



Downtown Hayward Improvement Association – Board of Directors Meeting
Thursday, February 2nd, 2023, at 11:00 a.m.

Join Zoom Meeting: <https://us06web.zoom.us/j/86554715730>

Meeting ID: 865 5471 5730 | Passcode: 242069 | Call-In: (669) 444-9171

1. Introductions and Zoom Etiquette/Resti Zaballos, Jr., Board President
All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments director to the topic being discussed.
2. Continuing Virtual Meetings Pursuant to AB 361 *Action Item*
Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
(NOTE: As of March 1st, the Governor's Emergency Order allowing for Virtual meetings will cease to be allowed. As of March, the Board and Committees will need to meet in person again).
3. Public Comment (3 Minutes Max Per Person)
4. Approval of the December 7th, 2022, Board Meeting Minutes *Action Item*
5. Committee Reports
Executive Committee / Resti Zaballos Jr., President
 - a. FY 2022 Year End Financial Report *Action Item*
 - b. FY2022 DHIA Tax Returns: Review *Action Item*
 - c. FY 2021 & 2022 Annual Report Drafting
 - d. District Management Transition Plan: Recommendation by the Executive Committee to Reissue the RFP with a response date of February 15th, 2023 *Action Item*
 - e. NCA Management Timeline: Transition out by February 28th or March 30th, 2023

Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair

 - a. Need to Schedule February SOBO Committee Meeting to Set Budget

District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair

 - a. Olive Status Report: Review
 - b. Downtown Hayward Events Proposal
 - c. Need to Schedule February DIS Committee Meeting to Set Budget

Land Use Committee / Bill Matheson, Chair

 - a. New Development Projects Downtown
6. Other New Business
7. Next Meeting and Adjournment_____

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

8. Adjournment

Action Item

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 at 22654 Main Street, Hayward CA. 94541 and on the DHIA website. 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 Dominic LiMandri at (510) 556-1278 or via email at downtownhayward@gmail.com at least 48-hours prior to the meeting. VIRTUAL MEETING / COVID-19. Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all DHIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Downtown Hayward Improvement Association
Board of Directors Meeting
Wednesday December 7th, 2022, 11:00 a.m.
Zoom Video Board meeting

Present: Thomas Leung, Sara Buizer, Bill Matheson, Al Antonini, Derrick Larson, Jessica Lobedon, Alexander Husary, Alfredo Rodriguez; Dinesh Shah,

Absent: Ben Schweng, Resti Zaballos, Toby Lieberman, Derrick Larson

Guests: Frank Ferrel, Andy Krake

Staff: Marco Li Mandri, Dominic Li Mandri/New City America, Cree Jones, Matt Allen

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions & Zoom Etiquette	Introductions of all present were made. Sara Buizer, Vice President, called the zoom meeting to order at 11:05. Resti Zaballos, President, was not able to make the meeting.	<i>No action taken</i>
2. Continuing Virtual Meetings Pursuant to AB361	The Board needs to consider approving AB 361 which allows it to meet virtually while the Governor's emergency order is still under effect	<i>Bill moved and Alfredo seconded continuing to meet under AB 361. The motion was approved unanimously.</i>
3. Public Comment/Announcements		
2. Approval of the October 5th 2022, Board of Directors meeting minutes	The minutes of the October 5 th , 2022, Annual meeting of the Board of Directors meeting were reviewed.	<i>Al moved and Alfredo seconded approval of the October 5th, 2022 Annual Meeting minutes. The motion was approved unanimously</i>
3. Committee reports/Executive		

