



Downtown Hayward Improvement Association
 District Identity & Streetscape Improvement (DISI) Committee
 Friday, March 22nd, 2024, at 11:00 AM
 Zoom Virtual Link: <https://us06web.zoom.us/j/87223040711>
 Meeting ID: 872 2304 0711 | Passcode: 22654 | Call-In +1 669-444-9171

- 1) Roll Call & Zoom Etiquette / Committee Chair Alfredo Rodriguez
All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback.
- 2) Public Comment (3-Minute Max Per Person)
Please keep comments directed to non-agenda items.
- 3) Review of Minutes from January 18th, 2024 Meeting *Action Item* P. 2 - 4
- 4) Committee Updates:
 - a. Olive Public Relations Status Report P. 5 - 8
 - b. DHIA Quarterly Newsletters to Launch Q2
 - c. DHIA Website Redesign RFP *Action Item* P. 9 - 11
 - d. DHIA Event Sponsorship Request: May Day Festival *Action Item* P. 12 - 16
 - e. DHIA Event Sponsorship Request: Latin Jazz Festival *Action Item* P. 17
 - f. DHIA Event Sponsorship Request: Juneteenth Celebration *Action Item* P. 18 - 29
- 5) Other Business
- 6) Next Meeting: _____
- 7) 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 outside of the building where the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Board of Directors meeting, please call Monica Montes at 888 356-2726.



**Downtown Hayward Improvement Association
District Identity & Streetscape Improvement (DISI) Committee
Meeting Minutes
Thursday, January 18th, 2024 – 1:00 pm
Zoom Virtual Meeting**

Present: Alfredo Rodriguez, Sara Buizer, Alex Husary, Crystal Sampson, Alejandro Gamarra

Staff/Contractors: Dominic Li Mandri and Nick Yoo (New City America), Eleanor Lazar, Cree Jones (Olive PR)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	District Manager Dominic LiMandri called the meeting to order at 1:09 pm	No action taken
2. Public Comment	<p>Sara mentioned the “B Street and Main” project is continuing with their permitting process and is still in the entitlement process.</p> <p>Alfredo mentioned he wants to look for more ways to attraction people to the district. He suggested action photos, videos and more color schemes to brighten up the area.</p> <p>Both Sara and Alfredo mentioned positive feedback with the tree lights and holiday decorations and shared that other business owners responded positively.</p>	No action taken
3. DHIA FY23 Year-End Committee Budget Performance	Dominic LiMandri reviewed the year-end budget report from Fiscal Year 2023. Dominic thoroughly explained each line-item performance shown on pgs. 2-3 in the packet and answered any questions	No action taken

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	the committee members inquired about.	
4. DHIA FY23 Budget Line-Item Recommendation	Dominic went over the budget for fiscal year 2023 and made line-item recommendations. Dominic noted a reduction in the annual report line item as this service was formerly managed by the Hayward Chamber of Commerce but would now be produced in-house by New City America, so the line item would only need to account for printing costs.	Alfredo made a motion for the 2024 budget-line recommendations. Sara seconded the motion. The motion carried unanimously.
4. Committee Updates		
a. Olive Public Relations Status Report	a. Eleanor Lazar from Olive PR was present to summarize the Public Relations Status Report. Eleanor reviewed recent media spots found on pgs. 6-11 in the packet. Cree Jones went over the social media spots as well as the social media gains. She agreed with Alfredo on the strategy to add more video content in future posts.	a. No Action Taken.
b. Downtown Banner Program: Scope & New Banner Rollout	b. Dominic explained the current scope of the district's banner program. The map originally provided to Sierra Installations, the previous installer, was significantly outdated so Nicholas Yoo and Dominic produced a map of district light poles with the potential to add more banners throughout downtown Hayward.	b. No Action Taken.
c. DHIA Website Redesign Task Force	c. Dominic mentioned that a new website task force has been created to review our current website and possibly make recommendations for optimization. The recommendations from the Task	c. No Action Taken.

