



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Economic Development Committee**  
**Hayward City Hall – 2nd Floor Conference Room 2A**

777 B Street, Hayward, CA 94541-5007

April 5, 2010

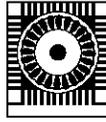
4:00 p.m.

**A G E N D A**

1. **Call to Order**
2. **Public Comments:** (Note: For matters not otherwise listed on the agenda. The Committee welcomes public comments under this section, but is prohibited by State Law from discussing items not listed on the agenda. Items brought up under this section will be taken under consideration and referred to staff for follow-up as appropriate. Speakers will be limited to 5 minutes each; organizations represented by more than one speaker are limited to 5 minutes per organization. All public comments are limited to this time period on the Agenda.)
3. **Approval of March 1, 2010 Summary Notes**
4. **Review Community Promotions Applications Requests For Funding**
5. **Business Visitation Reports:**
  - Dr. Terri Swartz to report on visit to Groeniger & Company
6. **Economic Development Activities Update – March 2010**
7. **Committee Member Announcements**
8. **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 JoAnne DAgostino at 510/583-4245 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.



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**ECONOMIC DEVELOPMENT COMMITTEE**

**REGULAR MEETING SUMMARY NOTES – MARCH 1, 2010**

**1. CALL TO ORDER:** Chair Baines called the meeting to order at 4:06 pm.

**ATTENDANCE:**

Committee Member	Present 3/01/10	All Meetings Year to Date		Meetings Mandated By Resolution	
		*Present	Absent	Present	Absent
Landon Baines (Chair)	✓	6	2	6	2
Chris Lam	✓	7	1	7	1
Council Member May	✓	7	1	7	1
Avtar Singh	✓	7	1	7	1
Terri Swartz	✓	6	2	6	2
Mayor Sweeney	✓	8	0	8	0
Jim Wieder (Vice Chair)	✓	6	2	6	2
Council Member Zermeño	✓	6	2	6	2

\*August meeting will not count towards attendance.

**OTHERS IN ATTENDANCE:**

- Greg Jones, City Manager
- Fran David, Assistant City Manager
- Sean Brooks, Economic Development Manager
- David Rizk, Director of Development Services
- Sally Porfido, Economic Development Coordinator
- Patti Castro, Assistant Director, Alameda County Workforce Investment Board
- Marybeth McCarthy, Business Services Rep., Alameda County Workforce Investment Board
- Kirill Elistratov, Workforce Services Manager, Rubicon Programs, Inc.

**2. PUBLIC COMMENT:** None.

**3. APPROVAL OF FEBRUARY 1, 2010 SUMMARY NOTES:** The February 1, 2010 Summary Notes were approved.

#### **4. PRESENTATION & DISCUSSION:**

- **Alameda County Workforce Investment Board: Patti Castro, Assistant Director**
- **Rubicon Programs, Inc.: Kirill Elistratov, Workforce Services Manager**

Patti Castro is the Assistant Director for the Alameda County Workforce Investment Board (ACWIB). She has over 28 years experience in the field of workforce development. She is considered a peer expert in the areas of rapid response and dislocated worker program services. Ms. Castro introduced Marybeth McCarthy, Business Services Representative for Alameda County WIB.

The ACWIB is charged with developing a new Workforce Development System mandated by the Federal Workforce Investment Act, signed into law in 1998. The new system will offer employment and training, education, and economic development services to job seekers and employers in Alameda County.

The ACWIB is composed of business, civic, education, labor, and other community leaders that are appointed by the Alameda County Board of Supervisors. The ACWIB chair is selected from the private sector members. ACWIB represents all of Alameda County outside of Oakland. Oakland has its own WIB. The WIB meets quarterly and their annual budget is \$7 million but with stimulus funds, their budget nearly doubled. They are spending most of it on a youth employment program. The remaining \$5 million is going for displaced workers, training, and education. Within the last two weeks they received another \$650,000 to work with displaced workers.

ACWIB has spent \$1 million setting up a NUMMI resource center in Fremont. In addition to working with displaced NUMMI workers, they are also running a career center through Chabot College and working with local NUMMI suppliers affected by the closure.

The ACWIB is required to do regional planning with trade organization, industry, and local universities. They run a Bay Area Clean Energy Careers Project that trains people how to do HVAC, energy efficiency, and solar work.

Marybeth McCarthy, ACWIB Business Services Representative, is involved with a health care career program as many health care workers need work force development training.

Work force development is critical to replace jobs that will be opening due to an anticipated large number of workers who will be retiring over the next five years.

Ms. Castro referred Committee members to the Business Services Brochure which gives an overview of their services that include:

- Customized Training
- On-the-Job Training
- Employee Screening
- On-Site Recruitment

- Labor Market Information
- Outplacement Services

Currently there is a jobs bill in Congress to give credit to businesses that hire displaced workers.

Ms. Castro explained that their largest program is Rapid Response. When a business is going to close down or lay-off 50 or more workers they have to contact the City and the WIB of the pending layoff or closure. The Workforce Investment Act of 1998 provides rapid response when layoffs occur or are about to occur. Under this act, multi-disciplinary Rapid Response Teams offer a variety of services to affected workers and employers. Council Member Zermeno asked what do they do for displaced workers who do not speak English? Kirill Elistratov, Workforce Services Manager, explained that they have a bilingual staff.

Mr. Elistratov works for the Rubicon Programs, Inc. This is a program that is funded through the ACWIB and operates as a contractor for the One-Stop Career Center located in the County building on Amador Street in Hayward. The One-Stop Career Center is focused on getting people employed. The Center provides job search resources including:

- Job fairs – next one is April 13 at Chabot College
- Resume Review
- One-on-one career counseling
- Accessing unemployment benefits

He also discussed employer services such as:

- On the job training – Provides up to 50% of the worker's salary.
- Short-Term on the job training program as a result of the American Recovery and Reinvestment Act of 2009. This program pays 80% of the employee's wages from the date of hire until Sept. 30, 2010. The One Stop Career Center can qualify eligible candidates for this program.
- Assisting with meeting the company's hiring needs

## **5. BUSINESS VISITATION REPORTS:**

- Economic Development Committee (EDC) member Landon Baines reported on his visit with Council Member Halliday to J.C. Penney at Southland Mall. They met with James Jackson, Store Manager on January 28, 2010. Penney's has been at Southland since 1969. They are losing 3.6% of their profits due to theft. Another issue for Penney's is that the younger crowd is chasing away the client base. After 2 p.m. when the students get out of school, they come to the mall and the adults and seniors leave. Mr. Jackson believes that many of the Southland Mall stores attract the young students rather than the working and retired adults.
- EDC member Chris Lam reported on his visit to East Bay Motorsports with Council Member Olden Henson. The owner, Phil Acton, gave a tour of the store on Foothill Boulevard. They have a large inventory of jet skis, motorcycles, dirt bikes, accessories,

etc. He is concerned about security. The windows facing Foothill are bulletproof and have a number of bullet holes in them from people trying to break in. He is working to get his conditional use permit amended.

## **6. ECONOMIC DEVELOPMENT ACTIVITIES UPDATE (FEBRUARY 2010):**

Staff met with Mr. Chuck Hildenbrand, Sr. Vice President of Operations for IMPAX Laboratories, Inc. regarding the March 2010 Business Recognition Award. IMPAX develops, manufactures and markets pharmaceutical products. They currently have a total of six facilities in Hayward, three they own and three they lease. Impax, with 600 current employees, has grown from 36,000 sq. ft. of commercial space in 2001 to 230,000 sq. ft. and boasts Hayward as their Corporate Headquarters.

On Tuesday, February 16, 2010, Economic Development Staff, Sean Brooks attended the East Bay Economic Development Alliance ("East Bay EDA") NUMMI update at the Alameda County Library in Fremont. The NUMMI plant in Fremont will officially stop production on April 1, 2010, thus signaling a loss of approximately 4,700 jobs, of which 352 of those employees reside in Hayward. Additionally, at risk are the potential jobs that could be lost at the direct and indirect NUMMI suppliers which number well over 100. Estimates range anywhere from 10,000 to 50,000 total Bay Area jobs that are in jeopardy due to this closure. NUMMI is the single largest employer in Alameda County.

The East EDA has convened the Federal Government, the White House Auto Communities and Workers Recovery Team, the State of California, and the various counties affected to address what can be done to help these communities after the loss of NUMMI. Dr. Ed Montgomery, Director of Recovery for Auto Communities and Workers was patched in via phone for the 4 ½ hour meeting. The session focused on:

- Current and planned services to assist workers, businesses and our community; and
- Actions and resources needed to stimulate job growth and regional economic recovery

The panel discussions ranged from workers and family support, to supplier impacts and business support, and community economic recovery. Sean Brooks spoke on the supplier impacts panel concerning the community response. Brooks noted that at stake are hundreds of jobs in Hayward, such as the 387 jobs at Injex and 50 jobs at TG California Automotive Sealing, Inc. Hayward has a total of 6 direct just-in-time suppliers to NUMMI which have very specialized facilities and their re-use will be quite challenging for local governments to attract investors without financial support. Hayward has one of the highest concentrations of all cities with NUMMI suppliers and each of them operates at the top 95% efficiency within their category.

The meeting was another forum organized to bring the necessary attention to the impact that this plant closure will have not just on the City of Fremont, but the entire region. Not only will direct and indirect suppliers be affected, but the ancillary service providers such as grocery stores, cleaners, gas stations, restaurants, and other services that people who work for NUMMI use every day. The overarching call is to provide resources to the East Bay region to help tackle the

issues that will result after the plant closure.

#### **SMALL BUSINESS REVOLVING LOAN FUND ACTIVITIES:**

There are three new Small Business Revolving Loan Fund loans that will be funding in March. In addition, loan application packages are being processed for a custom cookie manufacturing company and a downtown entertainment club.

**Three** start-up business requests were provided information about the Small Business Administration's (SBA) and the Lenders for Community Development loan programs. Additionally, information regarding the Hayward Chamber of Commerce's free business counseling program and handouts regarding other services for start-up businesses were distributed. The start-up businesses were: a local restaurant, Persian coffee shop, and a thrift store.

**Nine** additional businesses were provided assistance in obtaining various City services and information and one Commercial Broker.

#### **OTHER ECONOMIC DEVELOPMENT ACTIVITIES:**

On Saturday, February 27, 2010, the City of Hayward in partnership with the Hayward Area Recreation Department ("HARD"), hosted "Ice Skating on the Plaza" from 1:00pm to 9:00pm. The event was coordinated with the weekly Farmer's Market producing a festive event. Children ages 5 and up were encouraged to ice skate on the 1,200sf (40X30) rink. The Ice Skating Rink was managed by BH Skating Parks, which is the same organization that administered the Ice Skate Park during "Light up the Season" on December 3, 2009. This event tied in well with the overall US Winter Olympic competitions that concluded on Sunday, February 28, 2010.

Staff attended the East Bay Economic Development Alliance Director's Council meeting in Oakland. Representatives reviewed StopWaste Revolving Loan Fund and other recycling-related economic development topics and discussed an East Bay green corridor work program.

#### **7. COMMITTEE MEMBER ANNOUNCEMENTS:**

Council Member Zermeno invited Committee members to attend the Chamber of Commerce Mixer at Buffalo Bills on Wednesday, March 10 from 5 to 7 p.m.

Sean Brooks informed the Committee of the upcoming March 3, 2010 How To Do Business With City Agencies event in the City Hall Rotunda on Wednesday, March 3, 2010 from 8 a.m. to noon. Over 13,000 invitations went out.

EDC member, Chris Lam, asked that the EDC Committee add the review of the EDC By-Laws to an upcoming Committee meeting.

**8. ADJOURNMENT:** Meeting was adjourned at 5:30 p.m.



**DATE:** April 5, 2010  
**TO:** Economic Development Committee  
**FROM:** Interim Director of Finance  
**SUBJECT:** Community Promotion Program Recommendations

### **RECOMMENDATION**

That the Committee reads and comments on this report, and provides a recommendation to the City Council related to the allocation of the \$118,351 proposed for the Community Promotion Program for FY 2011. This allocation is subject to Council approval and may be subject to additional budget reductions.

### **BACKGROUND**

Historically, the Community Promotion Program has provided grant funding for events and activities that benefit Hayward residents. Over the past several years, the Council has allocated between \$112,000 and \$180,000 annually to local groups. Council approved \$118,351 for FY 2010. Individual grants have been provided in amounts from \$200 to \$33,300 to fund various organizations and activities. Last year the program funding was reduced by 10% due to the City's funding constraints.

The established eligibility asks that the community organization describes how their organization promotes Economic Development in Hayward via:

1. Promoting the arts,
2. Celebrating cultural diversity, and/or
3. Other Community Promotions efforts

In February 2010, applications were sent to previous recipients, an advertisement was placed in the Daily Review announcing that the City was accepting applications, and the applications were posted on the City's website. The deadline to submit applications was March 3, 2010. Eleven applications were received.

### **DISCUSSION**

An applicant summary is provided at Exhibit A. The exhibit provides a summary of each application and staff's recommended funding level. Copies of the Community Promotions Program grant applications received are provided at Exhibit B.

Staff requests that the Committee review the recommendations for the FY 2011 grant awards. Representatives of each of the organizations requesting Community Promotions Program funds have been notified of the time and location of the April 5th Economic Development Committee meeting and have been invited to attend. Additionally, applicants will be notified of the City Council public hearing, which is scheduled for Tuesday, June 15, 2010.

#### **FISCAL IMPACT**

The amount proposed for Community Promotion Program awards is \$118,351 for FY 2011, which is the same amount approved last year. The recommendations made by the Economic Development Committee are subject to Council approval as part of the adoption of the FY 2011 City-wide Operating Budget, which may require significant budget reductions if the City is unable to obtain additional revenue.

The City's General Fund provides the minority of funding for the Community Promotions Program. Certain activities that benefit the Hayward Redevelopment Agency, such as the Hayward Blues Hayward Festival, the Municipal Band Concert series, and the Hayward Arts Council -Arts Promotion will be funded with Redevelopment Agency monies.

#### **SCHEDULE**

Based on Committee's comments, staff will provide a revised summary of applications to the Council, noting the Committee recommended award amounts for each organization. The recommended funding will be submitted to the Council for review and approval with the FY 2011 Operating Budget at a public hearing on June 15, 2010 and for final adoption on June 22, 2010.