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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<p>Committee:</p> <p>a. YTD Financial report</p> <p>b. Proposed 2023 Budget</p> <p>c. District Management Transition Plan: Recommendation by the Executive Committee to Extend RFP Deadline until December 30th, 2022.</p> <p>d. NCA Management Transition Timeline:</p>	<p>a. Dominic gave a report on the YTD Financials. The review was shown to the Board on page 8 of the packet. FY 2022 will have a large carry forward amount due to conservative spending practices and no major program rollouts.</p> <p>b. The budget for 2023 will be the largest so far. There will be \$637,919 in gross assessments, due to the opening of Lincoln Landing. The carry forward amount will be around \$380,000. The total budget for FY 23 is projected to be approximately \$1,017,919. Discussion followed.</p> <p>c. Dominic shared he had received three (3) total responses to the RFP for management of the DHIA. Two then withdrew their proposal shortly before/after the deadline date, leaving a sole respondent. Discussion followed. The Executive Committee is recommending the RFP deadline be extended until the end of December to hopefully increase the number of responses to consider.</p> <p>d. Under this scenario, NCA will stay on to train the new Executive Director through January, with management of the district ceasing around Jan. 31st, 2023.</p>	<p><i>a. Al moved and Dinesh seconded approval of the YTD budget report for 2022. The motion was approved unanimously.</i></p> <p><i>b. Sara moved and Alfredo seconded approval of the 2023 Fiscal year budget, including the carry forward. The motion was approved unanimously.</i></p> <p><i>c. Jessica moved and Bill seconded extending the deadline to responses to December 31st, 2022. The motion was approved unanimously with Al abstaining.</i></p> <p><i>No action taken</i></p>
<p>Committee Reports/SOBO</p> <p>a. Nexstreet Maintenance Report: Review</p>	<p>a. Al brought up issues the quality of work for the maintenance of the district. A long discussion followed. Dominic said he would discuss with the contractor these</p>	<p><i>No action taken</i></p>

<p>b. DHIA Agreement w/ BACS on Increased Downtown Outreach</p>	<p>concerns and follow up.</p> <p>b. Bay Area Community Services (BACs), the service-provider the City of Hayward contracts with to provide homeless outreach, has not gotten back to Dominic and Jessica regarding enhanced outreach services for the downtown area. A draft agreement was sent to Dominic, Bill stated that we should have a scope of services first, then followed up with an agreement or contract. Dominic will follow up with the provider.</p>	
<p>Committee reports/DISI</p> <p>a. Olive Status Report:</p> <p>b. Downtown Holiday Banners & Street Décor</p> <p>c. Downtown Holiday Busker Program</p>	<p>a. Cree Jones from Olive Creative Strategies gave an update on Social Media, Filipino Heritage Month, expanding Facebook numbers and Instagram. Discussion followed.</p> <p>b. NexStreet received the holiday banners and garland and have installed them on B Street. Dominic reported that hanging the banner street décor is reoccurring at the same price as last year. Al requested that banners be stored in Hayward so we can use local contractors if possible.</p> <p>c. The City of Hayward Economic Development Department is implementing a Holiday Busker Program throughout Downtown during the holidays. Alfredo, as Chair of the DISI Committee spoke about new events coming in 2023 including City of Hayward's birthday, Asian Festival, Cinco de Mayor and the Hawaiian Appreciation Day.</p>	<p><i>No action taken</i></p>
<p>Committee reports/Land Use:</p>		

<p>a. Point to Point Fiber Connectivity in Downtown</p>	<p>a. Dominic reported that Land Use is overdue for a meeting and that the issue of downtown fiber connectivity has been a topic of recent discussion. Andy Krake was present to discuss the Point-to-Point internet option in Downtown to facilitate wireless internet for new businesses. Andy will bring the issue to Bill for review and feedback.</p>	<p><i>No action taken</i></p>
<p>Next Board Meeting</p>	<p>The next meeting of the Board of Directors will be held as a zoom meeting on February 2nd, 2023 at 11:00 a.m.</p>	

