

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**April 6, 2011
8:00a.m. – 10:00 a.m.
(Expanded Meeting Time)**

**Room 2A, 2nd Floor
Hayward City Hall
777 B Street
Hayward, CA 94541**

The Public Comments section provides an opportunity to address the Committee on items not listed on the agenda. The Committee 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 Committee 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.

AGENDA

- I. Call to Order
- II. Public Comments
- III. Approval of January 19, 2011 Minutes
- IV. FY2011 Budget Update and FY2012 Budget Planning
 - a. Overview of Business Improvement Districts – How They Work, What They Do
 - b. Development of a “Mission/Vision” Statement
 - c. Status of FY 2011 Budget Balances; Chamber Request for Reserve Funds for June Street Party; Additional Downtown Promotions; RFP for Event Promoter
 - d. FY 2012 Budget Planning With or Without Redevelopment Agency Funds
- V. Adjournment

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 the Redevelopment Agency at 583-4260 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

**MINUTES
DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

SPECIAL MEETING

Wednesday, January 19, 2011

ATTENDANCE:

<u>BIA Member</u>	<u>Present</u>	<u>Absent</u>
Cynthia Chang	X	
Elie Goldstein	X	
Katherine Kelley	X	
Tina Martinez	X	
Nicole Reams	X	
Benjamin Schweng	X	
Beneba Thomas	X	
Chris Zaballos	X	

VISITORS: Kim Huggett, Executive Director, Chamber of Commerce

STAFF: Kelly Morariu, Assistant City Manager/Interim Redevelopment Agency Director; Gloria Ortega, Redevelopment Project Manager; Sean Brooks, Economic Development Manager

I. Call to Order

The meeting was called to order at 8:05 a.m.

II. Public Comments

No public comment

III. Approval of Meeting Minutes January 19, 2011

Minutes approved.

IV. Impact of the Governor's Proposal to Eliminate Redevelopment Agencies On Business Improvement Area Budget

Kelly Morariu, Assistant City Manager/Interim Redevelopment Agency Director provided an overview of the Governor's budget proposal that would eliminate Redevelopment Agencies.

V. Update on Economic Development Plan

Sean Brooks provided an overview of the City's Economic Development Plans

VI. Review of Light Up The Season & Pet Parade

Gloria Ortega and Kim Huggett provided an overview of both events.

VII. 2010/11 Budget Process & Review of Advisory Board Input on Funding Priorities

The Advisory Board reviewed and discussed the results of their October 6 discussion regarding downtown priorities (see Attachment 1). The purpose of this discussion was to help guide future budget discussions.

It was noted, that the Advisory Board would need to make budget recommendations at the April 6, 2011 meeting, so that staff could present a FY 2012 budget proposal to the City Council for final approval. Budget recommendation will go to the City Council on June 7, 2011, and the authorization to continue BIA assessment would more than likely be on the June 14 or the 31.

Staff advised the Advisory Board that given the potential for the elimination of the Redevelopment Agency, that planning for FY 2012 should include two budgets, one at that included the \$55,000 subsidy from the Redevelopment Agency, and one that relied only on assessment fees of \$55,000. With a sever budget reduction, the Advisory Board would have to decide which strategies are the most important: keeping the downtown clean, communications, events, or is it something else.

Staff also noted that depending on the proposal submitted by event planners, the Advisory Board could consider if there is potential to grow the event to cover cost first, and then return money to the BIA budget.

VIII. Formation of Committee to Review Proposal for Art & Wine Event, and Review Potential "Restaurant Walk"

A sub-committee to review Request for Proposals received will be formed and a potential restaurant walk will be scheduled, as the need arises.

IX. Adjournment

X. Future Agenda Items

- Development of mission/vision statement to guide future budget discussion.
- FY 2012 Budget Recommendations

XI. Adjournment

Meeting adjourned at 10:20 a.m.