Prepared by:

  
\_\_\_\_\_  
Denise Blohm, Budget Administrator

Recommended by:

  
\_\_\_\_\_  
Susan M. Stark, Interim Director of Finance

Attachments:

- Exhibit A – Summary of Applications
- Exhibit B – Copy of Community Promotions Applications

**FY 2011 Community Promotion Program**  
*Summary of Applications*

Applicant	2A Eligibility Criteria	Exhibit B Page Reference	3C Total Attendance of Hayward residents	3D, 2 Total Organization Budget	1B, 3 Percent of program cost requested of the City	3D, 4 Attendees	1B, 4 FY 2010 Approved Grant	1B, 2 FY 2011 Request	FY 2011 Staff Recommendation
1 Sun Gallery	Promote Arts	3-16	5,000	\$70,650	51%	Adults, youth, low income, shelter participants, cultural groups	\$33,300	\$36,000	\$33,300
2 Blues Festival	Cultural Diversity	17-26	2,000	\$122,630	20%	Adults, low income, youth	\$24,300	\$24,300	\$24,300
3 Hayward Arts Council	Promote Arts	27-40	30,000	\$45,054	55%	Diversity of Hayward, scholarships to youth, all social economic status	\$19,317	\$25,000	\$19,317
4 Hayward Municipal Band	Cultural Diversity	41-52	1,100	\$19,005	100%	Adults, youth, seniors	\$16,533	\$18,509	\$16,533
5 Pacific Chamber Symphony	Promote Arts	53-68	1,963	\$190,600	5%	Music students, elementary school children, low income schools	\$5,627	\$9,172	\$5,627
6 Honor Band	Promote Arts	69-82	2,500	\$7,000	100%	Youth, Hayward diversity	\$6,620	\$7,000	\$6,620
7 S. Hayward Lions Club	Cultural Diversity	83-92	2,000	\$5,774	100%	Youth, seniors and veterans, low income families	\$5,774	\$5,774	\$5,774
8 Youth Orchestras of S Alameda County	Promote Arts	93-102	300	\$47,365	10%	Youth, families with music students, school music teachers, general public	\$4,780	\$4,800	\$4,780
9 Zucchini Festival	Celebrate Hayward	103-114	8,000	\$109,412	18%	Youth, adults, senior citizens, low income	\$1,300	\$20,000	\$1,300
10 Memorial Day	Cultural Diversity	115-128	800	\$7,150	11%	Veterans, Hayward community	\$800	\$800	\$800
11 Cinema Place Art Display	Promote Arts	129-138	0	\$5,000	100%	Downtown business members, artists	\$0	\$0	\$0
Total							\$118,351	\$130,555	\$118,351

# FY 2011 Community Promotions Program

## Applications

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**FY 2011**

**Community Promotions Program**

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**Sun Gallery**

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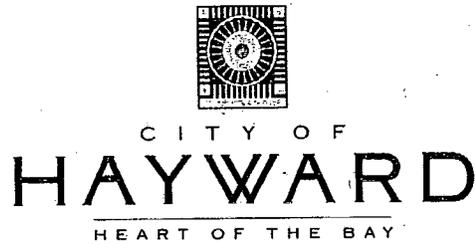


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**Part 1: Application Summary**

**1a. Organization Contact Information**

<b>1. Organization Name, Address and Website</b>	
a. Organization Name	Hayward Area Forum of the Arts, dba Sun Gallery
b. Address	1015 E Street Hayward, CA 94541
c. Organization Website	www.sungallery.org
<b>2. Main organizational contact</b>	
a. Name	Valerie Caveglia
b. Phone Number	Gallery: 510-581-4050 Home: 510-886-4474
c. Email	<u>Valerie@sungallery.org</u>
d. Mailing Address	1015 E Street Hayward, CA 94541



**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$ 70,650
2. Requested City Grant Amount for FY 2011	\$ \$36,000
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	51%
4. Amount of last grant given by the City (FY 2010)	\$ 33,300
List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt).	
<b>Employee Name/Department</b>	<b># of Hours Contributed</b>
1. None	0
2.	
3.	
4.	



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**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input checked="" type="checkbox"/>	Promoting the arts. (promoting cultural diversity through the arts)
<input type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	Providing <b>art education programs</b> for children and families at low or no cost: field trips, Free Saturday Art for Families, Summer Art day Camp, home school art classes
2.	Presenting free, to the public, professional <b>art exhibitions</b> for the benefit of the Hayward Area and East Bay community; we also exhibit student work in special shows (students from Chabot, Cal State EB, and local high schools participate)
3.	Hosting <b>cultural events</b> that promote the visual and performing arts to our diverse community; SG has a Mexican Folk dancing group that both teaches at the Gallery and performs at various events. We continue to celebrate Day of the Dead with an exhibit and a well-attended reception.
4.	Hosting <b>community-centered events</b> that promote the visual and performing arts to our diverse community. <i>For Examples:</i> The Fire Fighters show bridges the Arts by giving a view into the lives of the men and women who serve our community. <i>The Hottest Show in Town III</i> , will bring attention to the City of Hayward with the next exhibit coming in September. The Sun supports young adults of all background by giving free space to a Chabot based improv group called <i>Say What?</i> This group practices weekly and performs monthly in conjunction with our young adult group interested in visual and performing arts called <i>Therapy by Association</i> .
5.	Our Annual Children's Book Illustrator Exhibit brings visitors to the Gallery from all over Alameda County. It promotes a strong connection between good literature and art.



**Part 3: Organization Description**

**3a. Brief description of organization.**

The Sun Gallery/Hayward Area Forum of the Arts is a non-profit, community based arts organization that provides exhibit space for artists, art education for children and adults, a venue for artists to sell their creations and a rehearsal space for non-profit performing arts organizations.

The Gallery has a classroom for student art programs and classes given by professional artists to community members; hosts a gathering for teen and young adults to express themselves in poetry, art and music; operates summer art camp; has a twice monthly free Art for Families program on Saturdays; and exhibits art shows that reflect the diverse interests of our community. We are also the rehearsal site for a ballet folkloric dance troupe and a Chabot College improv group. We provide art experiences for many who would normally not have the opportunity.

**In short, the Gallery serves the community as a meeting place and venue for social and cultural events of interest to residents of Hayward and the East Bay.**

**3b. Top five organization goals (list in priority order).**

1.	Conduct regular and highly respected community art programs such as Saturday Art for Families, school field trip opportunities, and summer art camp.
2.	Present <i>free to the public</i> professional art exhibitions while providing regional artists with a venue to show and sell their work
3.	Provide the adult and student community with visual and/or performing art opportunities that they would not normally be able to experience due to economic or cultural boundaries
4.	Act in partnership with local institutions of education, government, business, corporations, and community service organizations to develop quality arts programming
5.	Serve as a gathering place for the Hayward Area art community



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**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	12 Visual arts exhibitions and receptions, including 1 show at City Hall	3000	500
2.	Annual Children's Book Illustrator Show/ School Tours	900	600
3.	Day of the Dead Event	400	100
4.	Holiday Gift Boutique and Fundraiser	400	50
5.	Participation in Chamber's Street Parties	300	50

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	35 Years
2. Total FY 2011 Organization Expenses:	\$__70,650
3. Non-City Funding: \$ / % of funding, other than City fund	\$_34,650, _49_%
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. Youth, students (elementary – college) 2. Adults: low, average, and high income 3. Visual and performing artists



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**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Art Exhibits	1015 E St. Hayward
B.	School tours and art classes	1015 E St. Hayward
C.	Day of the Dead Event	1015 E St. Hayward

**3f. Fundraising Efforts**

Month / Year	Type	\$ Raised
5/09 5/10	Macy's Community Shopping Day	\$1,900 \$1,900 anticipated based on past experience
5 /09 10/09	Spring Fundraiser Fall Fiesta Fundraiser	\$ 3,000 \$ 7,000
11 to 12 /09	Christmas Boutique	\$ 1,200



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**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input checked="" type="checkbox"/> 2009 financial overview</p> <p><input checked="" type="checkbox"/> FY 2011 budget</p>	<p>This is how much the organization received in revenue and expenditures for the last fiscal year.</p> <p>This is the organization's revenue and expenditure budget FY 09-10 &amp; FY 10-11.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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Note: These are grantors to whom we applied for specific program grants in the past 12 months, but did not receive:

1. Target: May, 2009 for Children's Book Illustrator Show
2. Starbucks: June, 2009 for Free Saturday Art for Families
3. Alliance for California Traditional Arts, Living Cultures Grants Program: August, 2009 for Day of the Dead
4. The San Francisco Foundation: September, 2009 for the Children's Book Illustrator Show
5. Hayward Rotary Club: December, 2009 for Art Express, a proposed after school art program for Jr. High students



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6.

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Valerie Caveglia

Typed Name

*Valerie Caveglia*

Signature

*March 1, 2010*

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

5:49 PM  
10/22/09  
Cash Basis

**Sun Gallery**  
**Profit & Loss**  
October 2008 through September 2009

	Oct '08 - Sep 09
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Exhibit Fees	3,000.00
General Fundraising	4,746.00
Membership Income	2,535.00
Grant Income	34,800.00
<b>Donations</b>	
Donation Box	79.04
Corporation	1,957.83
Individual	1,707.91
<b>Total Donations</b>	3,744.78
<b>Program Income</b>	
Other	826.00
AEP Summer Art Camp	3,400.00
AEP Field Trips	5,687.00
<b>Total Program Income</b>	9,913.00
<b>Sales</b>	
Holiday Boutique	4,946.79
Gallery	1,990.00
Gift Shop-Consiged	731.41
Gift Shop-Owned	249.93
Books	698.75
<b>Total Sales</b>	8,616.88
<b>Total Income</b>	67,355.66
<b>Cost of Goods Sold</b>	
Sales COGS	
Consiged Inventory Expense	5,238.23
<b>Total Sales COGS</b>	5,238.23
<b>Total COGS</b>	5,238.23
<b>Gross Profit</b>	62,117.43
<b>Expense</b>	
Sales Tax Expense	608.00
Program Expense	
Home Schooling Program	-114.50
Art Educator	5,110.45
<b>Total Program Expense</b>	4,995.95
Miscellaneous	2,711.32
Maintenance & Repairs	
Bldg. Maintenance & Repairs	2,794.30
<b>Total Maintenance &amp; Repairs</b>	2,794.30
Payroll Preparation Services	1,503.03
Bookkeeping and Tax Preparation	317.50
Shipping and Freight	192.08
Dues and Subscriptions	190.00
Garbage	589.01
Internet Expense	839.86
Interest Expense	391.56
Insurance	
Liability Insurance	1,863.00
Worker's Comp	555.81
<b>Total Insurance</b>	2,418.81

5:49 PM  
10/22/09  
Cash Basis

**Sun Gallery**  
**Profit & Loss**  
October 2008 through September 2009

	<u>Oct '08 - Sep 09</u>
Merchant Discount Fees	567.37
Office Expense	1,772.24
Postage	835.38
Printing and Reproduction	974.75
Rent	2,820.00
Salaries and Wages	15,336.50
Supplies	
Art Studio	579.56
Gallery/Office	1,220.32
Other	1,080.88
<b>Total Supplies</b>	<u>2,880.76</u>
Payroll Taxes	1,300.27
Security	577.51
Telephone	964.89
Utilities	2,160.02
<b>Total Expense</b>	<u>47,741.11</u>
<b>Net Ordinary Income</b>	<u>14,376.32</u>
<b>Net Income</b>	<u><u>14,376.32</u></u>

5:50 PM  
 10/22/09  
 Cash Basis

**Sun Gallery**  
**Balance Sheet**  
 As of September 30, 2009

	<u>Sep 30, 09</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Petty Cash	100.00
Bank of the West	44,620.07
<b>Total Checking/Savings</b>	<u>44,720.07</u>
<b>Other Current Assets</b>	
Inventory Owned	2,422.97
<b>Total Other Current Assets</b>	<u>2,422.97</u>
<b>Total Current Assets</b>	47,143.04
<b>Fixed Assets</b>	
Copier	1,747.77
Computer System	1,225.68
Equipment	10,610.00
Accumulated Depreciation	-12,513.00
<b>Total Fixed Assets</b>	1,070.45
<b>Other Assets</b>	
Permanent Art Collection	16,881.00
<b>Total Other Assets</b>	<u>16,881.00</u>
<b>TOTAL ASSETS</b>	<u><u>65,094.49</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
Due to Platinum Plus CC	6,244.32
<b>Total Credit Cards</b>	<u>6,244.32</u>
<b>Total Current Liabilities</b>	<u>6,244.32</u>
<b>Total Liabilities</b>	6,244.32
<b>Equity</b>	
Retained Earnings	24,880.87
Fund Balance	19,592.98
Net Income	14,376.32
<b>Total Equity</b>	<u>58,850.17</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>65,094.49</u></u>

**Program Budget**

**REVENUES**

(All Program income; i.e. grants, etc.)

	Actual	Budget	Budget
	FY Oct. 1, 2008-Sept. 30, 2009	FY Oct. 1, 2009-Sept. 30, 2010	FY Oct. 1, 2010-Sept. 30, 2011
* City of Hayward Grant	33300	33,300	36,000
* Other Grants	1500	2000	3500
* Total Program Income	9913	8500	10000
* Artist Fees	3000	4000	4000
* Total Donations & Memberships	6280	3200	4000
* Total Fundraisers ~1.	4746	13000	7000
* Profit From Sales	3378	3000	3100
<b>Total Revenues</b>	<b>62117</b>	<b>67000</b>	<b>67600</b>

**EXPENDITURES**

(List all program expenditure categories)

	Actual	Budget	Budget
	FY Oct. 1, 2008-Sept. 30, 2009	FY Oct. 1, 2009-Sept. 30, 2010	FY Oct. 1, 2010-Sept. 30, 2011
* Employee Salary and Benefits ~2.	16637	35,500	36000
* Art Educators	5110	5500	5500
* Rent, Utilities, Phone, Garbage & Security ~3.	5838	8324	8500
* Program Expense	115	1500	1500
* Exhibits	1000	1500	1500
* Insurance	2419	2800	3000
* Postage, mailings, & advertising	1027	1050	1200
* Equipment & Supplies	2881	2000	2000
* Miscellaneous Fees to other agencies	1067	2100	2200
* Maintenance and Repair	2794	1800	2000
* Printing	975	1200	1200
* Payroll Prep Services	1503	1520	1600
* Fund Raising Expenses	1000	600	700
* Sales Tax	608	900	950
* Debt Expense	2150	1800	1800
* Other	2617	1000	1000
<b>Total Expenses</b>	<b>47741</b>	<b>69094</b>	<b>70650</b>
<b>TOTAL PROGRAM Income (Loss)</b>	<b>14376</b>	<b>-2094</b>	<b>-3050</b>

~1. FY 09-10 has 2 major fundraisers in same year

~2. FY 08-09 We had one employee w/ reduced hours; 09-11 Hope to maintain 3 part time employees

~3. FY 08-09 HARD waived rent expense for 9 months; 09-11 City utility tax has increased expenses ~ \$500 per year.

