



Downtown Hayward Improvement Association – Board of Directors’ Meeting

Wednesday, May 29, 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/86846907399>

Meeting ID: 868 4690 7399 | 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. Approval of the March 27th, 2024, Meeting Minutes *Action Item* P. 3 - 6
4. Committee Reports:
 - Executive Committee / Resti Zaballos Jr., President
 - a. FY24 YTD Draft Financial Report *Action Item* P. 7 - 10
 - b. DHIA Investment Strategies for Consideration *Action Item* P. 11
 - c. City of Hayward Downtown Task Force: Update
 - Sidewalks Operations, Beautification & Order Committee / Sara Buizer, Chair
 - a. District Works Monthly Maintenance Report: Review P. 12 - 17
 - b. District Landscaping Program: B Street Hanging Baskets & Districtwide Planters
 - c. Downtown Hayward Public Safety Camera System: Next Steps
 - District Identity & Streetscape Improvement Committee / Alfredo Rodriguez, Chair
 - a. Olive Public Relations Status Report: Review P. 18 - 22
 - b. DHIA Website Redesign & Committee Recommendation: Geocentric Proposal *Action Item* P. 23 - 35
 - c. Call for Artist Program Letter and Possible Funding Allocation *Action Item* P. 36 - 38
 - d. Districtwide Banner Program Initiative: P. 39 - 40
 - i. Installation Request: HARD 80th Anniversary Banners
 - e. Anticipated Events for Downtown Hayward Q2 – Q4 2024
 - Land Use & Project Review Committee / Bill Matheson, Chair
 - a. Main Street Complete Street Project: Update
5. Next Meeting: _____
6. 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

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

22654 Main Street, Hayward CA. 94541 and on the DHIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Dominic LiMandri at (510) 556-1278 or via email at downtownhayward@gmail.com at least 48 hours prior to the meeting. 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
Wednesday, March 27, 2024, at 2 p.m.
Lincoln Landing Mezzanine Conference Room
22335 Foothill Blvd. Hayward, CA 94541**

Present: Resti Zaballos, Bill Matheson, Ben Schweng, Sara Buizer, Crystal Sampson, Alexander Husary, Alejandro Gamarra, Thomas Leung

Absent: Al Antonini, Alfredo Rodriguez, Seung-Yen Hong, Daniel Mao

Guests: Al Burress and Delante Johnson-Hooper (District Works)

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions and Meeting Etiquette	Dominic opened the meeting at 2:06 p.m. Introductions were made.	<i>No action taken</i>
2. Public Comment & Announcements	<p>Marco Li Mandri provided information to the Board about a new legislation called The Homelessness, Drug Addiction and Theft Reduction Act.</p> <p>Marco also mentioned he was able to provide a list of attorneys in the Bay Area regarding stay-away orders for Crystal Sampson and anyone else who wanted that list.</p> <p>Alejandro Gamarra provided a status report on the Ava Energy EV charging project.</p> <p>There was discussion about parking in Downtown Hayward. Sara Buizer mentioned an issue with double-parking on Upper B Street for food delivery vehicles and to look into possible solutions.</p>	<i>No action taken</i>

3. Community Reports	There were no available representatives from the community to present information.	No action taken
4. Approval of the January 23rd, 2024, Board Meeting Minutes	The minutes of the January 23rd meeting were reviewed. Board members took time to review the minutes as presented.	Ben moved to approve the January 23rd minutes as presented and Bill seconded the motion. The motion was approved unanimously.
<p>5. Committee Reports: <u>Executive Committee / Resti Zaballos (Chair)</u></p> <p>a. FY24 YTD Draft Financial Report</p> <p>b. DHIA Investment Strategies for Consideration</p> <p>c. City of Hayward Downtown Task Force: Update</p>	<p>a. Dominic Li Mandri reviewed the year-to-date draft financial report for fiscal year 2024 on pgs. 8-10 in the packet. Dominic noted some minor errors in the report so suggested the Board refrain from any action at this time as the financials are not finalized.</p> <p>b. Dominic went over the DHIA investment strategies. There was discussion in the previous Board meeting regarding putting a portion of the carry-forward money into a certificate of deposit or high-yield savings account so generate additional income. Dominic presented the Executive Committee’s consensus to continue pursuing this investment strategy. Dominic asked the Board to give authorization and permission for the Executive Committee to make decisions with the DHIA investment strategies.</p> <p>c. Sara Buizer presented information on the formation of the City of Hayward Downtown Task Force. Hayward city council member Angela Andrews and Hayward city council member Julie Roche asked the DHIA to take a look at a number of issues regarding Downtown Hayward.</p>	<p>a. No action taken</p> <p>b. Bill moved and Sara seconded approval to pursue DHIA investment strategies. The motion was unanimously approved.</p> <p>c. No Action Taken</p>
<u>Sidewalk Operations,</u>		

<p><u>Beautification & Order / Sara Buizer (Chair)</u></p> <p>a. District Works Monthly Maintenance Report: Review</p> <p>b. District Landscaping Program: B Street Hanging Baskets</p> <p>c. Staff Exploring Options for Permanent Planters in Downtown</p> <p>d. Staff Review of Camera Network Setup in Downtown Oakland</p>	<p>a. Al Burruss and Delante Johnson-Hooper presented the monthly maintenance report on District Works monthly maintenance on pgs. 11-16 in the packet. The report was included in the Board packet.</p> <p>b. Dominic gave an update on the B street hanging baskets project. He explained that they will now begin to look for a local contractor to plant the baskets and will use District Works to hang and water them.</p> <p>c. Dominic and Nick Yoo did a walking tour of Downtown Hayward. They will work on a map that will show possible locations for permanent planters to be installed in the district.</p> <p>d. Dominic and Nick met with District Works Oakland Main Office to look at their camera network setup in Uptown/Downtown Oakland. Dominic presented a report on their setup and mentioned that it was a mesh network system with the district receiving access to this network. Downtown Hayward could implement a similar system, though there are still connectivity concerns at some of the older properties in Downtown Hayward.</p>	<p>a. No Action Taken</p> <p>b. No Action Taken</p> <p>a. No Action Taken</p> <p>d. No Action Taken</p>
<p><u>District Identity & Streetscape Improvement (DISI) / Alfredo Rodriguez (Chair)</u></p> <p>a. Olive Public Relations Status Report: Review</p> <p>b. Quarterly Newsletter Launch</p>	<p>a. Eleanor Lazar and Cree Jones went over the Olive Public Relations which are included in pgs. 17-20 in the packet. She highlighted some of the new businesses and the number of gains, impressions and engagements.</p> <p>b. Dominic reported he is working with Nick on a quarterly newsletter that focuses on Downtown Hayward news and updates. It is expected to launch in Q2 2024.</p>	<p>a. No Action Taken</p> <p>b. No Action Taken</p>

<p>c. DHIA Website Redesign RFP</p> <p>d. Event Sponsorship Request: May Day Festival</p> <p>e. Event Sponsorship Request: Latin Jazz Festival</p> <p>f. Event Sponsorship Request: Juneteenth Celebration</p>	<p>c. Dominic reported the RFP for a DHIA website redesign has been finalized and that any decisions would go to the committee for review and recommendation back to Board.</p> <p>d./e./f. Dominic reported on the May Day Festival asked for \$10,000 dollars. The event information was included in pgs. 21-24 of the packet. Dominic reported that the Latin Jazz Festival asked for \$6,000 dollars. The event information was included on pg. 25 of the packet. Dominic reported that the Juneteenth Celebration festival asked for \$10,000 dollars. The event information was included on pg. 26 of the packet. Alejandro discussed possibly opening a new event (tequila taste event/wine walk). Dominic mentioned he would follow-up on that. Thomas asked about the marketing of the events.</p>	<p>c. No Action Taken</p> <p>d./e./f. Sara moved to sponsor all three events for the amounts they asked for. Alejandro seconded the motion. The motion was unanimously approved.</p>
<p><u>Land Use & Project Review Committee / Bill Matheson (Chair)</u></p> <p>a. Downtown Development Overview: Update</p> <p>b. Main Street Complete Street Project</p>	<p>a. This portion of the agenda was tabled since there was nothing major to report on.</p> <p>b. This portion of the agenda was tabled since there was nothing major to report on.</p>	<p>a. No Action Taken</p> <p>b. No Action Taken</p>
<p>6. Other Items/Business</p>	<p>There were no other items or business to discuss.</p>	
<p>7. Next Board Meeting</p>	<p>The next Board of Directors meeting is tentatively scheduled for Wednesday , May 29th at 2:00 pm at Lincoln Landing.</p>	
<p>8. Adjournment</p>	<p>Meeting was adjourned</p>	<p>Sara moved to adjourn the meeting and Ben seconded the motion. Motion to adjourn was approved unanimously.</p>