DATE: April 6, 2011
TO: Downtown Business Improvement Area Advisory Board
FROM: Gloria Ortega, Redevelopment Project Manager
SUBJECT: FY 2011 Budget Updates and FY 2012 Budget Planning

RECOMMENDATION

That the Downtown Business Improvement Area (DBIA) Advisory Board review and discuss the following: (1) overview of Business Improvement Districts, and how they spend their assessment fees; (2) development of a mission/vision statement to guide future budget decisions; (3) review FY 2011 Budget, and vote on staff recommendation to fund the Chamber of Commerce June 2011 Summer Street Party; (4) determination of budget priorities and strategies for FY 2012 with or/without Redevelopment Agency funds.

BACKGROUND

Every year the DBIA Advisory Board recommends to the City Council, an annual budget to fund activities in the following categories: (1) promotions, which include “Summer Street Parties”, Light up the Season, banners, and promotional activities; (2) communications with DBIA members; and (3) sidewalk steam cleaning. The DBIA collects approximately \$55,000 from business owners in the DBIA geographic area, and receives a \$55,000 subsidy from the Redevelopment Agency. This year, the DBIA is at a critical junction with the possible elimination of the Redevelopment Agency, which would result in a fifty percent (50%) budget reduction. A budget reduction of this size would severely impact the ability of the DBIA to deliver services. However, even prior to this potentially serious set-back, the DBIA Advisory Board has been in the process of evaluating how to spend limited funds that would have the most impact in creating a vibrant downtown. Thus, the DBIA Advisory Board requested the opportunity to develop a “mission/vision” statement to guide future priorities. To that end, a portion of the meeting will include a review of how business improvement districts in the City of Berkeley operate and deliver services. From this discussion, the DBIA will work to develop their mission/vision statement to guide future budget discussions.

To prepare for FY 2012, the Advisory Board will also be asked to recommend which budget categories they would fund based on available funds.

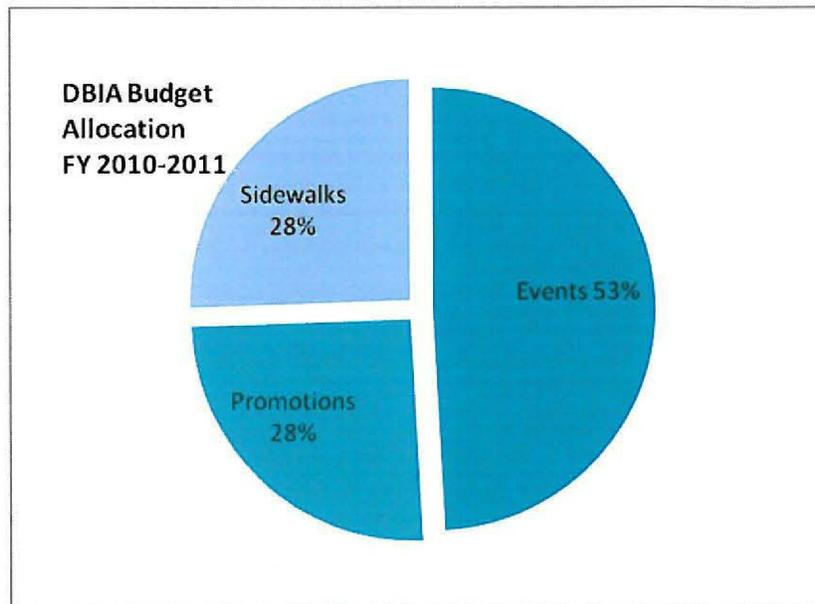
DISCUSSION

Overview of Business Improvement Districts; Development of Mission/Vision Statement

The DBIA Advisory Board will be given the opportunity to hear how other business advisory groups operate and consider what similar strategies they may be willing to adopt. The decision making process will be guided by the level of available funds to support the desired activities. By evaluating other business advisory groups, the DBIA will work to develop a mission/vision statement to guide future funding decisions.

