



**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA  
ADVISORY BOARD**

**SPECIAL MEETING**

**January 15, 2015  
Conference Room 2A  
8:00 A.M.**

**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 Minutes of Special Meeting held November 6, 2015
2. DBIA Mid-Year Budget Review
3. Hayward Chamber of Commerce Request for Funding – Annual Special Events
4. 2016 Vintage Alley Car Show Funding Request

**COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

**ADJOURNMENT**

**NEXT REGULAR MEETING – 8:00 A.M., WEDNESDAY, APRIL 6, 2016**

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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.*

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[HTTP://WWW.HAYWARD-CA.GOV](http://www.hayward-ca.gov)



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

**SPECIAL MEETING  
November 6, 2015**

**ATTENDANCE:**

<b><u>BIA Member</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Alfredo Rodriguez Jr.*	X	
Joseph Davis		X
Sid Hamadeh	X	
Syed Karim	X	
Rui Li	X	
Benjamin Schweng	X	

*\*Chair*

**VISITORS:** Kim Huggett, Hayward Chamber of Commerce; Eddie Castillo; Wayne Cruz; Gary Savell; Michael Emerson; Anna May; Council Member Zermeño.

**STAFF:** Micah Hinkle, Economic Development Manager; Ramona Thomas, Economic Development Specialist; Suzanne Philis, Senior Secretary

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**I. Call to Order**

Chair Rodriguez called the meeting to order at 8:01 a.m.

**II. Roll Call**

Members Davis was absent.

**III. Public Comments**

Anna May, representing the 2015 Hayward SantaCon event, said organizers were using the \$1,500 contributed by the DBIA to print banners at On-time Signs who said they will donate proceeds to the Hayward Animal Shelter.

Kim Huggett, President of the Hayward Chamber of Commerce, announced the Chamber had been awarded a grant to hire a part-time work-based learning director. He also reminded everyone that the 2015 Hayward Business Person of the Year would be announced on Wednesday, November 18<sup>th</sup> at the Hayward Area Historical Society, from 5-7pm, as well as the Police Officer, Fire Fighter, and Educator of the Year. Mr. Huggett also mentioned that Chamber staff had outreached to vendors and entertainers for the Light Up the Season event and found it was too late to move the tree-lighting event from Thursday night to all-day Saturday. He said the Chamber would plan on moving the event to Saturday in 2016. With the date confirmed, Mr. Huggett distributed posters for the event, this year with the snowman theme.

IV. **Approval of Minutes of October 7, 2015**

Member Schweng made the motion and minutes were approved with Member Li abstaining and Member Davis absent.

V. **Funding Request to Add a Granite Bench to Hayward's 9/11 Memorial**

Michael Emerson, the originator of the Hayward 9/11 memorial currently under construction, as well as those already built in Castro Valley and Union City, said he was requesting funding from the DBIA to add a granite bench on behalf of Hayward's American Legion, active in Hayward since 1919. He said the cost for the bench was \$5,000.

Chair Rodriguez noted merchants had expressed concern that the bench might be vandalized or used as a bench for sleeping. Mr. Emerson said the site would be well-lit and on a busy street and he didn't expect any problems.

Member Hamadeh said the DBIA should receive recognition if the board decides to purchase the bench on behalf of the American Legion.

Member Karim said DBIA fees should be used for something that benefits downtown businesses. Chair Rodriguez noted that men in uniform frequent downtown and if they saw support from the DBIA for the bench, they, in return, would support local businesses.

Member Schweng said that no one was questioning the merit of the memorial; members were just not sure if the funding met the stated purpose of the DBIA.

Mr. Emerson expressed concern that the American Legion wouldn't be able to afford the cost of the bench on its own or even if the DBIA only contributed part of the cost.

Economic Development Manager Hinkle explained the source of DBIA fees and past uses.

