



Downtown Hayward Improvement Association
 District Identity & Streetscape Improvement Committee
 Wednesday, March 15th, 2023, at 11:00 a.m.
 Veteran's Memorial Hall, 22737 Main Street, Hayward CA. 94541

- 1) Roll Call & Meeting Etiquette / Committee Chair Alfredo Rodriquez
- 2) Public Comment (3-Minute Max Per Person)
Please keep comments directed to the item being discussed.
- 3) Committee Updates:
 - a. DHIA FY23 DISI Budget Line-Item Priorities *Action Item*
 - b. Hayward Chamber of Commerce 2023 Event Sponsorship Requests *Action Item*
 - c. Hayward Downtown Business Association 2023 Event Sponsorship Requests *Action Item*
 - d. Downtown Banner Program
 - e. Other
- 4) Other Business
- 5) Next Meeting: _____
- 6) 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 Dominic LiMandri at least 48 hours prior to the meeting. For more information on the upcoming Committee or Board of Directors meeting, please call Dominic LiMandri at 510-556-1278

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

8:05 AM

01/30/23

Cash Basis

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 |

8:05 AM

01/30/23

Cash Basis

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 |

12:16 PM

12/21/22

Cash Basis

**Downtown Hayward Improvement Association
Profit & Loss Budget Performance
PROPOSED 2023 / DRAFT**

| | Jan 23 | Budget | Jan 23 | YTD Budget | Annual Budget |
|------------------------------------|----------|------------|----------|------------|---------------|
| Income | | | | | |
| Assessment Income | | | | | |
| Carry Forward | 0.00 | 380,000.00 | 0.00 | 380,000.00 | 380,000.00 |
| Assessment Income - Other | 0.00 | 53,170.00 | 0.00 | 53,170.00 | 637,919.00 |
| Total Assessment Income | 0.00 | 433,170.00 | 0.00 | 433,170.00 | 1,017,919.00 |
| Total Income | 0.00 | 433,170.00 | 0.00 | 433,170.00 | 1,017,919.00 |
| Expense | | | | | |
| Administration | | | | | |
| Accounting Fees | 0.00 | 174.00 | 0.00 | 174.00 | 2,000.00 |
| Bank Charges | 0.00 | 5.00 | 0.00 | 5.00 | 60.00 |
| Insurance - Liability, D and O | 0.00 | 712.00 | 0.00 | 712.00 | 8,500.00 |
| Legal Fees | 0.00 | 250.00 | 0.00 | 250.00 | 3,000.00 |
| Office Supplies | 0.00 | 100.00 | 0.00 | 100.00 | 1,200.00 |
| Postage, Mailing Service | 0.00 | 25.00 | 0.00 | 25.00 | 300.00 |
| Rent | 0.00 | 1,200.00 | 0.00 | 1,200.00 | 14,400.00 |
| Staff Consulting (New City) | 6,500.00 | 6,500.00 | 6,500.00 | 6,500.00 | 78,000.00 |
| Telephone, Telecommunications | 0.00 | 300.00 | 0.00 | 300.00 | 3,600.00 |
| Utilities | 0.00 | 170.00 | 0.00 | 170.00 | 2,000.00 |
| Admin Contingency | 0.00 | 299.00 | 0.00 | 299.00 | 898.34 |
| Total Administration | 6,500.00 | 9,735.00 | 6,500.00 | 9,735.00 | 113,958.34 |
| DISI | | | | | |
| Advertising | 0.00 | 250.00 | 0.00 | 250.00 | 3,000.00 |
| Annual Report | 0.00 | 170.00 | 0.00 | 170.00 | 2,000.00 |
| Branding & Signage | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Outdoor Dining | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| PR / Social Media | 4,500.00 | 4,500.00 | 4,500.00 | 4,500.00 | 54,000.00 |
| Seasonal Displays | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Special Events | | | | | |
| Downtown Holiday Giveaway | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Light Up the Season | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Mariachi Festival | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Street Party | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Special Events - Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Special Events | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Staff Consulting (New City) | 1,500.00 | 1,500.00 | 1,500.00 | 1,500.00 | 18,000.00 |
| Website | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total DISI | 6,000.00 | 6,420.00 | 6,000.00 | 6,420.00 | 77,000.00 |
| SOBO | | | | | |
| Capital Improvements | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Fixed Assets - Major Purchase | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Maintenance Contractor | 0.00 | 23,333.37 | 0.00 | 23,333.37 | 280,000.00 |
| Maintenance and Supplies | 0.00 | 1,500.00 | 0.00 | 1,500.00 | 18,000.00 |
| Nursery Supplies & Equipment | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Payroll Expenses | | | | | |
| Deductions | 0.00 | 0.00 | 0.00 | 0.00 | -300.00 |
| Health Insurance | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Payroll Service | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Payroll Tax Expense | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