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# FY 2011 Community Promotions Program

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## Blues Festival

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 1: Application Summary**

**1a. Organization Contact Information**

<b>1. Organization Name, Address and Website</b>	
a. Organization Name and Address	<u>Bay Area Blues Society</u> <u>408 13<sup>th</sup> Street, Suite 512</u> <u>Oakland, CA 94612</u>
b. Organization Website	<u>www.bayareabluesociety.net</u>
<b>2. Main person to contact at the organization</b>	
a. Name	Ronnie K. Stewart
b. Phone Number	510-836-2227 / 707-647-3962 / 510-742-8800
c. Email	<u>hipwayblues@hotmail.com</u>
d. Mailing Address	408 13 <sup>th</sup> Street, Suite 512 Oakland, CA 94612



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$122,629.66
2. Requested City Grant Amount for FY 2011	\$ 24,300
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	20%
4. Amount of last grant given by the City (FY 2010)	\$ 24,300
List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt)	
Employee Name/Department	# of Hours Contributed
1. Facilities Division Staff: Vic Avila, Liz Sanchez	95 hrs
2. Reid Lindbloom, Police Department	20 hrs
3. Steve Mitchell, Senior Maintenance Leader	8 hrs
4.	



**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input type="checkbox"/>	Promoting the arts.
<input checked="" type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	By presenting music festivals, lectures and film documentary's that showcase Hayward's African American community.
2.	Most Hayward youth do not know about the music and the cultural diversity found in the City of Hayward.
3.	By celebrating the great blues artists that performed in Russell City Clubs, this festival shines a positive light on the notion that Russell City was only a hog farm or dump but was a community of loving, caring people.
4.	The residents of Hayward can be proud that their community helped create a very unique sound called West Coast Blues, which is popular around the world.
5.	This festival brings out the diverse races found in the City of Hayward. You see all ethnic backgrounds enjoying the music and dancing together at the festival.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 3: Organization Description**

**3a. Brief description of organization.**

The Bay Area Blues Society is a 501 C-3, non profit organization dedicated to the perpetuation of blues, jazz and gospel as an art form. In the past 23 years, our organization has gone from a regional to international presenting organization. The Bay Area Blues Society has just broken ground with the City of Oakland on a one of a kind, \$1.5 Million project called The Music They Played on 7<sup>th</sup> Street Walk of Fame in West Oakland, CA. We are proud to have created the **Blues in the Schools Program** which is very popular across the nation and in over 10 countries around the world. We have presented blues festivals in Reno, NV; Davis, Vacaville, Oakland, Hayward and Vallejo, CA. We have presented over 500 blues, jazz and gospel multi-cultural artists to underserved communities across Northern California. A short list includes Bobby Rush, Bobby "Blue" Bland, Charles Brown, Lowell Fulson, Ruth Brown, Bill Doggett, Cornell Dupree, Hank Crawford, Jimmy McGriff, Gatemouth Brown, Little Jimmy Reed, Lenny Williams, Joe Houston, Floyd Dixon, Hubert Sumlin, Little Joe & La Familia, Eddie Palmeri, The Kinsey Report, Elvin Bishop, Sonny Rhodes, Guitar Shorty and Chick Willis.

**3b. Top five organization goals (list in priority order).**

1.	To create a West Coast Blues Hall of Fame Museum that will explore the history of Russell City Blues and West Coast Blues through exhibits, photos, and art.
2.	To create a West Coast Blues Walk of Fame in historical areas such as Oakland, Hayward, Richmond and other bay area cities.
3.	To create a documentary film of the history of cities who contribute to the American Art form of blues and record C.D.'s of blues legends of the past. We are in the filming stage of a documentary on Russell City. We also have a CD called "Songs of Russell City".
4.	To create a Blues in the Schools Program. To educate the Hayward community youth in order for them to understand how Hayward played a major role in American Blues.
5.	To educate the general public on the history and origins of blues, jazz and gospel as an American art form through festivals, concerts, lectures, seminars and music series.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	Hayward-Russell City Blues Festival	70%	30%
2.	Red, White & Blues Festival, Alameda County air	40%	60%
3.	Art & Soul Festival	30%	70%
4.	Home Grown Blues Series	25%	75%
5.	West Coast Blues Hall of Fame & Awards Show	20%	80%

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	26 Years
2. Total FY 2011 Organization Expenses:	<u>\$122,629.66</u>
3. Non-City Funding: \$ / % of funding, other than City fund	<u>\$101,900</u> , <u>80%</u>
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. At risk youth. 2. Seniors and adults. 3. Pre-teen and developmentally disabled.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Hayward-Russell City Blues Festival	Hayward City Hall Plaza, Hayward, CA
	Hayward-Russell City Blues Week (the week that precedes the festival)	Various venues in Hayward; Library, Bookstore, Clubs and City Hall Plaza
B.	Third Thursday Summer Street Party	B & Mission Blvd., Hayward, CA
C.	The Cobbler Car Show	Foothill Blvd., Hayward, CA

**3f. Fundraising Efforts**

Month/Year	Type	\$ Raised
Ongoing	Subscribership Drive	\$7,200
Ongoing	CD/Program/Tshirt Sales	\$4,068.78
/	Calpine Energy	\$15,000



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input checked="" type="checkbox"/> 2009 financial statement</p> <p><input checked="" type="checkbox"/> FY 2011 budget (July 1, 2011 thru June 30, 2011)</p>	<p>This is the organization's actual revenue and expenditures for the last reporting period.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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**Note:** See attached for an example of a budget worksheet.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Ronnie K. Stewart, Executive Director

Typed Name

  
Signature

March 1, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

**Note: Late applications will not qualify for funding consideration.**

**BAY AREA BLUES SOCIETY**  
**INCOME / EXPENSE STATEMENT**  
**YEAR ENDING JUNE 30, 2009**

	Actual 2009	Budget 2010	Budget 2011
<b>REVENUE:</b>			
City of Hayward	\$27,100.00	\$24,300.00	\$24,300.00
City of Oakland	\$9,000.00	\$8,000.00	\$8,000.00
Alameda County Fair	\$20,000.00	\$20,000.00	\$20,000.00
Lectures/Performances	\$14,500.00	\$9,500.00	\$9,600.00
Fundraising	\$11,268.78	\$7,500.00	\$10,500.00
Private Donations	\$27,000.00	\$30,000.00	\$15,000.00
Bay Area Newspaper Group	\$19,870.44	\$8,950.00	\$10,000.00
Bay Area Rapid Transit	\$7,000.00	\$3,500.00	\$7,000.00
Black Oak Casino	\$5,000.00	\$5,000.00	\$5,000.00
Comcast	\$1,000.00	\$500.00	\$600.00
Coca Cola	\$750.00	\$750.00	\$1,200.00
Nadel Community Fund	\$2,000.00	\$0.00	\$0.00
Zellerbach Grant	\$4,000.00	\$0.00	\$0.00
Calpine Energy	\$0.00	\$15,000.00	\$15,000.00
	<u>\$148,489.22</u>	<u>\$133,000.00</u>	<u>\$126,200.00</u>
<b>EXPENSE:</b>			
Rent	(\$1,200.00)	(\$1,200.00)	(\$1,200.00)
Phone-Vallejo	(\$240.00)	(\$240.00)	(\$240.00)
Phone-Oakland	(\$600.00)	(\$600.00)	(\$360.00)
Cell Phone	(\$960.00)	(\$960.00)	(\$624.00)
Insurance	(\$2,569.00)	(\$2,569.00)	(\$2,769.00)
Mailings	(\$560.00)	(\$500.00)	(\$500.00)
Office Supplies	(\$500.00)	(\$500.00)	(\$500.00)
Mileage	(\$3,200.00)	(\$2,700.00)	(\$2,000.00)
Bridge Toll	(\$600.00)	(\$600.00)	(\$500.00)
Musician Fees	(\$73,030.00)	(\$61,030.00)	(\$54,000.00)
Kick Off Concert/After Party	(\$2,200.00)	(\$1,750.00)	(\$1,500.00)
Fees & Licenses	(\$64.15)	(\$64.15)	(\$64.15)
Marketing	(\$5,000.00)	(\$7,500.00)	(\$10,000.00)
Printing	(\$2,400.00)	(\$2,400.00)	(\$2,400.00)
Event Administration Fees	(\$12,700.00)	(\$10,000.00)	(\$7,500.00)
Equipment Repair	(\$750.00)	(\$350.00)	(\$350.00)
Graphic Artist	(\$3,250.00)	(\$2,500.00)	(\$2,500.00)
Stage/Lighting	(\$2,050.00)	(\$2,050.00)	(\$2,900.00)
Backline Equipment	(\$1,000.00)	(\$650.00)	(\$650.00)
Generator	(\$566.00)	(\$566.00)	(\$588.92)
Sound	(\$3,200.00)	(\$3,200.00)	(\$2,800.00)
Arts/Craft/Food Booth	(\$3,586.00)	(\$3,586.00)	(\$2,300.00)
Toilet/Sink/Fencing	(\$3,000.00)	(\$3,500.00)	(\$4,000.00)
Tables/Chair Rental	(\$955.13)	(\$955.13)	(\$1,130.89)
Ticket Booth Rental	(\$1,433.13)	(\$1,433.13)	(\$1,043.00)
Facility Rental	(\$3,000.00)	(\$3,000.00)	(\$2,500.00)
Trophy/Award	(\$1,500.00)	(\$1,750.00)	(\$1,500.00)
Site Security	(\$3,200.00)	(\$3,600.00)	(\$3,500.00)
Site Clean Up	(\$1,000.00)	(\$1,000.00)	(\$1,000.00)
Artist Lodging	(\$1,560.00)	(\$1,060.00)	(\$1,495.00)
Vehicle Rental	(\$350.00)	(\$850.76)	(\$795.94)
Artist Transportation	(\$3,949.99)	(\$2,049.99)	(\$2,655.76)
Catering	(\$600.00)	(\$600.00)	(\$600.00)
Film/Photography	(\$2,025.00)	(\$1,000.00)	(\$2,500.00)
Fundraising	(\$5,634.39)	(\$3,636.00)	(\$3,663.00)
	<u>(\$148,432.79)</u>	<u>(\$129,950.16)</u>	<u>(\$122,629.66)</u>
	<u>\$56.43</u>	<u>\$3,049.84</u>	<u>\$3,570.34</u>

**FY 2011  
Community Promotions Program**

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**Hayward Arts Council**

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CITY OF  
**HAYWARD**  
OFFICE OF THE MAYOR

**Part 1: Application Summary**

**1a. Organization Contact Information**

<b>1. Organization Name, Address and Website</b>	
Organization a. Name b. Address	<u>Hayward Arts Council</u> 22654 Main Street Hayward, CA 94541
c. Organization Website	<a href="http://www.haywardarts.org">www.haywardarts.org</a>
<b>2. Main organizational contact</b>	
a. Name	Gail Lundholm, President
b. Phone Number	(510) 537-3730
c. Email	<a href="mailto:Gala05@peoplepc.com">Gala05@peoplepc.com</a> <a href="mailto:HACmail@haywardarts.org">HACmail@haywardarts.org</a> - please use both email addresses
d. Mailing Address	P.O. Box 55881 Hayward, CA 94545-0881



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**1b. Organization Expenses and Grant Request**

	<b>FY 2011</b> (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$45,054.00
2. Requested City Grant Amount for FY 2011	\$25,000.00
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	55% -the same percentage as last year
4. Amount of last grant given by the City (FY 2010)	\$19,317.00
List names of staff members who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt).	# of Hours Contributed
Employee Name/Department	
1. Guadalupe C. Agbabiaka, bookkeeper/office manager	18 hours/week@\$15/hour
2. Sam Porter, clerk	9 hours/week@\$12/hour
3. Board (President, Gail Lundholm; Vice Presidents, Ed Keller & Al Murdach; Secretary, Carol Markos; & Treasurer, Mike Amaral)	12-15 hours/week, all volunteer
4. Gallery Directors (Galleria, Green Shutter, Chamber, HARD Hayward Senior Center)	12-15 hours/week, all volunteer



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input checked="" type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	We maintain changing art exhibits at the John O'Lague Galleria, Hayward Chamber of Commerce, Green Shutter Gallery and the Hayward Senior Center, providing a venue for both local and visiting artists.
2.	We collaborate with other organizations: Hayward Area Historical Society (Grand Opening of the Meek Estate), Hayward Chamber of Commerce (Curate gallery, Street Fairs & Light Up the Season), Alameda County Arts Commission & HUSD (Art IS Education project), Sun Gallery, A.R.T., Inc. & Chabot College School of the Arts Club (Fall Art Extravaganza at the Hill and Valley Club).
3.	We post information about art activities in the Hayward area on our bulletin boards, send out a newsletter, maintain a website, and mail postcards to members, visitors and other art organizations noting Hayward area art programs and events.
4.	We award art, drama and music scholarships to talented Hayward youth, as well as assist the City of Hayward and CSUEB, Hayward in judging student art and essay contests.
5.	We hold an annual Open Studios event, as well as other programs and events, to provide education and enjoyment for local residents and to promote local artists.



**Part 3: Organization Description**

**3a. Brief description of organization.**

Since 1983, the Hayward Arts Council has served as a *home* for *all* the arts in this area. While we have paid, part-time office staff, our organization is run primarily by volunteers from the community. Our mission is to stimulate continuing community interest in the arts. We provide visual and performing art exhibits and educational programs for children and adults that reflect the diverse culture of Hayward and its surrounding area. We link artists with the community to encourage a cultural environment where the arts will flourish, thereby enhancing the quality of life for those living, working and/or visiting Hayward.

**3b. Top five organization goals (list in priority order).**

1.	An important goal of the Hayward Arts Council is to expand the image of the Hayward area as a cultural center, thus stimulating economic development.
2.	Another important goal is to stimulate art education in the schools, elementary through college, as well as with business, government, and community service organizations.
3.	We work to coordinate and strengthen existing, local arts organizations.
4.	We seek to facilitate joint programs which enhance the artistic and cultural environment of Hayward.
5.	We strive to provide a network of communication between local artists and the community as a whole.