Guest Eddie Castillo said the GI Bill was sponsored by one of Hayward's Legionnaires and noted Hayward was home to a lot of veterans and veteran business owners. He said the bench would be here for their kids and grandkids and future marketing materials would include a photo of the Hayward bench. He noted the Bradford Station Post Office was named after Hayward-native Harry Bradford who served in the Army Air Corps during World War I and then returned home to serve as the assistant postmaster.

Member Schweng made a motion to reject the proposal as written.

Member Li asked for clarification if another motion could be made to fund at a lesser amount.

Member Hamadeh said it wasn't right to spend DBIA funds for an American Legion bench and reiterated it wasn't the proper use.

Member Karim seconded the motion to reject the proposal.

The vote was 4-1 with Member Rodriguez voting no and Member Davis absent, to reject the proposal to use \$5,000 in DBIA funds to purchase a granite bench for the 9/11 Memorial on behalf of the American Legion.

Anna May suggested the money be used for a parade.

Mr. Emerson said businesses could sponsor the bench and have their logos etched on the bench. He noted the bench was already here and would be set and etched that month.

Member Hamadeh said the American Legion should contribute the first half and then businesses could contribute toward the rest. He said he would be happy to outreach to businesses for donations.

#### VI. **Funding Request to Reimburse DBIA Merchants for Holiday Decorations**

Member Hamadeh explained that businesses in the DBIA could submit up to \$100 in receipts for holiday decorations for reimbursement. He requested \$7,000 for the program.

Economic Development Manager Hinkle clarified that the City would develop the reimbursement form, receive the receipts, confirm requesting businesses were current with DBIA fees, and issue the reimbursement checks.

Member Rodriguez said the United Merchants could help promote the program.

Member Schweng asked if it mattered where businesses purchased the decorations and Member Hamadeh explained that decorations had to be purchased in Hayward.

Member Schweng asked if any decorations were acceptable. Member Hamadeh said decorations had to match the nature of business. Economic Development Manager Hinkle said the DBIA Advisory Board should have the final say if decorations were acceptable.

Member Li asked if businesses could use old decorations and Member Hamadeh explained that they would need to be able to provide receipts if they were seeking reimbursement.

Member Schweng said the cost for City staff time to issue \$100 reimbursement checks did not make sense. Member Karim suggested credit toward DBIA fees, but staff pointed out that fees were no longer being collected.

Members discussed the value of the program, but decided it was worth the cost if it helped smaller businesses to afford decorations and got more businesses in general to participate.

Economic Development Specialist Thomas suggested paying someone to decorate businesses, but members questioned which businesses would be selected and if the funding amount would be enough.

Economic Development Manager Hinkle said it was acceptable if cost efficiencies were lacking for a pilot program. Members were in favor of giving the program a try.

Member Schweng made a motion to fund the request with an amendment to require that receipts must come from Hayward businesses. Member Rodriguez seconded and the motion passed unanimously.

Member Hamadeh asked if there was a deadline to submit receipts and members decided on February 1, 2016.

### **COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

Member Rodriguez said the Board needed new ideas for downtown improvements and encouraged members to talk to each other and think about it.

Member Karim said the homeless loitering in Newman Park were scaring away customers and that he had even seen a chicken walking around. Member Hamadeh said just that morning police officers had cleared the park. Member Karim pointed out that unless people were sleeping in the park, the police couldn't do anything. Economic Development Manager Hinkle said he would follow-up with the Police Department noting he'd received other complaints. Member Schweng said the City should turn it into a dog park.

Member Karim asked if parking tickets were being issued in the 2-hour parking areas. Member Rodriguez thought tickets were only being issued once or twice a year, but the sign said two hours so people who parked there for longer than two hours were taking their chances. He also suggested issuing parking permits for downtown merchants and employees.

Economic Development Manager Hinkle said tickets were being issued and that the City was working on a comprehensive parking plan for the downtown. Member Karim asked if merchants would be kept informed and Mr. Hinkle said the yes, the City would be outreaching to merchants.

Member Schweng said downtown merchants and employees should be allowed to park for eight hours in municipal parking lots so customers could park in front of the business.