Minutes taken by Nicholas Yoo, Assistant District Manager

Downtown Hayward Improvement Association

Balance Sheet

As of May 2, 2024

	May 2, 24
ASSETS	
Current Assets	
Checking/Savings	
Chase Checking 937971726	5,484.00
Checking at First Republic Ban	545,907.10
Total Checking/Savings	551,391.10
Total Current Assets	551,391.10
Fixed Assets	
Accumulated Depreciation	-48,689.00
Fixed Assets	56,287.33
Total Fixed Assets	7,598.33
TOTAL ASSETS	558,989.43
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
Federal Tax	-936.93
State Tax	936.93
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	393,348.54
Net Income	165,640.89
Total Equity	558,989.43
TOTAL LIABILITIES & EQUITY	558,989.43

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
April 2024

	Apr 24	Budget	Jan - Apr 24	YTD Budget	Annual Budget
Income					
Assessment Income					
Carry Forward	0.00	0.00	0.00	380,132.21	380,132.21
Assessment Income - Other	0.00	0.00	405,400.84	647,727.53	647,727.53
Total Assessment Income	<u>0.00</u>	<u>0.00</u>	<u>405,400.84</u>	<u>1,027,859.74</u>	<u>1,027,859.74</u>
Total Income	0.00	0.00	405,400.84	1,027,859.74	1,027,859.74
Expense					
Administration					
Accounting Fees	0.00	166.66	1,550.00	666.72	2,000.00
Bank Charges	30.00	9.00	120.00	36.00	100.00
Insurance - Liability, D and O	0.00	1,000.00	3,751.00	4,000.00	12,000.00
Legal Fees	0.00	250.00	100.00	1,000.00	3,000.00
Office Supplies	0.00	41.50	0.00	168.00	500.00
Postage, Mailing Service	90.01	16.50	122.30	68.00	200.00
Printing and Copying	13.73		120.07		
Rent	1,200.00	1,200.00	4,800.00	4,800.00	14,400.00
Staff Consulting (New City)	9,500.00	9,500.00	38,000.00	38,000.00	114,000.00
Telephone, Telecommunications	0.00	25.00	4.98	100.00	300.00
Utilities	438.51	250.00	1,235.37	1,000.00	3,000.00
Admin Contingency	365.00	83.00	365.00	336.00	1,000.00
Total Administration	<u>11,637.25</u>	<u>12,541.66</u>	<u>50,168.72</u>	<u>50,174.72</u>	<u>150,500.00</u>
DISI					
Advertising	362.15	583.00	828.53	2,336.00	7,000.00
Annual Report	0.00	41.00	0.00	172.00	500.00
Branding & Signage	0.00	1,250.00	0.00	5,000.00	15,000.00
PR / Social Media	4,500.00	4,500.00	18,000.00	18,000.00	54,000.00
Seasonal Displays	0.00	833.00	5,260.00	3,336.00	10,000.00
Staff Consulting (New City)	1,000.00	1,500.00	5,000.00	6,000.00	18,000.00
Website	0.00	833.00	0.00	3,336.00	10,000.00
DISI Unallocated	0.00	1,791.00	0.00	7,172.00	21,500.00
Total DISI	<u>5,862.15</u>	<u>11,331.00</u>	<u>29,088.53</u>	<u>45,352.00</u>	<u>136,000.00</u>
SOBO					
Staff Consulting (New City)	1,000.00	1,000.00	3,000.00	4,000.00	12,000.00
Maintenance Contractor	30,699.82	31,250.00	124,533.17	125,000.00	375,000.00
Maintenance and Supplies	2,045.81	83.00	2,499.41	336.00	1,000.00
Landscape Supplies & Equipment	2,005.12		2,005.12		
Payroll Expenses					
Payroll Workers Comp Ins	655.00		1,965.00		
Total Payroll Expenses	<u>655.00</u>		<u>1,965.00</u>		
Cameras	0.00	8,333.00	0.00	33,336.00	100,000.00
Security	0.00	5,833.00	0.00	23,336.00	70,000.00
Supplies for SOBO	0.00	83.00	0.00	336.00	1,000.00
Vehicle Related					
Pressure Washing	0.00	166.00	0.00	672.00	2,000.00

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
April 2024

	Apr 24	Budget	Jan - Apr 24	YTD Budget	Annual Budget
Gas	0.00	250.00	0.00	1,000.00	3,000.00
Vehicle Repair & Maintenance	0.00	83.00	0.00	336.00	1,000.00
Total Vehicle Related	0.00	499.00	0.00	2,008.00	6,000.00
Total SOBO	36,405.75	47,081.00	134,002.70	188,352.00	565,000.00
Total Expense	53,905.15	70,953.66	213,259.95	283,878.72	851,500.00
Net Income	-53,905.15	-70,953.66	192,140.89	743,981.02	176,359.74

From: [Shirley Zawadzki](#)
To: [Marco Li Mandri](#); [Sara Buizer](#); [Dominic Li Mandri](#)
Subject: RE: DHIA Payment
Date: Tuesday, May 21, 2024 7:39:22 AM

Good Morning,

We have received YTD \$405,400.84, add the \$173,008.82 = \$578,409.66. 89% received of the total \$647,727.53.

Let me know if you have any questions.

Shirley

From: Marco Li Mandri <marco@newcityamerica.com>
Sent: Monday, May 20, 2024 4:03 PM
To: Sara Buizer <Sara.Buizer@hayward-ca.gov>; Dominic Li Mandri <dominic@newcityamerica.com>
Cc: Shirley Zawadzki <shirley@newcityamerica.com>
Subject: RE: DHIA Payment

Thanks Sara. Shirley can you give us an update on how much of the fiscal year assessments (by percentage) have been returned? Thanks;

From: Sara Buizer <Sara.Buizer@hayward-ca.gov>
Sent: Monday, May 20, 2024 2:47 PM
To: Dominic Li Mandri <dominic@newcityamerica.com>; Marco Li Mandri <marco@newcityamerica.com>
Cc: Shirley Zawadzki <shirley@newcityamerica.com>
Subject: DHIA Payment

All:

Just wanted to provide you an update on the 2nd payment to DHIA. We have processed the transfer and the next installment should be disbursed on 5/31 in the amount \$173,008.82.

Sara

Sara Buizer, AICP | Director

Development Services Department | 777 B Street, Hayward, CA 94541

(510) 583-4191 | sara.buizer@hayward-ca.gov

Business Deposit Rates



RATES IN EFFECT AS OF: Friday, May 10, 2024

We use two different terms to tell you how much interest we pay:

- **Interest Rate:** Annualized simple percentage rate we pay on your account, and does not reflect compound interest.
- **Annual Percentage Yield (APY):** Annualized percentage rate we pay on your account, including compound interest. (Compound interest is the interest paid on interest you've already earned.) The APY may be higher than the Interest Rate.

BUSINESS SAVINGS ACCOUNTS

To earn Premier relationship rates, your Chase Business Premier SavingsSM needs to be linked to either a Chase Performance Business Checking[®], Chase Platinum Business CheckingSM or Chase Analysis Business CheckingSM account (interest counterparts included, where applicable) with at least five customer-initiated checking account transactions each monthly statement period.