CITY OF  
**HAYWARD**  
HEART OF THE BAY AREA

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	Collaborating with other organizations: Chamber of Commerce, Hayward Area Historical Society, Alameda County Arts Commission, HUSD, A.R.T., Inc., Sun Gallery, Chabot School of the Arts Club	15,000+	unknown
2.	Changing gallery shows at the John O'Lague Galleria, the Green Shutter Gallery, the Chamber of Commerce, and the Hayward Senior Center	10,000+	unknown
3.	Annual Open Studios Tour	3,000	unknown
4.	Artist receptions at the four galleries	1,500	unknown
5.	Artist in Action and Speakers' Bureau programs	500	unknown

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	<u>27 Years</u>
2. Total FY 2011 Organization Expenses:	<u>\$ 45,054.00</u>
3. Non-City Funding: \$ / % of funding, other than City fund	<u>\$20,054.00, 45%</u>
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. Hayward residents of all ages, income levels and ethnic backgrounds. 2. The underserved, especially seniors. 3. Other arts organization, artists and students.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Summer Street Parties and Light Up the Season, in collaboration with the Hayward Chamber of Commerce	B Street from Foothill Blvd. to Hayward City Hall Hayward, CA 94541
B.	John O'Lague Galleria	Hayward City Hall 777 B Street Hayward, CA 94541
C.	Green Shutter Gallery	22654 Main Street Hayward, CA 94541

**3f. Fundraising Efforts**

Month / Year	Type	\$ Raised
11/09	A member bequeathed money to local arts organizations; others dropped out, but HAC followed the process for over two years, and was impressively rewarded.	<u>\$20,135.00</u>
2009	Membership	<u>\$4,735.00</u>
10 /2009	Fall Arts Extravaganza (Open Studio)	<u>\$970.00</u>



CITY OF  
**HAYWARD**  
DEPARTMENT OF THE CITY

**Part 4: Organization's Financial Information**

**4a. Financial Statements** (Attach the following items)

<p><b>Attach →</b></p>	<p><input checked="" type="checkbox"/> 2009 financial overview</p> <p><input checked="" type="checkbox"/> FY 2011 budget (July 1, 2011 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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Note: See attached for an example of a budget worksheet.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Gail Lundholm, President Hayward Arts Council

Typed Name

*Gail Lundholm*

Signature

March 1, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

**Program Budget**

**REVENUES**

(All Program Income; i.e. grants, etc.)

	Actual 2009	Budget 2010	Budget 2011
* City of Hayward Grant	19317	25000	25000
* Dues	4735	5000	5000
* Donations	20136	0	0
* Other	1715	2000	2000
*			
<b>Total Revenues:</b>	<b>45903</b>	<b>32000</b>	<b>32000</b>

**EXPENDITURES**

(List all program expenditure categories)

	Actual 2009	Budget 2010	Budget 2011
* Employee Salary and Benefits	19454	20394	20500
* Rent	8400	10200	10200
* Utilities	1059	1060	1060
* Office Supplies	5698	5153	5153
* Insurance	2521	2521	2521
* Postage	1265	1300	1300
* Equipment	0	500	500
* Miscellaneous	745	745	745
* Open Studio	1515	1500	1500
* Website Design	0	1000	0
* Scholarship	800	800	800
<b>Total Expenses</b>	<b>41457</b>	<b>45173</b>	<b>44279</b>
<b>TOTAL PROGRAM Income (Loss)</b>	<b>4446</b>	<b>-1373</b>	<b>-12279</b>

Hayward Arts Council  
Profit and Loss  
January through December 2009

	Jan - Dec '09
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
401 -- Bank Interest	278.10
403 -- Grants Income	
403.5 -- Alameda County Art Commission	252.00
403.6 -- City of Hayward	<u>21,996.25</u>
<b>Total 403 -- Grants Income</b>	<b>22,248.25</b>
405 -- Donation Income	20,135.61
407 -- Community Outreach	0.00
408 -- Sales Commission Income	
408.3 -- G.S. Commission Income	<u>195.22</u>
<b>Total 408 -- Sales Commission Income</b>	<b>195.22</b>
414 -- Membership	
414.1 -- H.A.C. Membership	<u>4,735.00</u>
<b>Total 414 -- Membership</b>	<b>4,735.00</b>
427 -- Mural Booklets	4.56
475 -- Hill and Valley Club Event	
475.1 -- H & V Entry Fee	945.00
475.2 -- H & V Other Income	<u>25.00</u>
<b>Total 475 -- Hill and Valley Club Event</b>	<b>970.00</b>
485 -- Website	<u>15.00</u>
<b>Total Income</b>	<b>48,581.74</b>
<b>Expense</b>	
501 -- Bank Service Charge	0.00
503 -- Honor Band	-3,266.57
504 -- Accounting Fees	-250.00
507 -- Community Outreach Expenses	285.00
510 -- H.A.C. Depreciation Exp	42.12
514 -- Dues, Memberships & Subscription	450.00
515 -- Franchise Tax Board	10.00
520 -- Insurance	2,312.76
530 -- Office, Maint, Repairs & Supp	1,209.84
533 -- Office Supplies	
533.1 -- H.A.C. Offices Supplies	1,221.33
533.3 -- G.S. Office Supplies	583.70
533.4 -- O'Lague Office Supplies	<u>36.76</u>
<b>Total 533 -- Office Supplies</b>	<b>1,841.79</b>
535 -- Payroll Taxes Exp	
535.10 -- State SDI	0.16
535.5 -- Social Sec. Tax Exp.	1,107.38
535.7 -- Federal Medicare Exp	259.24
535.8 -- State Unemployment	224.79
535.9 -- State Training	<u>10.11</u>
<b>Total 535 -- Payroll Taxes Exp</b>	<b>1,601.68</b>
540 -- Postage	
540.1 -- H.A.C. Postage	462.64
540.3 -- G.S. Postage	556.77
540.4 -- O'Lague Postage	<u>245.97</u>
<b>Total 540 -- Postage</b>	<b>1,265.38</b>
545 -- Printing	
545.1 -- H.A.C. Printing	1,487.40
545.3 -- G.S. Printing	830.98
545.4 -- O'Lague Printing	<u>327.76</u>
<b>Total 545 -- Printing</b>	<b>2,646.14</b>
550 -- Receptions	
550.1 -- H.A.C. Reception	71.42
550.3 -- G.S. Reception	-31.33
550.4 -- O'Lague Reception	<u>150.86</u>
<b>Total 550 -- Receptions</b>	<b>190.95</b>
555 -- Rent	8,400.00
565 -- Scholarships	
565.6 -- Drama	275.00
565.7 -- Visual Art	525.00
565.8 -- Music Scholarship Expense	<u>-3,600.00</u>
<b>Total 565 -- Scholarships</b>	<b>-2,800.00</b>
567 -- Telephone	
567.1 -- H.A.C. Telephone	<u>1,058.87</u>
<b>Total 567 -- Telephone</b>	<b>1,058.87</b>

**Hayward Arts Council**  
**Profit and Loss**  
January through December 2009

	<u>Jan - Dec '09</u>
<b>575 — Hill and Valley Club Expense</b>	
575.1 — H & V Rent	600.00
575.2 — H & V Printing Expense	370.12
575.3 — H & V Equipment	158.04
575.4 — H & V Reception	104.01
575.5 — H & V Postage Expense	<u>92.18</u>
<b>Total 575 — Hill and Valley Club Expense</b>	1,324.35
<b>580 — Wages</b>	17,851.50
<b>585 — Website Expense</b>	-40.00
<b>587 — Workman's Compensation</b>	<u>208.36</u>
<b>Total Expense</b>	<u>34,342.17</u>
<b>Net Ordinary Income</b>	<u>14,239.57</u>
<b>Net Income</b>	<u>14,239.57</u>

Hayward Arts Council  
**Balance Sheet**  
As of December 31, 2009

	<u>Dec 31, '09</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
101 — Bank of the West	4,969.47
102 — Money Market	<u>59,508.04</u>
Total Checking/Savings	64,477.51
Other Current Assets	
120 — Prepaid Insurance	1,541.14
121 — Prepaid Postage	<u>1,015.03</u>
Total Other Current Assets	<u>2,556.17</u>
Total Current Assets	67,033.68
Fixed Assets	
110 — H.A.C. Equipment	
110.1 — H.A.C. Fixed Assets Depr.	-1,987.92
110 — H.A.C. Equipment - Other	<u>2,111.47</u>
Total 110 — H.A.C. Equipment	123.55
111 — G.S. Equipment	
111.1 — G.S. Fixed Asset Depr.	-3,379.73
111 — G.S. Equipment - Other	<u>3,379.73</u>
Total 111 — G.S. Equipment	<u>0.00</u>
Total Fixed Assets	<u>123.55</u>
<b>TOTAL ASSETS</b>	<b><u>67,157.23</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
202 — Payroll Taxes	
202.5 — Social Sec. Tax Pay.	543.94
202.7 — Medicare	127.12
202.8 — SDI	<u>48.22</u>
Total 202 — Payroll Taxes	719.28
203 — Grants	
203.6 — City of Hayward	8,048.75
203.7 — Honor Band	<u>2,294.43</u>
Total 203 — Grants	10,343.18
206 — Sales tax Payable	20.56
208 — Sales Income	<u>4.79</u>
Total Other Current Liabilities	<u>11,087.81</u>
Total Current Liabilities	<u>11,087.81</u>
Total Liabilities	11,087.81
Equity	
3000 — Opening Bal Equity	59,591.36
3900 — Retained Earnings	-17,761.51
Net Income	<u>14,239.57</u>
Total Equity	<u>56,069.42</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>67,157.23</u></b>

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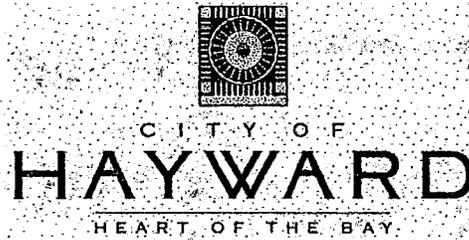
# FY 2011 Community Promotions Program

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## Hayward Municipal Band

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**Part 1: Application Summary**

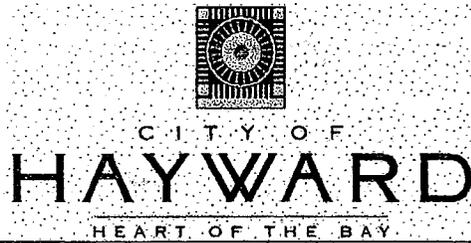
**1a. Organization Contact Information**

1. Organization Name, Address and Website	
Organization a. Name b. Address	<u>HAYWARD MUNICIPAL BAND</u>  <u>8130 Surrey Lane</u> <u>Oakland, CA -94605</u>
c. Organization Website	www.HAYWARDMUNICIPALBAND.COM
2. Main organizational contact	
a. Name	Lolita Morelli, Manager
b. Phone Number	510-569-8497
c. Email	lmorelli8130@sbcglobal.net
d. Mailing Address	8130 Surrey Lane Oakland, CA 94605

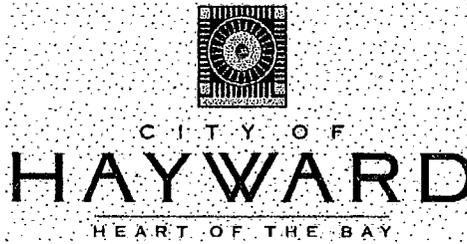


**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$19,009.00
2. Requested City Grant Amount for FY 2011	\$18,509.00 This amount comes to \$10.83 per hour for the 6 concerts and rehearsals.
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	Salaries funded 100% by the City of Hayward Music purchased with City Funds and personal funds.  %
4. Amount of last grant given by the City (FY 2010)	\$16,533.00
List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt)	
Employee Name/Department	# of Hours Contributed
1, Joanne Burkman and all personnel in the City Manager's office. Joanne receives programs weekly from Lolita Morelli by Email. She then types and prints programs.	Hours unknown.
2. Daniela Keefer of HARD designs, prints and mails postcards to over 1200 homes by mid May. HARD also maintains the Band Stand and grounds in Memorial Park and provides staff to assist before, during and after each concert.	HARD cost unknown. Band Manager donates time to help to keep the mailing list current by



<p>Continual updating of mailing lists is done by Band Manager and sent to HARD</p>	<p>adding, deleting and correcting names and addresses.</p>
<p>3. With the help of David Korth, the band now has a storage room and rehearsal area at the Fairway Park Baptist Church. The closing of Centennial Hall is a GREAT LOSS to the band. 3.</p>	<p>At present use of storage room and rehearsal area is being donated by Pastor Eldred. Band Manager personally donated \$100 to church.</p>
<p>4. Park rangers routinely patrol park before, during and after concerts</p>	<p>4. Cost unknown</p>



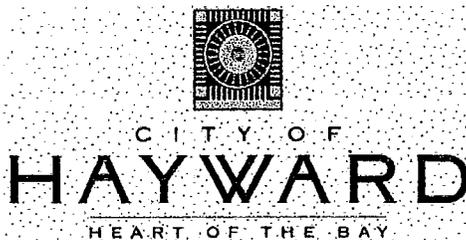
**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input type="checkbox"/>	Promoting the arts.
<input checked="" type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	Band Concerts celebrate Cultural Diversity in a joyous manner. On every concert one hears compositions of various ethnic and racial groups as well as music from the early 1700's to present day. This great variety of music is enjoyed by all who hear it.
2.	Band Concerts, by their very nature promote the arts to all ages, ethnic groups, economic, educational and social levels. Through its diversity, music appeals to and unites all cultures.
3.	"Music is one of the things, like the ability to laugh, that has kept mankind going for thousands of years." Charles Schultz.
4.	"In music is found the deepest communicative bond of all mankind, linking age to age and man to man." Mark Hatfield
5.	"MUSIC IS WHAT UNIFIES" Seu-ma-tsen Chinese Philosopher



**Part 3: Organization Description**

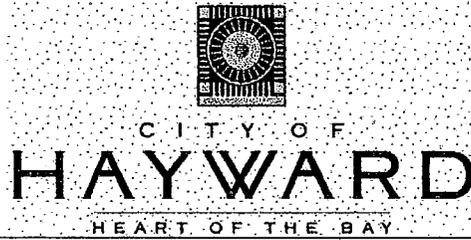
**3a. Brief description of organization.**

The Hayward Municipal Band has been a part of the history of the City Hayward since it was started by two city employees, Tony Nunes and Ed Mendonca in 1957. In addition to 53 years of Sunday concerts in the park, the band has performed at many patriotic and community functions. Memorial Day Services at Lone Tree Cemetery are greatly enhanced each year by the band performing quality inspirational and patriotic music. The band, under the direction of Tony Morelli, had been enthusiastically enjoyed by large audiences from 1960 through the 1997 season. After Tony's sudden death in Feb 1998, the band has continued under the direction of Tony's daughter, Kathy Morelli Maier, who had served as the band's assistant conductor since 1977. The band members enjoy playing under Kathy's direction, and the large audiences, 350 to 500 each Sunday, attest to the quality and variety of the music with their continued support.

