



**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD  
SPECIAL MEETING**

**WEDNESDAY, JANUARY 28, 2015  
CONFERENCE ROOM 2A, 8:00 A.M.**

**REVISED**

**CALL TO ORDER**

**ROLL CALL**

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**PUBLIC COMMENTS:** (The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda as well as items 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, any comments on items not on the agenda will be taken under consideration without Committee discussion and may be referred to staff.)

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1. Approval of Event Funding Requests
  - 2015 Bike Rodeo – Funding increase request of \$2,200 (FY14-15)
  - Asian American Heritage Festival – Funding request of \$1,000 (FY14-15)
  - 2015-2016 Downtown Street Parties – Funding request of \$24,000 (FY 15-16)
  - 2016 Vintage Car Show – Funding request of \$6,000 (FY15-16)
  - 2016 Bike Rodeo – Funding request of \$7,500 (FY15-16)
  - 2015 Downtown Mariachi Festival – Funding request of \$500 (FY15-16)
  - 2015 Light Up the Season – Funding request of \$500 (FY15-16)
2. Finalization of FY2015-2016 DBIA Budget
3. Adjournment

**BOARD MEMBER ANNOUNCEMENTS/ REFERRALS/AND FUTURE AGENDA ITEMS**

**NEXT MEETING**

**WEDNESDAY, APRIL 1, 2015**

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*\*\*\*Materials related to an item on the agenda submitted to the Council Committee after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4<sup>th</sup> Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website, [www.hayward-ca.gov](http://www.hayward-ca.gov).\*\*\**

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CITY HALL, 777 B STREET, HAYWARD, CA 94541  
[HTTP://WWW.HAYWARD-CA.GOV](http://www.hayward-ca.gov)

January 28, 2015



**DATE:** January 28, 2015

**TO:** Downtown Business Improvement Area Advisory Board

**FROM:** Micah Hinkle, Economic Development Manager

**SUBJECT:** Approval of Event Funding Requests

### **RECOMMENDATION**

It is recommended that the Downtown Business Improvement Area Advisory Board (DBIA) review the attached event proposals and recommend approval of allocation of funds.

### **BACKGROUND**

At the January 7, 2015, DBIA meeting, a special meeting was requested to review requests for the upcoming 2015 special event season. Funding requests from three event sponsors include: 1) Hayward Chamber of Commerce; 2) Asian American Heritage Festival; and 3) Vintage Alley Car Show and are shown as Attachment I.

### **FISCAL IMPACT**

For fiscal year 2014-2015, the DBIA approved \$10,000 from reserves for a new event that has now been identified as the 2015 Bike Rodeo, which is scheduled to take place on May 16, 2016. The DBIA recommended approval of \$6,000 and the event sponsor, the Hayward Chamber of Commerce, is requesting an additional \$2,200 for the event.

Staff has also received a request for \$1,000 to help fund the Asian American Heritage Festival, which would also be charged to the remaining FY 2014-2015 event allotment.

For FY 2015-2016 staff has received two proposals: the Chamber is requesting \$24,000 for the next Downtown Summer Street Party series, \$7,500 for the 2016 Bike Rodeo, \$500 for the 2015 Downtown Mariachi Festival, and \$500 for the 2015 Light Up the Season; and DBIA Board Member Rodriguez is requesting \$6,000 for the 2<sup>nd</sup> Annual Vintage Alley Car Show.

### **NEXT STEPS**

If funding requests are recommended for approval, staff will incorporate fund allocations into current and pending DBIA budget expenditures.