Chase Business Premier SavingsSM

RELATIONSHIP RATES			STANDARD RATES		RELATIONSHIP RATES			STANDARD RATES	
Balance	Interest Rate	APY	Interest Rate	APY	Balance	Interest Rate	APY	Interest Rate	APY
\$0-\$9,999	0.02%	0.02%	0.01%	0.01%	\$250,000-\$499,999	0.02%	0.02%	0.01%	0.01%
\$10,000-\$24,999	0.02%	0.02%	0.01%	0.01%	\$500,000-\$999,999	0.02%	0.02%	0.01%	0.01%
\$25,000-\$49,999	0.02%	0.02%	0.01%	0.01%	\$1,000,000-\$4,999,999	0.02%	0.02%	0.01%	0.01%
\$50,000-\$99,999	0.02%	0.02%	0.01%	0.01%	\$5,000,000-\$9,999,999	0.02%	0.02%	0.01%	0.01%
\$100,000-\$249,999	0.02%	0.02%	0.01%	0.01%	\$10,000,000+	0.02%	0.02%	0.01%	0.01%

Chase Business Total SavingsSM

Balance	Interest Rate	APY
\$0-\$9,999	0.01%	0.01%
\$10,000-\$24,999	0.01%	0.01%
\$25,000+	0.01%	0.01%

Client Funds SavingsSM

Balance	Interest Rate	APY
\$0-\$49,999	0.01%	0.01%
\$50,000-\$99,999	0.01%	0.01%
\$100,000+	0.01%	0.01%

BUSINESS INTEREST CHECKING

Chase Analysis Business Checking with InterestSM

	Interest Rate	APY
All Balances	0.01%	0.01%

Chase Performance Business Checking with Interest[®]

	Interest Rate	APY
All Balances	0.01%	0.01%

IOLTASM

Balance	Interest Rate	APY
\$0-\$99,999	3.58%	3.64%
\$100,000-\$999,999	3.58%	3.64%
\$1,000,000+	3.58%	3.64%

EARNINGS CREDIT RATES FOR BUSINESS BANKING

Chase Analysis Business CheckingSM

Balance	Earnings Credit
\$0-\$999,999	0.20%
\$1,000,000-\$9,999,999	0.30%
\$10,000,000+	See your Business Relationship Manager

BUSINESS CERTIFICATES OF DEPOSIT (CD) INTEREST RATES

CD rates are fixed for the selected term and compounded daily. Business checking and savings account rates are variable and interest compounded and credited monthly. Account fees could reduce earnings. Interest is compounded daily and you may choose to have interest paid on your CD, depending on the term, either monthly, quarterly, semiannually or annually and at maturity. The APY is based upon the maximum term of deposit for each maturity range. There is a penalty for early withdrawal. In the below chart, term change occurs when a CD matures and you change your CD term as part of renegotiation.

IMPORTANT: Not all terms may be available for new accounts or if you change your term when your CD matures

Months (m) / Days (d)		RELATIONSHIP RATES ¹						STANDARD RATES	
New CD/ Term Change	Existing CD Auto Renewal (m/d)	\$1,000-\$9,999		\$10,000-\$99,999		\$100,000+		\$1,000+	
		Interest Rate	APY	Interest Rate	APY	Interest Rate	APY	Interest Rate	APY
Featured Terms									
2m	2 / 60 - 89	4.16%	4.25%	4.16%	4.25%	4.64%	4.75%	0.01%	0.01%
6m	6 - 8 / 180 - 269	2.96%	3.00%	2.96%	3.00%	2.96%	3.00%	0.01%	0.01%
9m	9 - 11 / 270 - 364	4.16%	4.25%	4.16%	4.25%	4.64%	4.75%	0.01%	0.01%
Other Terms									
1m	1 / 31 - 59	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.01%
3m	3 - 5 / 90 - 179	1.98%	2.00%	1.98%	2.00%	1.98%	2.00%	0.01%	0.01%
12m	12 - 14 / 365 - 454	1.98%	2.00%	1.98%	2.00%	1.98%	2.00%	0.01%	0.01%
15m	15 - 17 / 455 - 544	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%
18m	18 - 20 / 545 - 634	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%
21m	21 - 23 / 635 - 729	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%
24m	24 - 29 / 730 - 909	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%
30m	30 - 35 / 910 - 1094	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%
36m	36 - 41 / 1095 - 1274	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%
42m	42 - 47 / 1275 - 1459	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%
48m, 60m, 84m, 120m	48 - 120 / 1460 - 3650	2.47%	2.50%	2.47%	2.50%	2.47%	2.50%	0.01%	0.01%

Rates specific for CD ladders are below. CD ladders are a group of four CDs opened at the same time for the same amount but with different terms.

Ladder Terms Months	RELATIONSHIP RATES ¹						STANDARD RATES	
	\$1,000-\$9,999		\$10,000-\$99,999		\$100,000+		\$1,000+	
	Interest Rate	APY	Interest Rate	APY	Interest Rate	APY	Interest Rate	APY
1	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.01%
2	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.01%
3	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.01%
4	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.01%
3	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.01%
6	0.02%	0.02%	0.05%	0.05%	0.05%	0.05%	0.01%	0.01%
9	0.02%	0.02%	0.05%	0.05%	0.05%	0.05%	0.01%	0.01%
12	0.02%	0.02%	0.05%	0.05%	0.05%	0.05%	0.01%	0.01%

Chase Analysis Business Checking and Chase Analysis Business Checking with Interest Earnings Credit Rates apply to activity for the previous calendar month.

¹Requires any linked business checking account except Public Funds Checking, IOLTA/COLTAF/CARHOFSM and Client Funds CheckingSM at account opening and at each renewal.

A copy of the Deposit Account Agreement is available upon request. Rates and balance tiers for checking, savings and CDs are applicable as of the effective date, and may change at Chase's discretion.



Downtown Hayward Improvement Association Monthly Report

April 2024

April Recap

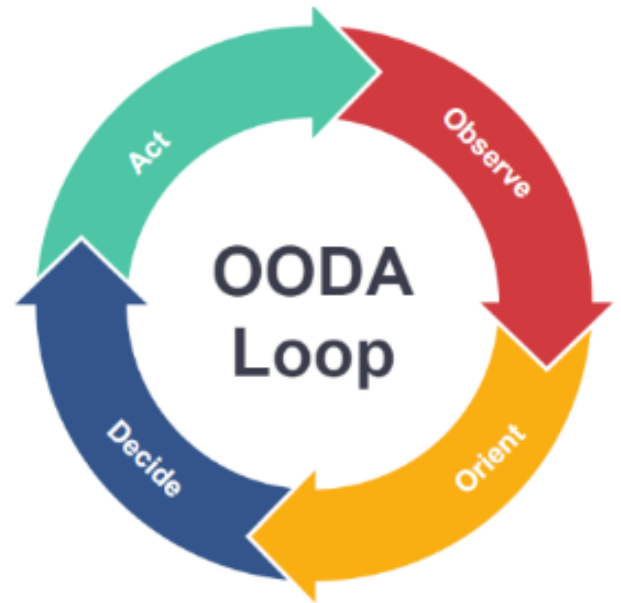
The DHIA Place Managers collected a total of 383 bags of debris during the month. To estimate the weight of these bags, the industry standard is an average of 25 pounds per bag. This resulted in the removal of an estimated 9,575 pounds of debris throughout the district in April.

Additionally, we engaged in 427 business contacts, fostering crucial connections within the local community, while also offering 7 hospitality escorts to ensure the seamless navigation and comfort of our community. We successfully removed 247 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.

Statistics	Daily Average	Monthly Total	YTD Total
Business Contact	14	427	1439
Hospitality Escort or Directions Given	0	7	48
Trash Collected- Total Bags	13	383	1682
Trash Collected- Total Weight (lbs.)	319	9575	42050
Graffiti Removed- Stickers	7	198	1340
Graffiti Removed- Paint	2	49	334

April Recap

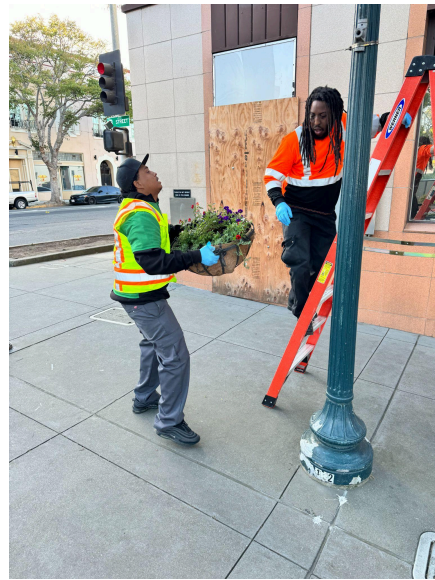
In an effort to support place managers working in the public right of ways and the impacts of working with diverse members of the community, this month District Works focused on a company wide initiative to ensure our teams have a decision-making process in place. To ensure staff know what to do in a high pressure, high stress situation, leadership focused on the OODA Loop and training our teams on use of this thought process when needed. The OODA Loop, which stands for Observe, Orient, Decide, and Act, is designed to help individuals rapidly assess and respond to changing situations, gain a competitive advantage, and make effective decisions. The strength of utilizing the OODA Loop lies in its iterative nature, emphasizing agility, flexibility, and ability to adapt to changing circumstances.



