

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**Regular Meeting  
Wednesday, January 7, 2009 8:00 a.m.**

**Room 2A, 2<sup>nd</sup> Floor  
Hayward City Hall  
777 B Street  
Hayward, CA 94541**

The Public Comments section provides an opportunity to address the City Council on items not listed on the agenda. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

**A G E N D A**

- I. Call to Order
- II. Public Comment
- III. Election of a New Vice Chair (acknowledge resignation of Vice Chair Ned Carleton)
- IV. Planning Events for 2009-2010 Budget
- V. Adjournment

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Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Maret Bartlett at 583-4261 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

DATE: January 7, 2009  
TO: Downtown Business Improvement Area Advisory Board  
FROM: Maret Bartlett, Redevelopment Director  
SUBJECT: Planning Events for 2009-2010 Budget

### **RECOMMENDATION**

That the Downtown Business Improvement Area (DBIA) Advisory Board: (1) evaluate DBIA sponsored events Light Up the Season and Summer Street Parties to determine how they can be enhanced, replaced, and/or supplemented by new "concepts"; (2) determine the most effective way to produce events, (i.e. work with contractors and/or promoters); and (3) identify potential sponsors to fund and promote expanded events.

### **BACKGROUND**

Sixty-four percent (64%) of the DBIA's 2008-2009 budget is dedicated for downtown events including the summer "Street Parties" and "Light up the Season". In the previous budget year, seventy-seven percent (77%) of the funds were allocated to events. However, growing concerns by property and business owners to address "clean and safe" strategies resulted in a lower allocation of DBIA funds for events. At the same time, the DBIA Advisory Committee has begun to evaluate ways to enhance current events that could attract a broader cross-section of Hayward residents, as well as visitors from surrounding communities.

### **DISCUSSION**

There is a general consensus that events make important contributions toward civic pride and can contribute to making the downtown a destination for retail, dining, and entertainment. New event ideas that have surfaced include an Art & Wine Festival and a Film Festival and/or promotion of theater arts in the City. Expansion or creation of new events should be in the context of other events already held in the City, and should evaluate opportunities for event sponsorships.

DBIA events have traditionally not sought sponsorship. The DBIA visited the Park Street Business Association in the City of Alameda, who produces three successful events, one of which contributes significant funds to the organization's clean and safe efforts. As demonstrated by the Park Street Business Association, Hayward's downtown events can be expanded if sponsors are cultivated. Event contractors and/or promoters can as a part of their "scope of work" identify sponsors and

vendors who can help pay for event expenses. If the committee chooses to expand and/or add events additional funds will be required. A sample of events in nearby cities is attached and identifies typical sponsors of civic events.

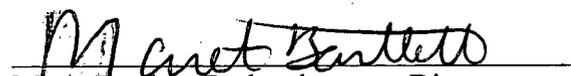
The Council's Downtown Committee (CDC) has requested a joint-meeting with the DBIA Advisory Committee to be held on January 25 at 7:00 p.m. to discuss (1) current events and any thoughts about future events, and (2) the status of downtown retail. The anticipated outcome of this meeting will be for the DBIA Advisory Board to reach conclusions regarding the future of downtown events and to make recommendations to the CDC for further discussion. To assist the DBIA Advisory Committee in this discussion the following are attached:

- Attachment 1: BIA Events Budget
- Attachment 2: Event Planning Worksheet
- Attachment 3: List of Current City Events
- Attachment 4: Sample of Events Held by Other Cities

Prepared by:

  
Gloria Ortega, Project Manager

Recommended by:

  
Maret Bartlett, Redevelopment Director

# Attachment 1: BIA Event Budget

## BIA Event Budget 2008-2009

EXPENSE ITEM	Budget	Notes
	2008/2009	
<b>Summer Street Parties</b>		
July	\$7,000	(1)
August	\$7,000	
September		
June	\$7,000	
<b>Art &amp; Wine Festival</b>		
September		(2)
<b>Pet Parade</b>		
October		(3)
<b>Cinema Place Opening</b>		
November	\$10,000	(4)
<b>Item Subtotal:</b>	<b>\$31,000</b>	
<b>Light Up The Season</b>		
Installation of lighted wreath covers	\$2,024	
Electrical bill for electrical use of decorations	\$800	
Event Coordination & Production	\$14,000	
Event Enhancements	\$4,858.00	(5)
<b>Item Subtotal:</b>	<b>\$21,682</b>	