12:16 PM

12/21/22

Cash Basis

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PROPOSED 2023 / DRAFT**

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|-------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Payroll Workers Comp Ins | 0.00 | 760.00 | 0.00 | 760.00 | 9,120.00 |
| Payroll Expenses - Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Payroll Expenses | 0.00 | 760.00 | 0.00 | 760.00 | 8,820.00 |
| Cameras | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Professional Services | 0.00 | 6,500.00 | 0.00 | 6,500.00 | 78,000.00 |
| Supplies for SOBO | 0.00 | 400.00 | 0.00 | 400.00 | 4,800.00 |
| Vehicle Related | | | | | |
| Pressure Washing | 0.00 | 300.00 | 0.00 | 300.00 | 3,600.00 |
| Gas | 0.00 | 330.00 | 0.00 | 330.00 | 3,960.00 |
| Vehicle Repair & Maintenance | 0.00 | 50.00 | 0.00 | 50.00 | 600.00 |
| Vehicle Related - Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Vehicle Related | 0.00 | 680.00 | 0.00 | 680.00 | 8,160.00 |
| Total SOBO | 0.00 | 33,173.37 | 0.00 | 33,173.37 | 397,780.00 |
| Contingency / Reserve | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Uncategorized Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Expense | 12,500.00 | 49,328.37 | 12,500.00 | 49,328.37 | 588,738.34 |
| Net Income | -12,500.00 | 383,841.63 | -12,500.00 | 383,841.63 | 429,180.66 |

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



To: **Downtown Hayward Improvement Association**

From: **Hayward Business Association**

Re: **Annual Latin Jazz Festival**

We would like to ask the **D.H.I.A.** To be the principal sponsor of Hayward's downtown **LATIN JAZZ FESTIVAL**, to be held on Saturday June 3rd, 2023. The past Latin Jazz Festival was a resounding success, we packed out the downtown, even with the last-minute postponement for rain on the original date.

The interest in this year's festival has been off the charts, and we are anticipating a larger crowd.

We had planned to add a fourth stage down B Street by Mission Blvd. to spread the crowd out more and get some visibility to that side of B Street. But due to the down years caused by covid-19 and the lack of sponsors we will hold off on this until the future events.

The downtown streets (B Street and Main Street) will be closed to vehicle traffic as usual for the festival.

The attendance at our 2019 event was estimated around **16,000** and as noted, we are anticipating more this year!

The Hayward Business Association is requesting a grant of **\$18,000** dollars to help sponsor the event.

Pricing for staging, porta potties, sound, supplies, etc. have doubled and tripled since 2019.

The City of Hayward was our principal sponsor in the past, but they are now limiting grants for these types of events.

The event is a family friendly, free event to attend, and we rely on sponsors to keep our participant fees low.

We would like to call the main stage at Main and C Street the "**DBIA Stage**" to honor this significant donation, and to bring attention to the value your organization brings to the city.

This event really showcases Hayward as a place to come and be entertained, with guess from as far away as Los Angeles. With all the new construction in the surrounding area, it is events such as these that will encourage our new residents to come and see what the downtown has to offer, to walk up the street for dinner or light shopping, not hop in the car and head to the surrounding communities. And possibly encourage new businesses to consider opening a business in our downtown.