Minutes taken by Marco Li Mandri, Administrator

Downtown Hayward Improvement Association Profit & Loss Budget Performance December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Income					
Assessment Income					
Delinquency	0.00	0.00	0.00	-20,000.00	-20,000.00
Carry Forward	0.00	0.00	0.00	340,466.00	340,466.00
Assessment Income - Other	0.00	49,637.00	590,144.09	595,644.00	595,644.00
Total Assessment Income	0.00	49,637.00	590,144.09	916,110.00	916,110.00
Total Income	0.00	49,637.00	590,144.09	916,110.00	916,110.00
Expense					
Administration					
Accounting Fees	0.00	333.00	1,450.00	4,000.00	4,000.00
Bank Charges	0.00	4.00	0.00	50.00	50.00
Insurance - Liability, D and O	0.00	666.00	11,510.92	8,000.00	8,000.00
Legal Fees	-468.00	250.00	6,548.00	3,000.00	3,000.00
Office Supplies	12.49	166.00	706.49	2,000.00	2,000.00
Postage, Mailing Service	22.55	41.00	724.39	500.00	500.00
Printing and Copying	0.00	125.00	0.00	1,500.00	1,500.00
Rent	1,200.00	1,250.00	14,400.00	15,000.00	15,000.00
Staff Consulting (New City)	6,500.00	6,500.00	78,000.00	78,000.00	78,000.00
Telephone, Telecommunications	0.00	291.00	2,025.00	3,500.00	3,500.00
Utilities	305.64	166.00	2,325.10	2,000.00	2,000.00
Admin Contingency	0.00	83.00	365.00	1,000.00	1,000.00
Total Administration	7,572.68	9,875.00	118,054.90	118,550.00	118,550.00
DISI					
Advertising	57.90	583.00	2,323.25	7,000.00	7,000.00
Annual Report	0.00	166.00	0.00	2,000.00	2,000.00
Branding & Signage	0.00	333.00	3,107.98	4,000.00	4,000.00
DISI Unallocated	0.00		2,500.00		
Outdoor Dining	0.00	416.00	0.00	5,000.00	5,000.00
PR / Social Media	4,500.00	4,500.00	43,775.00	54,000.00	54,000.00
Seasonal Displays	0.00	875.00	0.00	10,500.00	10,500.00
Special Events					
Mariachi Festival	0.00	0.00	1,500.00	0.00	0.00
Street Party	0.00	0.00	5,000.00	0.00	0.00
Special Events - Other	0.00	3,416.00	3,000.00	41,000.00	41,000.00
Total Special Events	0.00	3,416.00	9,500.00	41,000.00	41,000.00
Staff Consulting (New City)	1,500.00	1,500.00	18,000.00	18,000.00	18,000.00
Website	0.00	83.00	14.95	1,000.00	1,000.00
Total DISI	6,057.90	11,872.00	79,221.18	142,500.00	142,500.00
SOBO					
Fixed Assets - Major Purchase	0.00	1,666.00	0.00	20,000.00	20,000.00

Downtown Hayward Improvement Association Profit & Loss Budget Performance December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Maintenance and Supplies	473.19	1,666.00	10,078.82	20,000.00	20,000.00
Nursery Supplies & Equipment	0.00	1,666.00	0.00	20,000.00	20,000.00
Payroll Expenses					
Health Insurance	0.00	1,250.00	3,346.13	15,000.00	15,000.00
Payroll Service	0.00	200.00	1,218.13	2,400.00	2,400.00
Payroll Tax Expense	0.00	6,666.00	23,466.17	80,000.00	80,000.00
Payroll Workers Comp Ins	648.00	1,250.00	7,774.00	15,000.00	15,000.00
Payroll Expenses - Other	23,319.94	15,500.00	227,085.47	186,000.00	186,000.00
Total Payroll Expenses	23,967.94	24,866.00	262,889.90	298,400.00	298,400.00
Cameras	0.00	4,166.00	570.80	50,000.00	50,000.00
Professional Services	0.00	16,666.00	71,296.00	200,000.00	200,000.00
Supplies for SOBO	0.00	416.00	111.74	5,000.00	5,000.00
Vehicle Related					
Pressure Washing	0.00	500.00	1,831.90	6,000.00	6,000.00
Gas	421.13	416.00	3,588.52	5,000.00	5,000.00
Vehicle Repair & Maintenance	1,848.20	333.00	2,500.84	4,000.00	4,000.00
Vehicle Related - Other	0.00		317.54		
Total Vehicle Related	2,269.33	1,249.00	8,238.80	15,000.00	15,000.00
Total SOBO	26,710.46	52,361.00	353,186.06	628,400.00	628,400.00
Contingency / Reserve	0.00	2,221.60	0.00	26,660.00	26,660.00
Total Expense	40,341.04	76,329.60	550,462.14	916,110.00	916,110.00
Net Income	-40,341.04	-26,692.60	39,681.95	0.00	0.00