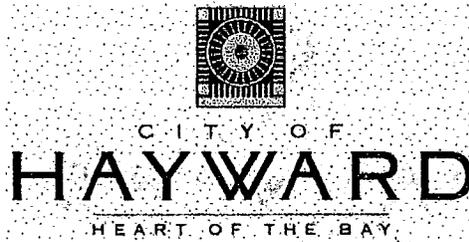
The Hayward Municipal Band is made up of 40 professional caliber musicians, ranging in age from late teens to mid 80's. Many have been with the band for a long time. Quality music is enjoyed by families with small children, young adults sitting on the grass and senior citizens who bring folding chairs. Some have attended the concerts for 40 or more years. Frequently audience members sing along or clap their hands to the rhythms. Our tradition of ending each concert with "The Stars and Stripes Forever" brings many to their feet to dance or march. Everyone is made welcome and comfortable attending these FREE concerts.

**3b. Top five organization goals (list in priority order).**

1.	To bring professional quality band concerts to all who attend
2.	To bring joy, happiness and exposure of a wealth of music literature to everyone in our audiences by including music of great composers, and contemporary and modern composers.
3.	FREE concerts unite everyone in a community. Because of the variety of our programs, people of all ages, races and educational levels find joy and emotional release and support as they participate at our concerts.



4.	New and younger members of our audiences will be exposed to types of music they will otherwise never hear.
5.	Members of the band feel satisfaction with the applause, and at intermission and the end of the concert when those in the audience tell them with great joy, how much the music has meant to them.



**3c. Top five organization events (list most attended events first).**

	Event		# of non-Hayward residents that participate
1.	Yearly Memorial Day observance at Lone Tree Cemetery	Total of Over 600	unknown
2.	Sunday Concerts at the Bandstand in Memorial Park June 20, 27, July 4, 11, 18, 25	350 to 500	Unknown – guess is 35%
3.	Approximately 65% on the mailing list are Hayward residents,		
4.			
5.			

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	53 Years
2. Total FY 2011 Organization Expenses:	\$19005.00. This is \$500 more than was requested for the last two seasons. In 2008 we were awarded \$18,370 and in 2009 we received \$16,533. The extra \$500 this year is to help us to buy music for which we had no funds for two years.
3. Non-City Funding: \$ / % of funding, other than City fund	Individual musicians have donated music over the years. We also borrow music. _____, _____%
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. See 2B and 3A and 3B above 2.



	3.
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**3e. Location of Organization's Events**

List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Hayward Memorial Day Services	Lone Tree Cemetery 24591 Fairview Ave. Hayward, CA 94542
B.	6 Sunday Concerts on the Tony Morelli Bandstand	Hayward Memorial Park 24176 Mission Blvd. Hayward, CA 94544
C.		

**3f. Fundraising Efforts**

Month/Year	Type	\$ Raised
/		\$ _____
/		\$ _____
/		\$ _____



**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input type="checkbox"/> 2009 financial overview</p> <p><input type="checkbox"/> FY 2011 budget (July 1, 2011 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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Note: See attached for an example of a budget worksheet.



**Part 5: Official Grant Application Signature**

AUTHORIZED REPRESENTATIVE

Lolita Morelli

Typed Name

*Lolita Morelli*

Signature

March 1, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

Revenues	Actual 2009	Budget 2010-
City of Hayward	\$ 16,533	\$ 19,009
Total Revenues	\$ 16,533	\$ 19,009

Expenditures	Actual 2009	Budget 2010
Musician's salary	\$ 15,660	\$ 15,660
Music	\$ 354	\$ 1,000
2 Uniforms	\$ 446	UNKNOWN
Stipends	\$ 175	\$ 350
	\$ 16,635	
Conductor	<del>1500</del>	\$ 1500
Manager	LOSS (102)	
Miscellaneous		\$ 499
Total Expenses	\$ 16,635	\$ 19,009

Musicians earn \$10.83 per hour based on 12-2 hour rehearsals and 6-2 hour performances. Stipends are given to a band member who brings his personal sound equipment weekly & another who arrives over an hour early to setup - 2 ladies who assist with publicity and a man who setup & maintains our web site

# FY 2011 Community Promotions Program

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## Pacific Chamber Symphony

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 1: Application Summary**

**1a. Organization Contact Information**

<b>1. Organization Name, Address and Website</b>	
<p>Organization</p> <p>a. Name</p> <p>b. Address</p>	<p>Pacific Chamber Symphony 1155 East 14th Street, Suite 215 San Leandro, CA 94577</p>
<p>c. Organization Website</p>	<p><a href="http://www.PacificChamberSymphony.org">www.PacificChamberSymphony.org</a></p>
<b>2. Main organizational contact</b>	
<p>a. Name</p>	<p>Lawrence Kohl</p>
<p>b. Phone Number</p>	<p>510-352-3945</p>
<p>c. Email</p>	<p><a href="mailto:LawrenceKohl@hotmail.com">LawrenceKohl@hotmail.com</a></p>
<p>d. Mailing Address</p>	<p>1155 East 14th Street, Suite 215 San Leandro, CA 94577</p>



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 - June 30, 2011)
1. Total organization expenses for FY 2011	\$190,600
2. Requested City Grant Amount for FY 2011	\$9,172
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	% 4.81
4. Amount of last grant given by the City (FY 2010)	\$5,627
List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt) Employee Name/Department	# of Hours Contributed
1. Penelope Turgeon	20 hrs/wk
2.	
3.	
4.	



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input checked="" type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	The small ensemble "Music is Fun!" assembly program teaches basic musical concepts to elementary school children through a themed program. The assembly introduces the acoustical concepts; explaining in depth such concepts as vibration and waves, pitch, timbre, attack, volume, intensity, overtones, tones verses noise, etc. With music from different countries we also cover an important aspect of our diverse culture as expressed in classical music. For many children this is their first exposure to classical music.
2.	Children learn to listen, appreciate, and enjoy the self expression and self confidence that the performance of music offers.
3.	Inspired children bring home to their families their positive experience with live classical music and thus encourage families to appreciate the art form.
4.	The program inspires children to want to learn more about music and thus helps the instrumental programs in recruiting students into their classes to learn instruments and become part of the school ensembles.
5.	The educational package helps teachers teach these concepts with practical activities.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 3: Organization Description**

**3a. Brief description of organization.**

Pacific Chamber Symphony is dedicated to performance of music for chamber orchestra. The vast repertoire ranges from Bach to music written by living Bay Area composers. PCS has a season of 3-5 concerts sets with performances in San Francisco, Napa, Alameda and Contra Costa counties. Since 1989 PCS has performed over 400 different works in over 500 appearances.

PCS has been invited to perform for significant occasions and was chosen to perform for the United Nations' 60<sup>th</sup> Anniversary World Concert Celebration held at June 2005 at Grace Cathedral. A major aspect of our mission is our educational programs. Our educational program has brought classical music to over 200,000 children through full orchestra concerts for kids, maestro visits to schools classes, small ensemble school assembly programs, master classes, and training in our Tri-Valley Youth Orchestra.

**3b. Top five organization goals (list in priority order).**

1.	Maintain and grow our support for the Music is Fun! Assembly program to be able to reach more Hayward schools.
2.	Provide clinics for music students.
3.	Offer family concert(s) open to the public.
4.	Offer a school assembly full orchestra concert for children.
5.	Enlarge the board of directors.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	Music is Fun Assembly program East Avenue Elementary School	550	0
2.	Music is Fun Assembly program Markham School	146	0
3.	Music is Fun Assembly program Faith Ringgold School	139	0
4.	Music is Fun Assembly program Cherryland Elementary School	774	0
5.	Music is Fun Assembly program John Muir Elementary	354	0

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	17 Years
2. Total FY 2011 Organization Expenses:	\$190,600.00
3. Non-City Funding: \$ / % of funding, other than City fund	\$129,127.00 67.75 %
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. Elementary School Children 2. Music Students 3. Low income schools



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Music is Fun Assembly program	East Avenue Elementary School 2424 East Ave. Hayward, CA 94541
B.	Music is Fun Assembly program	Markham School 1570 Ward Street Hayward
C.	Music is Fun Assembly program	Faith Ringgold School 1570 Ward Street Hayward

**3f. Fundraising Efforts**

Month//Year	Type	\$Raised
09/09	Private Soiree Fundraiser	\$ 3,500
03/10	Private Soiree Fundraiser	\$ 2,500 (est.)
05 /10	Private Soiree Fundraiser	\$ 4,000 (est.)



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input type="checkbox"/> 2009 financial overview</p> <p><input type="checkbox"/> FY 2011 budget (July 1, 2010 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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**Note:** See attached for an example of a budget worksheet.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

AUTHORIZED REPRESENTATIVE

Lawrence Kohl, Music Director/ CEO

Typed Name

*Lawrence Kohl*

Signature

3/1/2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

PACIFIC CHAMBER SYMPHONYPROJECTED STATEMENT OF ACTIVITIESProjected Year Ended June 30, 2010

	<u>Total</u>	Project
Public support and revenues:		
Contributions	\$ 122,030	3,000
Government grants	30,127	5,716
Contracts and tuition	7,000	
Ticket sales	33,873	
Total public support and revenues	<u>193,030</u>	<u>8,716</u>
Expenses:		
Program services:		
Community performances	123,000	
Education Performances	4,000	5,500
Occupancy expenses	37,000	500
Materials and Supplies	5,500	716
Total program services	<u>169,500</u>	<u>6,716</u>
Supporting services:		
Management and general	8,900	2,000
Total supporting service	<u>8,900</u>	<u>2,000</u>
Total expenses	<u>178,400</u>	<u>8,716</u>
CHANGE IN NET ASSETS	14,630	0
NET ASSETS, BEGINNING OF YEAR	<u>(9,260)</u>	0
NET ASSETS, END OF YEAR	<u>\$ 5,370</u>	

Pacific Chamber Symphony

**Budget**

July 2008 through June 2009

	7/1/10 - 6/30/11	C = Committed; P = Projected
<b>Income</b>		
<b>Contributions Income</b>		
Business/Corporate Grants	18,000	(C) Target \$3,000, (C) Lab \$4,0
Foundation Grants	35,000	(C) Osher \$5,000; (P) Leshner \$
Government Grants	23,886	(P) Dublin \$12,000 (C) Pleasar
Individual Donations	40,000	
Community Service Grants	14,000	(C) \$3,500 Hacedna Child Dev
<b>Total Contributions Income</b>	130,886	
<b>Earned Income</b>		
Special events	15,000	4 soirees
Concert Ticket Sales	40,000	
Tri-Valley Youth Orchestra	4,000	
Contracted services	3,000	
<b>Total Earned Income</b>	62,000	
<b>Total Income</b>	192,886	
<b>Expense</b>		
Adminstration	12,000	
Insurance	2,300	
Professional Fees	2,000	
Interest Expense	300	
Bank and Credit Charges	300	
Advertising	13,000	
Telephone	800	
Supplies	200	
Postage	4,000	
Printing and Publications	4,000	
Hall Rent/ Office rental	30,700	
Artistic	120,000	
Music	500	
Other Production Costs	500	
<b>Total Expense</b>	190,600	
<b>Net</b>	2,286	
carry over	0	
<b>Net Total</b>	2,286	

**Pacific Chamber Symphony  
Budget**

July 2008 through June 2009

<b>Income</b>	
<b>Contributions Income</b>	
Business/Corporate Grants	00; 12,000in-kind Union Bank
Foundation Grants	30,000
Government Grants	ton \$2,714, (P) Hayward \$9,172
Individual Donations	
Community Service Grants	. Fund \$500 Liv Lib 10,000 SF Foundation)
<b>Total Contributions Income</b>	
<b>Earned Income</b>	
Special events	
Concert Ticket Sales	
Tri-Valley Youth Orchestra	
Contracted services	
<b>Total Earned Income</b>	
<b>Total Income</b>	
<b>Expense</b>	
Adminstration	
Insurance	
Professional Fees	
Interest Expense	
Bank and Credit Charges	
Advertising	
Telephone	
Supplies	
Postage	
Printing and Publications	
Hall Rent/ Office rental	
Artistic	
Music	
Other Production Costs	
<b>Total Expense</b>	
<b>Net</b>	
	carry over
	<b>Net Total</b>

**Pacific Chamber Symphony  
Budget**

July 2008 through June 2009

	7/1/10 - 6/30/11	C = Committed; P = Projected
<b>Income</b>		
Contributions Income		
Business/Corporate Grants	18,000	(C) Target \$3,000, (C) Lab \$4,000; 12,000 in-kind Union Bank
Foundation Grants	35,000	(C) Osher \$5,000; (P) Leshner \$30,000
Government Grants	23,886	(P) Dublin \$12,000 (C) Pleasanton \$2,714, (P) Hayward \$9,172
Individual Donations	40,000	
Community Service Grants	14,000	(C) \$3,500 Hacedna Child Dev. Fund \$500 Liv Lib 10,000 SF Foundation)
<b>Total Contributions Income</b>	<b>130,886</b>	
<b>Earned Income</b>		
Special events	15,000	4 soirees
Concert Ticket Sales	40,000	
Tri-Valley Youth Orchestra	4,000	
Contracted services	3,000	
<b>Total Earned Income</b>	<b>62,000</b>	
<b>Total Income</b>	<b>192,886</b>	
<b>Expense</b>		
Administration	12,000	
Insurance	2,300	
Professional Fees	2,000	
Interest Expense	300	
Bank and Credit Charges	300	
Advertising	13,000	
Telephone	800	
Supplies	200	
Postage	4,000	
Printing and Publications	4,000	
Hall Rent/ Office rental	30,700	
Artistic	120,000	
Music	500	
Other Production Costs	500	
<b>Total Expense</b>	<b>190,600</b>	
<b>Net</b>	<b>2,286</b>	

**Pacific Chamber Symphony  
Budget  
July 2008 through June 2009**

	7/1/10 - 6/30/11	C = Committed; P = Projected
carry over	0	
Net Total	2,286	

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**Susan Stark**

**From:** Lawrence Kohl [lawrencekohl@hotmail.com]  
**Sent:** Tuesday, March 16, 2010 9:10 AM  
**To:** Susan Stark  
**Subject:** Community grants Pacific Chamber Symphony

Dear Susan,

I am writing to ask you to please take a historical look at the past City of Hayward grants to Pacific Chamber Symphony. The City Council have supported our programs for almost 20 years. Two years ago our grant was over \$9,000. Last year was the first time that the economic committee was brought into the process. Staff gave us a 30% cut while other groups received a 10% cut. When I when before the committee to advocate for equal treatment, the committee did not have a quorum and so could not change staff recommendations. By the time, it then reached the City Council it was too late to effect change. We have asked for the funding that we received two years ago and ask that that fair treatment be given across the board to all organizations. If any cuts are to be made, we ask that it be made from what we received two years ago and not from the excessive cut last year.