<p>d. B Street Mural Project Task Force</p> <p>e. New Big Belly Placement in Downtown & Programming Opportunities</p>	<p>Force would come back to the Committee for consideration.</p> <p>d. Dominic LiMandri explained that a “B Street Mural Project” task force has been created with Alejandro Gamarra and Nicholas Yoo. Dominic LiMandri said that he expect Alfredo to also join the task force. The Task Force would be tasked with exploring the process of contracting with an artist to install a mural on the side of the building of Casa Del Toro as a way of direction B Street traffic to Muni Lot #2.</p> <p>e. Dominic presented information that new big belly trashcans have been installed to replace older trash cans in the district. Dominic mentioned that the Big Belly receptacles also provide a branding opportunity for the DHIA or possibly a canvas to host local art.</p>	<p>d. No Action Taken</p> <p>e. No Action Taken.</p>
<p>6. Other Business</p>	<p>No other business was discussed.</p>	
<p>7. Next Meeting</p>	<p>No future meeting was set. The Committee will meet as needed.</p>	
<p>8. Adjournment</p>	<p>Meeting adjourned at 2:10 p.m.</p>	

Minutes taken by Nicholas Yoo, Assistant District Manager



Downtown Hayward Improvement Association DISI Meeting

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%



REQUEST FOR PROPOSAL FOR RESPONSIVE CMS WEBSITE DEVELOPMENT

Downtown Hayward Improvement Association (DHIA) is a management association that oversees the central business district in Hayward known as Downtown Hayward. The DHIA represents the businesses & property owners of the district and uses a portion of the revenues from the assessments to promote Downtown Hayward and its stakeholders. DHIA is seeking a professional services contractor to develop and implement a new content management system website that is mobile responsive and ADA compliant to promote the Association's businesses, initiatives, activities, and events.

The contract period shall commence upon the contract being awarded with the project being completed on a predetermined timeline agreed upon by both parties. The budget for the project budget for is \$7,000-\$10,000. Additional budget for website hosting is available.

The selected vendor shall be responsible for collaborating with DHIA staff on a sitemap, look and feel of overall site and 3-to-4-page templates for events, business listing, filesharing, etc.

Proposals should include past and existing work with business districts, assessment districts and/or large multi-tenant shopping/dining centers; please include at least 3 references. They must be submitted to the Association via email by 5:00pm on Friday, April 12, 2024.

Please address proposal to:
Resti Zaballos, President
c/o Downtown Hayward Improvement Association
22654 Main Street,
Hayward, CA. 94541

Email completed proposals to Dominic Li Mandri, District Manager: downtownhayward@gmail.com

For more information, please contact Dominic LiMandri at (510) 556-1278.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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REQUEST FOR PROPOSAL FOR A RESPONSIVE CMS WEBSITE DESIGN
Released on March 22, 2024

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

DESCRIPTION

- a. The selected vendor must schedule an initial planning and development meeting with DHIA staff and Task Force members to discuss wants and needs from the new website.
- b. The selected vendor will prepare a timeline for the project and present it to DHIA staff before the project can commence.
- c. The selected vendor will then develop a new site and give periodic updates on progress.
- d. The selected vendor will issue access to Beta website, before the site is published for public access, so the staff and Task Force can review, make final edits, and give authorization to go live.
- e. The website must contain 3-to-4-page styles: home page, events page, business listing page and a generic page design to be used as needed.
- f. The website needs to be responsive to various mobile devices.
- g. The website must be designed as a user-friendly platform for staff to be able to update easily.
- h. The website needs to have the ability to expand.
- i. The website must be created to maximize SEO.
- j. The website must meet all current ADA and accessibility requirements.

BUDGET

- a. The budget range is \$7,000-\$10,000.
 1. The DHIA DISI Committee has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
 2. Hosting fees are not included in this budget range but are requested as a part of your overall proposal.
- b. The DHIA DISI Committee has given staff and the Task Force authorization to move forward with this project immediately after the selected vendor has been selected (Projected date: Friday, March 8, 2024).

TERMS AND CONDITIONS

- a. DHIA must own, have full administrative access and rights to website, and have the right to customize HTML coding.
- b. Terms of proposal:
 1. Proposals must be submitted in a PDF to Dominic Li Mandri at downtownhayward@gmail.com by 5:00pm on Friday, April 12, 2024. RFP responders must contact Dominic at 510-556-1278 to confirm receipt.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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2. Proposals should be addressed to:
Resti Zaballos, President
Downtown Hayward Improvement Association
22654 Main Street
Hayward, CA. 94541
3. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

PROPOSAL TO INCLUDE

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Overview. Please provide the following:

- a. Cover Letter: A letter signed by an officer of the firm/company/corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
- b. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors* to perform work. Please include:
 1. Resumes and biographies of all principals assigned to the project;
 2. List of capabilities corresponding to the Overview;
 3. Samples of projects your firm/company/corporation has undertaken; and
 4. References from similar projects your firm/company/corporation has undertaken.
- c. Project timeline.
- d. Break-down of cost by production hours, tools, functionalities and potential additional fees.