FY 2011 Budget Review

The DBIA Budget total for FY 2011 was \$112,140 with \$55,000 collected in assessment fees, \$55,000 from the Redevelopment Agency, and \$2,140 from reserves. The following chart illustrates the key funding categories:



The largest funding category is for events, which included three “Summer Street Parties”, “Light Up The Season”, and the Santa Paws Parade (“Attachment I- Budget Worksheet FY2012”, provides a detailed summary of the FY 2011 expenses.) The Summer Street Parties are sponsored and organized by the Hayward Chamber of Commerce under contract to the DBIA. In addition to Street Parties held on Thursday nights in June, July, and August, the Chamber held a Saturday Art & Wine Festival in September. It should also be noted that as directed by the Advisory Board, Redevelopment Agency staff along with the Cinema Place brokers hosted an open house at Cinema Place. Brokers and potential tenants were invited to the open house.

This fiscal year, the DBIA Advisory Board directed staff to issue a “Request for Proposals” for event promotions. Perhaps due to the timing of the Request for Proposal or the limited number of

vendors it was sent to, the Chamber of Commerce was the only organization to respond to the Request for Proposals (Attachment II).

In a situation where a limited numbers of responses are received, the City will normally cancel the procurement proceedings, re-evaluate and then re-release a new and expanded “Invitation to Respond to Request for Proposals.” Due to the lack of response, it would not be unreasonable to re-launch the Request for Proposals for FY 2013. Having more than one response would give the Advisory Board the opportunity to evaluate and compare a range of event ideas and related costs.

However, given that the Chamber of Commerce did respond, and it is critical that they receive funding support to launch their 2011 Summer Street Parties series, the Advisory Board is being asked to consider allocation of the funds reserved for an Art and Wine Festival out of the remaining FY 2011 budget line-item reserved for events. In addition, as part of the FY 2012 budget planning discussion, the Advisory Board will be asked to decide if they choose to fund the remaining Summer Street Parties planned for July, August, and September 2011. If funds are not available for the remaining 2011 Summer Street Parties, the Chamber of Commerce will have to seek alternative funding sources.

FY 2012 Budget Planning

Advisory Members are asked to use the attached budget (Attachment I) worksheet to identify which categories they would elect as priorities with and without Redevelopment Agency contributions. Advisory Members are asked to consider budget priorities prior to the meeting, with the recognition that their choices might change with group discussion.

Prepared by:


Gloria Ortega, Redevelopment Project Manager

Attachments:

Attachment I- Budget Worksheet FY2012

Attachment II – Hayward Chamber of Commerce Response to RFP

DBIA Budget- July 1, 2011 thru June 30, 2012

REVENUES	FY 2011	FY 2012	FY 2012
DBIA Assessments	\$ 55,000	\$ 55,000	\$ 55,000
Redevelopment Agency Contribution	\$ 55,000	\$ 55,000	
Funds transferred from FY 09 Budget	\$ 2,140		
Transfer from Reserve			
Total Revenues	\$ 112,140	\$ 110,000	\$ 55,000
EXPENSE ITEM			
Summer Street Parties (1)			
July	\$ 7,500		
August	\$ 7,500		
September	\$ 7,500		
Art & Wine Festival Promotion	\$ 7,500		
Item Subtotal:	\$ 30,000		
Light Up The Season (2)			
Installation of lighted wreath covers	\$ 2,300		
Chamber Event Coordination & Producton	\$ 7,500		
City Paid for Event Enhancements	\$ 10,000		
Optional -Expanded Lighting	\$ -		
Tree Light Installation & Maintenance (3)	\$ 7,500		
Item Subtotal:	\$ 29,975		
Decorative Banners			
Banner Rotation			
Install Digital Banners	\$ 3,400		
Install Holiday Banners	\$ 3,400		
Install Welcome Banners	\$ 3,400		
Install Patriotic Banners	\$ 3,400		
Banner Replacement			
Hardware Replacement (4)			
Item Subtotal:	\$ 14,600		
Publications			
Communications/Advertising/Promotions	\$ 6,400		
Summer Event Tabloid			
BIA Brochure	\$ 500		
Expanded Website Pages			
Shop Downtown Hayward Promotional Mailing			
Item Subtotal:	\$ 6,900		
Sidewalk Cleaning Contract			
Sidewalk Cleaning Entire BIA 1 x Year	\$ 6,300		
Second Sidewalk Cleaning Downtown Core	\$ 2,100		
Steam Clean City Hall Plaza	\$ 2,640		
B St Core Spot Cleaning 3 x Weekly	\$ 18,720		
Steam Clean Garbage Cans 2 x Yearly	\$ 1,280		
Item Subtotal:	\$ 31,040		
Total Budget	\$ 104,015		
Budget Deficit/Surplus			