Cordially yours,

Lawrence Kohl  
Pacific Chamber Symphony  
925-324-2775 (my cell phone)

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**FY 2011  
Community Promotions Program**

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**Honor Band**

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 1: Application Summary**

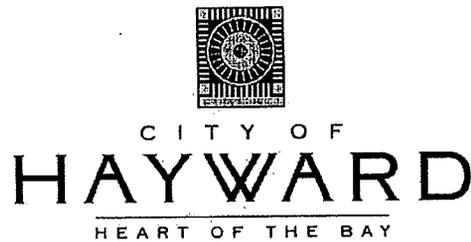
**1a. Organization Contact Information**

1. Organization Name, Address and Website	
a. Organization Name b. Address	<u>Hayward Arts Council/HUSD Music Festival</u> 22654 Main Street Hayward, Ca 94541
c. Organization Website	www.haywardarts.org
2. Main organizational contact	
a. Name	Gail Lundholm / Milt Bowerman
b. Phone Number	510-537-3730
c. Email	<u>Gala05@peoplepc.com</u> / miltmab@sbcglobal.net
d. Mailing Address	P.O. Box 55881 Hayward, CA 94545-0881



**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1 , 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$7,000.00
2. Requested City Grant Amount for FY 2011	\$7,000.00
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	100%
4. Amount of last grant given by the City (FY 2010)	\$6,620.00
List names of staff members who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt).	
Employee Name/Department	# of Hours Contributed
1.Milt Bowerman	200 hours Contributed
2.	
3.	
4.	



**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input checked="" type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	Over 300 music students from HUSD exhibit all the musical elements learned in the classroom by performing for their parents and local community.
2.	They reinforce the daily curriculum taught at the area schools by meeting state and district performance standards at a local professional venue.
3.	Provide an opportunity for the members of the community to attend a performance by the students to fully appreciate and understand their musical efforts and successes.
4.	Students have an opportunity to rehearsal/perform under the direction of a highly acclaimed professional conductor from our local area and learn from their expertise as a conductor.
5.	Helps promote the preparation of the musical pursuits for such events as solo and ensemble festivals and state honor bands.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 3: Organization Description**

**3a. Brief description of organization.**

The HUSD Band Festival is but one facet of the Hayward Arts Council Music Programs and is one of the annual musical groups that has been sponsored by the Hayward Arts Council for the past 10 years.

**3b. Top five organization goals (list in priority order).**

1.	To provide additional support to the HUSD music directors in their endeavors to maintain a quality music program.
2.	To provide opportunities for music students to achieve their highest musical standards as possible.
3.	To provide the students with an avenue to develop their involvement in the performing arts.
4.	HUSD Band Festival is committed to the concept of maintaining groups that encourage those who do not have career plans in music to develop the aesthetic self in addition to the academic self.
5.	To provide an opportunity for students from all HUSD schools to work together towards a common performance goal.



# CITY OF HAYWARD

HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	The H U S D Band Festival provides one performance at Chabot College annually.	2,500	unknown
2.			
3.			
4.			
5.			

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	<u>17</u> Years
2. Total FY 2011 Organization Expenses:	<u>\$ 7,000.00</u>
3. Non-City Funding: \$ / % of funding, other than City fund	<u>\$0, 0%</u>
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. Clientele reflects the diversity in Hayward 2. Promote youth by awarding them with scholarships 3. Program accepts all social economic strata.



CITY OF  
**HAYWARD**  
HEART OF THE BAY AREA

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Hayward Unified School District Band Festival	Chabot Performance Arts Center
B.		
C.		

**3f. Fundraising Efforts**

Month / Year	Type	\$ Raised
	None	



CITY OF  
**HAYWARD**  
 HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p>X 2009 financial overview</p> <p>X FY 2011 budget                  (July 1, 2011 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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Note: See attached for an example of a budget worksheet.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Milt Bowerman, Music Coordinator Hayward Arts Council

Typed Name

*Milt Bowerman*

Signature

March 1, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

**Program Budget**

**REVENUES**

(All Program Income; i.e. grants, etc.)

	Actual	Budget	Budget
	2009	2010	2011
* City of Hayward Grant	6620	7000	7000
*			
*			
*			
*			
<b>Total Revenues</b>	<b>6620</b>	<b>7000</b>	<b>7000</b>

**EXPENDITURES**

(List all program expenditure categories)

	Actual	Budget	Budget
	2009	2010	2011
* Employee Salary and Benefits			
* Rent			
* Utilities			
* Office Supplies			
* Insurance			
* Postage			
* Equipment			
* Miscellaneous			
* Cost for whole rehearsal and performance	6620	7000	7000
*			
<b>Total Expenses</b>	<b>6620</b>	<b>7000</b>	<b>7000</b>
<b>TOTAL PROGRAM Income (Loss)</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Hayward Arts Council**  
**Profit and Loss**  
January through December 2009

	Jan - Dec '09
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
401 - Bank Interest	278.10
403 - Grants Income	
403.5 - Alameda County Art Commission	252.00
403.6 - City of Hayward	21,996.25
<b>Total 403 - Grants Income</b>	<b>22,248.25</b>
405 - Donation Income	20,135.61
407 - Community Outreach	0.00
408 - Sales Commission Income	
408.3 - G.S. Commission Income	195.22
<b>Total 408 - Sales Commission Income</b>	<b>195.22</b>
414 - Membership	
414.1 - H.A.C. Membership	4,735.00
<b>Total 414 - Membership</b>	<b>4,735.00</b>
427 - Mural Booklets	4.56
475 - Hill and Valley Club Event	
475.1 - H & V Entry Fee	945.00
475.2 - H & V Other Income	25.00
<b>Total 475 - Hill and Valley Club Event</b>	<b>970.00</b>
485 - Website	15.00
<b>Total Income</b>	<b>48,581.74</b>
<b>Expense</b>	
501 - Bank Service Charge	0.00
503 - Honor Band	-3,266.57
504 - Accounting Fees	-250.00
507 - Community Outreach Expenses	285.00
510 - H.A.C. Depreciation Exp	42.12
514 - Dues, Memberships & Suscription	450.00
515 - Franchise Tax Board	10.00
520 - Insurance	2,312.76
530 - Office, Maint, Repairs & Supp	1,209.84
533 - Office Supplies	
533.1 - H.A.C. Offices Supplies	1,221.33
533.3 - G.S. Office Supplies	583.70
533.4 - O'Lague Office Supplies	36.76
<b>Total 533 - Office Supplies</b>	<b>1,841.79</b>
535 - Payroll Taxes Exp	
535.10 - State SDI	0.16
535.5 - Social Sec. Tax Exp.	1,107.38
535.7 - Federal Medicare Exp	259.24
535.8 - State Unemployment	224.79
535.9 - State Training	10.11
<b>Total 535 - Payroll Taxes Exp</b>	<b>1,601.68</b>
540 - Postage	
540.1 - H.A.C. Postage	462.64
540.3 - G.S. Postage	556.77
540.4 - O'Lague Postage	245.97
<b>Total 540 - Postage</b>	<b>1,265.38</b>
545 - Printing	
545.1 - H.A.C. Printing	1,487.40
545.3 - G.S. Printing	830.98
545.4 - O'Lague Printing	327.76
<b>Total 545 - Printing</b>	<b>2,646.14</b>
550 - Receptions	
550.1 - H.A.C. Reception	71.42
550.3 - G.S. Reception	-31.33
550.4 - O'Lague Reception	150.86
<b>Total 550 - Receptions</b>	<b>190.95</b>
555 - Rent	8,400.00
565 - Scholarships	
565.6 - Drama	275.00
565.7 - Visual Art	525.00
565.8 - Music Scholarship Expense	-3,600.00
<b>Total 565 - Scholarships</b>	<b>-2,800.00</b>
567 - Telephone	
567.1 - H.A.C. Telephone	1,058.87
<b>Total 567 - Telephone</b>	<b>1,058.87</b>

Hayward Arts Council  
**Profit and Loss**  
January through December 2009

	<u>Jan - Dec '09</u>
575 -- Hill and Valley Club Expense	
575.1 -- H & V Rent	600.00
575.2 -- H & V Printing Expense	370.12
575.3 -- H & V Equipment	158.04
575.4 -- H & V Reception	104.01
575.5 -- H & V Postage Expense	<u>92.18</u>
Total 575 -- Hill and Valley Club Expense	1,324.35
580 -- Wages	17,851.50
585 -- Website Expense	-40.00
587 -- Workman's Compensation	<u>208.36</u>
Total Expense	<u>34,342.17</u>
Net Ordinary Income	<u>14,239.57</u>
Net Income	<u>14,239.57</u>

Hayward Arts Council  
**Balance Sheet**  
As of December 31, 2009

	<u>Dec 31, '09</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 — Bank of the West	4,969.47
102 — Money Market	<u>59,508.04</u>
<b>Total Checking/Savings</b>	<b>64,477.51</b>
<b>Other Current Assets</b>	
120 — Prepaid Insurance	1,541.14
121 — Prepaid Postage	<u>1,015.03</u>
<b>Total Other Current Assets</b>	<b>2,556.17</b>
<b>Total Current Assets</b>	<b>67,033.68</b>
<b>Fixed Assets</b>	
<b>110 — H.A.C. Equipment</b>	
110.1 — H.A.C. Fixed Assets Depr.	-1,987.92
110 — H.A.C. Equipment - Other	<u>2,111.47</u>
<b>Total 110 — H.A.C. Equipment</b>	<b>123.55</b>
<b>111 — G.S. Equipment</b>	
111.1 — G.S. Fixed Asset Depr.	-3,379.73
111 — G.S. Equipment - Other	<u>3,379.73</u>
<b>Total 111 — G.S. Equipment</b>	<b>0.00</b>
<b>Total Fixed Assets</b>	<b>123.55</b>
<b>TOTAL ASSETS</b>	<b><u>67,157.23</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
202 — Payroll Taxes	
202.5 — Social Sec. Tax Pay.	543.94
202.7 — Medicare	127.12
202.8 — SDI	<u>48.22</u>
<b>Total 202 — Payroll Taxes</b>	<b>719.28</b>
<b>203 — Grants</b>	
203.6 — City of Hayward	8,048.75
203.7 — Honor Band	<u>2,294.43</u>
<b>Total 203 — Grants</b>	<b>10,343.18</b>
206 — Sales tax Payable	20.56
208 — Sales Income	<u>4.79</u>
<b>Total Other Current Liabilities</b>	<b>11,087.81</b>
<b>Total Current Liabilities</b>	<b>11,087.81</b>
<b>Total Liabilities</b>	<b>11,087.81</b>
<b>Equity</b>	
3000 — Opening Bal Equity	59,591.36
3900 — Retained Earnings	-17,761.51
Net Income	<u>14,239.57</u>
<b>Total Equity</b>	<b>56,069.42</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>67,157.23</u></b>

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# FY 2011 Community Promotions Program

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S Hayward Lion's Club

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 1: Application Summary**

**1a. Organization Contact Information**

<b>1. Organization Name, Address and Website</b>	
a. Organization Name	South Hayward Lions
b. Address	595 Cherry Way Hayward, CA 94541
c. Organization Website	n/a
<b>2. Main organizational contact</b>	
a. Name	Rich Essi
b. Phone Number	510-278-2079
c. Email	<u><a href="mailto:Reeser23@sbcglobal.net">Reeser23@sbcglobal.net</a></u>
d. Mailing Address	Same as above



**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 - June 30, 2011)
1. Total organization expenses for FY 2011	\$ 5,774
2. Requested City Grant Amount for FY 2011	\$ 5,774
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	100%
4. Amount of last grant given by the City (FY 2010)	\$ 5,774
(List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt))	
Employee Name/Department	# of Hours Contributed
1. n/a	n/a
2.	
3.	
4.	



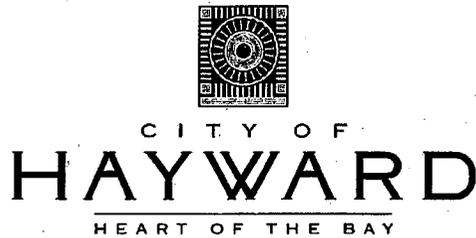
**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input checked="" type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	An annual celebration of our freedoms on Independence Day - July 4 <sup>th</sup> .
2.	Provide entertainment, food and games for kids and adults.
3.	Free to seniors and veterans.
4.	Volunteers are used from various non-profit organizations and they are reimbursed for their help.
5.	Flyers are distributed showing the event is sponsored by the City of Hayward and the South Hayward Lions Club.



**Part 3: Organization Description**

**3a. Brief description of organization.**

South Hayward Lions' members are from the City of Hayward. We are a non-profit organization that supports and/or provides equipment to the Lions' Blind Foundation, HARD's Sorensdale Center and "Special Kids" day (sponsored by the Alameda County Lions). The foundation also collects and sends used eye glasses overseas to help those living in impoverished areas.

**3b. Top five organization goals (list in priority order).**

1.	We support the Oakland Blind Center which offers a range of accredited and non-accredited education and training programs for the benefit of people who are blind or who have low vision and people who live with, support, and/or work with people who are blind or who have low vision.
2.	We support HARD's Sorensdale Center for the Developmentally Disabled by providing all supplies needed for their Annual Thanksgiving Luncheon & Holiday Boutique. The South Hayward Lions Club has supported this organization for the past 39 years.
3.	We supply equipment for the Alameda County Lions Day at Brentwood for the "Special Kids" day. This free event provides an opportunity for those with developmental and physical disabilities to meet, eat and enjoy a day created especially for them.
4.	Low income families apply to us for reimbursement of the cost of glasses through Lens Crafters in Hayward.
5.	We collect and send used eye glasses overseas to help those living in poverty.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	Fourth of July Event at George Weeks Park – Beginning this year, the event will be held downtown Hayward across from BART. Sean Brooks, Economic Development Manager, is assisting the South Hayward Lions Club with this move.	2,000	600
2.			
3.			
4.			
5.			

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	<u>47</u> Years
2. Total FY 2011 Organization Expenses:	\$ <u>5,774</u>
3. Non-City Funding: \$ / % of funding, other than City fund	\$ <u>0.00</u> , <u>0.0%</u>
4. Type of clientele served by organization's events (youth, adults, low-	1. Youths 2. Seniors 3. Veterans



CITY OF  
**HAYWARD**

HEART OF THE BAY

income, etc)	4. Low Income Families
--------------	------------------------

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)

	Event	Location
A.	Fourth of July Celebration	George Weeks Park – Beginning this year, the event will be held downtown Hayward across from BART. Sean Brooks, Economic Development Manager, is assisting the South Hayward Lions Club with this move.
B.		
C.		