District Works also launched a new platform, HealthiestYou by Teladoc, to bring simplicity to healthcare for all of our place managers. This app based healthcare system allows users to speak with a doctor 24/7 by phone or video, shop prescription costs, find pharmacies, access medical experts, and more. This is provided to all District Works employees at no cost and allows staff to focus on personal health while giving back to our communities.

April Highlights

Spring has arrived in Hayward, marking the beginning of a delightful transformation as colorful hanging baskets beautify B Street. Place Managers began hanging the B Street baskets for those where liners were available. Initial deployment has consisted of sixteen planters lining B Street from Foothill Boulevard to Watkins Street. Once the remaining six liners are replenished, we'll swiftly complete the picturesque scene by installing the remaining baskets along the entirety of B Street. Place Managers also began watering the baskets and will continue with watering services every Wednesday and Saturday to ensure continued growth and longevity.

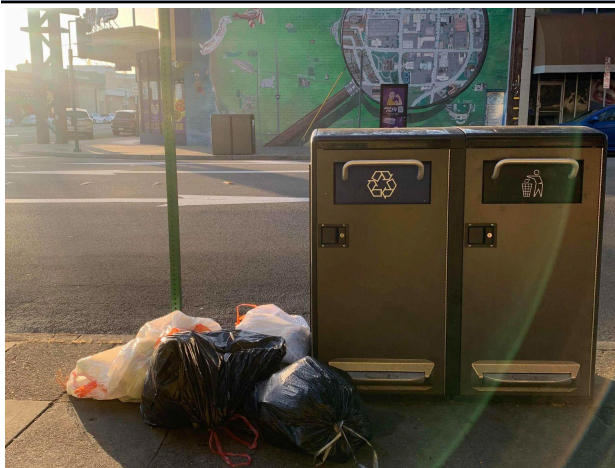


BEFORE & AFTER

1091 A Street



22660 B Street



BEFORE & AFTER

1172 A 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

Wednesday, May 29, 2024

RECAP OVERVIEW

STRATEGY & PLANNING:

- Facilitated internal weekly strategy meetings
- Conducted weekly conference calls
- Daily community management and engagement
- Monitored and adjusted social media strategy to reflect news and announcements

Summer Events in Hayward

SECURED COVERAGE

- **5/11-12 secured coverage on KRON 4**
 - Secured 4 segments that featured live footage of Hawaiian May Day Festival in Hayward
 - 5/12 KRON 4 (News at 9:00 am)
 - 5/12 KRON 4 (News at 8:00 am)
 - 5/12 KRON 4 (News at 7:00 am)
 - 5/11 KRON 4 (News at 10:00 pm)
- **5/12 secured coverage on ABC 7**
 - Secured 2 segments that featured live footage of Hawaiian May Day Festival in Hayward
 - 5/12 ABC 7 (News at 6:00 am)
 - 5/12 ABC 7 (News at 5:00 am)
- **5/10-11 secured coverage on NBC Bay Area**
 - Secured 4 segments and one online hit that featured live footage of Hawaiian May Day Festival in Hayward as well as an interview with the Kumu Hula Association
 - NBC Bay Area (News at 7:00 am)
 - NBC Bay Area (News at 11:00 am)
 - NBC Bay Area (News at 6:00 am)
 - NBC Bay Area (News at 5:00 am)
 - NBC Bay Area online
- **5/10 secured coverage on KRON 4**
 - Weekend roundup featured details of the Hawaiian May Day Festival in Hayward
 - 5/10 syndicated on Yahoo! Entertainment
- **5/10 secured coverage on NBC Bay Area**
 - Article featured details of the Hawaiian May Day Festival in Hayward

- 5/9 syndicated on MSN
- **5/9 secured coverage on Axios San Francisco**
 - Weekend roundup featured details of the Hawaiian May Day Festival in Hayward
 - 5/9 shared on Axios San Francisco newsletter
 - 5/9 syndicated on MSN
- **5/9 secured coverage on NBC Bay Area**
 - Secured 3 segments that featured the Hawaiian May Day Festival in Hayward in their weather report
 - 5/9 NBC Bay Area (News at 6:00 am)
 - 5/9 NBC Bay Area (News at 6:00 am)
 - 5/9 NBC Bay Area (News at 5:00 am)
- **5/3-4 secured coverage on ABC 7**
 - Secured 3 segments that featured postponement of Cinco de Mayo celebration
 - 5/4 ABC 7 (News at 11:00 pm)
 - 5/4 ABC 7 (News at 4:00 pm)
 - 5/3 ABC 7 (News at 4:00 pm)
- **5/3 secured coverage on KTVU 2 (News at 11:00 pm)**
 - Segment featured postponement of Cinco de Mayo celebration
- **5/3 secured coverage on CBS Bay Area (News at 5:00 pm)**
 - Segment featured postponement of Cinco de Mayo celebration
- **5/3 secured coverage on KRON 4**
 - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
 - 5/3 syndicated on on Yahoo! Life
- **5/3 secured coverage on NBC Bay Area**
 - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **5/1 secured coverage on San Francisco Chronicle**
 - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/30 secured coverage on Tri-City Voice**
 - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/26 secured coverage on Marin Independent Journal**
 - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/26 secured coverage on East Bay Times**
 - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area
- **4/26 secured coverage on Mercury News**
 - Article featured Hayward's Cinco de Mayo celebration in a roundup of Cinco de Mayo celebrations around the Bay Area

SECURED INTEREST

- **5/2 secured interest with ABC 7**
 - Would like to interview one of the performers to preview the Latin Jazz Festival
- **4/24 secured interest with Diablo Magazine**
 - Shared with team for consideration

- **4/19 secured interest with Bay Area News Group**
 - Will include all events in roundups

Hayward Farmers Market

SECURED INTEREST

- **4/23 secured interest with Eater SF**
 - Will consider for upcoming stories
- **4/23 secured interest with Bay Area News Group**
 - Running a farmers market roundup in the summer and will connect then
- **4/17 secured interest with SF Gate**
 - Would run with a story if one of the vendors have a cool story
- **4/10 secured interest with ABC 7**
 - Passed along to weekend team for coverage
- **4/10 secured interest with Diablo Magazine**
 - Shared with team for consideration in weekend roundup

Hayward Revitalization

SECURED INTEREST

- **5/20 secured interest with Eater SF**
 - Would like to speak with Arthur Mac's about new concept in Hayward

Other

SECURED COVERAGE

- **4/23 secured print coverage in Tri-City Voice**
 - Article featured Marley's Treats in Hayward, including details of the business and involvement in the Ube Festival

PITCHING

- **June Events**
 - Local Online
 - Local Print
 - Local TV
- **Hawaiian May Day Festival Media Alert**
 - Local TV
- **Summer Events in Hayward**
 - Local Online
 - Local Print
 - Local TV
- **Hayward Farmers Market**
 - Local Online
 - Local Print
 - Local TV

WRITING

- June Events
- Hawaiian May Day Festival Media Alert
- Summer Events in Hayward
- Hayward Farmers Market

- Family Friendly Restaurants
- 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:

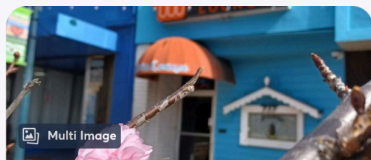
- Gained **308** new followers across all platforms
- Garnered over **239K** impressions across all platforms (59% increase)
- Garnered over **15K** total engagements across all platforms (77% increase)
- Promoted Latin Jazz Festival & May Day Festival

Social Media Statistics (Last 60 Days as of May 21)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 DHIA	94	3,069	6,021	74,100
 Downtown Hayward Improvement Association	214	4,449	9,411	165,100

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

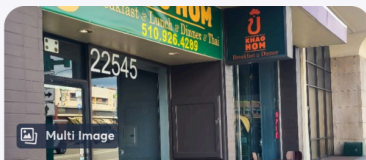
Best performing content published during the selected period.



Apr 11, 2024 · Downtown Hayward Improvement Association

Cheers to hops, barley, and all things beery! 🍷 What's your go-to brew in...

