



## Downtown Hayward Improvement Association – Board of Directors’ Meeting

Wednesday, March 27, 2024, at 2:00 p.m.

In-Person: Lincoln Landing Mezzanine Room, 22335 Foothill Blvd. Hayward, CA. 94541

Zoom Virtual Link: <https://us06web.zoom.us/j/82803725369>

Meeting ID: 828 0372 5369 | Passcode: 22654 | Call-In: +1 (669) 444-9171

1. Introductions and Meeting Etiquette/Resti Zaballos, Jr., Board President
2. Public Comment & Announcements (3 Minutes Max Per Person)
3. Community Reports
4. Approval of the January 23<sup>rd</sup>, 2024, Meeting Minutes *Action Item* P. 2 - 7
5. Committee Reports
  - Executive Committee / Resti Zaballos Jr., President
  - a. F24 YTD Draft Financial Report *Action Item* P. 8 - 10
  - b. DHIA Investment Strategies for Consideration *Action Item*
  - c. City of Hayward Downtown Task Force: Update
  - Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair
  - a. District Works Monthly Maintenance Report: Review P. 11 - 16
  - b. District Landscaping Program: B Street Hanging Baskets
  - c. Staff Exploring Options for Permanent Planters in Downtown
  - d. Staff Review of Camera Network Setup in Downtown Oakland
  - District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair
  - a. Olive Public Relations Status Report: Review P. 17 - 20
  - b. Quarterly Newsletter Launch
  - c. DHIA Website Redesign RFP
  - d. Event Sponsorship Request: May Day Festival *Action Item* P. 21 - 24
  - e. Event Sponsorship Request: Latin Jazz Festival *Action Item* P. 25
  - f. Event Sponsorship Request: Juneteenth Celebration *Action Item* P. 26
  - Land Use & Project Review Committee / Bill Matheson, Chair
  - a. Downtown Development Overview: Update
  - b. Main Street Complete Street Project: Update
6. Other Items/Business

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7. Next Meeting: \_\_\_\_\_

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](mailto:downtownhayward@gmail.com) at least 48 hours prior to the meeting. VITURAL MEETING PARTICIPATION. Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee/Board quorum or are allowed to vote.



**Downtown Hayward Improvement Association  
Board of Directors Meeting  
Tuesday, January 23, 2024, at 10:00 a.m.  
Lincoln Landing Mezzanine Conference Room  
22335 Foothill Blvd. Hayward, CA 94541**

**Present:** Resti Zaballos, Bill Matheson, Ben Schweng, Sara Buizer, Crystal Sampson, Alex Husary, Alejandro Gamarra, Daniel Mao, Seung-Yen Hong

**Absent:** Al Antonini, Alfredo Rodriguez, Thomas Leung

**Guests:** Brian Matthews (Hayward Police Department)

**Staff:** Marco Li Mandri, Dominic Li Mandri, Nick Yoo (New City America), Cree Jones (Olive), Eleanor Lazar, Jen Von Stauffenberg

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Dominic opened the meeting at 10:00 am. Introductions were made.	<b><i>No action taken</i></b>
<b>2. Non-Agenda Public Comment</b>	Ben Schweng mentioned he was approached by Hayward Police Department who expressed an interest in electric bicycles. Ben was happy to see Hayward's interest in electric bicycles but also recommended using the electric motorcycles.	<b><i>No action taken</i></b>
<b>3. Community Reports Hayward Police Department, City of Hayward Economic Development Department, Local Business Report</b>	Chief Brian Matthews (Hayward Police Department) introduced himself to the board members and provided a status report on the The Chief is a native of Hayward and knows the city and PD very well. There are currently 41 vacancies out of 197 positions in PD at this point. The Chief mentioned that they are giving offering additional incentives for new sign-ons. Chief Matthews mentioned that progress was	<b><i>No action taken</i></b>

**DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION**

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	<p>being made on bringing officers back Downtown but that it would take time. Ben asked about dealing with nighttime criminal activity and if PD does drive throughs in Downtown at night. Discussion followed. Dominic Li Mandri mentioned working on a camera program and revitalizing the bike patrol program in downtown. Dominic asked the Chief if th DHIA could partner with PD on providing camera footage in the event there is criminal activity that has taken place. Alejandro Gamarra discussed the increase of food trucks and sidewalk vendors all around the city of Hayward. More discussion followed.</p>	
<p><b>4. Approval of the Nov 14th, 2023 Board Minutes</b></p>	<p>The minutes of the Nov 14th meeting were reviewed. Board members took time to review the minutes as presented.</p>	<p><i><b>Ben moved to approve the November 14<sup>th</sup> minutes as presented and Resti seconded the motion. The motion was approved unanimously.</b></i></p>
<p><b>5. Committee Reports: Executive Committee / Resti Zaballos (Chair)</b></p> <p><b>a. F23 Year-End Draft Financial Report</b></p> <p><b>b. Proposed FY24 Annual Budget: Recommendations from Committees</b></p>	<p>a. Dominic Li Mandri reviewed the year-end draft financial report for fiscal year 2023 to the Board members. Dominic thoroughly explained each line item shown on pgs. 8-9 included in this packet to the board members and answered any questions they had.</p> <p>b. Dominic went over the recommendations from committees for the annual budget for fiscal year 2024. The proposed total budget for fiscal year 2024 is similar to the total budget for fiscal year 2023. Dominic stated the carry forward amount from 2023 and that there would still be a contingency amount for 2024. Discussion followed.</p>	<p><i><b>Alex moved and Sara seconded approval of the fiscal year 2023 year-end draft financial report. The motion also included adoption of the 2024</b></i></p>