Member Rodriguez noted that employees parking in the Cinema Place parking garage had been ticketed.

### **VII. Adjournment**

The meeting was adjourned at 9:04 a.m.

<b>STAFF</b>	<b>ACTION ITEMS</b>
Econ Dev	Attendance counts for recurring events and financial information including costs versus revenues and/or event guidelines

**DATE:** January 15, 2016  
**TO:** Downtown Business Improvement Area Advisory Board  
**FROM:** Micah Hinkle, Economic Development Manager  
**SUBJECT:** DBIA Mid-Year Budget Review

**RECOMMENDATION**

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and accepts the budget update and provides direction for preparation of the 2016-2017 DBIA Budget.

**BACKGROUND/ DISCUSSION**

The 2015-2016 DBIA-adopted work program and budget was made up of two components: 1) Downtown business marketing through community events; and 2) Area Beautification. At mid-year, we have completed two of the three funded street parties, the Mariachi Festival, and Light Up the Season. The 2016 Bicycle Rodeo, Asian American Heritage Festival and Artscape events are still pending completion. As previously reported on, the sidewalk cleaning listed under “Beautification” was suspended due to the drought and state-mandated reduction of water use.

There is approximately \$50,000 in DBIA reserve account and this represents the remaining collected funds from the DBIA District.

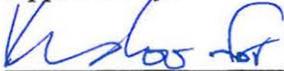
**NEXT STEPS**

Based on DBIA Board direction, staff will develop a budget for review and approval at the April 6<sup>th</sup> meeting.

*Prepared by:* Ramona Thomas, Economic Development Specialist

*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



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

<b>DBIA Approved Budget and Actuals To Date (FY2016)</b>				
Fund 280				
Source: Munis Account Inquiry				
As of 1/6/2016				
			A	B
			<i>July 1, 2015 to June 30, 2016</i>	
1			<b>Fiscal Year 2016</b>	
2			Adopted	Actual To Date
3				
4	Beginning Fund Balance	\$	146,617	\$ 146,617
5				
6	<b>Revenue</b>			
7	DBIA Assessment	\$	-	\$ 6,141
8				
9	<u>Subtotal Revenue</u>	\$	-	<u>\$ 6,141</u>
10	Transfers In			
11	<b>Total Revenue</b>	\$	-	<b>\$ 6,141</b>
12				
13	<b>Expense</b>			
14	<b>Events</b>			
15	Street Parties (Third Thursday)	\$	24,000	\$ 16,000
16	2015 Annual Vintage Alley Car Show	\$	6,000	\$ 6,000
17	2015 Mariachi Festival	\$	500	\$ 500
18	2015 Light Up The Season	\$	500	\$ 500
19	2016 Bicycle Rodeo	\$	7,500	\$ -
20	2016 Asian Heritage Event	\$	1,000	\$ -
21	2016 Artscape	\$	7,000	\$ -
22	Misc. Events	\$	4,500	\$ 1,500
23				
24	<u>Events Subtotal</u>	\$	<u>51,000</u>	<u>\$ 24,500</u>
25				
26	<b>Area Beautification</b>			
27	Sidewalk Cleaning Entire BIA Biannually	\$	45,000	\$ -
28	Deep Cleaning/Gum Removal	\$	-	\$ -
29				
30	<u>Beautification Subtotal</u>	\$	<u>45,000</u>	<u>\$ -</u>
31				
32	<b>Total Expenses</b>	\$	<b>96,000</b>	<b>\$ 24,500</b>
33				
34	Change in Fund Balance	\$	(96,000)	\$ (18,359)
35				
36	Ending Fund Balance	\$	50,617	\$ 128,258
37				
38				
39				
40	Prepared by John Stefanski, Administrative Analyst			

**DATE:** January 15, 2016

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

**FROM:** Ramona Thomas, Economic Development Specialist

**SUBJECT:** Hayward Chamber of Commerce Request for Funding – Annual Special Events

### **RECOMMENDATION**

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request from the Hayward Chamber of Commerce.