Reach	4,365
Engaged users	522
Clicks	198
Other clicks	383
Engagement rate per reach	12%
Engagement rate per impression	9.1%



Apr 5, 2024 · Downtown Hayward Improvement Association

Downtown Hayward just got a whole lot tastier with a new restaurant in...

Reach	25,627
Engaged users	2,366
Clicks	1,847
Other clicks	945
Engagement rate per reach	9.2%
Engagement rate per impression	9.2%



May 18, 2024 · Downtown Hayward Improvement Association

Shop local, eat fresh! The Hayward Farmers' Market is your go-to for th...

Reach	4,434
Engaged users	313
Clicks	104
Other clicks	180
Engagement rate per reach	7.1%
Engagement rate per impression	6.6%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 5, 2024 · DHIA

Downtown Hayward just got a whole lot tastier with a new restaurant in...

Reach	2,068
Comments	14
Likes	237
Saves	12
Engagement	335
Engagement rate per reach	16.2%
Engagement rate per impression	0%



May 10, 2024 · DHIA

Mahalo, Hayward! 🌺 Get ready to hula the day away at the May Day...

Reach	1,524
Comments	2
Likes	197
Saves	4
Engagement	268
Engagement rate per reach	17.6%
Engagement rate per impression	0%



May 20, 2024 · DHIA

🎵 Get ready to groove! Join us at the Latin Jazz Festival on June 1st in...

Reach	854
Comments	2
Likes	107
Saves	7
Engagement	181
Engagement rate per reach	21.2%
Engagement rate per impression	0%

April 10, 2024

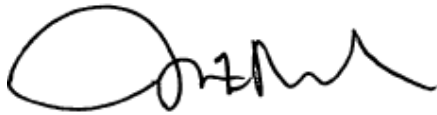
Resti Zaballos, President
c/o Downtown Hayward Improvement Association
22654 Main Street,
Hayward, CA. 94541

Dear Mr. Zaballos:

On behalf of Geocentric, I am pleased to offer to the Downtown Hayward Improvement Association this proposal for Responsive CMS Website Development. I believe Geocentric's extensive experience delivering effective websites for Destination Districts makes us an ideal partner for your project.

Geocentric is committed to building honest, trusting relationships with our clients and working collaboratively to develop solutions that meet client needs. If I can answer any questions, or provide any clarifications on the content, please do not hesitate to contact me directly at 301-960-4724.

Sincerely,



James W Blakeslee
President, Geocentric



Geocentric Firm Profile

Geocentric LLC was established in September 2005 with the vision of enabling clients in economic development and destination marketing to self-publish and self-manage high quality interactive content, especially geographic content, in their websites. Our easy to use Citylight® CMS Software puts clients in control of location-driven web directories, sophisticated event calendars, branded interactive maps, and full destination district websites.

Since our founding we have been fortunate to work with over 75 Downtown District Organizations, large and small. Some of our current clients include: LA's Downtown Center BID, The Downtown Raleigh Alliance and First Friday Raleigh, Downtown Atlanta, San Diego's Little Italy, Nashville Downtown Partnership, Midtown Atlanta, The Cherry Creek North BID, the Boulder Downtown Partnership and Downtown Tulsa.

In addition to our core work with Downtown Organizations, we've also done interactive and mapping "special projects" for other organizations including the State of Maryland Office of Tourism, the State of Maryland Office of Economic Development, Marriott International, Feeding America, Major League Baseball, and the Marine Corps Marathon.

While our primary motivation is the satisfaction of our clients, Geocentric is proud to have been recognized with numerous industry awards, including a Webby Award (Official Honoree) in the Mobile Category; "Best in Class" for Tourism Promotion at Northeastern Economic Developers Association Awards for Excellence in Literature and Promotions; an IAC Award for Best Regional Interactive Application; a Webby Award (Official Honoree) for Website; and a Web Award for Outstanding Achievement in Website Development.

Geocentric was founded with support from the University of Maryland's Dingman Center for Entrepreneurship. The firm is a graduate of the Silver Spring Innovation Center, a business incubator of TEDCO and the Montgomery County, Maryland Department of Economic Development.

We continue to advance and refine our software in support of client needs. Our office is located at Industrious, a co-working center in North Bethesda, Maryland.

About Citylight® Software

The foundation of all our web projects is a subscription to Geocentric's Citylight® Software. This hosted web software is specifically designed for use by non-technical users who need to maintain a geographically aware and mappable database of merchants, attractions, art, transportation points, properties, contacts, events, and/or other Place Data. From this central data repository, our clients manage and publish rich responsive websites and feed content to other digital partners through our open API.

The easy-to-use Citylight® interface is designed for non-technical users, and provides efficient and productive use of the powerful, underlying SQL relational database. Using this interface, client staff will be empowered to update (add/edit/delete) specific content elements within the public facing website, such as:

- Website Structure via Pages and Sections
- Searchable Merchant and Other "Directory" Listings
- Detailed Interactive Maps
- Events and Calendars
- News Releases
- Blog Posts and Merchant Spotlight Features
- Images, such as Photos and Logos
- Files, such as PDF files or Microsoft Office documents.

Citylight® is also designed to support and enable numerous traditional interactive website features as well, including:

- Keyword-driven Site Search
- Support for "Featured" Listings or Sponsor Logos
- Dynamic Site Map
- Dynamic Navigation Menus

Citylight® is a secure, 100% hosted "Software as a Service" web product and is built on an Open Source foundation of Linux (Red Hat), Apache, MySQL, and PHP. In contrast to WordPress, Maps and Calendars are native to the Citylight CMS so we not require the integration of third-party plug ins to achieve key functionality.

Note that at any time, organization data such as merchant listings can be quickly exported to CSV/Excel for internal staff purposes, such as mailing lists, preparing print materials, or other internal projects or reports. Data held in Citylight is always owned by the client.

Client References

We are very proud of the relationships we develop and maintain with all of our clients. You are welcome to contact these references to get their personal experiences about working with Geocentric.

Client: **Downtown SF BID**
Contact: Melissa Buckminster, Marketing Manager
Phone: (415) 634-2251
Email: melissa@DowntownSF.org
Website: DowntownSF.org

Client: **LA Fashion District**
Contact: Elizabeth Zurita, Director of Marketing
Phone: (818) 437-8218
Email: elizabeth@fashiondistrict.org
Website: FashionDistrict.org

Client: **Boulder Downtown Partnership**
Contact: Terri Takata-Smith, Director of Marketing
Phone: (303) 449-3774
Email: terri@dbi.org
Website: BoulderDowntown.com

Client: **Jack London BID Oakland**
Contact: Savlan Hauser, Executive Director
Phone: (404) 658-1877
Email: savlan@jacklondonoakland.org
Website: JackLondonOakland.org

Client: **Capitol Riverfront BID**
Contact: Bonnie Trein, VP Operations + Chief of Staff
Phone: (202) 465-7048
Email: bonnie@capitolriverfront.org
Website: CapitolRiverfront.org

Selected Clients (2024)

Every week, Citylight serves about 4 million Page Views on behalf of our clients -- helping people find places to eat, stores to shop at, where to park, art to see, and countless other ways to explore destination districts. Some of our clients include:

Bellevue Downtown Association (WA)
Boulder Downtown Partnership (CO)
Capitol Riverfront BID (DC)
Carlsbad Village Association (CA)
Centennial Park District (GA)
Cherry Creek North BID (CO)
Downtown Akron Partnership (OH)
Downtown Atlanta / Central Atlanta Progress (GA)
Downtown Boise (ID)
Downtown Flagstaff (AZ)
Downtown Fort Worth Inc (TX)
DTLA / LA Downtown Center BID (CA)
Downtown Lincoln Association (NE)
Downtown Norfolk Council (VA)
Downtown Raleigh Alliance (NC)
Downtown Roanoke Inc (VA)
Downtown Green Bay (WI)
Downtown Tempe (AZ)
Downtown Tulsa (OK)
The Gulch BID – Nashville (TN)
Hillsborough Street Partnership (NC)
The LA Fashion District (CA)
Liberty Station (CA)
Little Italy San Diego (CA)
Longmont Downtown Development Authority (CO)
Midtown Atlanta (GA)
Nashville Downtown Partnership (TN)
National Landing (VA)
Ocean Beach Main Street (CA)
River North Arts District (CO)
Rochester Downtown Alliance (MN)
Rosslyn BID (VA)
Santa Barbara Downtown Org (CA)
Sawyer Yards (TX)
Silver Spring Arts District (MD)
Wheaton Urban District (MD)