** If any element of the work is subcontracted, please provide the same information for the subcontracting firm.*

PROVISIONS

DHIA assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

DHIA also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of Downtown Hayward.

A contract between DHIA and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

DHIA is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.



KUMU HULA ASSOCIATION OF NORTHERN CALIFORNIA

25779 Booker Way, Hayward, CA 94554

510-773-9308

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

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) 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-Villados, President



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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
Sponsorship Fee	\$500	\$1,000	\$2,500	\$5,000	\$10,000 +
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
- 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.



*Kumu Hula
Association
of Northern California*

**JOIN US FOR AMAZING FOOD, ARTS & CRAFTS,
LIVE MUSIC AND ENTERTAINMENT!**



Hawaiian May Day Festival 2024

**FREE
ADMISSION**

SATURDAY MAY 11, 2024

12:00pm-6:00pm

B st. & Main st. Hayward CA, 94541

- DOWNTOWN HAYWARD -

 **KUMUHULAASSOCIATION**

 **Kumu Hula Association of Northern California**





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

Hayward

JUNE

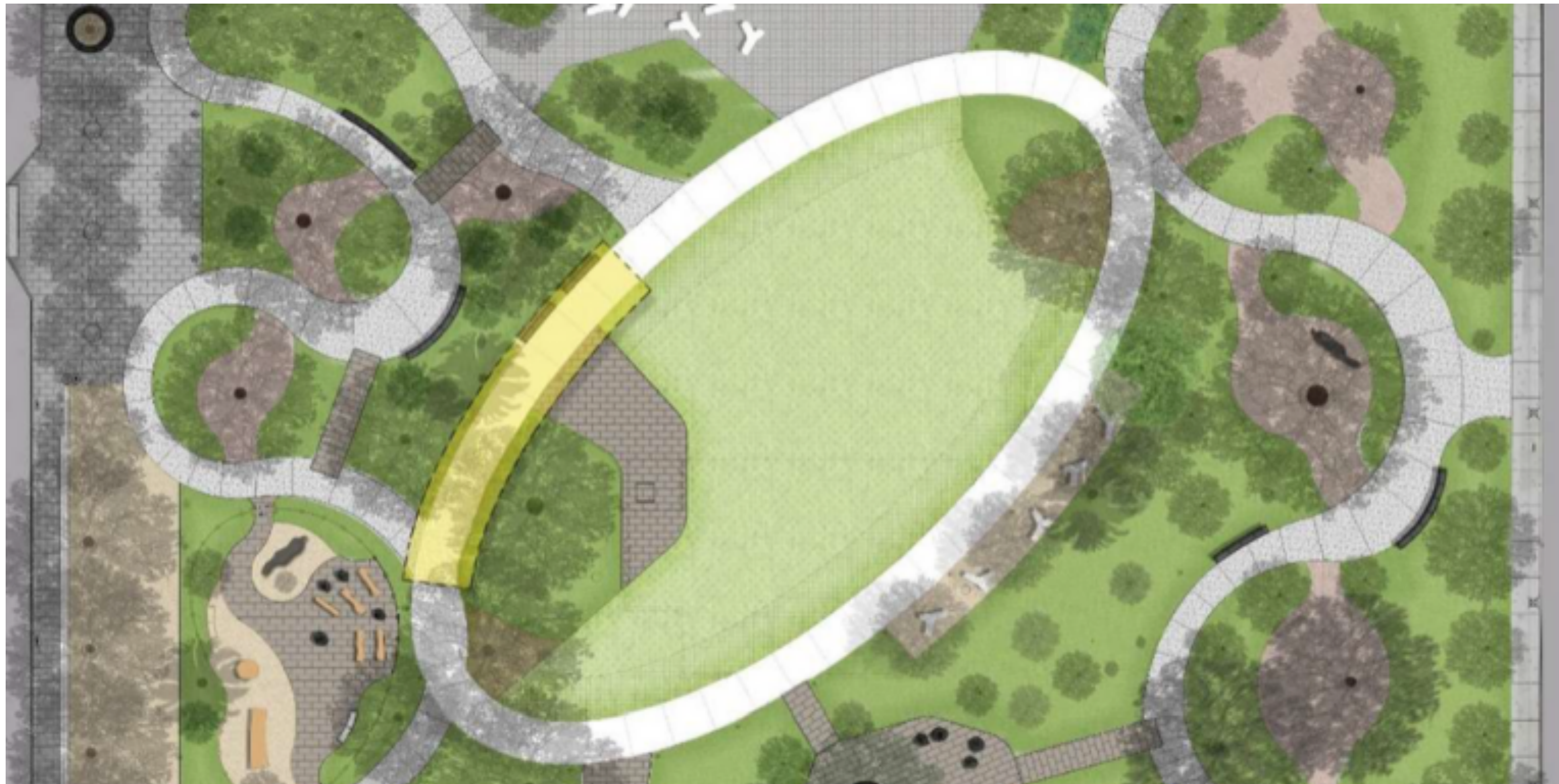
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June 22, 2024