RECEIVED

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Hayward Chamber of Commerce

Response to the City of Hayward Request for Proposals REDEVELOPMENT AGENCY On Event Promotion and Implementation Strategy for Calendar Year 2011

Introduction

The Hayward Chamber of Commerce is pleased to present its proposal in response to the request for proposals by the Downtown Business Improvement Area for promotional events in calendar year 2011. The chamber, which is celebrating its 70th anniversary this year, has extensive experience in planning Hayward events that coordinate the efforts of community groups, involve local businesses, enlist outside sponsors, and are supported by scores of volunteers.

The chamber has produced the DBIA's Summer Street Parties since 2000 and has played a major role with Redevelopment Agency staff in producing the Light Up The Season event since 2006. The chamber was also a partner in producing the Santa Paws Pet Parade when it was presented in 2007, 2009 and 2010. In 2010, the chamber also hosted a mariachi festival at City Hall Plaza at no cost to the DBIA.

The chamber also produces monthly mixers; events for the Latino Business Roundtable; the annual awards gala honoring the Hayward police officer, firefighter, educator and business person of the year; the yearly State of the City event; and an annual business expo attracting 100 vendors. For the past 20 years, the chamber has produced the Leadership Hayward program, which this spring will register its 400th graduate. The chamber's newest endeavor is the creation of a Non Profit Alliance of its 64 non-profit members, to better coordinate calendars and to have presentations on fundraising, event planning and budget management.

It is this combination of event-planning know-how, experience, and volunteerism that makes the chamber the best suited to continue to offer events in downtown Hayward, in particular new event concepts described in the material that follows.

Statement of Qualifications and Experience

The chamber has produced Hayward's Downtown Street Parties for more than 10 years, with a staff experienced to coordinate a series of these events, each involving 100 vendors, bands, beer gardens, children's activities and rides, arts and crafts, and car shows. In 2010, the chamber initiated an art and wine event as part of the series, held on a Saturday.

The popular Downtown Street Parties and the Light Up The Season events continue to be the major attraction of residents and visitors to the downtown area each year. The Redevelopment Agency estimates that these events attract up to 6,000 persons per event and it is the chamber's position that this series of events is a more effective way to build interest and confidence in the downtown experience than by putting most of the DBIA's resources into a single major event.

It is the chamber's position that a series of events, each drawing 100 vendors and 6,000 residents and visitors downtown, does more to build the downtown brand than a single activity, whatever the size. Ultimately, regular exposure to the downtown experience will create buying patterns by causing residents to consider regularly shopping, dining, and finding their entertainment there.

The Hayward Chamber of Commerce has produced the DBIA's Summer Street Parties since 2000 and played a major role with Redevelopment Agency staff in producing the Light Up The Season event since 2006. The chamber was also a partner in producing the Santa Paws Pet Parade when it was presented in 2007, 2009 and 2010. In 2010, the chamber also hosted a mariachi festival at City Hall Plaza at no cost to the DBIA.

In 2009, a DBIA committee and Redevelopment Agency staff interviewed event promoters in order to find ways to enhance Summer Street Parties and Light Up The Season. The findings of that committee further demonstrated why the chamber of commerce is the best positioned to produce DBIA events because of its community connections, partnerships with local organizations, event-planning savvy, and the economies gained by calling on chamber volunteers.



2010 Hayward Art and Wine Festival Street Party guests with unique event glassware.



A visiting winery at the 2010 Hayward Art and Wine Festival Street Party event.

Using that report as a starting point, the advantages for the DBIA in using the chamber as its event promoter are apparent:

- The chamber has the ability to both attract and screen vendors to assure the quality of goods being sold.
- Vendors want the confidence of knowing that event promoters are fixtures in the community, so they'll know where to go with concerns or questions.
- The most successful events are those that have local support, local buy-in, and promoters who know the turf, such as the chamber.
- Support of the business community is essential to help with promotion and vendor participation. The Hayward Chamber of Commerce is an organization of 600 businesses.