Our goal at Hayward Business Association is to make Hayward a destination, not a drive by, to build a sense of community by celebrating our diversity, and designing events where the whole community is welcome to come and enjoy their city.

Thank you for your consideration, we are available to answer any questions you may have!

Alfredo Rodriguez, President HBA, Owner of Vintage Alley

Julio Romero, Vice President HBA, Owner of Brews and Brats

Yolanda Diaz, Marketing Director of HBA, Owner of the Cupcake Shoppe

Ria Lancaster, Twinkies Crafts

Lisa Rose, HBA Secretary, Community Member

2024 Latin Jazz Festival Budget

Saturday June 1st

Sound \$4,500.00

Bands \$12,000.00

Generators \$1,200.00

Stages canopy's tables & chairs

Encroachment Permits \$2,000.00

Insurance \$1,030.00

Liquor license \$1,000.00

Design \$500.00

Printing/Promotional \$2,500.00

Grease Disposal \$0.00

Porta Potties \$3,400.00

Security & 1,000.00

Clean up \$300.00

Beverages \$2,000.00

Shirts/supplies \$4,500.00

Raffle \$1,000

Total budget - \$33,680.00



To: Downtown Hayward Improvement Association

From: Hayward Business Association

Re: Annual Vintage Alley Car Show

Once again we would like to ask the **D.H.I.A.** To be the principal sponsor of Hayward's **Vintage Alley Car Show**, to be held on Saturday September 9th, 2023. This has been a very successful event since 2014, the downtown will be filled with Classic cars of all kinds, vendors, music, and lots of visitors.

The interest in this event has made Hayward a destination point for the whole bay area and cities as far as Sacramento, and Monterrey, and we are anticipating another full event.

The downtown streets (B Street and Main Street) will be closed to vehicle traffic as usual for the event.

The attendance at our 2019 event was estimated around **11,000** and as noted, we anticipate more this year due to the demand, and the need for people to get back out since covid-19 started.

The Hayward Business Association is requesting a grant of **\$11,000** dollars to help sponsor the event to cover basic cost, especially since pricing for staging, porta potties, sound, supplies, etc. have doubled and tripled since 2019. The City of Hayward was our principle sponsor in the past, but they are now limiting grants for these types of events. The event is a family friendly, free event to attend and we rely on sponsors and volunteers to keep our participant fees and cost down.

We would like to call the main stage at Main and B Streets the **"DBIA Stage"** once again to honor this significant donation, and to bring attention to the value your organization brings to the City.

This event really showcases Hayward as a place to come and be entertained, with guess and vendors from as far away as Los Angeles. With all the new construction in the surrounding area, and the lack people visiting as of late it is events such as these that will encourage our new residents new and old to come and see what the downtown has to offer, To walk up the street for dinner or light shopping, not hop in the car and head to the surrounding communities. And possibly encourage new businesses to consider opening a business in our downtown.

Our goal at Hayward Business Association is to make Hayward a destination, not a drive by, to build a sense of community by celebrating our diversity, and designing events where the whole community is welcome to come and enjoy their city.

Thank you for your consideration, we are available to answer any questions you may have!

Alfredo Rodriguez, President HBA, Owner of Vintage Alley

Julio Romero, Vice President HBA, Owner of Brews and Brats

Yolanda Diaz, Marketing Director of HBA, Owner of the Cupcake Shoppe

Ria Lancaster, Twinkies Crafts

Lisa Rose, HBA Secretary, Community Member

2023 Vintage Alley Car Show
Saturday September 9th

Sound \$2,500.00

Bands \$8,000.00

Generators \$800.00

Stages canopy's tables & chairs

Encroachment Permits \$2,000.00

Insurance \$1,030.00

Liquor license \$1,000.00

Design \$300.00

Printing/Promotional \$1,700.00

Grease Disposal \$0.00

Porta Potties \$3,400.00

Security & 1,000.00

Clean up \$300.00

Beverages \$2,000.00

Shirts/supplies \$700.00

Raffle \$1,000

Total estimated budget - \$25,730.00