12:00 p.m. to 5:00 p.m.

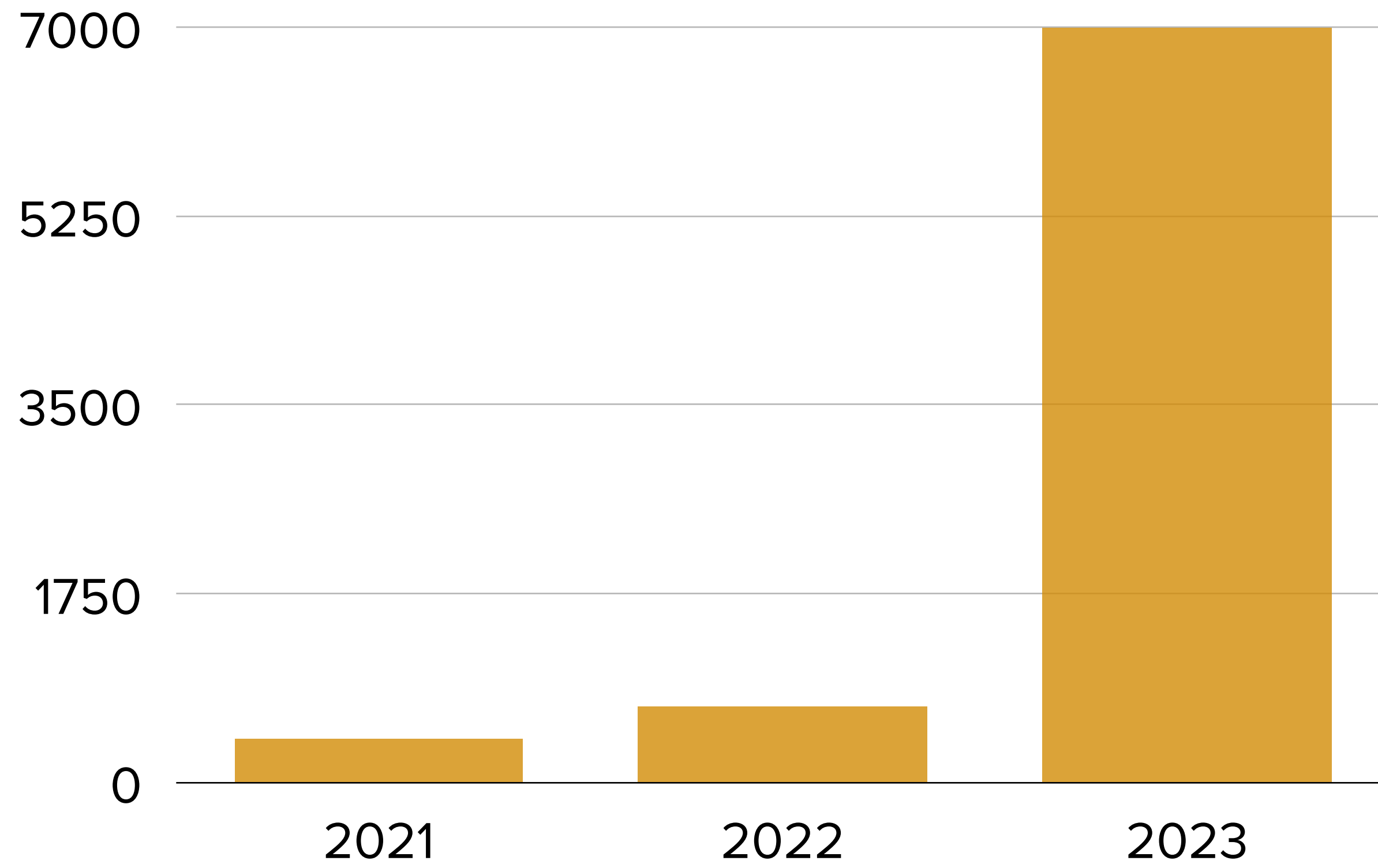
Heritage Plaza

LOCATION



- Located at Hayward Heritage Plaza and Hayward Public Library (Main and C Street)
- The Plaza is home to interpretative signs and art pieces that commemorate the diverse experiences and cultures of Hayward's rich history
- The Plaza includes a 25,000-square foot central event lawn and an 11,000-square foot paved plaza along C Street.
- Event targeting Hayward Population (total 160k) and Bay Area Region

ATTENDANCE



COMMITTEE

- **Angela Andrews, Founder and Hayward City Council**
- **Lauren Jennings, The Best Me Conference**
- **Freddie Davis, NAACP**
- **Alanda Johnson, NAACP and Black Women Organized for Political Action (BWOPA)**
- **Dorothy Dominique, Treasures Unleashed**



PREVIOUS SPONSORS AND PARTNERS

- East Bay Community Foundation (AVA)
- One Subaru
- Downtown Hayward Improvement Association
- Kaiser Permanente
- The Best Me
- City of Hayward
- Hayward Chamber of Commerce
- Hayward Area Recreation Department
- Comcast
- Hayward Police Department
- Hayward Fire Department
- Hayward Library
- Hayward Tri-City Alumnae Delta Sigma Theta, Inc.
- NAACP
- BWOPA
- KBLX 102.9
- BART
-]La Familia
- And More

2024 PARTNERS SO FAR...

- One Subaru
- Downtown Hayward Improvement Association
- City of Hayward
- The Best Me
- Hayward Area Recreation Department
- Hayward Police Department
- Hayward Fire Department
- Hayward Library
- Hayward Tri-City Alumnae Delta Sigma Theta, Inc.
- NAACP
- BWOPA
- BART
- Russell City Blues Band
- CSUEB
- Oakland Roots
- Urban League
- Hayward Promise Neighborhood
- Agricultural Institute of Marin
- Hayward Arts Council

ENTERTAINMENT

■ Meekah

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.

■ Music by West Coast Blues Society

■ HARD Mobile Recreation

■ Hayward Arts Council Art Gallery

■ Hayward Public Library Curbie
(mobile library)