- Local vendors can be encouraged to participate, but have to be willing and interested, since promoters don't have time to aggressively recruit them. The Hayward Chamber of Commerce already has a stable of "regulars" who know and trust our management. Plus, since the chamber is the "Welcome Wagon" to new businesses, we are ideally placed to encourage appropriate new vendors to participate.

We direct your attention to a finding in a January, 26, 2009 report by the Redevelopment Agency that cited in its interviews with professional outside promoters the finding that:

"Given current economic conditions, it is better not to launch new events, but to build on existing events. In addition, vendors are less attracted to new events."



Bands, choirs and acrobats draw residents and visitors downtown.



Attendees are drawn by the vendors, and vice versa.

With the observation above, the DBIA would be well served to continue to build on its established series of successful events. In the past two years, the chamber has undertaken the following measures to enhance its presentation of Street Parties, Light Up The Season, and the Pet Parade.

- Identified new business vendors and enlisted their participation.
- Added vendors as popularity of the events grew.
- Extended the promotional area from Foothill to Watkins Street, adding entertainment venues and beer gardens.
- Developed co-promotion with the city for Light Up The Season and the Santa Paws Parade.
- Engaged Hayward sponsors such as the Daily Review as a promotional partner, Vic Hubbard's for work with the car show, and DualStar Digital on media products and services.
- Coordinated distribution of LUTS and Santa Paws postcards to virtually every elementary school in the Hayward Unified School District.
- Provided the MC and sound system for the judging stand at the Pet Parade at no cost.
- Made personal calls on downtown businesses to get them to stay open later on LUTS night, offer refreshments, and host school musical groups.

- Engaged Hayward Home Depot as a co-sponsor for discount purchase of holiday lights for light poles along B Street and had them installed by volunteers.
- Provided 20 vendor spaces to city offices and services at the average street party.
- Conducted a radio advertising campaign for the Art and Wine Street Party on Sept. 18.
- Extended promotional efforts into the DBIA newsletter to 500 businesses and the Hayward Chamber newsletter to 750 recipients, as well as chamber notices in e-mail blasts, the Web site and Facebook page.
- Street Party theme nights were offered:
 - June – Hot Summer and Salsa Night
 - July – Wild West Days
 - August – California Dreaming
 - September – Art and Wine Celebration



Teacup rides at Light Up The Season



The tree in City Hall rotunda.

Light Up the Season:

In 2010, scheduling issues with the City Hall rotunda forced the chamber and the city to conduct the Light Up The Season event on Thursday, Dec. 2, instead of the preferred Friday date. We propose to once again hold the Light Up the Season event but would like to discuss with the DBIA the possibilities for conducting it as possibly a two-day event on Friday evening and Saturday morning/afternoon.

The chamber will continue to assist the city and the Friends of the Animals Shelter and perhaps other such groups in the area with the Santa Paws Pet Parade. In addition, we recommend discussions on expanding the scope of the LUTS event to have more activity along Foothill Boulevard. An option would be to conduct an evening parade, which could cover more of the downtown area. This could culminate in the lighting of the tree at City Hall. Santa could then make his appearance with children on Saturday after the Santa Paws Parade, which would retain the route established in 2010.

The Saturday portion of LUTS would feature expanded entertainment downtown and a Christmas Crafts Boutique at a location such as the vacant bank building at B and Main streets. In 2009 and 2010, the chamber arranged for the former bank building to become “Santa’s Work Station,” where hundreds of children made arts and crafts.

The chamber would continue to take the lead in arranging for lighting downtown B Street poles and railings, including purchase, installation and removal.

Pet Parade

In 2011, the chamber will once again assist the city, the DBIA and the animal shelter in producing the annual downtown Santa Paws Pet Parade. At no cost, the chamber provided the street-side sound system for judges and an MC for the B Street parade as well as the awards ceremony. The chamber also incorporated the pet parade into all the Light Up The Season publicity, including posters, Daily Review advertising and articles, and the distribution of postcards to every elementary school. The chamber will continue to work with the planning committee to increase the number of participants and create more linkages with the Light Up The Season Event.