<p><b>c. DHIA Bylaws Task Force</b></p> <p><b>d. DHIA Bi-Annual Report</b></p>	<p>c. Dominic presented to the Board the idea to create a Bylaws Task Force. The DHIA have not reviewed the bylaws in many years so this task force will be created to ensure the DHIA bylaws are up-to-date and in compliance with the city's rules and procedures.</p> <p>d. Dominic mentioned the DHIA Bi-Annual Report was being worked on and just needed some additional photos and summary reports. Upon completion of the report, DHIA will send post cards with a QR code that would link to the bi-annual report hosted on the district's website.</p>	<p><i>preliminary budget Bill abstained his vote from the motion. The motion was unanimously approved.</i></p> <p><i>Resti moved to create a Task force to look at the bylaws and Bill seconded the motion. The motion was passed unanimously.</i></p> <p><i>D. No action taken</i></p>
<p><b>Sidewalk Operations, Beautification &amp; Order / Sara Buizer (Chair)</b></p> <p><b>a. District Works Monthly Maintenance Report: Review</b></p> <p><b>b. District Landscaping Program: B Street Hanging Baskets</b></p> <p><b>c. New Big Belly Receptacle Placements In-District</b></p> <p><b>d. Committee Interest</b></p>	<p>a. Delante presented the monthly report on District Works monthly maintenance on pgs. 10-15 in the packet. The report was included in the Board packet.</p> <p>b. Sara Buizer gave an update on the B street hanging baskets project. She explained the scope of the project. Dominic mentioned that there were possible plans to expand on the project if the Board members had a desire to do so.</p> <p>c. No discussion held</p> <p>d. Dominic mentioned that an RFP for</p>	<p><i>a. No Action Taken</i></p> <p><i>b. No Action Taken</i></p> <p><i>c. No action taken</i></p> <p><i>d. No Action Taken</i></p>

<p><b>in Exploring Program with HPD on Downtown Security Cameras</b></p>	<p>additional security and cameras was already issued in 2020. It was previously discussed but Chief Brian of the Hayward Police Department also really liked the idea of more security cameras in downtown Hayward. This would be a good collaboration with the DHIA and HPD</p>	
<p><b>District Identity &amp; Streetscape Improvement (DISI) / Alfredo Rodriguez (Chair)</b></p> <p><b>a. Olive Public Relations Status Report: Review</b></p> <p><b>b. Downtown Banner Program: Next Steps</b></p> <p><b>c. B Street Mural Task Force</b></p> <p><b>d. DHIA Website Redesign Task Force</b></p>	<p>a. Eleanor Lazar went over the Olive Public Relations which are included in pgs. 16-19 in the packet. She highlighted some of the new businesses and the number of gains, impressions and engagements. Cree gave an update on video content for the DHIA. Ben asked if the Board could get demographics on the social media responses to their posts. Cree said she could provide that at the next meeting</p> <p>b. Dominic reported he worked with Nick Yoo to create an audit of all the banners in downtown hayward and that there was an increase of poles from around 60 to 90-93.</p> <p>c. Dominic reported the creation of a task force for the B street Mural on the side of Casa Del Toro building. Crystal recommended a mural artist. Dominic mentioned an RFP would be formalized.</p> <p>d. Dominic reported funds have been allocated in the budget to update and redesign the website.</p>	<p><b>a. No Action Taken</b></p> <p><b>b. No Action Taken</b></p> <p><b>c. No Action Taken</b></p> <p><b>d. No Action Taken</b></p>
<p><b>Land Use Committee / Bill Matheson (Chair)</b></p> <p><b>a. B/Main Development Progress &amp; Broader Downtown Pipeline</b></p>	<p>a. Sara Buizer provided a brief report on some of the future developments in downtown Hayward. Alejandro mentioned he was contacted by Erik Pearson about 20 EV charging stations being installed in Municipal Parking Lot #2. Alejandro</p>	<p><b>a. No Action Taken</b></p>

<p><b>b. Main Street Complete Street Project</b></p>	<p>adamantly opposed this idea. Marco said staff would create the EV charging task force to convene and discuss the issue. Maple and Main Street project has been delayed.</p> <p>b. The Main Street Complete Streets Project is going to the Planning Commission. Nick has been attending the meetings.</p>	<p><b><i>b. No Action Taken</i></b></p>
<p><b>6. Other Items</b></p>		
<p><b>Next Board Meeting</b></p>	<p>The next Board of Directors meeting is scheduled for March 20<sup>th</sup> at 10:00 am.</p>	
<p><b>Adjournment</b></p>	<p>Meeting was adjourned</p>	<p><b><i>Ben moved to adjourn the meeting and Crystal seconded the motion.</i></b></p>