**3f. Fundraising Efforts**

Month/Year	Type	\$ Raised
/ 2010	Hayward Community Promotional Grant	\$ <u>5,774</u>
/ 2009	Hayward Community Promotional Grant	\$ <u>6,416</u>
/ 2008	Hayward Community Promotional Grant	\$ <u>6,464</u>



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input checked="" type="checkbox"/> 2009 financial overview</p> <p><input checked="" type="checkbox"/> FY 2011 budget (July 1, 2011 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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**Note:** See attached for an example of a budget worksheet.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Rich Essi

Typed Name

Signature

February 23, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

**South Hayward Lions Club**  
**595 Cherry Way**  
**Hayward, CA 94541**  
**(510) 278-2079**

Financial Statement for Year Ending June 30, 2009

**INCOME**

Grant from City of Hayward	5,774.00
Income from Games	198.00
Income from Beer & Soda	73.00
Income from Breakfast	320.00
Income from Food Sales	178.00
<b>Total</b>	<u>6,543.00</u>

**DISBURSEMENTS**

Food Purchased	1,500.00
Propane	161.00
Truck Rental	100.00
Insurance for ABC License	825.00
Entertainment	700.00
Reimbursement to Non-Profits	1,200.00
Printing Flyers	115.00
ABC License	50.00
Games and Prizes	309.00
Back Pay - Bank	500.00
<b>Total</b>	<u>5,460.00</u>

<b>Profit</b>	<u><u>1,083.00</u></u>
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**FY 2011**

**Community Promotions Program**

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**Youth Orchestra Of S  
Alameda County**

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 1: Application Summary**

**1a. Organization Contact Information**

<b>1. Organization Name, Address and Website</b>	
<p><b>Organization</b></p> <p>a. <b>Name</b></p> <p>b. <b>Address</b></p>	<p>Youth Orchestra Of Southern Alameda County (Y.O.S.A.C.) P. O. Box 3970 Hayward, CA 94540</p>
<p>c. <b>Organization Website</b></p>	<p>www.yosac.org</p>
<b>2. Main organizational contact</b>	
<p>a. <b>Name</b></p>	<p>Vincent Lee</p>
<p>b. <b>Phone Number</b></p>	<p>510-464-7579 (w)</p>
<p>c. <b>Email</b></p>	<p>Vlee194546@aol.com, vlee@bart.gov</p>
<p>d. <b>Mailing Address</b></p>	<p>P. O. Box 3970 Hayward, CA 94540</p>



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	33,900
2. Requested City Grant Amount for FY 2011	\$4,800
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	14%
4. Amount of last grant given by the City (FY 2010)	4,780
List names of staff member who assist the organization, and the # of hours they contribute (example: city manager's office, police department, building mgmt).	
<b>Employee Name/Department</b>	<b># of Hours Contributed</b>
1.	
2.	
3.	
4.	



**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input checked="" type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	Every year, YOSAC invites school music teacher, students and families to open concerts that are free of charged to the public. The concerts are held in the Hayward areas, usually at the theater of Cal State University East Bay or at the Castro Valley Center of the Arts.
2.	YOSAC offers a youth orchestra program that includes three music groups for students of age 6 though 18; with skill level from beginning to advanced orchestra level. Tuition is reduced for all students who reside in the City of Hayward, and scholarship are offered to family in financially difficult situation.
3.	YOSAC's student tuition is the lowest in the area, together with the centralized location in the Bay Area; YOSAC's music program is easily accessible and available to students from Hayward and all neighboring communities of different cultural, social and economic backgrounds.
4.	The conductors and the Board members of YOSAC work with school music teachers whenever possible to help improve students' music skills and promote school music program..
5.	Whenever opportunity arises, YOSAC's young musicians have performed in local schools, shopping centers; at seniors' home and other community events.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 3: Organization Description**

**3a. Brief description of organization.**

The Youth Orchestras Of Southern Alameda County (YOSAC) is a non-profit 501(c)(3) organization founded in 1986 in the City of Hayward, County of Alameda. By mid 1990s, YOSAC has grown to six string groups of different music skill levels for students of ages 6 to 18. We have been maintaining 140 to 180 students in the past, but in recent years, students have down to around 70 and we now have three student string groups. We are still trying to maintain our traditional high standards, and hold weekly rehearsals during school months by using the classrooms in local public school and Cal State University East Bay. Every year, we hold three free concerts; and over the years, we have offered volunteer service to Zucchini Festival, Art and Wine Festival, and held join concert with local high schools. In addition, whenever opportunities arise, small groups of YOSAC's students often play at senior center, community events and school functions.

Besides the part time conductors and one part time manager, all day-to-day activities and decision making are by the non-paying volunteering parents and Board members.

**3b. Top five organization goals (list in priority order).**

1.	The long term and broad goal of YOSAC is to promote music and make music learning opportunities available to student families in Hayward and nearby communities.
2.	Working with school music teachers to augment the music programs in all public schools.
3.	Support various music and cultural activities in the community; promote orchestra music experience in the City of Hayward and all nearby communities.
4.	
5.	



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	Three free concerts each year at the theater of Castro Valley Center of Arts or Cal State University East Bay ; all concerts are performed by all YOSAC student musician groups.	100 each of the three concerts	300 each of the three concerts
2.	Weekly student music rehearsals using classrooms of Cal State East Bay and Hayward public school.	20 every week	70 every week
3.	When opportunity arises, YOSAC's young musicians have performed in shopping centers, at seniors' home, festivals.....etc.	varies	varies
4.			
5.			

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	<u>24</u> Years
2. Total FY 2011 Organization Expenses:	\$ <u>33,900</u>
3. Non-City Funding: \$ / % of funding, other than City fund	\$ <u>29,100</u> <u>86</u> %
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. youth, families and friends of music students 2. school music teachers 3. general public who are interested in orchestra music



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HEART OF THE BAY

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Three open concerts each year	Castro Valley Center of Arts or... Cal State University East Bay Theater 25800 Carlos Bee Blvd. Hayward, CA 94542
B.	Weekly student music rehearsals	Cal State University East Bay classrooms 25800 Carlos Bee Blvd. Hayward, CA 94542 And Bret Hart Middle School 1047 E St. Hayward, CA 84541
C.		

**3f. Fundraising Efforts**

Month/Year	Type	\$ Raised
9/2009 – 10/2010	Private donations	\$ 850, expect \$1,600 for whole year.
3/2009	Alameda County Arts Fund	\$ 500
/		\$ _____



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input checked="" type="checkbox"/> 2009 financial overview</p> <p><input checked="" type="checkbox"/> 2010 financial overview</p> <p><input checked="" type="checkbox"/> FY 2011 budget  (July 1, 2011 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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**Note:** See attached for an example of a budget worksheet.

**4a Financial Statement (attachment)**

**Program Budget**

Actual	Budget	Budget
2009	2010	2011

**REVENUES**

(All Program income; i.e. grants, etc.)

	Actual FY 2009 (7/08-6/09)	Projected* FY 2010 (7/09-6/10)	Budget FY 2011 (7/10-6/11)
* City of Hayward Grant	5,311	4,780	4,800
* Other grants	500	500	500
* Tuition Income	32,792	27,494	26,700
* Donation/Ticket sale and misc.	2,795	2,689	1,900
*			
<b>Total Revenues</b>	<b>41,397</b>	<b>35,463</b>	<b>33,900</b>

**EXPENDITURES**

(List all program expenditure categories)

	FY 2008 (7/08-6/09)	Projected* FY 2009 (7/09-6/10)	Budget FY 2010 (7/10-6/11)
* Employee Salary and Benefits	33,845	25,220	24,300
* Rent	8,080	6,388	5,600
* Utilities	434	537	600
* Office Supplies	30	50	50
* Insurance	1,389	1,430	500
* Postage & printing	1,451	2,064	2,100
* Equipment	-	-	-
* Miscellaneous	518	551	520
* Music supply	440	100	350
<b>Total Expenses</b>	<b>46,187</b>	<b>36,340</b>	<b>34,020</b>
<b>TOTAL PROGRAM Income (Loss)</b>	<b>(4,790)</b>	<b>(877)</b>	<b>(120)</b>

\* Actual till 3/2010 with projection to 6/2010



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Vincent Lee

Typed Name

*Vincent Lee*

Signature

*March 3, 2010*

Date

**Note: The application must be signed by an officer or authorized representative of the applying organization.**

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

**Note: Late applications will not qualify for funding consideration.**

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# FY 2011 Community Promotions Program

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## Zucchini Festival

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 1: Application Summary**

**1a. Organization Contact Information**

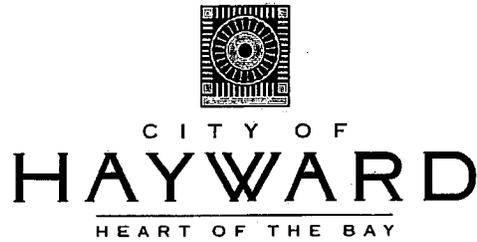
<b>1. Organization Name, Address and Website</b>	
<p>Organization</p> <p>a. Name</p> <p>b. Address</p>	<p>Hayward Zucchini Festival</p> <p>595 Cherry Way</p> <p>Hayward, CA 94541</p>
<p>c. Organization Website</p>	<p>www.haywardzucchini.com</p>
<b>2. Main organizational contact</b>	
<p>a. Name</p>	<p>Rich Essi</p>
<p>b. Phone Number</p>	<p>Office: 510-278-2079</p> <p>Cell: 510-604-9466</p> <p>Fax: 510-276-2979</p>
<p>c. Email</p>	<p>Reeser23@sbcglobal.net</p>
<p>d. Mailing Address</p>	<p>P.O. Box 247</p> <p>Hayward, CA 94543</p>



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$ 109,412
2. Requested City Grant Amount for FY 2011	\$ 20,000
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	18.3%
4. Amount of last grant given by the City (FY 2010)	\$ 1,300
List names of staff member who assist the organization, and the # of hours they contribute (example: city manager's office, police department, building mgmt)	
Employee Name/Department	# of Hours Contributed
1. n/a	n/a
2.	
3.	
4.	



**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input checked="" type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	Promote the City of Hayward by advertising the festival in Newspapers, Radio, TV, Magazines, Banners and Flyers.
2.	Support non-profit/charities by utilizing members as volunteers and reimbursing their organization for their services.
3.	Community Circle participants highlight their services to the City and surrounding communities.
4.	Promote local musicians, dance groups, crafters and food vendors. Provide an accessible, affordable outlet that draws diverse elements of the community together and inspires creative experiences through the arts and crafts.
5.	Provide a low cost fun filled weekend of entertainment, arts, crafts and food for residents of Hayward and the surrounding communities.



**Part 3: Organization Description**

**3a. Brief description of organization.**

The Hayward Zucchini Festival has been the largest annual attraction in Hayward for the past 27 years. The former Mayor of Hayward, Alex Giuliani, started the Festival as a way to benefit the non-profits/charities in the area. We have continued his efforts and expanded upon them. The Festival provides two days of entertainment, arts, crafts and food in a fun family oriented atmosphere.

The City of Hayward, and retail establishments in the surrounding area, benefit from this event through a boost in retail sales and increased sales tax revenue. The Hayward Zucchini Festival is one of the only events on the Community Promotional Grant Program that brings in a large amount of sales tax revenue to the city's coffers. The income generated by local non-profit groups, charities, artists and performers at the annual Hayward Zucchini Festival also helps to strengthen the local economy.

**3b. Top five organization goals (list in priority order).**

1.	Provide funding for non-profits/charities who would not otherwise be able to continue their operations without this annual event.
2.	Promote the City of Hayward and enrich the lives of those attending by providing a fun filled weekend of entertainment, arts, crafts and food entertainment in a family oriented atmosphere.
3.	Promote local musicians, dance groups, crafters and food vendors. Provide an accessible, affordable outlet that draws diverse elements of the community together and inspires creative experiences through the arts and crafts.
4.	The exposure of the musicians, and especially the children who participate with the help of their dance studios, enriches the community.
5.	Provide the City of Hayward with an additional source of sales tax revenue resulting from a sales boost to retail establishments in the surrounding area.



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HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	1986 Hayward Zucchini Festival	18,000	10,000
2.	1984 Hayward Zucchini Festival	15,000	6,000
3.	2007 Hayward Zucchini Festival	10,000	10,000
4.	2008 Hayward Zucchini Festival	10,000	10,000
5.	2009 Hayward Zucchini Festival	8,000 Attendance has declined due to a slowing economy and lack of major sponsors	8,000 Polls taken indicate attendees were 50% Hayward residents and 50% non-residents

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	<u>28</u> Years
2. Total FY 2011 Organization Expenses:	\$ <u>109,412</u>
3. Non-City Funding: \$ / % of funding, other than City fund	\$ <u>4,700</u> , <u>2.5</u> %
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. Youth 2. Adults 3. Senior Citizens 4. Low Income 5. Families



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Hayward Zucchini Festival	Kennedy Park 19501 Hesperian Blvd. Hayward, CA 94541
B.	All events are held at Kennedy Park	
C.		

**3f. Fundraising Efforts**

Month/Year	Type	\$ Raised
Throughout the year	Mailing letters, phone calls and internet postings offering sponsorship and/or direct donations.	\$ <u>4,700</u>
/		\$ _____
/		\$ _____



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p> <p><b>Our fiscal year is: 11/01 – 10/31</b></p>	<p><input checked="" type="checkbox"/> 2009 financial overview</p> <p><input checked="" type="checkbox"/> FY 2011 budget (July 1, 2011 thru June 30, 2011 )</p> <p><b>Our budgets are governed primarily by the previous years' actual amounts.</b></p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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Note: See attached for an example of a budget worksheet.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Rich Essi

Typed Name

Signature

February 23, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

**Note: Late applications will not qualify for funding consideration.**

**HZF**  
**Profit & Loss**  
**November 2008 through October 2009**

	<u>Nov '08 - Oct '09</u>	
<b>Income</b>		
Admission Gate	24,500.00	
Advanced Ticket Sales	2,013.50	
Arts & Crafts	13,600.00	
Beverages, Glasses & Mugs	18,547.00	
Booth Fees	835.00	
Bread Sales	5,153.00	
Cash Donations/Sponsors	4,700.00	
City Donation	1,300.00	
Commercial Arts & Crafts	4,400.00	
Community Circle	4,950.00	
Food Vendor	16,450.00	
HZF Games	642.68	
HZF Kids Town 25%	4,321.00	
HZF Penny Pitch	114.00	
Ice Sales	408.00	
Rich Loan	825.00	
Souvenirs	897.00	
Vendor Insurance	1,975.00	
Volunteer Food Sales	1,996.40	
<b>Total Income</b>	<b>107,627.58</b>	
<b>Expense</b>		
4th of July Bank	500.00	
Advertising	5,493.15	
Automobile Expense	3,559.61	
Bank Charges - Union Bank	736.15	
Beverages	9,605.73	
Bohannon Field	601.75	
Bread	2,800.00	
Business Entertainment	14,837.15	
Cellular	2,081.92	
Entertainment	5,912.12	
Gas & Electric	450.29	
HARD Grant	5,000.00	
HZF Equipment	541.00	
HZF Food	1,518.57	
HZF Ice	1,043.25	
HZF Rental	7,054.25	
HZF Security	1,920.00	
HZF Supplies	185.70	
Licenses & Permits	214.00	
Liquor Liability Insurance	825.00	
Office Equipment	984.00	
Office Supplies	1,349.00	
Postage	6,047.80	
Printing Poster	1,712.00	
Rent/Storage	5,940.00	
Rich's Pay - 1099	10,800.00	
Sales Tax	2,156.00	
Souvenir Expense	2,427.40	
State Fees	80.00	
Tax Service	350.00	
Telephone	1,377.52	
Vendor Refunds	1,400.00	
Voided Check	0.00	
Volunteers Pay	9,860.00	
Water	48.58	
<b>Total Expense</b>	<b>109,411.94</b>	
<b>Net Income</b>	<b>-1,784.36</b>	

Bills Not Paid  
 HARD, 10,000  
 AGNEWS, 1,000  
 VOL PAY, 2,800  
 BOHANNON, 600

# HAYWARD ZUCCHINI FESTIVAL A NON-PROFIT CORPORATION

www.haywardzucchini.com

**Board of Directors:**

Steve Stern  
President

2010

Herb Witt  
Vice President

Jopi MacKay  
Secretary

Nancy Foster  
Geraldine Degler  
Mike Fung  
Paul Fong  
Renee Whitmeier  
Harry Juzix  
Art Tipton  
Harry McMillan

Dear Mayor Sweeney, City Manager and Council;

This letter is to provide an update on the Hayward Zucchini Festival, its' service to the community, and to request \$20,000 funding for the 2010-2011 year.