Citylight® Subscription Services:

Citylight® is Geocentric's proprietary Web Software and Content Management System which is offered via Software as a Service (SaaS) Subscription. SaaS is a method of software delivery and licensing in which software is accessed online via a subscription, rather than bought and installed on individual computers. The Scope of Services (c) includes:

a) Citylight® Web Software (the “Software”): Geocentric will maintain the availability of secure, web based access to the Software to Client 24 hours a day, 7 days a week. Client will receive the rights to all Software upgrades and improvements released during the Term at no additional charge. All content held in the Software will remain the exclusive property of the Client and can be exported at any time.

b) Website Hosting & Monitoring: Geocentric will provide secure web site and web application hosting. Geocentric will provide monitoring 24 hours a day, 7 days a week for website uptime, server uptime, and server services and will also perform incremental daily backups and full weekly offsite backups of both the web site code and data.

c) Citylight® Open API: Upon Client's written request, Geocentric will enable third parties real-time access to Client data held in Citylight® via an Application Programming Interface (API) for any use designated by the Client, such as but not limited to digital kiosks or mobile apps.

d) Website Analytics: Geocentric will setup and install Google Analytics and/or Google Tag Manager for the hosted web site.

e) Search Engine Optimization: Geocentric will setup a Sitemap feed to Google Web Console (formerly Google Webmaster) for the purposes of search engine optimization using the Google Sitemaps Protocol.

f) Technical Support: Geocentric will provide technical support via both email and phone during regular business hours to all personnel designated by the client.

Please note that Citylight services do NOT include domain name registration or organizational email hosting.

Additional Notes

Excluded Work. This scope of work does NOT include the following:

- Design services for print design.
- Copywriting and copyediting.
- Creation, sourcing, or selection of photography, iconography, or graphic design for the site.
- Trademark, patent, or copyright clearances
- Maintenance of client provided, third party plug-ins or social media tools after launch
- Regulatory compliance, e.g., privacy, security, accessibility, disclosures, financial, etc.
- Content loading or editing after site launch.
- Search engine marketing or search engine optimization consulting services.
- Domain Name Ownership or Domain Name Related Fees
- Email Hosting

Specifications. Geocentric's work will be prepared to the following specifications:

- The site will be developed to be mobile first and responsive, using the current version of Bootstrap.
- The site will be developed to load quickly targeting a score above 90 on Google speed tests.
- The site will be developed to be compatible with all modern browsers.
- The site will be developed with a target goal of WCAG level AA accessibility compliance.

Assumptions and Client Obligations

- Client's data handling practices comply with all applicable privacy laws.
- Client's engagement of Agency will not cause Agency to be treated as a "data processor" or "data controller" under GDPR. No personally identifiable customer or user data relating to EU citizens will be provided by Client.
- Client will provide timely feedback and responses to meeting the target schedule.

Initial “One Time” Project Costs:

Fixed Price Web Design & Development

Geocentric will provide the initial services as described in the Website Design and Development section above at a fixed one-time price of **\$9,000**. \$4,500 of this amount is due as a deposit at the outset of the project, and the final \$4,500 will become due (NET 30) upon the delivery of training and successful site launch. This fixed price reflects an estimate of 60 hours of labor priced at our non-profit rate of \$150 per hour.

Ongoing Subscription Costs

Citylight® Annual Subscription Services

On an annual prepaid subscription basis, Geocentric will provide the services as described in the Citylight® Subscription Services section above, at a fixed price of **\$4,800** per year.

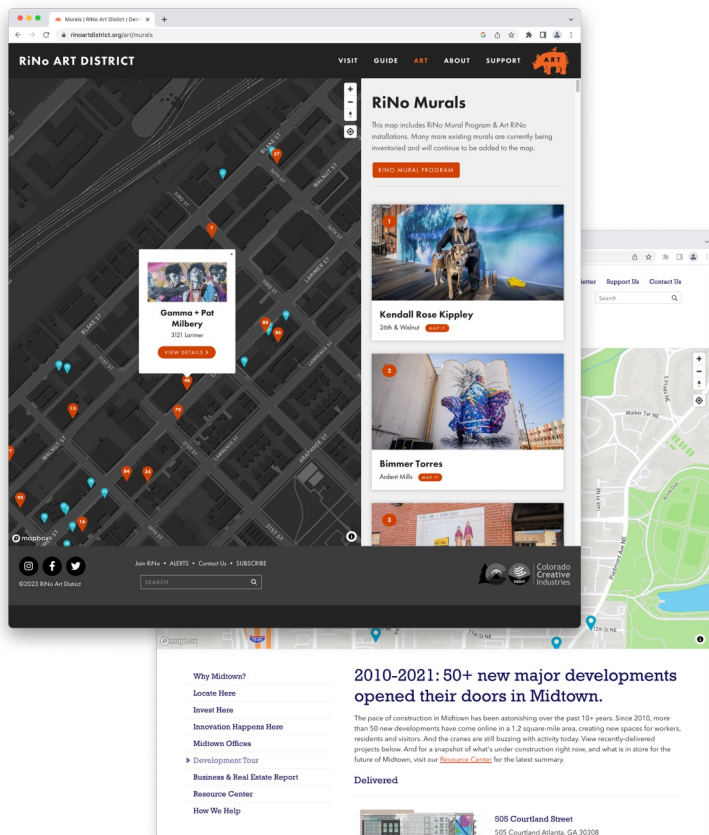
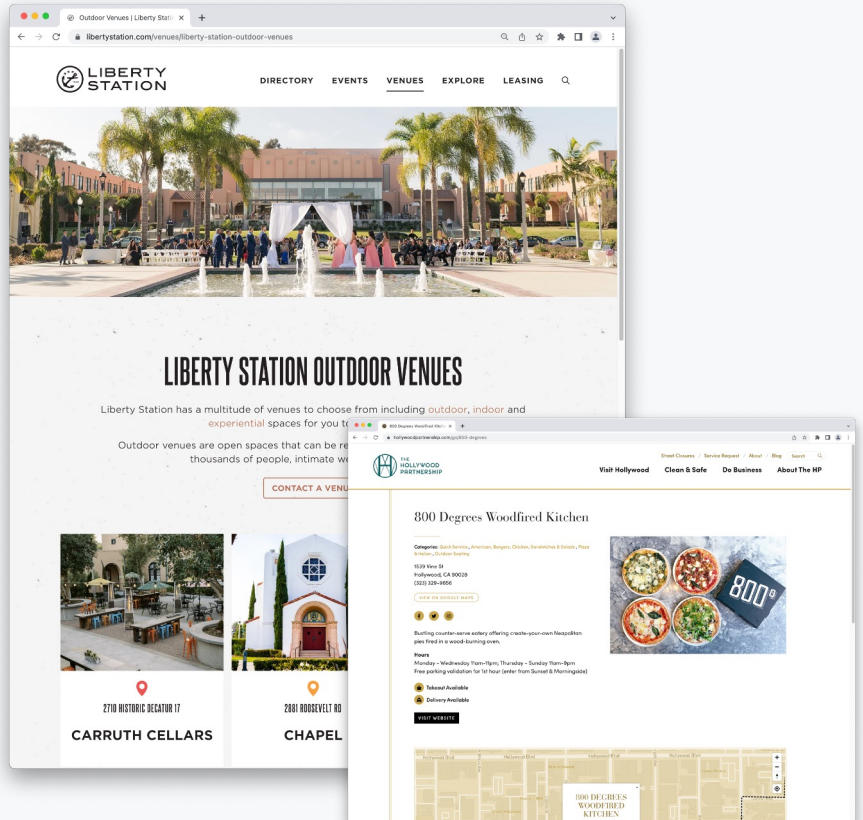


The first year's payment will become due at the outset of the website development process. Upon the 12 month anniversary of this date, and annually thereafter, the client may elect, at their option and without obligation, to renew the subscription to the Citylight® Subscription Services.

Directories

Provide a categorized and searchable directory that allows residents and visitors to discover local venues.

Useful for Business Listings, Development Tours, Space Available, History Guides, etc.