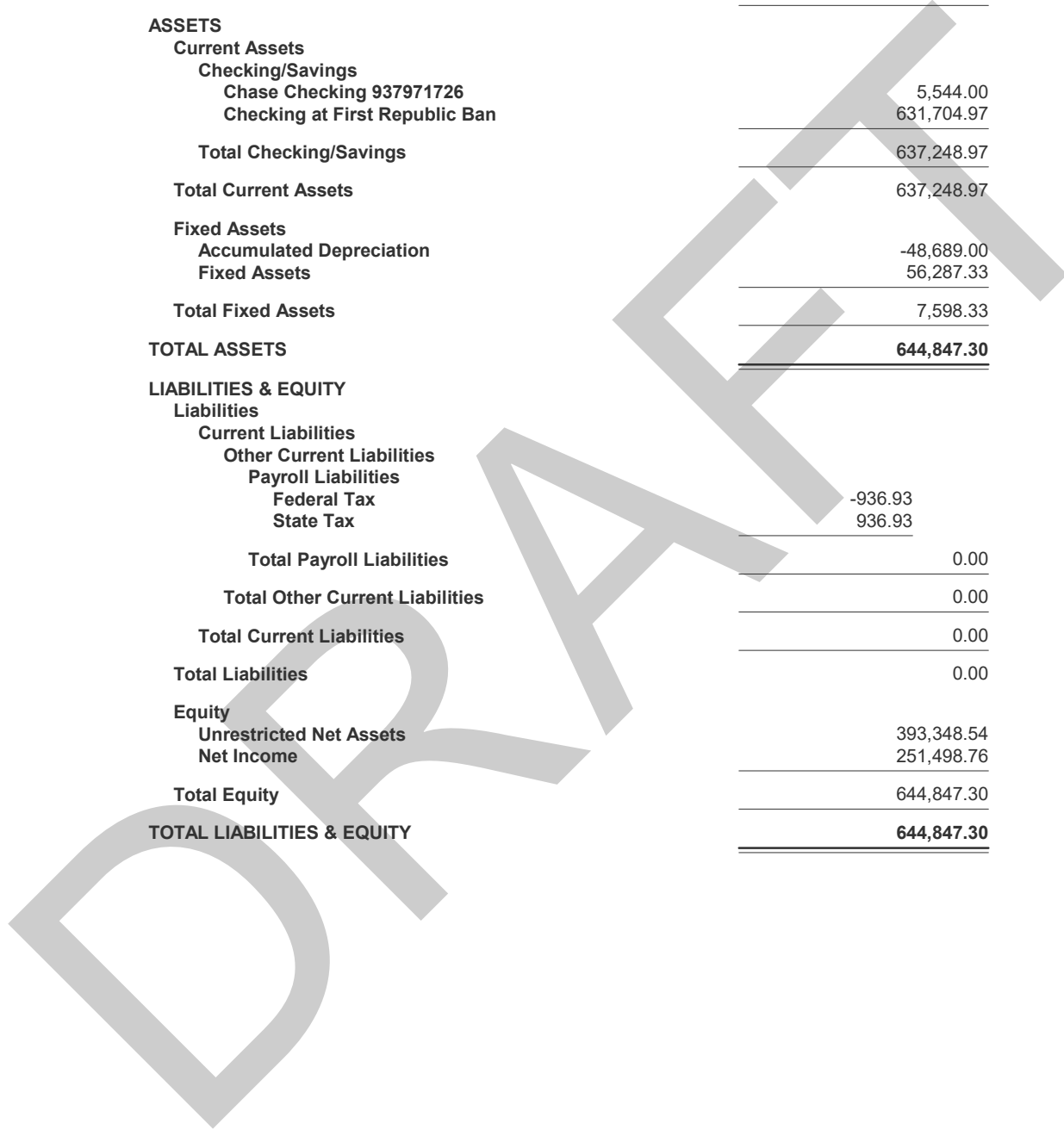
Minutes taken by Nicholas Yoo, Assistant District Manager

Downtown Hayward Improvement Association

Balance Sheet

As of March 19, 2024

	Mar 19, 24
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Chase Checking 937971726	5,544.00
Checking at First Republic Ban	631,704.97
<b>Total Checking/Savings</b>	637,248.97
<b>Total Current Assets</b>	637,248.97
<b>Fixed Assets</b>	
Accumulated Depreciation	-48,689.00
Fixed Assets	56,287.33
<b>Total Fixed Assets</b>	7,598.33
<b>TOTAL ASSETS</b>	<b>644,847.30</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
<b>Total Payroll Liabilities</b>	0.00
<b>Total Other Current Liabilities</b>	0.00
<b>Total Current Liabilities</b>	0.00
<b>Total Liabilities</b>	0.00
<b>Equity</b>	
Unrestricted Net Assets	393,348.54
Net Income	251,498.76
<b>Total Equity</b>	644,847.30
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>644,847.30</b>