### **BACKGROUND/DISCUSSION**

The DBIA's purpose is to promote the economic revitalization and physical improvement of the downtown business district and to attract new businesses and visitors to the downtown. Historically the DBIA has funded activities in the following categories: (1) events and marketing, (2) security, (3) beautification.

The City of Hayward Chamber of Commerce has partnered on multiple community events to promote the City of Hayward and the business community over the years. For the 2015 Event Season, the Chamber completed three Downtown Summer Street Parties, the annual Light-Up the Season winter event, a new Bicycle Rodeo, and the Mariachi Festival. Light up the Season consistently draws families downtown for ice skating, pictures with Santa, and the tree lighting ceremony led by the mayor. The newly featured Bicycle Rodeo event and BMX Show offers demonstrations and safety skills in a fun entertaining atmosphere. The street parties include live entertainment, food vendors, children's activities and a car show. For five years, the Chamber has produced the Mariachi Festival in conjunction with the Chamber's Latino Business Roundtable, a celebration of Latino Heritage. These events create a sense of community for residents and bring people downtown to shop and dine at local businesses. As part of the Economic Development Strategic Plan, strengthening and expanding events was identified as an economic development goal.

The DBIA has supported the annual Chamber Events and last year provided funding support in the amount of \$32,500. The on-going support was in line with the DBIA primary focus areas of events and marketing.

## **FISCAL IMPACT**

There is approximately \$50,000 in the DBIA reserve account and represents the remaining collected funds from the DBIA District. The Chamber is requesting \$24,000 for the next three Downtown Summer Street Party series, \$7,500 for the 2016 Bike Rodeo, \$500 for the 2016 Downtown Mariachi festival, and \$500 for the 2016 Light- Up the Season for a total events budget of \$32,500.

As discussed in multiple DBIA meetings, the City and downtown property owners are currently evaluating the formation of a Community Benefit District (CBD) to provide necessary funding to support downtown priorities including sidewalk cleaning, security, marketing and special events. Per City Council action, the collection of DBIA funds was suspended for 2016 in order to spend down the DBIA reserve account. If the DBIA approves both this funding request and the funding request for the car show also on this agenda, approximately \$11,500 will remain in the DBIA reserve account.

## **ECONOMIC IMPACT**

Special events in Downtown Hayward create both direct and indirect economic impacts. Direct economic impacts include the increased sales and exposure experienced by businesses on the day of the event. Attendance to downtown events has remained steady and grown with approximately 5,000 attendees to each of the Downtown Street Parties and with favorable weather, the Chamber reports numbers as high as 8,000. Downtown businesses report increased sales on the day of the event as many participants visit restaurants and shop retail stores when hours are extended. The indirect economic impacts include the additional spending made by the businesses. For example, local restaurants that benefit from increased revenue from the event may in turn purchase more inputs from local suppliers, offer workers additional hours, and/or spend a portion of new revenue within the community.

Special events are also an important tool for creating community cohesion and marketing Hayward as a whole. As more residents and visitors experience the downtown's revitalization through events, they are more likely to return and patronize these and other Hayward businesses.

## **NEXT STEPS**

If approved, staff will incorporate the allocation into proposed DBIA budget expenditures.

*Prepared by:* Ramona Thomas, Economic Development Specialist

*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



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Fran David, City Manager

Attachments:

Attachment I      Request for Funding

# Hayward Chamber of Commerce

## Chamber/DBIA/City of Hayward Downtown Promotion Partnership 2016-2017

### Summer Downtown Street Parties

The Hayward Chamber of Commerce proposes to conduct three street parties for the DBIA in the fiscal year 2016-017: on July 21 and August 18 2015, and June 17, 2017. The chamber has produced Hayward's Downtown Street Parties for 16 years, with a staff experienced to coordinate events involving 100 vendors, 50 volunteers, bands, a beer garden and water/soda stations, children's activities and rides, arts and crafts. 2016 will be the 11<sup>th</sup> year of our car shows at each event (42 car shows, so far).