*Prepared by:* Suzanne Philis, Senior Secretary

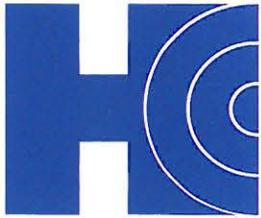
*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



Fran David, City Manager

Attachment I      Hayward Chamber of Commerce Proposal  
Asian American Heritage Festival Proposal  
2<sup>nd</sup> Annual Vintage Alley Car Show Proposal



**HAYWARD**  
**CHAMBER of**  
**COMMERCE**

January 15, 2015

**MEMORANDUM**

To: Micah Hinkle  
 From: Kim Huggett  
 Subject: DBIA Budget

*KH*

**2014-2015 DBIA Budget**

I request an augmentation of the \$6,000 approved from the DBIA "Special Events" budget for the Downtown Hayward Bicycle Rodeo and BMX Showcase. In order to meet the request of the DBIA members to move the center of the event downtown, I request an increase in funding to meet the following additional expenses:

527	Portable toilets downtown
481	Dumpsters/waste containers downtown
354	County Health Department Fees (\$177 apiece for two water stations)
<u>800</u>	<u>Awards and recognition</u>
\$2,162	

**2015-2016 DBIA Budget**

- I request an augmentation of \$1,000 per street party for next FY, for a total of \$8,500 per event. Because these are three, three-hour events on Thursday nights, the DBIA subsidy is critical to their success. The last time the DBIA increased its investment was in 2009. In the intervening five years, costs have risen dramatically. The costs of promotion and labor have risen, as well as the following representative cost increases:

	<b>2009</b>	<b>2014</b>
Portable toilets	468	527
Health Dept. Fees	0	531 (177 per water station)
Staging, Awnings, Tables	<u>626</u>	<u>3,178</u>
	1094	4,236

2. Request \$7,500 funding for 2016 Downtown Hayward Bike Rodeo and BMX Showcase.
3. 3.Request \$500 for the 2015 Downtown Hayward Mariachi Festival to be able to add DBIA as a co-sponsor for this event, currently entirely funded and directed by the city and the chamber of commerce.
4. Request \$500 for 2015 Downtown Hayward Light Up The Season to be able to add DBIA as a co-sponsor for this event, currently entirely funded and directed by the city and chamber of commerce.

DBIA Board and Staff, thanks for taking the time to review our request for funds. The president of APAPA East Bay Kevin Ikuma plans to attend next week's DBIA meeting to make the request in person. I believe what we've included here is pretty thorough but if there's anything else you need or if you have any questions, please let us know. Kindly forward to all DBIA Board members. Thank you!

### **3rd Asian American Heritage Festival, Hayward**

Saturday May 30th, approx. 10 a.m. - 3 p.m.

at City Hall Plaza adjacent to the Farmers Market (see attached sample layout)

#### **Background:**

In 2013 and 2014, a group of Hayward-based volunteers gathered together to join forces to host Hayward's 1st and 2nd Asian American Heritage Festivals (AAHF) at Hayward City Hall Plaza. For 2015, the Asian American Heritage Festival shall be spearheaded by APAPA (East Bay) which includes many of the same individuals who were instrumental in ensuring the success of the 2013 and 2014 downtown Hayward events. This year we will work with the Farmers Market to improve upon last year's event as well as bring the DBIA and HUSD into the planning process. This event has already solidified itself as being strongly supported by Hayward and surrounding communities.

#### **About the Organizer:**

Asian Pacific Islander American Public Affairs Association (APAPA) East Bay ([www.apapa.org](http://www.apapa.org))

Headquartered out of the office of the world-famous Sugar Bowl Bakery in Hayward, APAPA East Bay has already been an active and generous contributor investing in Hayward and the East Bay with town hall events that have taken place to educate the public and promote civic engagement. APAPA East Bay is a non-profit, non-partisan organization with a track record over several years working with the City of Hayward to host free, public events for increased civic engagement.

#### **Why Hayward?**

Hayward's Asian Pacific Islander (API) population now exceeds 25%

(source: <http://www.bayareacensus.ca.gov/cities/Hayward.htm>)

Hayward is 2nd most diverse city in California

(source: [http://www.insidebayarea.com/hayward/ci\\_17646351](http://www.insidebayarea.com/hayward/ci_17646351))

2010 Census shows Asians are fastest-growing ethnic group

(source: [http://www.census.gov/newsroom/releases/archives/2010\\_census/cb12-cn22.html](http://www.census.gov/newsroom/releases/archives/2010_census/cb12-cn22.html))

We are asking the DBIA to invest \$1000 to be a sponsor of the event.