# Downtown Hayward Improvement Association Profit & Loss Budget Performance February 2024

	Feb 24	Budget	Jan - Feb 24	YTD Budget	Annual Budget
<b>Income</b>					
<b>Assessment Income</b>					
Carry Forward	0.00	0.00	0.00	380,132.21	380,132.21
Assessment Income - Other	405,400.84	0.00	405,400.84	647,727.53	647,727.53
<b>Total Assessment Income</b>	405,400.84	0.00	405,400.84	1,027,859.74	1,027,859.74
<b>Total Income</b>	405,400.84	0.00	405,400.84	1,027,859.74	1,027,859.74
<b>Expense</b>					
<b>Administration</b>					
Accounting Fees	1,550.00		1,550.00		
Bank Charges	30.00		60.00		
Legal Fees	100.00		100.00		
Postage, Mailing Service	18.56		32.29		
Rent	1,200.00		2,400.00		
Staff Consulting (New City)	0.00	9,500.00	21,000.00	19,000.00	114,000.00
Telephone, Telecommunications	2.49		4.98		
Utilities	272.05		557.85		
<b>Total Administration</b>	3,173.10	9,500.00	25,705.12	19,000.00	114,000.00
<b>DISI</b>					
Advertising	25.49	583.00	250.59	1,170.00	7,000.00
Annual Report	0.00	41.00	0.00	90.00	500.00
Branding & Signage	0.00	1,250.00	0.00	2,500.00	15,000.00
PR / Social Media	4,500.00	4,500.00	9,000.00	9,000.00	54,000.00
Seasonal Displays	0.00	833.00	5,260.00	1,670.00	10,000.00
Staff Consulting (New City)	0.00	1,000.00	1,000.00	2,000.00	12,000.00
Website	0.00	833.00	0.00	1,670.00	10,000.00
DISI Unallocated	0.00	1,791.00	0.00	3,590.00	21,500.00
<b>Total DISI</b>	4,525.49	10,831.00	15,510.59	21,690.00	130,000.00
<b>SOBO</b>					
Staff Consulting (New City)	0.00	1,000.00	1,000.00	2,000.00	12,000.00
Maintenance Contractor	31,149.86	31,250.00	64,080.62	62,500.00	375,000.00
Maintenance and Supplies	453.60	83.00	453.60	170.00	1,000.00
Payroll Expenses					
Payroll Workers Comp Ins	655.00		1,310.00		
<b>Total Payroll Expenses</b>	655.00		1,310.00		
Cameras	0.00	8,333.00	0.00	16,670.00	100,000.00
Security	0.00	5,833.00	0.00	11,670.00	70,000.00
Supplies for SOBO	0.00	83.00	0.00	170.00	1,000.00
<b>Vehicle Related</b>					
Pressure Washing	0.00	166.00	0.00	340.00	2,000.00
Gas	0.00	250.00	0.00	500.00	3,000.00
Vehicle Repair & Maintenance	0.00	83.00	0.00	170.00	1,000.00
<b>Total Vehicle Related</b>	0.00	499.00	0.00	1,010.00	6,000.00

Downtown Hayward Improvement Association  
Profit & Loss Budget Performance  
February 2024

	<u>Feb 24</u>	<u>Budget</u>	<u>Jan - Feb 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Total SOBO	32,258.46	47,081.00	66,844.22	94,190.00	565,000.00
Total Expense	39,957.05	67,412.00	108,059.93	134,880.00	809,000.00
Net Income	<u>365,443.79</u>	<u>-67,412.00</u>	<u>297,340.91</u>	<u>892,979.74</u>	<u>218,859.74</u>

DRAFT



# Downtown Hayward Improvement Association Monthly Report

February 2024

# February Recap

Two of our long term ambassadors made decisions to resign from employment due to personal reasons within 2 weeks of one another towards the end of the month. In lieu of the abrupt resignations, we warmly welcomed a tenured District Works staff member, Kilanie, and a new recruit, Gerardo, to support the ongoing effort of maintenance and hospitality without disruptions to service levels. This is a temporary placement while District Works recruits and onboards staff who are able to be added to the vehicle insurance policy for the DHIA vehicle and utility cart usage. We anticipate having dedicated, long term, DHIA place managers in place in the first weeks of March.

From their first day supporting the transition, Kilanie and Gerardo have exemplified the qualities we cherish at District Works. Their seamless integration into our team, fueled by enthusiasm and a commendable positive attitude, has not gone unnoticed. Their commitment to living up to the ideals of DHIA, although temporary, and engaging deeply with Hayward's diverse culture shines through in every interaction.

They both bring a rich background of experience and an impressive work ethic, generously offering insights and fostering a spirit of collaboration among their colleagues. Remarkably, they have already begun forming strong connections within the community, demonstrating a level of engagement and commitment as though they have been at DHIA since the initial launch.

We are thrilled to welcome both Gerardo and Kilanie, albeit for a short term, to our team and acknowledge the significant impact they are making at this time. As we move forward, we look forward to supporting permanent growth and development within DHIA when the new staff are recruited, onboarded, and trained. Their addition to our team not only augments our capacity to serve the Hayward community but also enriches our organizational culture with new perspectives and energy.