Advantages for the DBIA in using the Hayward Chamber of Commerce as its event promoter:

- The chamber has the ability to 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 nearly 600 businesses.
- The Hayward Chamber of Commerce has a stable of local "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.

### Bicycle Rodeo & BMX Show

The chamber was authorized by the DBIA Advisory Board to put on a Downtown Hayward Bike Rodeo and Cyclepath Vintage BMX Show and Street Jam in May of 2015 and 2016. These events were developed by the chamber after consulting with the DBIA on its preference for creating a new event to draw additional audiences downtown. We propose to continue this new tradition in May 2017.

### Mariachi Festival

In conjunction with the chamber's Latino Business Roundtable, the chamber proposes to hold the 6<sup>th</sup> annual Mariachi Festival in the City Hall Plaza in September 2016. We are considering moving up the date a couple of weeks to avoid other events, as well as the annual Hayward Business Expo, which occurs the first Wednesday of October. For the past five years the chamber and city departments have offered this cultural event at no cost to the DBIA. For the first time, in 2015 this event was supported by a \$500 contribution from the DBIA budget. We request the same investment in 2016.

### Light Up the Season

The chamber agrees to again act as fiscal agent and co-promoter of the annual Light Up The Season event in December 2016. There is an option this could occur the first Thursday or the first Saturday. This would include coordinating and paying entertainers, saving the city the time of preparing a dozen purchase orders. We also would arrange the design and distribution of posters and fliers for this event to area school children and promotion through social and traditional media, as well as seeking corporate sponsorship.

If it continues its level of support from previous years, the City of Hayward would invest an estimated \$16,000 in this year's event, making possible funding for entertainment, portable toilets, kid's rides, ice

rink and related vendors. For the first time, in 2015 the event will be supported by a \$500 contribution from the DBIA budget, about 3% of the total.

**Event expansion.** To expand this event from three hours on a Thursday night to an all-day Saturday event would require an expanded DBIA investment from \$500 to \$1,500. This expanded event would require additional staging, added expenditures for bands and choirs, permits and fees.

### **Event Production Costs**

Here is our schedule of DBIA event co-sponsorship, reflecting amounts approved by the DBIA Advisory Board for 2015-2016. The chamber absorbs other costs (labor, staging, waste disposal, portable toilets, entertainment, etc.), which it partially offsets with vendors and sponsorships. None of these events are possible without support from the City of Hayward for permitting, policing, and maintenance services.

#### **PROPOSED STREET PARTY SCHEDULE**

<b>Thursday, 21, 2016</b>	<b>\$8,000</b>
<b>Thursday, August 18, 2016</b>	<b>\$8,000</b>
<b>Thursday, June 17, 2017</b>	<b>\$8,000</b>

#### **DOWNTOWN HAYWARD BIKE RODEO & VINTAGE BMX SHOW& STREET JAM**

<b>May 13 or 27, 2017</b>	<b>\$7,500</b>
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#### **MARIACHI FESTIVAL**

<b>Friday, Sept. 25, 2016 (tentative date)</b>	<b>\$500</b>
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#### **LIGHT UP THE SEASON**

<b>Thursday, Dec. 1, 2016 (4 hours)</b>	<b>\$500 (city expected to contribute \$16,000)</b>
<b>or</b>	
<b>Saturday, Dec. 3, 2016 (day-long)</b>	<b>\$1,500 (city contributes \$16,000)</b>

The Hayward Chamber of Commerce is looking forward to continuing working with the City of Hayward and the DBIA members in planning, promoting and executing a variety of exciting programs to help foster a positive image of Hayward and to promote the businesses and amenities in Hayward.

Kim Huggett  
President & CEO  
Hayward Chamber of Commerce  
October 20, 2015

**DATE:** January 15, 2016

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

**FROM:** Ramona Thomas, Economic Development Specialist

**SUBJECT:** 2016 Vintage Alley Car Show Funding Request

### **RECOMMENDATION**

That the Downtown Business Improvement Area Advisory Board (DBIA) reviews and evaluates the attached funding request for the 2016 Vintage Alley Car Show.