#### **Benefit to DBIA members:**

1. preferential booth spots for DBIA members, particularly (Asian) food businesses
2. map on posters/website showing where free public parking is located so attendees can be enticed to park and walk past your businesses on the way to the event (refer to Light Up the Season postcard)
3. a separate DBIA booth for its members to hand out their organizations' marketing materials/promotional items without having to commit a whole day to their own booth

#### **How the event will benefit Hayward as a whole:**

1. Continue to put Hayward on the map as a viable destination for cultural and educational events
2. Hayward Unified School District participation has been confirmed (see attached)

#### **Marketing/Outreach:**

We've already secured our first media sponsor for 2015 and will continue in the coming weeks to secure others.

Like last year, we will alert Hayward residents through the water bills, as the City will allow.

We've been offered exclusive access to "[www.downtown-hayward.com](http://www.downtown-hayward.com)" which can be pointed to a relevant event page for the AAHF, if desired.

**HIGHLIGHTS OF 2014:**

Co-emceed by Channel 7 Sportscaster Rick Quan and model/actress Dianna Chung

**Press coverage:**

[http://www.contracostatimes.com/breaking-news/ci\\_25844240/hayward-san-leandro-festivals-saturday](http://www.contracostatimes.com/breaking-news/ci_25844240/hayward-san-leandro-festivals-saturday)

<http://www.tricityvoice.com/displayPages.php?issue=2014-05-27&page=1>

(Also see attached World Journal article)

2014 AHF photos:

<http://timhsieh.smugmug.com/2014AAHF/i-Z3QQnDH>

**HIGHLIGHTS OF 2013:**

Co-emceed by Channel 5 Newscaster Da Lin & model/actress Dianna Chung with special guest co-emcee TV Personality Herman Chan

Over 200 booths

**Press coverage:**

[http://www.mercurynews.com/top-stories/ci\\_23218712/.news/](http://www.mercurynews.com/top-stories/ci_23218712/.news/)

[http://sf.worldjournal.com/view/full\\_sfnews/22642566/article-](http://sf.worldjournal.com/view/full_sfnews/22642566/article-%E4%BA%9E%E6%B4%B2%E7%AF%80-)

[%E4%BA%9E%E6%B4%B2%E7%AF%80-](http://sf.worldjournal.com/view/full_sfnews/22642566/article-%E4%BA%9E%E6%B4%B2%E7%AF%80-) (5000 attendees reported on a Sunday!)

<http://www.tricityvoice.com/displayPages.php?issue=2013-05-14&page=20>

2013 AHF Photos:

<http://timhsieh.smugmug.com/2013AAHF/i-vWJJs2V>

**What we ask from the DBIA:**

1. support the event knowing that it brings people to Hayward and to our downtown
2. commit to displaying posters at DBIA businesses
3. send e-mails to DBIA members to generate interest in the event
4. encourage DBIA members to secure their own booth spots and sponsorships
5. spread the word and attend the event

Finally, we wish to thank those DBIA member businesses who supported this event in 2013 and 2014. A big thanks also goes to the volunteer organizers who don't get paid to work on events like this but are driven by their passion and belief that Hayward deserves recognition for being awesome!

Respectfully submitted,

Anna May

Downtown Hayward business owner



# HAYWARD UNIFIED SCHOOL DISTRICT

*Building a Culture of Success*



**Stan "Data" Dobbs**  
Superintendent/CEO

**Dr. Matt Wayne**  
Assistant Superintendent,  
Educational Services

**Lisa Grant-Dawson**  
Assistant Superintendent,  
Business Services

**Leticia Salinas**  
Assistant Superintendent,  
Human Resources

**Chien Wu-Fernandez**  
Assistant Superintendent,  
Student & Family Services

January 14, 2015

Dear City of Hayward Council Members and City Manager Fran David:

On behalf of the Hayward Unified School District and on behalf of the Board of Education I write this letter to pledge our support for the 22nd Annual Asian Heritage Festival. The Asian Heritage Festival is an opportunity for all of our community to learn more about Asian Heritage and also a time to celebrate and recognize our students' culture. In past years, our students and families have taken part and enjoyed the day visiting the festival booths, sampling wonderful food, and in the performances showcased at the event. The festival provides students and their families with an opportunity to take part in a vibrant, rich cultural event here in the City of Hayward, their home town.