Statistics	Daily Average	Monthly Total	YTD Total
Business Contact	11	328	687
Hospitality Escort or Directions Given	0	11	34
Trash Collected- Total Bags	19	538	1004
Trash Collected- Total Weight (lbs.)	464	13450	25100
Graffiti Removed- Stickers	8	227	377
Graffiti Removed- Paint	2	56	94

The DHIA Place Managers collected a total of 538 bags of debris during the month. To estimate the weight of these bags, the industry standard is an average of 25 pounds per bag. This resulted in the removal of an estimated 13,450 pounds of debris throughout the district in February.

Additionally, we engaged in 328 business contacts, fostering crucial connections within the local community, while also offering 11 hospitality escorts to ensure the seamless navigation and comfort of our community.

We successfully removed 283 instances of graffiti/stickers. We categorize "small" graffiti as a 12"x 12" space that has been vandalized by spray paint, stickers, unauthorized postings, etc.

# February Highlights

The Bistro's 24th Annual Double IPA Festival took place this month with an assortment of brews on tap and opportunities to taste a variety of IPA's. Our team was on the ground, ensuring the festival ran smoothly and safely for attendees. We focused on maintaining high cleanliness standards and managing crowd dynamics efficiently, contributing to a positive and enjoyable experience for everyone involved.

Our continued commitment to supporting local initiatives and fostering the district's well-being and vibrancy remains steadfast. We eagerly anticipate continuing our role as proactive stewards of the district, ensuring a welcoming and safe environment for everyone as spring and summer events approach.

Our Place Managers continue their dedicated work within the vibrant diverse population of Hayward. Our team's efforts have been concentrated in maintaining the district's cleanliness and hospitality, while building meaningful connections with all members of the district. Through respectful interactions and support for all community members, including those experiencing homelessness, we aim to bridge the gap between individuals and the essential services they need. Our ultimate aim is to cultivate a safer, more inclusive environment where every person feels valued and supported on their path toward stability.



# BEFORE & AFTER

## 1004 B Street



## 22400 Foothill Boulevard



# BEFORE & AFTER

22559 Main Street



## About District Works

Building on a decade of experience in managing multiple business improvement and community benefit districts, District Works collaborates closely with your leadership to achieve organizational goals. We offer a comprehensive range of essential and supplemental staffing services to implement and sustain your investment in improvement and street beautification efforts.

Engaging with District Works means creating an extension of your team and expanding your organization's capacity to maximize its positive impact on the community.





## Downtown Hayward Improvement Association Board Meeting

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### RECAP OVERVIEW

#### STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Updated local media lists for targeted pitches
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements

#### Family Outing in Hayward Pitch

##### SECURED INTEREST

- **2/1 secured interest with Bay Area News Group**
  - Loves hearing about Hayward and shared with team
- **2/1 secured interest with 510 Families**
  - Will consider Hayward businesses for Valentine's Day roundup

#### SF Beer Week

##### SECURED COVERAGE

- **3/12 secured online coverage on Beer By Bart**
  - Roundup of events included in SF Beer Week includes the 24th annual Double IPA Festival at The Bistro in Hayward
- **1/31 secured online coverage on East Bay Times**
  - Roundup of events included in SF Beer Week includes the 24th annual Double IPA Festival at The Bistro in Hayward
- **1/31 secured online coverage on Mercury News**
  - Roundup of events included in SF Beer Week includes the 24th annual Double IPA Festival at The Bistro in Hayward
- **1/31 secured online coverage on Dealtown**
  - Syndicated Mercury News roundup of events which included in SF Beer Week includes the 24th annual Double IPA Festival at The Bistro in Hayward

##### SECURED INTEREST

- **2/8 secured interest with ABC 7**
  - Set up interview with Vic and package on the Bistro will run on Friday at 3 different times

- **2/6 secured interest with East Bay Echo**
  - Set up interview with Vic at The Bistro and Mile and Luis from Buffalo Bills
- **2/6 secured interest with Freelance Bay Area Writer**
  - Doesn't have an immediate fit but likes the story and will consider in the future
- **2/1 secured interest with SF Chronicle**
  - Loves the idea but doesn't have the bandwidth but would love to do something for next year's SF Beer Week
- **1/31 secured interest with All About Beer**
  - Wrote something similar in 2004 but will consider The Bistro for upcoming stories
- **1/31 secured interest with Diablo Magazine**
  - Sharing with team for potential highlight

### Hayward Revitalization

#### SECURED COVERAGE

- **1/12 secured online coverage on Patch (Castro Valley)**
  - Feature highlights the opening of Arthur Mac's in downtown Hayward
- **1/7 secured print coverage in Mercury News**
  - Roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings
- **1/7 secured print coverage in East Bay Times**
  - Roundup of notable restaurant openings in the Bay Area includes Arthur Mac's Big Snack with a mention of its unique construction from a retired BART train car and also some of its cocktail and menu offerings

### Business Transformations in Downtown Hayward

#### SECURED COVERAGE

- **2/6 secured online coverage on Eater SF**
  - Roundup of East Bay sushi restaurants includes Mujiri Nigiri's updated location in Hayward

### Organic

- **2/7 received online coverage on Oaklandside**
  - Article featured SF Beer Week in East Bay including The Bistro's Double IPA Festival in Hayward
- **2/7 received online coverage on BerkeleySide**
  - Article featured SF Beer Week in East Bay including The Bistro's Double IPA Festival in Hayward