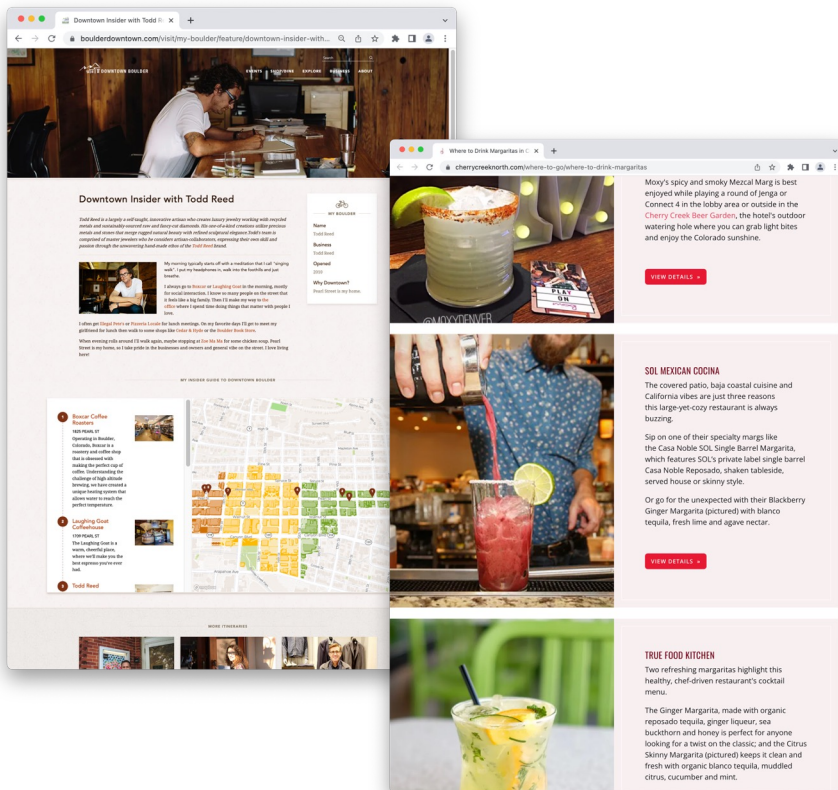
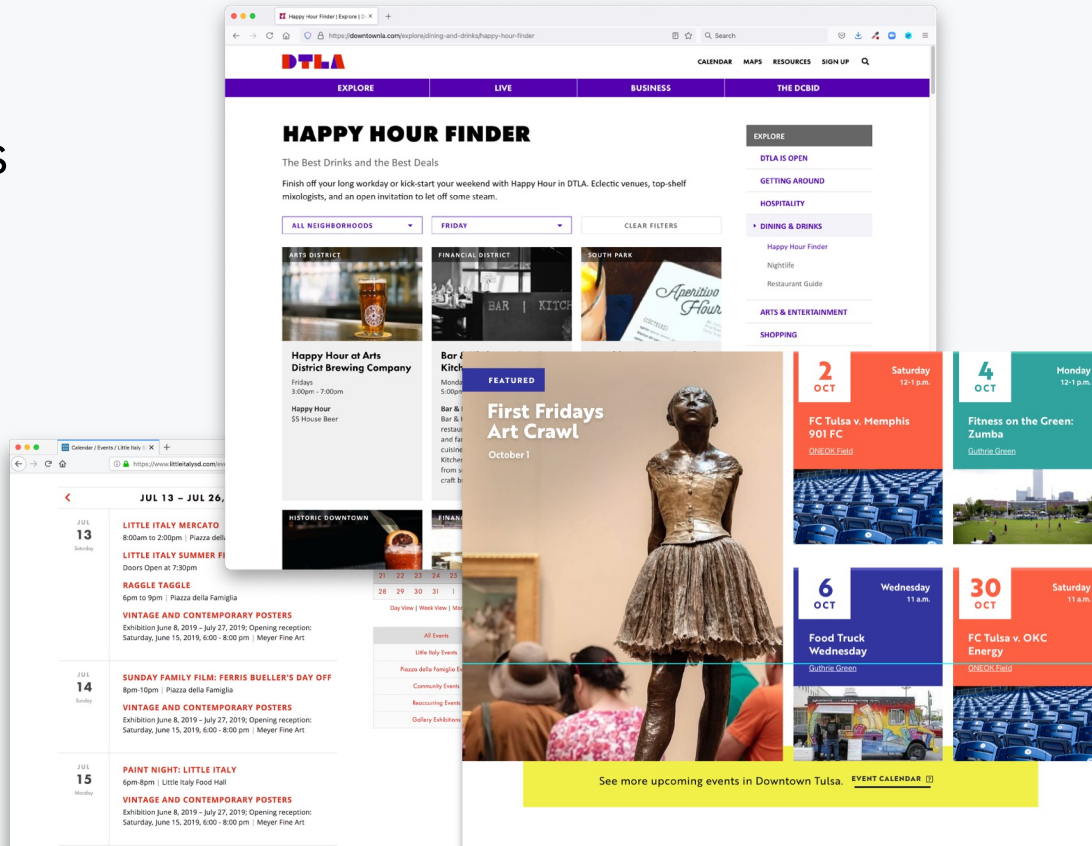
Interactive Maps

Display your attractions on beautiful, fast, custom branded interactive maps.

Event Calendars

Give visitors relevant and timely content with searchable events calendars that are always up to date.

From happy hours to boutique sales, promote your local businesses with accurate and timely content.



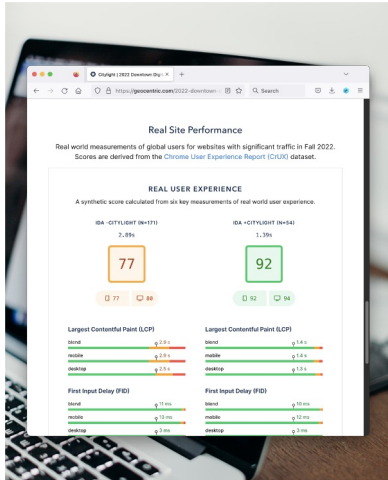
Listicles and Destination Content

Tell the story of your destination with image driven blogs that connect to your merchant listings.

Offer curated experiences through hand craft narrative and map content via tours and itineraries.

High Performance

Citylight websites measurably outperform other CMS platforms in four key areas:



Site Speed

Citylight delivers super fast websites with a CDN backbone and auto-optimized images.



50% of users will leave if page does not load in under 3 seconds (Google), and Citylight CMS sites deliver an FCP time half that of other IDA Downtown Districts.



Mobile-First Rendering

Citylight templates prioritize the mobile viewer and renders "mobile first" with responsive, fluid results.

Destination District Website Traffic is 63% Mobile (Sep 2022 Downtown Digital Survey)



Search Engine Optimization

Citylight websites are built to "rank well" and "index well" in Search Engines like Google and Bing

67% of Destination District Traffic is via Organic Search (Sep 2022 Downtown Digital Survey)



Accessibility

Citylight websites are built to meet WCAG 2.1 Level AA standards without third party widgets or plugins.

15% of the global population live with some form of disability. (2020 World Health Organization)

Project Team

Website Project Leadership:

The Downtown Hayard project will be delivered by our most senior staff:



Jim Blakeslee

Technical Lead

Geocentric President & Founder

Jim has personally overseen the development and launch of more than 70 websites. He is a frequent speaker on topics of such as effective techniques for web mapping and destination marketing for districts. Most recently, he was asked to speak at the 2022 International Downtown Association Conference in Vancouver where he presented the results of a Digital Survey of 300+ Downtown District websites.

As former independent bookstore owner, Jim is passionate about the importance of small, local businesses as the foundation of any authentic place.



Mel Charlton, CSM

Creative Lead

Geocentric Fractional VP of Strategy and Services

Founder & CEO, Brlnt

Mel leads strategy and services for Geocentric, ensuring frequent and open communication and aligned expectations with our delivery.

Mel is the founder of Brlnt, a Women-Owned strategic design firm on a mission to spark greater impact through design. She is a leader in the DC design community, having served on AIGA-DC's Board of Directors as Mentoring Chair from 2018 - 2020 and founded Unleaded Design Thinking Community of 800+

She holds Certifications as Scrum and Design Thinking Master, from MIT, and was recognized as a DC FemTech Powerful Woman Designer in 2016.

Our Process



The purpose of this process is to provide a consistent methodology for delivering projects on-time and on-budget. We reduce project risk by taking things step by step with a clear set of tasks, deliverables, and milestones. Our goal is to communicate clearly and set mutual expectations for each phase.