The Hayward Unified School District pledges to promote the festival at our schools, along with helping to invite our students to take part in cultural presentations such as dances or having our students take part in performances at the Asian Heritage Festival.

Thank you for your consideration and we look forward to participating and helping to promote the 22nd Annual Asian Heritage Festival here in our City of Hayward.

Sincerely,

Stan "Data" Dobbs  
Superintendent & CEO

EVENT COSTS (based on 2013-2014 events)

City of Hayward (refundable deposit)	\$1,000
event insurance	\$582
stage*	\$755
sound system*	\$1,600
misc supplies	\$58
cleaning	\$200
banner*	\$1,500
printing	all donated

2014 costs	\$5,695
estimated funds needed for 2015**	\$8,695

*\*vendors provided discounts or FREE goods/services as gestures of support*

*\*\*considers needed enhancements to stage/sound system and graphic design/print costs for 2015*

2015 ESTIMATED TARGET INCOME:

sponsorships	\$7,500
paid booth spots (\$50 x 30)	\$1,500
	\$9,000



# 亞洲文化節 表演、街會精采可期

透過社區原動力 把亞裔文化和美國民衆聯結起來 將在聖荷西、海沃登場

記者陳巧儀／海沃報導

配合亞太裔傳統月，第21屆亞洲傳統文化節街會將於5月10日和31日分別在聖荷西和海沃舉行。主辦人謝鎮寬表示，希望透過社區的原動力，以表演、街會等活動，將亞裔文化和美國民衆聯結起來。

在4月30日的記者會中，主辦單位特別邀請屆時將參與演出的Wadaiko太鼓、少林功夫及聯合市高中學生團體小試身手。活動當天預計將有40個攤位、10多個團體參加表演。

謝鎮寬表示，因為南灣許多團體加入，今年文化節將分為兩地舉辦。10日將在聖荷西Yerba Buena高中舉辦，表演活動將會持續到夜晚，並邀請到越裔歌手演唱。31日在海沃市府廣場舉行，包括街會和各項文化表演活動。

他說，在1990年以前，美國只有亞裔文化周，1991年他受邀到白宮參加老布希總統簽署「亞太裔傳統文化月」儀式，感受到美國政府肯定亞裔在教育、工程、科學等各方面貢獻。身為社區人士，更應該慶祝屬於



亞洲傳統文化節31日將在海沃市府廣場舉行，將有社區團體進行太鼓、跆拳道、武術、台語歌曲演唱等表演活動。

(記者陳巧儀／攝影)

自己的節日，並協助美國民衆了解亞洲文化，促進社區融合。

於是，謝鎮寬1993年於帕洛阿圖創辦台灣文化節，1994年擴大為亞洲文化節，在聖荷西、佛利蒙、聯合市等地舉辦。他說，20年來持續舉

辦，是希望以台灣移民的身分，在社區推動亞洲文化。文化節曾經連續10年，有來自台灣的文化團體參與演出。謝鎮寬希望文化節繼續舉辦下去。

第21屆亞洲傳統文化節活動時間為

5月31日上午11時至下午3時，地點在海沃市府廣場。活動免費，民衆可搭乘捷運至海沃站後，步行一個路口抵達活動現場。

更多文化節資訊，請參考網站 [AIPC-CA.org](http://AIPC-CA.org)。

# 2<sup>nd</sup> Annual Vintage Alley Car show

Downtown Hayward

September – 12 – 2015

The car show will take place in the downtown area (zone 1A,) Located on B street starting at City Hall Plaza heading west and ending at foothill. And on main street starting at A street heading south ending at C street. Main street will be mainly cars and B street will be a combination of cars and vendors with a stage located in the intersection of Main and B street.