### PITCHING

- **SF Beer Week Spotlight**
  - Local Online
  - Local Print
  - Local TV
- **Family Outing in Downtown Hayward**
  - Local Online
  - Local Print
  - Local TV

- **Business Transformations and New Openings in Hayward**
  - Local Online
  - Local Print

#### WRITING

- SF Beer Week Spotlight
- Family Outing in Downtown Hayward
- Family Friendly Dining in Downtown Hayward
- DHIA newsletter

#### OTHER

- Submitted editorial calendars
- Monitored and clipped coverage
- Updated clip log
- Prepared weekly status reports
- Completed monthly report
- Coordinated media opportunities
- Refreshed media lists

#### SOCIAL MEDIA

##### Highlights/Recap:

- Gained **294** new followers across all platforms
- Garnered over **142K** impressions across all platforms (14% increase)
- Garnered over **4.4K** total engagements across all platforms (38% increase)
- Promoted holidays & happenings such as International Women's Day, Valentine's Day, St. Patrick's Day

##### Social Media Statistics (Last 60 Days as of March 19)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	131	2,909	1,213	45,545
 Downtown Hayward Improvement Association	163	4,226	3,216	96,872

### Top content - Facebook (Based on engagement rate per reach)

Best performing content published during the selected period.



Feb 6, 2024 · Downtown Hayward Improvement Association

**So many restaurants under one roof!**  
 🍴 Have you visited the new East B...

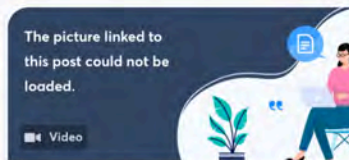
Reach	3,001
Engaged users	495
Clicks	88
Other clicks	350
Engagement rate per reach	16.5%
Engagement rate per impression	14.4%



Feb 23, 2024 · Downtown Hayward Improvement Association

**From bold strokes to intricate details,**  
 our neighborhood is alive with art...

Reach	3,672
Engaged users	298
Clicks	77
Other clicks	189
Engagement rate per reach	8.1%
Engagement rate per impression	5.6%



Jan 25, 2024 · Downtown Hayward Improvement Association

**February is peeking around the corner,**  
 and love is in bloom! ❤️ Hea...

Reach	448
Engaged users	35
Clicks	0
Other clicks	10
Engagement rate per reach	7.8%
Engagement rate per impression	7.3%

### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Feb 6, 2024 · DHIA

**So many restaurants under one roof!**  
 🍴 Have you visited the new East B...

Reach	2,704
Comments	27
Likes	226
Saves	19
Engagement	398
Engagement rate per reach	14.7%
Engagement rate per impression	13.5%



Mar 4, 2024 · DHIA

**Welcome to Downtown Hayward 🌞**  
 Embrace the vibrant energy of our...

Reach	1,842
Comments	9
Likes	150
Saves	4
Engagement	179
Engagement rate per reach	9.7%
Engagement rate per impression	9%



Feb 29, 2024 · DHIA

**Late-night cravings, meet your match!**  
 🍔 What's your go-to spot f...

Reach	1,096
Comments	4
Likes	87
Saves	2
Engagement	107
Engagement rate per reach	9.8%
Engagement rate per impression	9.1%



# KUMU HULA ASSOCIATION OF NORTHERN CALIFORNIA

25779 Booker Way, Hayward, CA 94554

510-773-9308

<https://www.kumuhulaassociation.com/>

[deanie@kumuhulaassociation.com](mailto:deanie@kumuhulaassociation.com)

February 17, 2024

re: Sponsorship Opportunities

## To Our Prospective Sponsors:

Aloha! We, **Kumu Hula Association of Northern California (“KHA”)**, are a California 501(c)3 non-profit organization (EIN# 94-3019368) whose mission is:

- To revive, preserve and advance the culture of Hawai‘i such as hula, ‘oli, music and language through programs and activities that educate and enable the public to experience the various culture of Hawai‘i, and
- To create a “Home away from Home” for Hawaiians and Hawaiians at heart in Northern California.

Also one of our biggest goals of recent years is to share the rich cultures, art and cuisine of the Asian American, Native Hawaiian and Pacific Islanders in an effort to promote more harmony and understanding within our community at large.

We are pleased to announce that we will once again host our **Hawaiian May Day Festival 2024 on Saturday, May 11th, 2024**, on the streets of Downtown Hayward, California. It is with great pleasure that we offer your organization the opportunity to become a valuable sponsor of our event. The KHA has been organizing this successful festival for the last 39 years. Last year, we moved the festival from the Alameda County Fairgrounds to the streets of Downtown Hayward in an effort to host an event that is **free to the public**, and allows more families to experience the unique culture and art of Hawai‘i and the neighboring Pacific Islands.

Thanks to support from the City of Hayward and other local sponsors, as well as our amazing group of volunteers, last year’s event was a huge success and was attended by more than 10,000 people. Based on our positive feedback and interest from hundreds of vendors and hālau (Hawaiian dance groups), we expect well over 15,000 people to attend this year’s event. Our event brings new and returning families from near and far together to join in a day of celebration of Hawai‘i’s music, dance, food and traditions. This event will provide an excellent setting to promote your brand to our diverse group of attendees.