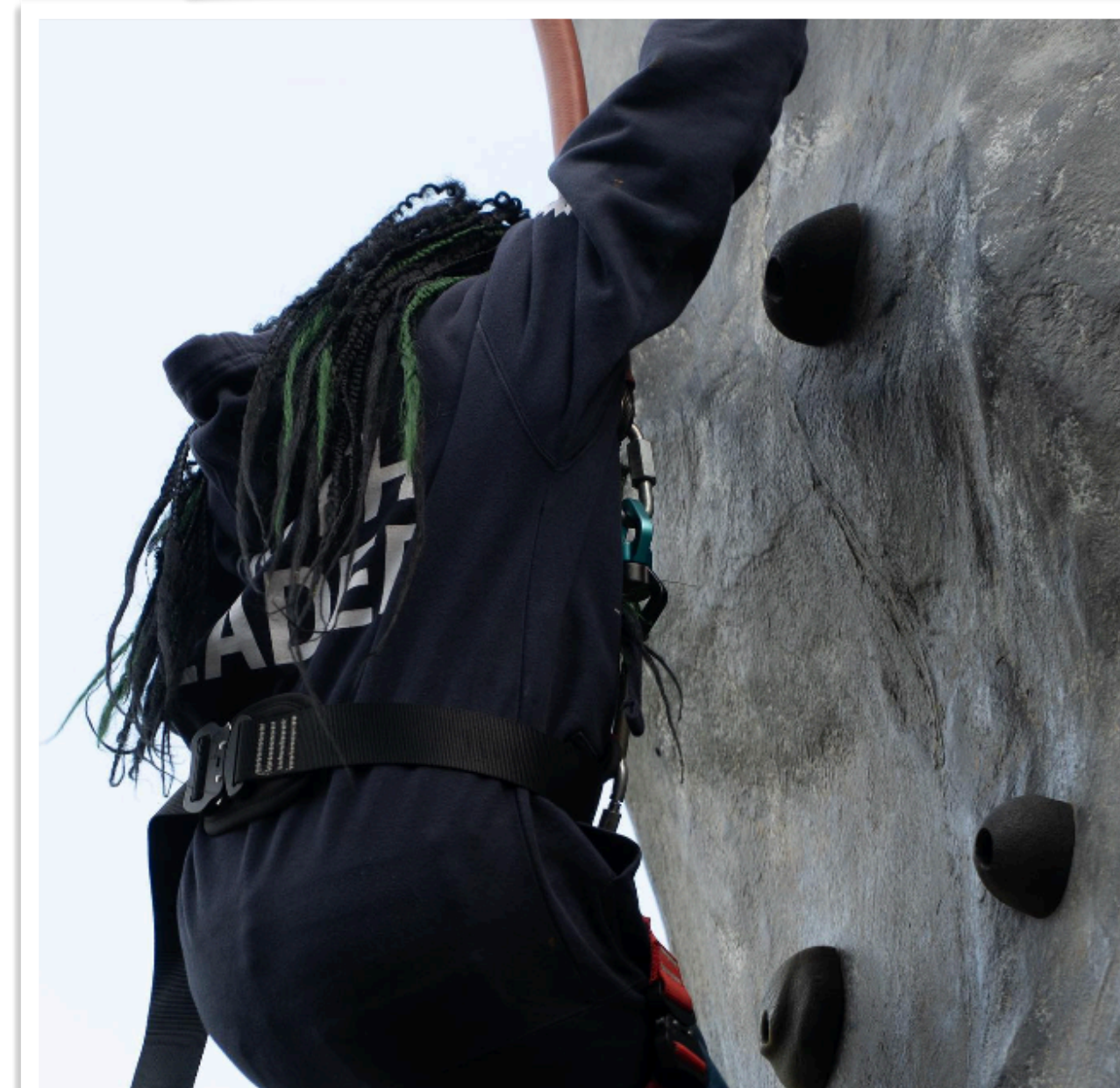
■ Trucks and Demonstrations by:

■ Hayward Police Department

■ Hayward Fire Department

■ Hayward Maintenance Department

■ And more



CHANGES FROM 2023 TO 2024

- Location will change back to Heritage Plaza for a more tailored curated experience.
- Partnership with the Downtown Hayward Improvement Association
- Increase in Marketing:
 - All previous outlets
 - Hayward Unified School District
 - Cal State University East Bay
 - Chabot College groups
 - And more



MARKETING

700 to 7,000 attendees in 1 year (10x growth)

Promotion on the following outlets:

Juneteenth Hayward Website

Instagram

City of Hayward distribution list

- 55,000 list serv

Tri-City Voice

- Fremont, Newark, Union City, Hayward, Milpitas, Sunol
- 1,800 visitors a day
- 25,000 copies in circulation

KBLX

- #1 for African American women 35-64
- #1 Affluent African Americans
- 500,000 listeners (1/2 homeowners)

KQED

- 250,000 visitors daily
- 2,000,000 visitors per week

BART

OUR ASK

SPONSORSHIPS HELP SUPPORT AGENCIES AND SMALL BUSINESSES PARTICIPATE AND GAIN EXPOSURE

Friend

Volunteer Hours and Donation of any dollar amount

\$1,000 Ally

Logo on flyers and social media

Booth to host activities, hand out information and giveaways

\$2,500 Partner

Logo on flyers and social media

Logo on email distribution of subscribers of partnership list serv

Booth to host activities, hand out information and giveaways

\$5,000 Agent for Change

Logo on flyers and social media

Logo on email distribution of subscribers of partnership list serv

Photo backdrop

Organization name mention at event

Logo banner displayed throughout the event and performance stage

*Also accepting giveaways for attendees





Angela Andrews
angela.L.Andrews@gmail.com
[@juneteenthhayward](https://www.instagram.com/juneteenthhayward)

CONTACT