8:08 AM

01/30/23

Cash Basis

Downtown Hayward Improvement Association
Balance Sheet
 As of December 31, 2022

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Checking at First Republic Ban	380,148.44
Total Checking/Savings	380,148.44
Total Current Assets	380,148.44
Fixed Assets	
Accumulated Depreciation	-36,146.00
Fixed Assets	56,287.33
Total Fixed Assets	20,141.33
TOTAL ASSETS	400,289.77
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	360,607.82
Net Income	39,681.95
Total Equity	400,289.77
TOTAL LIABILITIES & EQUITY	400,289.77

Return of Organization Exempt From Income Tax

2022

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the **2022** calendar year, or tax year beginning , **2022**, and ending , **20**

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION		D Employer identification number 36-4911721
	Doing business as		E Telephone number (619) 233-5009
	Number and street (or P.O. box if mail is not delivered to street address)	Room/suite	
	22654 MAIN STREET		G Gross receipts \$ 590,144
City or town, state or province, country, and ZIP or foreign postal code Hayward, CA 94541			
F Name and address of principal officer:		H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. See instructions H(c) Group exemption number	
I Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) () (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		L Year of formation: 2018 M State of legal domicile: CA	
J Website: VISITHAYWARDCA.COM			
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other			

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: The Downtown Hayward Community Benefit District "CBD" provides solutions to safety, homeless/vagrancy problems, fund sidewalk cleanliness, install/improve, decorative amenities such as street furniture/fixtures/equipment/lighting; promote Hayward Downtown.		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	12
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	12
	5 Total number of individuals employed in calendar year 2022 (Part V, line 2a)	5	4
	6 Total number of volunteers (estimate if necessary)	6	
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
b Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	0	
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9 Program service revenue (Part VIII, line 2g)	581,863	590,144
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)		0
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		0
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	581,863	590,144
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		0
	14 Benefits paid to or for members (Part IX, column (A), line 4)		0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	265,758	250,551
	16a Professional fundraising fees (Part IX, column (A), line 11e)		0
	b Total fundraising expenses (Part IX, column (D), line 25)	0	
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	351,314	306,651
	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	617,072	557,202
19 Revenue less expenses. Subtract line 18 from line 12	(35,209)	32,942	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21 Total liabilities (Part X, line 26)	360,607	393,549
	22 Net assets or fund balances. Subtract line 21 from line 20	360,607	0

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	RESTI ZABALLOS				
	Signature of officer	Date			
	RESTI ZABALLOS, CEO				
	Type or print name and title				
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input checked="" type="checkbox"/> if self-employed	PTIN
	Robert Menjivar CPA		01-27-2023		P00650747
	Firm's name	Firm's EIN		Phone no.	
	Menjivar & Co CPAs Inc.			510-582-3636	
	Firm's address				
	1331 B Street Ste 4 Hayward CA 94541				

May the IRS discuss this return with the preparer shown above? See instructions Yes No

Hayward Chamber of Commerce / Downtown Hayward Improvement Association 2023 Promotion Partnership

Summary

2023 Downtown Street Parties

The Hayward Chamber of Commerce proposes this \$41,600 sponsorship opportunity to conduct several of its traditional street parties for the DHIA and the City of Hayward. The chamber has produced Hayward's Downtown Street Parties for over 22 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. 2023 will be the 19th year of our street party car shows at some of the events (57 car shows, so far). Most excitingly, 2023 will bring more events, vibrancy, and visitors to our downtown.