Information on our sponsorship packages, including levels and benefits, is attached. We are also including a brief history of our event. We invite you to visit our website ([www.kumuhulaassociation.com](http://www.kumuhulaassociation.com)) to watch the compilation video of last year’s event and to learn more about the KHA. On our website, you will also find information on our previous sponsors. We hope you will consider joining these wonderful sponsors or donating to our May Day Festival this year.

Me Ke Aloha Pumehana

Deanie Lum-Villiados, President



# KUMU HULA ASSOCIATION OF NORTHERN CALIFORNIA

25779 Booker Way, Hayward, CA 94554

510-773-9308

<https://www.kumuhulaassociation.com/>

[deanie@kumuhulaassociation.com](mailto:deanie@kumuhulaassociation.com)

## What's the Hawaiian May Day Festival?

The first Hawaiian May Day Festival was held at the Hayward Plunge in the mid 1970s. It was a very small event celebrating Hawai'i and the Pacific Islands, started by Hui Aloha, a Hawaiian club in Hayward. In 1985, the Kumu Hula Association was asked to take over to host the festival.

Each year thereafter, the festival was held on Mother's Day weekend as a two-day Hawaiian event. The May Day Festival features Polynesian, especially Hawaiian dance, music, arts and crafts, and cuisine. This festival is currently among the largest cultural festivals in the San Francisco Bay Area, and is also the longest-running Hawaiian event outside of the state of Hawai'i. The May Day Festival contributes to the wider Hawaiian and Polynesian communities by providing a "home away from home" experience and celebrates Mother's Day through Hawaiian and Polynesian cultures. Family plays a significant role not only Hawaiian culture but also throughout Polynesian cultures. Therefore, for those who live away from their family and/or home, the festival enables them to be connected to their roots to support and enhance their identities. As the festival's popularity kept growing and every often we faced the need to find a larger venue to fulfill our guests' needs and the festival was moved to Weeks Park, to Chabot, then to Cal State Hayward, and eventually moved to the Alameda County Fairgrounds to accommodate all the attendees. We stayed at the fairgrounds for over 30 years, until the pandemic hit.



Our last Hawaiian May Day Festival at the Fairgrounds was held in 2019, since the pandemic shut everything down in 2020 and 2021. When we finally decided to resume the May Day Festival in 2022, because we were still coming out of the pandemic, we were unable to meet the financial obligations necessary to rent the Fairgrounds. However, because there were many people waiting for our events to resume, we did not have the option to delay another year. Therefore we made the decision to humbly go back to the beginning point of our organization's birth and have a one-day event, instead of two, on the streets of Downtown Hayward to enjoy the beauty of the diversified culture with local businesses and artists in the local community. We had a vision to bring the event back home to Hayward, and

to have it be *free to the public*. It was our goal to help bring the Hayward community together, to bring business back to Hayward, and to bring a sense of civic pride back to Hayward residents. With assistance from the City of Hayward and many local businesses and artists, we hosted the Hawaiian May Day Festival in Downtown Hayward on May 7th, 2022 and May 13, 2023. Now in our third year in Hayward, the event has grown exponentially and we expect at least 15,000 attendees for 2024. This year we will continue to highlight our downtown merchants as well as other local businesses and non-profit organizations. Our guests will be treated to two stages of live entertainment, a keiki (children) area with games and activities, and more than 100 arts and crafts and food vendors. Our Hawaiian May Day Festival in Hayward has been hugely successful but we need your help to continue to host the festival in Hayward!

This year, many people and small businesses are still suffering from the negative impact of the pandemic. In an effort to encourage and revive the local economy, we will bring our decades' of experience in hosting large events back once again to the streets of Downtown Hayward. We sincerely hope you will join us in this celebration of culture, music, art and dance and/or consider providing much-needed support to our event. Please see the following pages for ways you may help.

### Event Guide of the Hawaiian May Day Festival 2023

WHERE: B Street and Main Street, Downtown Hayward, CA

WHEN: Saturday, May 11th, 2024 | 12:00 a.m. – 6:00 p.m.

ADMISSION: **FREE** to public



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## How You Can Help

As a non-profit, we need donations and event sponsors to make this year's event a success. Specifically, we are seeking:

- Sponsors for the event (benefits and levels listed below)
- Financial Support in any amount to help cover the production costs of the event
- In-kind donations to support the event (including t-shirt printing donations, bottled water, etc.)
- Prizes for the raffle drawing

Here are the sponsorship packages and benefits.

	Lei Plumeria	Lei Pakalana	Lei Pua Kenikeni	Lei Pikake	Lei Hulu
<b>Sponsorship Fee</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000 +</b>
Free 10' x 10' booth in prime location (optional).	-	-	1	1	1
Logo on the website and publications throughout the year.	YES	YES	YES	YES	YES
Logo on all social media promotions.	YES	YES	YES	YES	YES
Logo on our "thank you" banner.	YES	YES	YES	YES	YES
Free event T-shirts.	2	4	6	10	20
Recognition throughout the day at the stage	-	YES	YES	YES	YES
Reserved seating for the entertainment stage and Hawaiian cuisine plate.	-	-	5	10	20
One festival area or stage named after your company, with signage at the entrance to the area or your banner prominently featured on stage (must provide your own banner or sign).*	-	-	-	YES	YES

\* Limited sponsorships available at this level.