The 2010 pet parade brought out marchers of all ages



Her cat won in the pet parade's "cutest" category.

August Mariachi Festival

In conjunction with our Latino Business Roundtable affiliate organization, we propose to repeat the chamber's hosting of the downtown Mariachi Festival presented Aug. 13, 2010. The chamber would, at no cost to the DBIA or city, stage another spectacular late afternoon and evening of mariachi music. Our target date would be Sept. 16 from 4 to 9 p.m. in City Hall Plaza, and we propose to expand the entertainment and vendor opportunities to attract a much larger audience.

Shop Hayward

The chamber proposes to again a host Shop Hayward expo in the City Hall rotunda, this year from 4 to 7 p.m. on Thursday, April 28. The chamber held a similar event on April 29, 2010 that drew two dozen exhibitors, who gave presentations from tables on the main floor of the rotunda. The chamber will plan and host this reception and exhibitors' event at no cost to the DBIA or city, if the city's rotunda rental charge is waived.

Outline of the Steps Necessary to Launch a New Event

It is understood from the RFP that there is a desire to develop an "art and wine festival type event" to attract audiences to the downtown area. The chamber developed just such an event last September, developing as part of the Street Party concept an art and wine festival in the downtown area from 11 a.m. to 3 p.m. on Saturday, Sept. 18. This was the first time an event of this type was incorporated into the Street Party concept, so extraordinary efforts had to be taken to advertise this event as one with a different date, time and concept.

Despite cool weather, attendance was good for an event at which the chamber featured a variety of wine vendors from wineries including Albertina, Westover, Palomares, and Lone Oak Estate. Unique wine glasses were provided for the event, and the chamber's extraordinary relationship with the Hayward Police Department assured participants of a safe and entertaining experience. For those attendees expecting the Street Party concept, we also offered specialty beers and ales in two secure garden areas.

As stated above, the chamber recommends that a series of events is more conducive to building brand appeal to attract Hayward residents and visitors to the downtown area. However, recognizing the desire in the city's RFP for a proposal to develop "a new city event" to include an art and wine festival, we suggest that the Art and Wine Street Party we initiated Sept. 18, 2010 could be expanded into an event with broader scope and participation.

Our first-ever Art and Wine Street Party was conducted in conjunction with the opportunity for participants to visit with 60 vendors along B Street. Attendance was somewhat less than for the typical Street Parties held the third Thursday of June, July and August. This was a factor of chilly weather and holding the event at a date and time different from our established third-Thursday tradition. Even so, we had good participation from wineries and artists.

To further enhance the Art and Wine Street Party experience in 2011, we propose to increase the number of wineries and artists represented. Given our close relationship with arts organizations in Hayward, we expect to add the Hayward Arts Council (now based in new quarters in Cinema Place on B Street), the Sun Gallery and others to our planning committee.

Steps to follow:

- Initial meeting with the DBIA and city representatives to discuss concepts
- Regular reports to the DBIA on progress
- Enlistment of Hayward arts organizations to planning committee
- Identify and enlist support of sponsors*
- Enlistment of participating wineries
- Enlistment of artists and art vendors
- Enlistment of general vendors and entertainment
- Acquisition of various permits for health and safety
- Conduct a sensational event!

* Past sponsorship arrangements include those with numerous businesses and organizations that are chamber of commerce members, such as: the Hayward Arts Council, the Sun Gallery, Lone Oak Winery, Buffalo Bills Brew Pub, Buddy's Brews and Bites, the Home Depot, Bay Area News Group, 50 restaurants and 64 non-profit organizations. We anticipate additional sponsors for the 2011 events.

Event Production Costs

Here is our proposed schedule of DBIA event co-sponsorship, including the Shop Hayward expo and the special Art and Wine event on Sept. 17, 2011. Note that we do not propose an increase in cost over 2010.