### **BACKGROUND/DISCUSSION**

The purpose of the DBIA is to promote the economic revitalization and physical improvement of the downtown business district and to attract new businesses and visitors to the downtown. Historically, the DBIA has funded activities in the following categories: (1) events and marketing, (2) security, and (3) beautification.

The Vintage Alley Car Show is scheduled to take place on Saturday, September 10<sup>th</sup>, 2016. This event was sponsored in 2015 by the DBIA, City of Hayward and other entities. The car show is an all-day, family-friendly event benefiting the community with live music, over fifty vendors, face painting and a hefty array of classic cars on display. Per the event sponsor, the 2015 car show garnered an estimated 5,000 visitors giving a boost to the downtown and promoting Hayward as a destination point for Bay Area car enthusiasts. There were roughly 200 cars on display for visitors to enjoy. See Attachment II for proposed site plan.

For the 2015 Vintage Alley Car Show, the DBIA provided funding support in the amount of \$6,000. The event organizer is requesting the same funding level for the 2016 event. See Attachment I for details.

### **FISCAL IMPACT**

There is approximately \$50,000 in the DBIA reserve account for Fiscal Year (FY) 2016-2017 running from July 1, 2016 to June 30, 2017. The DBIA reserve account is the remaining funds supporting DBIA activity. The City Council suspended collection of DBIA funds for FY 2016-2017 in order to spend down reserve funds. Once the DBIA and City Council approve a budget for FY2016-2017, the reserve account will become the operating fund for DBIA activity. If the DBIA approves both this funding request and the Chamber of Commerce funding request also on this agenda, approximately \$11,500 will remain in the DBIA reserve account.

## ECONOMIC IMPACT

Special events in Downtown Hayward create both direct and indirect economic impacts. Direct economic impacts include the increased sales and exposure experienced by businesses on the day of the event. Attendance to the Vintage Alley Car Show has steadily increased since the event inception and grown to approximately 5,000 attendees. Downtown businesses report increased sales on the day of the event and many participants visit restaurants and shop retail stores when hours are extended. The indirect economic impacts include the additional spending made by the businesses. For example, local restaurants that benefit from increased revenue from the event may in turn purchase more inputs from local suppliers, offer workers additional hours, and/or spend a portion of new revenue within the community.

Special events are also an important tool for creating community cohesion and marketing Hayward as a whole. As more residents and visitors experience the downtown's revitalization through events, they are more likely to return and patronize these and other Hayward businesses.

## NEXT STEPS

If approved, staff will incorporate the allocation into proposed DBIA budget for FY 2016-2017.

*Prepared by:* Ramona Thomas, Economic Development Specialist

*Recommended by:* Micah Hinkle, Economic Development Manager

Approved by:



Fran David, City Manager

Attachments:

Attachment I	Request for Funding
Attachment II	Site Map

14-Dec-2015



## **Funding Request Vintage Alley Car Show 2016**

The funding will be used for this event to ensure a quality show that will benefit our community, the downtown area, and the city of Hayward.

Downtown Merchants from the prior two Car Shows have claimed a raise in new business and new faces in their stores and restaurants. There was an estimated 5 to 6 thousand people that visited, or were part of the show in 2015. We are hoping to repeat or possibly even top that in 2016.

This Event makes the City of Hayward a destination point for the Bay Area and car enthusiast.

Last year we had approximately 200 Cars.

Vendors and Model car builders came from as far away as Los Angeles.

The request is for the amount of six thousand dollars (\$6,000.00) it will fund approximately 45% of The Vintage Alley Car Show. The Event will take place Saturday September 10<sup>th</sup> 2016. This fund is needed in order to have a successful show. A Show that's Great for our Downtown and our community, we hope to increase in quality and size in the years to come.

Thank You  
Alfredo & Alicia Rodriguez  
Vintage Alley  
1037 B street  
Hayward Ca.