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**YES! We would love to sponsor the Hawaiian May Day Festival 2024 by the following checked Sponsorship Level:**

**Lei Plumeria:** \$500.00  
 **Lei Pakalana:** \$1,000.00  
 **Lei Pua Kenikeni:** \$2,500.00  
 **Lei Pikake:** \$5,000.00  
 **Lei Hulu:** \$10,000.00  
 **Other cash donation:** \$ \_\_\_\_\_

**<NOTE>**

Kumu Hula Association of Northern California is a California 501(c)3 Non-Profit Organization. Your donation is 100% tax deductible.

**Business/Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

- Please make checks payable to: Kumu Hula Association of Northern California & mail to:  
25779 Booker Way, Hayward, CA 94554
- Please email a copy of this page after filling the required fields to: [deanie@kumuhulaassociation.com](mailto:deanie@kumuhulaassociation.com)
- For questions or more information, please call or text Deanie Lum-Villiados at 510-773-9308

## Terms and Conditions of Sponsorship

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor, Event Patrons, the Hawaiian May Day Festival 2024, and Kumu Hula Association of Northern California and may not be modified unless mutually agreed to in writing by both parties. The Sponsor agrees to these terms and conditions:

1. Check, cashier's check and money order are acceptable forms of payment made payable to Kumu Hula Association of Northern California. Sponsorship benefits are conditional upon full payment of the Sponsorship fee. The Sponsorship fee is due no later than **April 30th, 2024**.
2. The Sponsorship benefits listed above for each respective sponsorship level constitute the entire package of benefits offered to the Sponsor. Kumu Hula Association of Northern California is under no obligation to provide additional benefits unless otherwise mutually agreed to by the parties.
3. The Sponsor permits the Hawaiian May Day Festival 2024 to use the Sponsor's name and logo in promotional materials, advertising, and public announcements relating to the event. The Sponsor further represents and warrants that it has the express right to grant this permission. It is understood that the Sponsor shall retain all ownership rights, trademarks, and that any goodwill related to the Sponsor's name and logo. The Sponsor will hold Kumu Hula Association of Northern California and the City of Hayward harmless against any and all actions related to the use of the Sponsor's name and logo.
4. Kumu Hula Association of Northern California reserves the right to decline the Sponsorship support of any organization or firm.





**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 1st, 2024.

The past Latin Jazz Festivals have always been a resounding success, we pack our downtown with our community and people from all around the bay area.

The interest in this year's festival has been at a high level, and we are anticipating larger crowds.

Depending on how successful this year is, we may have to plan for 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.

We are still in a struggle with sponsorships, it seems that most of our local merchants are still working hard to keep their businesses from failing due to the inactivity of people not visiting the downtown.

The down years are the results caused by the covid-19 pandemic and the aftermath from it.

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

The attendance at our last event was estimated to be around **10,000 people**, and as noted, we are anticipating more this year!

The Hayward Business Association is sending a grant request for the amount of **\$6,000** dollars. This amount will cover approximately 10% of the total cost of the event which includes pricing for staging, porta potties, sound, supplies, etc. 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 "**DHIA 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 guests 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 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



March 19, 2024

Mr. Domini LiMandri  
 Downtown Hayward Improvement Association  
 22654 Main Street, Hayward CA. 94541

Dear Mr. LiMandri and the Board of Directors.

On behalf of Juneteenth Hayward, I am submitting our request for sponsorship of our 4th Annual Juneteenth event in Hayward at Heritage Plaza. As a partner of managing events at Heritage Plaza we are requesting a sponsorship support of \$10,000 to secure a major entertainment feature for the children of Hayward. "Meekah" is an educational children's show for kids ages 2-6 years old. Through singing, dancing, and exploring, Meekah helps children understand the world around them by going on all kinds of learning adventures, from snowy hills to wildlife parks to museums. Meekah is based in the U.S. is one of the world's most popular preschool entertainers, with millions of views and dedicated followers. Meekah has content is available in a range different languages and on a range of streaming platforms including YouTube, Netflix, Hulu, and more. Your sponsorship will cover her costs for travel, makeup, wardrobe and an appearance for a Meet and Greet for kids in the East Bay region.

Thank you, for your generous sponsorships and support offered in previous years of this community event focused on the Black community, culture and history, along with the larger Hayward and East Bay community.

This year, the Juneteenth Hayward event will be Saturday, June 22nd at Heritage Plaza in Downtown Hayward from 12:00 p.m. to 5:00 p.m.

Please see enclosed sponsorship opportunities and benefits we are requesting from sponsors, along with administrative details to support your review and consideration of supporting the Juneteenth Hayward event in 2024.

I would be honored to have DHIA's support as a corporate sponsor and partner to support the success of the Juneteenth Hayward event. Please feel free to contact me directly with any questions regarding sponsorship and vendor booth participation.

With appreciation,

*Angela Andrews*

Angela Andrews  
 Founder of Juneteenth Hayward/Chair of Juneteenth Hayward 2024