The idea of the car show is to have a Saturday event that will bring vendors and car enthusiasts from all over into our Downtown to display all their hard work that goes into their cars, crafts, and hobbies.

## Benefits for Downtown Hayward.

Our local community will be able to have a day of fun for the whole family without the worry of school or work. There will be visitors from all over the bay area and surrounding cities. This show will bring lots of family's and friends who will come out to enjoy the live bands, beautiful cars, food and shopping in our down town area. For our local merchants, this means lots of people shopping and dining in stores and restaurants, last year local merchants claimed they had a high volume of sales and new faces in their businesses.

## Event promotions and advertising.

Classic & Kustom Bombs Magazine

Local news papers,

City of Hayward news media.

Direct contact with car clubs.

Car show events media.

Fliers, posters, social media face book, instagram, etc.

Other car shows

## Goals

Our goals with your help are to make Hayward a destination place for the bay area, by having this event visitors will see our stores and restaurants and will know they have a place to maybe see a movie get a bite to eat and visit stores and shops. This hopefully has a potential of drawing possible future businesses to the downtown area. ( Doing our part in helping our local economy.)

# Car Show Street Plan

Vintage Alley located at 1037 B street will be the car show Headquarters.

~ 7:00 am there will be 2 people at each gate registering cars and vendors, at the same time there will be 2 ushers in each section parking cars and locating vendor spots. A member of the staff will be present at each gate through out the day.

~ 10:00 am the show will kick off, music will start, vendors will be ready, local merchants will be pre-notified and ready for business and activity's to start.

~ Downtown streets will be sectioned off by numbers example ( section 1, section 2 etc ), and assigned a section captain with a rotating staff. Their job will be to keep crowd control, security watch ( drinking, disorderly conduct ) and keeping streets cleaned. Any problems will be relayed from section captain direct back to me and or police depending on problem or situation. Assigned personnel will have direct cell numbers to me and beat officers in case of emergency or hazard.

~ 5:00 pm the show will end, the staff and a group of volunteers will clean up and escort vendors and cars out safely.

~7:00 pm Streets and our downtown area will be clear and cleaner than before the show started.

## Distribution and Utilization of funds ( 2<sup>nd</sup> annual Vintage Alley Car Show 2015 )

The estimated amounts are based on projected estimates, and amounts from the September 6<sup>th</sup> 2014 event.

### Expenses

~ Waste management -	\$500.00
~ Insurances	\$1,060.00
~ Stage rentals, etc.	\$1,200.00
~ Advertisement	\$1,000.00
~ Printing, (fliers, posters, banners, etc.)	\$600.00
~ Kids section	\$500.00
~ DJ	\$500.00
~ Bands	\$1,400.00
~ Awards	\$1,600.00
~ Portable toilet rentals w/ grease trap	\$1,200.00
~ Lunch for event workers	\$400.00
~ Golf cart rental	\$220.00
~ Encroachment permits (waived ? )	
~ Clean up	
	<hr/>
	\$10,180.00

The event will generate funds within itself to help increase budget needed to pay expenses.

In order to meet the budget for a quality downtown car show event The Vintage Alley Car show committee would like to formally request the amount of \$6,000.00 from the DBIA budget to fund approximately 60% of this event.

**DATE:** January 28, 2015

**TO:** Downtown Business Improvement Area Advisory Board

**FROM:** Micah Hinkle, Economic Development Manager

**SUBJECT:** Finalization of FY2015-2016 DBIA Budget

### **RECOMMENDATION**

It is recommended that the Downtown Business Improvement Area Advisory Board (DBIA) review available estimated revenues for FY2015-2016 and make funding recommendations to the City Council for incorporation into the City's FY 2015-2016 Budget.