**Notes:**

- (1) Includes production and staff costs
- (2) Chamber proposed in lieu of a September St. Party to do an Art & Wine Festival on B Street, funding for the event was delayed until next year in order to fund the Cinema Place Grand Opening Event.
- (3) Proposal to move the Santa Paws parade to October with the expectation that City staff could raise funds, limited staff time did not allow this to happen, as well as elimination of the Volunteer Coordinator at the City's Animal Services.
- (4) Proposal to budget \$10,000 to do a one-time Cinema Place Gala and community celebration with an additional \$10,000 held in reserve, if needed to cover any additional expenses.
- (5) Events Enhancement: \$4,515 Skating Rink; \$275 Russell Foote Photography; \$68.00 misc. expenses.  
These cost will be absorbed by funds budgeted for the Cinema Place Opening not spent

**Attachment 2: BIA Event Planning Worksheet**

**Event: Summer Street Parties**

<b>Time of Year</b>	First Thursday of June, July, August
<b>Number of People Who Attend</b>	Approximately 3,000 to 4,000
<b>Event Features</b>	Music Hot Rods Music & Food Vendors: non-profits, small businesses, churches; City Departments
<b>BIA Costs: (Per Event)</b>	\$7,000 (\$21,000 – three events)
<b>Chamber Costs*</b>	\$3,897
<b>Total Event Costs</b>	<b>\$10, 897</b>
<b>Event Sponsors</b>	BIA Chamber of Commerce (Contractor/Promoter) The Daily Review Vic Hubbard Auto Supply Buffalo Bills Brewpub Hayward Body Shop Hayward Digital Print Center

\*Chambers sells vendor booths to raise additional funds for the events. The Chamber is contracted by the BIA to manage the event. Event costs include: entertainment; expenses, Chamber staff time, overhead and profit. The amount contributed by vendor's fees and sponsors is unknown.

**Event Enhancements**

What features of the Event Work? (Should remain the same)	
How would you like to change or enhance the event?	
Would additional features add costs to the event, how would they be paid for?	
Would event enhancement attract a broader cross-section of the community?	

## BIA Event Planning Worksheet

**Event: Light Up the Season**

<b>Time of Year</b>	First Thursday After Thanksgiving
<b>Number of People Who Attend</b>	Approximately 3,000 to 4,000
<b>Event Features</b>	Tree lighting in City Hall Holiday Entertainment Merchants' Open House Toy Collection for Hayward PD by Downtown merchants Santa Station – pictures with Santa
<b>BIA Costs: (Per Event)</b>	\$14,000 - Chamber Contract (\$10,502 – Production; Costs \$4,080 – Staff Costs) \$4,515 - Skating Rink: \$275 – Russell Foote Photography \$ 68 – misc. expenses \$2024 – Installation of lighted wreath covers \$800 – Electric bill for holiday decorations
<b>Total Event Costs</b>	<b>\$22,905</b>
<b>Event Sponsors</b>	BIA Chamber of Commerce (Contractor/Promoter)  Impact Printing* The Daily Review*

\*Unclear if these sponsor are providing monetary or "in-kind" contributions.

### Event Enhancements

What features of the Event Work? (Should remain the same)	
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**BIA Event Planning Worksheet for New Event**

Event Name: \_\_\_\_\_

<b>Time of Year</b>	
<b>Attendance Goals</b>	
<b>Event Features</b>	
<b>Projected Event Cost)</b>	
<b>Total Event Costs</b> <ul style="list-style-type: none"><li>• Marketing/Advertising</li><li>• Staff</li><li>• Entertainment</li><li>• Security, Sanitary</li></ul> <b>Event Income</b> <ul style="list-style-type: none"><li>• Vendors and/or Promotion Fees</li><li>• Sales</li><li>• Sponsorships</li></ul>	
<b>Potential Event Sponsors</b>	
<b>Event Stakeholders: (Who cares/who benefits?)</b>	
<b>Next Steps</b> <ul style="list-style-type: none"><li>• ...</li><li>• ...</li><li>• ...</li><li>• ...</li></ul>	