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 City of Hayward's downtown area has an important and unique role in the economic and social development of its citizens. Downtowns create a critical mass of activities where commercial, cultural, and civic activities are concentrated. This concentration facilitates business, learning, and cultural exchange.

Focus on Downtown Merchant Inclusion

Unlike downtown festivals of the past, every effort to include the participation and promotion of downtown merchants will be made and is paramount to the success of our events. For example, our event food vendors will be our downtown restaurants. All merchants will be encouraged to offer Street Party specials at their place of business. Also, we will encourage all merchants to set up a display table in front of their business if they choose to.

Basic Costs of a Downtown Events (excluding entertainment and other sponsored or event costs)

Every Street Party or event in the downtown have certain fixed costs that are necessitated by the city and county, to accommodate large amounts of people to the downtown. Total costs of some events exceed \$40,000.

Basic costs include:

ABC License	\$75.00
Alameda County Health Permit	\$450.00
Alameda County Sponsor Permit	\$230.00
Stuart Rentals-Stages, tables and chairs	\$5,700.00
United Site Services-Portable Potties	\$2,500.00
Total	\$8,900.00

Although, not all of the planned events will incur these basic costs, most will. The following is our 2023 Menu of Events:

February 25, 2023-New, Used & Classic Car Show

In conjunction with the Hayward Chamber of Commerce Downtown Street Party Series, this event will take place on Main Street (from A to C), showcasing automobiles from yesterday through today. Our Downtown merchants will be incorporated in the festivities (restaurant specials and merchant participation.) **Anticipated Basic Costs: \$3,000.00**

March 11, 2023-147th Birthday Bash, Job Fair

This inaugural downtown event will feature a family friendly street party that will celebrate the City of Hayward's Birthday. Featured festivities will include a job fair, employer services, non-profit vendors, High School Bands, etc. This annual event features musical acts, vendor booths, vintage car show and games. **Anticipated Basic Costs: \$8,900.00**

June 15, 2023-Juneteenth Celebration Street Party

Juneteenth is a special day that marks the end of slavery in the United States. Juneteenth ideas for community events and activities are to engage attendees in the celebration of the holiday. The purpose of these activities is to commemorate Juneteenth and make the community culturally aware of the holiday. This event features musical acts, vendor booths and games. **Anticipated Basic Costs: \$8,900.00**

July 20, 2023-Battle of the Bands and Local Business Street Party

A great summer tradition, the event will feature tribute and local bands, vendors, family friendly games, classic car show, rides and fun for all. **Anticipated Basic Costs: \$8,900.00**

August 17, 2023-Hayward Chamber Street Party

The 2023 Downtown Hayward Street Party will be a hit with everyone! Enjoy live bands, a classic car show, street entertainers, and kids' rides. There will be lots of fun for the whole family! **Anticipated Basic Costs: \$8,900.00**

October 28, 2023-President's Ball & Veteran's Appreciation Party & Parade

Building on a very successful President's Ball 2022, where the Chamber partnered with the American Legion Post 68 to raise awareness, show appreciation to and raise funds for Veteran Organizations, the 2023 event will educate, inspire, raise awareness and funds once again for veteran services. The 2023 event will feature a job fair, pancake breakfast, military and high school concerts, services to assist Veterans, street vendors and of course, our Black-Tie All-Military Ball in the evening. **Anticipated Basic Costs: \$3,000.00**

Event Production Proposal

The chamber absorbs a variety of costs (administration, labor, staging, waste disposal and recycling, portable toilets, entertainment, health permits, promotion, etc.), which it partially offsets with vendors and sponsorships. These events are not possible without support from the DHIA and the City of Hayward for elements such as added policing, recycling, permits, street closures, and maintenance services staff.

As always, DHIA support for these events is negotiable and features of each activity can be adjusted according to the amount of support.

CONCLUSION

The Hayward Chamber of Commerce, itself a downtown business/organization, is looking forward to continuing working with the DHIA in planning, promoting and executing a variety of exciting programs to help promote the businesses, housing, and other amenities in Downtown Hayward.

Frank J. Ferral
President & CEO



Downtown Hayward street party crowd