### **BACKGROUND**

The DBIA typically divides annual DBIA collected revenues between five areas: 1) Events; 2) Banners; 3) Marketing and Promotions; 4) Sidewalk cleaning; and 5) Security. Estimated revenues for the fiscal year include \$48,000 in recovered 2015 DBIA fees; an \$11,000 transfer from Public Works for the cost of replacement banner hardware due to the Route 238 Corridor Improvement Project ("the Loop"); and Reserves, conservatively estimated at \$95,295; for a total of \$154,295 (see Attachment I).

Also, as part of the attachment, Staff has included remaining expenditures through the remainder of this fiscal year, or June 30, 2015.

### **NEXT STEPS**

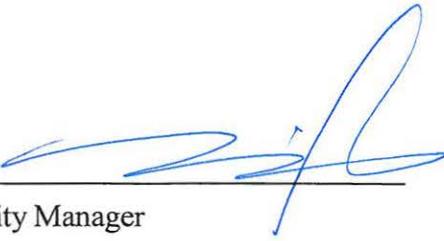
Based on DBIA Board direction, staff will prepare budget reports for Council approval in July.

*Prepared by:* Suzanne Philis, Senior Secretary

*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:

\_\_\_\_\_  
Fran David, City Manager



Attachment I      DBIA Budget Through June 30, 2015  
DBIA Budget – July 1, 2015 thru June 30, 2016

### DBIA Budget Through June 30, 2015

EXPENSE ITEMS	Amount Funded	Pending Expense	Requested
<b>Events</b>	\$32,500		
June 2015 Street Party (June 18th)		\$7,500	
2015 Bike Rodeo (May 16th)		\$6,000	\$1,400
Asian American Heritage Festival (May 31st)			\$1,000
<b>Available Funds</b>	<b>\$4,000</b>		
<b>Banners</b>	\$18,900		
<b>Available Funds</b>	<b>\$0</b>		
<b>Marketing, Promotions &amp; Communications</b>	\$33,000		
<b>Available Funds</b>	<b>\$26,330</b>		
<b>Sidewalk Cleaning</b>	\$34,000		
Deep cleaning/gum removal		\$20,000	
<b>Available Funds</b>	<b>\$0</b>		
<b>Security</b>	\$20,200		
<b>Available Funds</b>	<b>\$20,200</b>		
<b>Total Additional Amount Requested</b>			<b>\$2,400</b>
<b>Total Amount Remaining</b>	<b>\$50,530</b>		

## DBIA Budget - July 1, 2015 thru June 30, 2016

REVENUES	2015	
2015 Estimated DBIA Assessments	\$48,000	
Transfer from Public Works	\$11,000	
DBIA Budget Reserves	\$95,295	
<b>Total Estimated Revenues</b>	<b>\$154,295</b>	
EXPENSE ITEMS		Requested
<b>Events</b>		
2015-2016 Street Parties (Third Thursday)		\$24,000
2nd Annual Vintage Alley Car Show (Sept. 12th)		\$6,000
2016 Bike Rodeo		\$7,500
2015 Mariachi Festival		\$500
2015 Light Up the Season		\$500
New Events		
<b>Staff Recommendation</b>	<b>\$30,000</b>	
<b>Banners</b>		
2nd Banner Rotation		
Additional Hardware		
Banner Storage		
<b>Staff Recommendation</b>	<b>\$20,000</b>	
<b>Marketing, Promotions &amp; Communications</b>		
Downtown Brochure		
DBIA Website		
Other		
<b>Staff Recommendation</b>	<b>\$20,000</b>	
<b>Sidewalk Cleaning</b>		
Sidewalk Cleaning Entire BIA 2 x Year		
Deep cleaning/gum removal		
<b>Staff Recommendation</b>	<b>\$40,000</b>	
<b>Security</b>		
Security Program		
<b>Staff Recommendation</b>	<b>\$20,000</b>	
<b>Total</b>	<b>\$130,000</b>	
<b>Remaining Reserve Balance</b>		<b>\$38,500</b>