Proposed 2011 Schedule:

<u>EVENT</u>	<u>DATE</u>	<u>COST</u>
Shop Hayward Expo	Thursday, April 28, 2011	No cost if rotunda rental fee waived
Street Party	Thursday, June 16, 2011	\$7,500
Street Party	Thursday, July 15, 2011	\$7,500
Street Party	Thursday, August 18, 2011	\$7,500
Street Party / Art and Wine Festival	Saturday, Sept. 17, 2011	\$7,500
Hayward Mariachi Festival City Hall Plaza	Friday, September 16, 2011	No cost
Light Up The Season	Friday, December 2, 2011 or Thursday, Dec. 1, 2011	\$7,500
Santa Paws Pet Parade	Saturday, Dec. 3, 2011	No cost for partnership
TOTAL		\$37,500

The RFP includes a requirement that the event promoter will "attend at least one" meeting of the DBIA board. The Hayward Chamber of Commerce does not include a consultation fee with the DBIA in its proposal, since it has a representative at virtually every meeting as part of its service to the city and its members in the downtown area. And since the chamber is located near the corner of B and Main streets downtown, arranging meetings with the DBIA board, event committees, sponsors and city staff is not difficult.

Conclusion

The Hayward Chamber of Commerce is looking forward to continuing working with the City of Hayward and the DBIA in planning, promoting and executing a variety of exciting programs to help foster a positive image of Hayward and, in particular, to promote the businesses downtown. We welcome your comments and questions regarding our proposal and look forward to a prompt response so we can initiate planning.

Kim Huggett, President and CEO, Hayward Chamber of Commerce
22561 Main Street, Hayward, California, 94541, (510) 537-2424 kimh@hayward.org

EXHIBIT A

BIDDER'S REFERENCE AND STATEMENT OF EXPERIENCE

Describe below work of similar character and provide minimum of FIVE references which willfully disclose contractor's responsibility as it relates to the project. Please list below your qualified commercial references:

Client	Job Location	Event Description	Time of Year
Company Name: City of Hayward, DBIA and RDA Contact: Gloria Ortega Address: 777 B St., Hayward CA Telephone: 582-4262	City of Hayward, downtown area. Includes coordination of 60+ community volunteers.	Summer Street Parties, held four times a year since 2000, including vendor booths, car shows, live music and other entertainment, art and wine, beer gardens.	Generally, the third Thursday of the month from June to September. Attendance is up to 7,000. Art and wine event featured 28 artists as exhibitors.
Company Name: City of Hayward; Contact: Michael Sweeney Address: 777 B St., Hayward CA Telephone: 583-3601	Previous locations have been in banquet halls at Cal State East Bay and Chabot College.	Hayward State of the City. This annual event is put on by the chamber as a breakfast and talks by the mayor and other civic officials. Sponsors include ATT, PGE.	Event is generally held in June. Last time was June 10, 2010. / Another reference would be Celia Barberena, president of Chabot College.
Company Name: St. Rose Hospital, Union City Chamber of Commerce Contact: Pam Russo Address: 27200 Calaroga Avenue, Hayward CA Telephone: (510)264-4000	Under the "grand white tent" at St. Rose Hospital. Includes coordination of 20+ volunteers.	Hayward-Union City Business Expo. This annual event draws 100 vendors for exhibits of Hayward and Union City businesses and organizations. Includes a VIP reception, food and wine.	First Wednesday in October. Additionally, the chamber held an additional Shop Hayward business expo in April in the city hall rotunda.
Company Name: Latino Business Roundtable Contact: Francisco Zermeno Address: 777 B St., Hayward CA Telephone: 583-4382	Showcase plaza, Skywest Golf Course, 1401 Golf Course Road, Hayward, CA.	Latino Business Roundtable 'Tardeada.' A celebration of Latino-owned businesses in Hayward with awards, food and drink, and presentations by elected officials.	Annually in October. Non-chamber businesses are honored as well as member businesses. / A related event is the Mariachi Festival, offered free by the chamber in the downtown plaza.
Company Name: City of Hayward, Contact: Gloria Ortega Address: 777 B St., Hayward CA Telephone: 582-4262	Downtown Hayward Includes coordination of 15 volunteers, plus another 12 to mount and remove B Street lighting.	Light Up The Season. / Santa Paws Pet Parade. Vendors, music and other entertainment, arts and crafts for children, business liaison, publicity.	First weekend in December.