54
Total Expense	47,987.97	76,553.00	208,051.34	382,915.54	918,786.54
Net Income	-47,987.97	-26,916.00	164,954.15	188,412.00	0.00



Hayward Chamber of Commerce / Downtown Hayward Improvement Association 2021 Promotion Partnership

Summary

Summer Downtown Street Parties

The Hayward Chamber of Commerce proposes to conduct one of its traditional street parties for the DHIA and the City of Hayward on August 19. 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. 2021 will be the 17th year of our street party car shows at each event (57 car shows, so far). It is hard to estimate post-pandemic attendance, but it could be anywhere from 5,000 to 6,000.

Advantages for the DHIA in using the Hayward Chamber of Commerce for these traditional events:

- 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 downtown events are those that have local support, local buy-in, and promoters who know the turf, such as the chamber.
- Support of the downtown business community is essential to help with promotion and vendor recruitment.
- The Hayward Chamber of Commerce is, itself, a downtown organization, with many downtown businesses in its membership and dedicated to promoting the center of our city.

The chamber received total of \$5,000 from the DHIA in support both the July and August events in 2019. The chamber requests \$5,000 in funding for the August 19 event.

Typically, the City of Hayward has been able to assist with a subsidy of \$5,000 per street party, but the Economic Development Division has reported they have no funding to help with this event. We are admittedly in uncharted territory here, but the chamber is willing to seek out sponsors to make this an event worthy of its tradition.

Mariachi Festival

In conjunction with the Latino Business Roundtable, the chamber proposes to hold the 10th annual Mariachi Festival in the City Hall Plaza September 17 or 24, 2021. For six years the chamber and City of Hayward combined to offer this cultural event including music, art and dance at no cost to the former Downtown Business Improvement Area. For the first time, in 2015, this event was supported by a \$500

contribution from the DBIA (Downtown Business Improvement Area) budget. That increased to \$1,500 in 2017 and 2018. In 2019 the DHIA contributed \$500 toward this event, which drew an estimated 5,000 participants to the downtown area over the five-hour event.

The chamber proposes an increase in support to this event in 2021, from \$500 to \$1,500. The chamber will seek additional sponsorships.

Light Up the Season / Downtown Hayward

Downtown Tree-Lighting, Concerts, and Family Activities

Pending approval by the City of Hayward, the chamber agrees to again act as fiscal agent and co-promoter of the annual Light Up The Season event on Dec. 4, the first Saturday in December 2021. Cost to put on each event for the past three years has been \$18,000. During its existence, the DBIA contributed 3% (\$500) of the total and in 2019 the DHIA contribution was 2% (\$500). If the city continues to underwrite most of this event, the DHIA would be asked for a \$1,500 contribution.

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, art-in-action, faux ice rink and related vendors. The chamber also staffs a planning committee that meets prior to the event. Attendance has been as high as 5,000. The chamber has arranged for 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.

The major cost for this event has been \$8,000 for the most popular feature: a faux ice rink with "snow" created by soapflakes.

Downtown Hayward Holiday Giveaway Promotion

The chamber proposes to again put on the Downtown Holiday Giveaway promotion to highlight DHIA members and promote safe shopping, gifting and dining at their establishments during the holiday season. This is accomplished by promoting the online presence of these businesses, encourage phone and to-go orders, or safely visiting in person.

Twenty-seven DHIA business members volunteered to participate in this event last December and participation grew along with the program as the chamber used multiple social media platforms and encouraged community participants to "Follow, Like, Comment & Share!"

Participating Downtown Hayward businesses were featured on social media and had the opportunity to share a promotion, coupon or flyer. The businesses online platforms were highlighted, driving traffic to their sites.

We propose that this year's schedule be advanced to begin work on the project Nov. 1 with business outreach and the promotion beginning Nov. 23.

PAST 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 DHIA may wish to revisit, including:

- The Downtown Hayward Restaurant Walk: 2011, 2012
- Hayward Restaurant Month: 2013
- Downtown Hayward Bicycle Festival: 2014, 2015

DOWNTOWN HAYWARD

third Thursday

STREET PARTIES

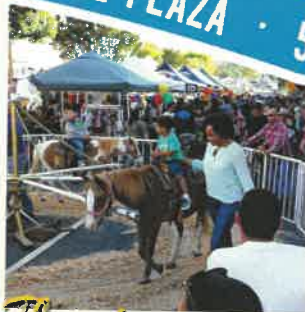
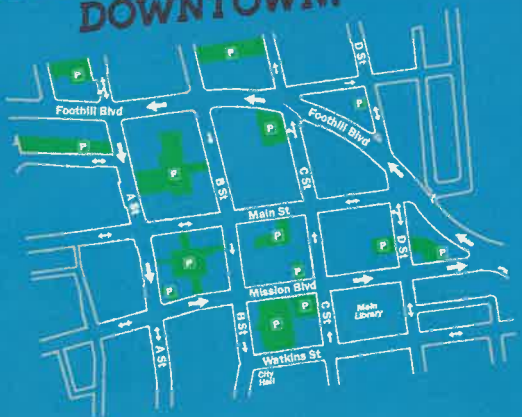
JUNE 18 · JULY 16
AUGUST 20

2015

B STREET from FOOTHILL BLVD to CITY HALL PLAZA · 5:30 - 8:30 PM · FREE ENTRY

LIVE MUSIC
ARTS & CRAFTS
FUN & GAMES
GREAT FOOD
HOT RODS & CLASSIC CARS
ALAN THE AMAZING
BEER & WINE GARDEN

LOTS OF FREE PARKING DOWNTOWN!



Thursday
JUNE 18

FEATURING: BAY AREA BLUES SOCIETY
CARAVAN OF ALL STARS
TABLUES BLUES BAND
DOWNTOWN CLASSIC CAR SHOW



Thursday
JULY 16

FEATURING: THIRD SOL
MITCH POLZAK AND THE ROYAL DEUCES
DOWNTOWN CLASSIC CAR SHOW



Thursday
AUGUST 20

FEATURING: PATRON
HAYWARD HIGH SCHOOL MARCHING BAND
DOWNTOWN CLASSIC CAR SHOW