- 1** DISCOVERY
- 2** WEB DESIGN
- 3** DEVELOPMENT
- 4** PRODUCTION
- 5** QA & LAUNCH



Call for Artists

Downtown Hayward Calls for Art Submissions for Graphic Wrapping of Downtown Receptacles

The Downtown Hayward Improvement Association (DHIA) is a local nonprofit organization that is tasked with the daily maintenance, beautification and promotion of the City of Hayward's central business district. Our Association has recently created a new public art program in collaboration with our City partners to beautify our downtown district with artwork from local creators!

Our partners at the City of Hayward and Big Belly have enlisted our help to find local artists or artist teams to submit several unique designs to be selected, printed, and displayed on big belly receptacle stations recently placed in Downtown Hayward. The DHIA is calling for artists to submit their designs for potential display within our downtown community for a full calendar year! The selected artists and/or artist teams will be compensated for their submitted artwork and links will be embedded on the receptacles that will direct visitors back to the Downtown Hayward website for more details on the artwork, artist profile, and overall public art program.

In total there are thirty-five (35) dual-set Big Belly receptacles installed throughout the downtown district. The DHIA is seeking artist submissions to graphically wrap all thirty-five (35) receptacle sets in selected artwork. There is no limit on the number of submissions an artist can enter for this program. Multiple designs from the same artist(s) may be selected. The design themes should be centered around the history & heritage of Hayward, the artistic and creative environment of the City, and the contemporary culture of its citizenry.

The DHIA's District Identity & Streetscape Improvement (DISI) Committee will review all artist submissions and select artwork based on the design theme described in the criteria below. The selected artists will each receive \$800.00 (per design) for their final artwork to be placed on multiple units for an approximate one (1) year term.

If you're interested in submitted designs to this program, please follow the instructions below for how to submit artwork for consideration:

- Commission an artistic display according to the *positive* themes of: history & heritage of Hayward, the artistic and creative environment of the City, the contemporary culture of its citizenry, local landscapes and scenic overlooks,

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

symbolic landmarks, historical figures or positive symbols reflecting the diverse and unique experiences of Hayward. Submissions that emphasize or relate to downtown will be

- Submitted artwork adheres to the dimensions provided in this packet for the Big Belly units. Submissions that do not conform to these dimensions may be disqualified.
- Will accept submissions from individual artists or artist team and/or collectives. Artists, teams, collectives, etc. can be based anywhere, however, we will prioritize Bay Area individuals and collectives should all criteria and work be measured equally.
- If selected, DHIA staff will work with you on specifications for the finished design to be reproduced and printed according to the pre-approved dimensions.
- For some background on the district and up-to-date images and news visit: <https://www.instagram.com/downtownhayward/>
- Please submit a sketch of the proposed artwork, including what colors, themes, images, iconography, etc. with the attached application to the email listed below.
- Please include your full contact information, including phone, email, address, and website or artistic medium of choice (Instagram, Wordpress, etc.)
- Feel free to submit additional information such as your bio, samples of your work, anything that you believe reflects your creative portfolio.
- **Proposals must be submitted by: June 28th, 2024 at 5 PM**

To submit your application electronically, please use the following:

info@downtownhayward.com

Subject Line: Big Belly Artwork Submission

Current (real world) examples of Big Belly receptacle stations in Downtown Hayward that will host selected artwork:



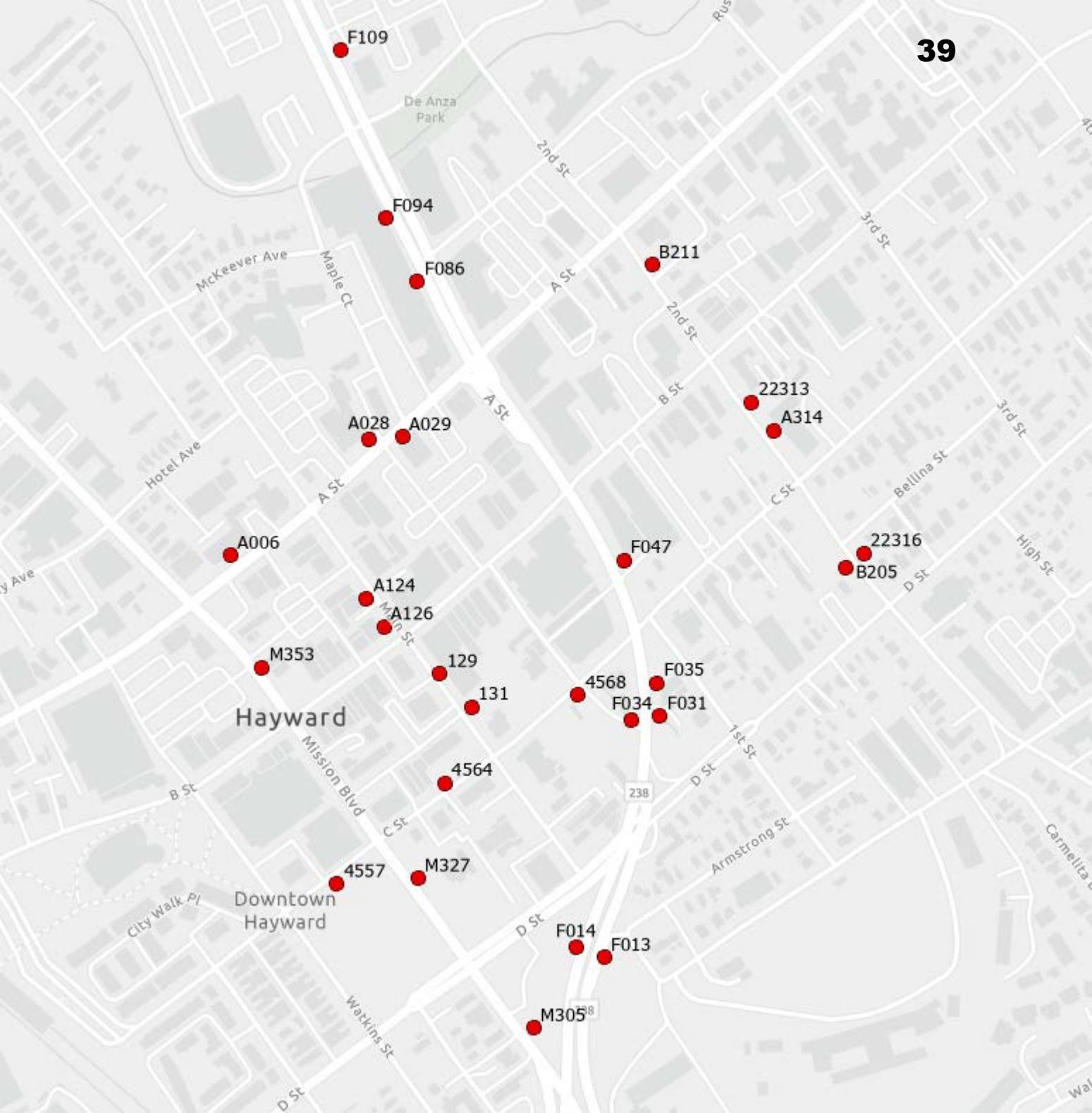
Current examples of Big Belly receptacles adorned with professional/community artwork in other business district in and around the San Francisco Bay Area.




Questions? Please email Dominic Li Mandri at info@downtownhayward.com


DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541





H.A.R.D. CELEBRATING
80 YEARS
HAYWARD AREA RECREATION AND PARK DISTRICT



iStock
Credit: monkeybusinessimages

**SO MUCH TO DO...
SO CLOSE TO HOME**

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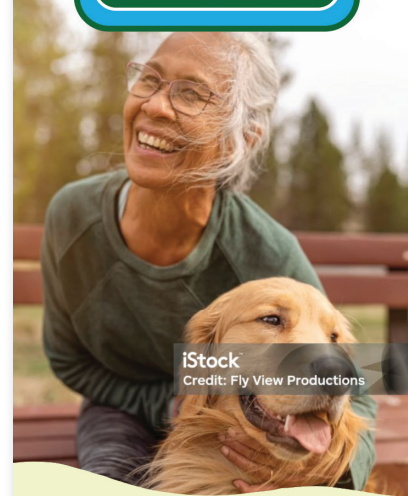


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