**Attachment 3: List of Current City Events**

<b>Event Name</b>	<b>Time of Year</b>	<b>Location</b>	<b>Event Sponsors</b>
<b>Dr. Martin Luther King Jr. Birthday Celebration</b>	Jan 19, 2009	Centennial Hall	HARD (Held since 1964 – longest running event of its kind in the State of CA)
<b>Battle of the Bands</b>	February 9, 2008	Chabot College Auditorium	HARD
<b>Bonnet Parade &amp; Egg Hunt</b>	April (Sat. before Easter Sunday)	Kennedy Park	HARD
<b>Cinco de Mayo</b>	May 2, 2009	Watkins St	CouncilMember Francisco Zermeno, City of Hayward?? (we have staff on duty that we haven't charged them in the past for o/t for –Allen & Paul D)
<b>Summer Concerts in the Park</b>	June	Memorial Park	HARD
<b>Blues Festival</b>	July 11-12, 2009 (Sat & Sun)	Plaza, Watkins	Ronnie Steward – Bay Area Blues Society, City of Hayward
<b>Summer Street Parties</b>	June, July & August	B Street, Foothill to Watkins, & Main St	BIA, Redevelopment Agency, Chamber of Commerce, The Daily Review, Vic Hubbard Auto Supply, Buffalo Bills Brew Pub, Hayward Body Shop, Hayward Digital Print Center
<b>Zucchini Festival</b>	July 16 & 17, 2008 (Sat & Sun)	Kennedy Park	South Hayward Lion's Club
<b>Light Up The Season</b>	Nov/Dec (First Thursday after Thanksgiving)	Plaza, Rotunda, Downtown	BIA, Redevelopment Agency, Chamber of Commerce, Impact Printing, The Daily Review, other advertisers (?)

## Attachment 4: Sample of Events Held by Other Cities

### Alameda – Park Street Business Association

<b>Events</b>	Spring Festival (Mother Day) Classic Car Show (2 <sup>nd</sup> Saturday in October) <b>Art &amp; Wine Faire</b> (Last Weekend In July) Biggest Event
<b>No. of Persons Who Attends Art &amp; Wine Faire</b>	90,000+
<b>Event Features</b>	Arts & Crafts Food, Beer, Wine Music, Kids Area: pony rides, petting zoo
<b>Event Coordinator</b>	BIA + works with Eckerstrom Productions*
<b>Income From Event</b>	Grows Income: \$147,500 (Sales: \$60,000; Promoter's Fee: \$41,000; Sponsorships: \$65,000) Profit to organization: \$105,000

\*Eckerstrom Productions also works does the cities of: Milpitas Art & Wine Festival, Lafayette Art & Wine Festival, and Home Front Festival by the Bay in Richmond

### City of San Leandro

<b>Events</b>	Sausage & Suds
<b>No. of Persons Who Attends Art &amp; Wine Faire</b>	20,000+
<b>Event Features</b>	Food & Music 30 Different kinds of beer
<b>Event Coordinator</b>	Downtown Association & San Leandro Chamber of Commerce
<b>Income From Event</b>	Unknown Sponsors: Budweiser & other Beer companies, Ken Pon, CPA, Pacific National Bank, San Leandro Times

### Montclair Village, Oakland

<b>Events</b>	<b>Jazz &amp; Wine Festival</b>
<b>No. of Persons Who Attends Art &amp; Wine Faire</b>	7,000-10,000
<b>Event Features</b>	Jazz Wine Tasting village with 30+ boutique wineries Gourmet food vendors Art Kids Town
<b>Event Coordinator</b>	Montclair business Improvement District*
<b>Income From Event</b>	Unkown Sponsorship Levels: \$500, \$1,000, \$5,000, \$10,000 2009 Sponsors: AC Transit; Pacific National Bank, Saturn, AAA, Whole Foods, Warriors, Raiders, etc

**City of Fremont**

<b>Events</b>	<b>Fremont Festival of the Arts</b>
<b>No. of Persons Who Attends Art &amp; Wine Faire</b>	400,000
<b>Event Features</b>	Kid City Wine Garden Three Stages of entertainment Business Alley Gourmet Marketplace 30 food Vendors 700 Arts and craft vendors
<b>Event Coordinator</b>	Femont Chamber of Commerce
<b>Income From Event</b>	Unknown Sponsors: MBC 11. The Argus, Comcast, City of Fremont (\$25,000), SAAB; Kitchen Works; AC Transit; AAA, etc.