We had good attendance this year with approximately 16,000 attendees. The festival provides the City with an additional source of sales tax revenue and serves as a great public relations tool. The festival also provides a sales boost to the many retail establishments in the area.

**Board Associates:**

Beverly J. Griggs  
Norma Jean Clausen

The Hayward Zucchini Festival has been the largest annual attraction in Hayward for the past 27 years and is something that the public looks forward to each year. Many festival attendees, participants, and non-profit groups have expressed their concern that there may not be a festival next year. For many festival participants and non-profit groups, this is their only source of income.

**Advisory Chair:**

Gloria Fung

We hope we can count on you to reconsider the amount of funding for the year 2010. We have run short of funds for many years and without additional funding we will be unable to continue operating due to the accumulated deficit and the rise in operational costs.

**Liaisons:**

Bill Gardner  
H.A.R.D.

We appreciate the past monetary contributions from the City of Hayward and understand the budget constraints faced by the City. With your help, and an increase in funding, we can keep this festival running and continue to provide an annual weekend of family fun and entertainment.

City Mayors Office

Hayward Police Dept.

**Administration:**

595 Cherry Way  
Hayward, CA 94543  
Phone (510) 278-2079  
Fax (510) 276-2979

Please call me if you have any questions or need further information about the Hayward Zucchini Festival. We look forward to hearing from you soon.

Rich Essi  
General Manager

Thank You,



Rich Essi  
General Manager

**Mailing Address:**

P. O. Box 247  
Hayward, CA 94543

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**FY 2011**

**Community Promotions Program**

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**Memorial Day**

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CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 1: Application Summary**

**1a. Organization Contact Information**

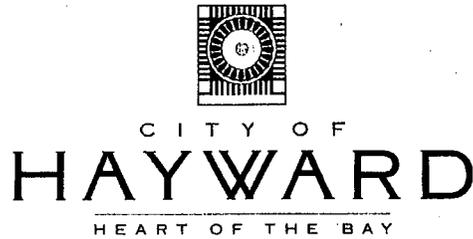
<b>1. Organization Name, Address and Website</b>	
a. Organization Name	<u>Lone Tree Cemetery Association</u>
b. Address	<u>24591 Fairview Ave., Hayward, CA 94542</u>
c. Organization Website	www.lonetreecemetery.com
<b>2. Main organizational contact</b>	
a. Name	Thomas Gratny
b. Phone Number	(510) 582-1274
c. Email	tomgratny@hotmail.com
d. Mailing Address	24591 Fairview Ave., Hayward, CA 94542



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$9,424.50
2. Requested City Grant Amount for FY 2011	\$1,800.00
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	19%
4. Amount of last grant given by the City (FY 2010)	\$800
List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt).	
Employee Name/Department	# of Hours Contributed
1. Thomas Gratny, General Manager	8
2. Michelle LeDee, Office Staff	8
3. Deborah McClelland, Office Staff	8
4. Roberto Belloso, Grounds Foreman	8
6. Octavio Lopez, Grounds Crew	8
7. Martin Pacheco, Grounds Crew	8
8. Web Francis, Sales Staff	4



**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	Provides Memorial Day Services every year
2.	Provides Free B-B-Q to over 1,000 Attendees
3.	Provides Static Displays of Historical Military Vehicles
4.	Provides Historical Automobiles
5.	Provides Boy & Girl Scouts with Attaining Community Support Merit Badges. They place over 2,000 flags.



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 HEART OF THE BAY

**Part 3: Organization Description**

**3a. Brief description of organization.**

Lone Tree Cemetery Association was founded in 1868. For the last consecutive 106 years, Lone Tree has honored veterans with a Memorial Day service. Community orientated with a private burial site for Hayward Firefighters.

**3b. Top five organization goals (list in priority order).**

1.	Honor Fallen soldiers on Memorial Day
2.	Provide memorial Day Service with Sensitivity and Respect
3.	Provide Fellowship with Neighboring Families by Providing a Free B-B-Q
4.	Provide Historical Education to young children regarding Memorial Day
5.	Making certain that the City of Hayward is represented by using the Hayward Municipal Band and Mayor



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	Memorial Day	900	300
2.	Easter Sunrise Service	75	25
3.	Flag Retirement Services	50	10
4.			
5.			

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	141 Years
2. Total FY 2011 Organization Expenses:	\$9,424.50
3. Non-City Funding: \$ / % of funding, other than City fund	\$7,624.50 81%
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. Youth 2. Adult 3. Veterans



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 HEART OF THE BAY

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	<b>Event</b>	<b>Location</b>
A.	Memorial Day	24591 Fairview Ave., Hayward, CA 94542
B.	Easter Sunrise Service	24591 Fairview Ave., Hayward, CA 94542
C.		

**3f. Fundraising Efforts**

Month / Year	Type	\$ Raised
	None	\$ 0



CITY OF  
**HAYWARD**  
 HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input type="checkbox"/> 2009 financial overview</p> <p><input type="checkbox"/> FY 2011 budget                  (July 1, 2011 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
------------------------	--	--

Note: See attached for an example of a budget worksheet.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 5: Official Grant Application Signature**

AUTHORIZED REPRESENTATIVE

Thomas J. Gratny

Typed Name

Signature

February 24, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

**Program Budget for Lone Tree Cemetery**  
107th Annual Memorial Day Service 2010

<b>REVENUES</b>	Actual	Budget	Budget
	2009	2010	2011
(All Program Income; i.e. grants, etc.)			
City of Hayward Grant	\$794.00	\$800.00	\$1,800.00
Allied Veterans	\$800.00	\$0.00	\$0.00
Allen Strutz donation	\$0.00	\$2,000.00	\$0.00
<b>Total Revenues</b>	<b>\$1,594.00</b>	<b>\$2,800.00</b>	<b>\$1,800.00</b>

<b>EXPENDITURES</b>	Actual	Budget	Budget
	2009	2010	2011
(List all program expenditure categories)			
Newspaper Advertising	486.00	\$500.00	\$500.00
Display Ad for Memorial Day	514.80	\$0.00	\$0.00
Hayward Municipal Band	2,025.00	\$2,025.00	\$2,025.00
Corp. Media (Audio Support)	822.50	\$822.50	\$822.50
Singer (Lolita Morelli)	25.00	\$25.00	\$25.00
Memorial Wreaths	147.07	\$150.00	\$150.00
F-16 Fly By	0.00	\$0.00	\$0.00
Placement of 200 Flags (Scouts)	9.96	\$10.00	\$10.00
Replacement Flags	0.00	\$0.00	\$0.00
A-1 Rentals (Porti Potties)	717.30	\$750.00	\$750.00
Stuart Rentals (BBQ Items)	311.05	\$320.00	\$320.00
Boy Scout Troops 702, 603	0.00	\$0.00	\$0.00
Cub Scout Troops 703,722,805	0.00	\$0.00	\$0.00
Brownie Girl Scouts Troop 711	0.00	\$0.00	\$0.00
Junior Girl Scout Troop 1469	0.00	\$0.00	\$0.00
UH-1H "Huey" Helicopter	1,000.00	\$1,000.00	\$1,000.00
Bell-47G2 "MASH" Helicopter	250.00	\$250.00	\$250.00
Golden Gate R.G. #11, Early Ford V8 Club	0.00	\$0.00	\$0.00
Bay Area Model "A" Club	0.00	\$0.00	\$0.00
Food & Beverages	1,650.87	\$1,700.00	\$1,700.00
Ice	29.76	\$30.00	\$30.00
Minute Man Press (Programs)	441.33	\$442.00	\$442.00
Hayward Area Recreation (Tram)	600.00	\$600.00	\$600.00
Guest Speaker	0.00	\$0.00	\$0.00
4 Employees @ 8 hours	800.00	\$1,000.00	\$800.00
	<b>\$8,830.64</b>	<b>\$9,824.50</b>	<b>\$9,424.50</b>
<b>TOTAL PROGRAM Income (Loss)</b>	<b>-6,236.64</b>	<b>-6,024.50</b>	<b>-7,624.50</b>

**Lone Tree Cemetery Association-General Fund  
Transaction Detail By Account  
January through December 2009**

2:38 PM  
02/23/10  
Accrual Basis

Type	Date	Num	Name	Memo	Split	Amount
<b>G &amp; A Expense</b>						
<b>Public Relations</b>						
Check	05/21/2009	2348	Costco	mem day order bbq	Fremont Ban	1,493.61
Check	05/22/2009	2351	Stuart Rental	MEM DAY bbq 6 chafers	Fremont Ban	311.05
Check	05/26/2009	2352	Francis, Webster	ice mem day	Fremont Ban	29.76
Check	05/26/2009	2353	E. M. U. Inc.	gas for huey	Fremont Ban	1,000.00
Check	05/26/2009	2354	Carol Simpson	gas for helicopter	Fremont Ban	250.00
Check	06/02/2009	2359	McClelland, Deborah	cookies boy scouts	Fremont Ban	9.96
Check	06/02/2009	2359	McClelland, Deborah	tomato, lett, towels, relish, tubs for drinks	Fremont Ban	157.26
Bill	06/02/2009		Corporate Media Systems, Inc	pa system for Memorial Day	Accounts Pa	822.50
Bill	06/02/2009		East Bay Publishing	display ad for mem day	Accounts Pa	514.80
Bill	06/18/2009		A 1 Enterprises	toilet rental Memorial Day	Accounts Pa	717.30
Bill	06/18/2009		Bay Area News Group	mem day ad	Accounts Pa	486.00
Bill	06/19/2009		Fremont Bank Credit Card	flower shop wreath for mem day	Accounts Pa	147.07
Bill	06/19/2009		Hayward Area Recreation & Park tram	and driver for memorial day	Accounts Pa	600.00
Check	07/01/2009	2432	Copymat	1k mem day flyers	Fremont Ban	441.33
<b>Total Public Relations</b>						<b>6,980.64</b>

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**FY 2011**

**Community Promotions Program**

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**Cinema Place Art Display**

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CITY OF  
**HAYWARD**  
DEPARTMENT OF THE CITY CLERK

**Part 1: Application Summary**

**1a. Organization Contact Information**

<b>1. Organization Name, Address and Website</b>	
a. Organization Name	Hayward Arts Council
b. Address	22654 Main Street Hayward, CA 94541
c. Organization Website	www.haywardarts.org
<b>2. Main organizational contact</b>	
a. Name	Gail Lundholm, President
b. Phone Number	(510) 537-3730
c. Email	gala@peoplepc.com HACmail@haywardarts.org - please use both e-mails addresses
d. Mailing Address	P.O. Box 55881 Hayward, CA 94545-0881



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**1b. Organization Expenses and Grant Request**

	FY 2011 (July 1, 2010 – June 30, 2011)
1. Total organization expenses for FY 2011	\$ 0
2. Requested City 1-time, special project Grant Amount for FY 2011	\$ 5,000.00
3. % of organization's expenses funded with City funds = (City grant) / (Organization expenses)	100 %
4. Amount of last grant given by the City (FY 2010)	\$ 0
List names of staff member who assist the organization, and the # of hours they contribute (example, city manager's office, police department, building mgmt).  Employee Name/Department	# of Hours Contributed
1. Artist members from Hayward Arts Council, Sun Gallery & A.R.T. Inc.	35 hrs/week/all volunteers
2.	
3.	
4.	



CITY OF  
**HAYWARD**  
A PART OF THE BAY

**Part 2: Eligibility for Grant**

**2a. Check one eligibility criteria for the organization.**

Promote Economic Development in the Hayward via:	
<input checked="" type="checkbox"/>	Promoting the arts.
<input type="checkbox"/>	Promoting cultural diversity.
<input type="checkbox"/>	Other Community Promotion efforts.

**2b. Top five ways the organization contributes to the criteria selected above.**

1.	Establish an art gallery and store at Cinema Plaza.
2.	Provide new venue for artists to show and sell their work.
3.	Attract people to downtown Hayward to buy art.
4.	Stimulate cooperation between local arts organization with changing exhibits.
5.	Provide visually, stimulating exhibits in vacant store front(s).



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 3: Organization Description**

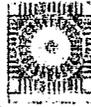
**3a. Brief description of organization.**

The Hayward Arts Council has provided a home to the arts for 27 yrs, contributing community service by assisting with City and School District, etc events. For the last year we have been in discussion with Blake Hunt, the developers of Cinema Plaza, and local arts groups to organize and maintain a gallery/store at Cinema Plaza.

To make the project work, we need to purchase, exhibit grids, pedestals, jewelry cases and acrylic display cases. This one time grant will allow the project to be mounted this Spring.

**3b. Top five organization goals (list in priority order).**

1.	The new venue will expand the image of Hayward as an art focused area, thus stimulating economic development
2.	The new venue will make the downtown more attractive.
3.	The venue will encourage coordination and cooperation between local arts organizations.
4.	Mostly, we hope that this new venue will stimulate economic activity in the downtown
5.	Hopefully economic activity will lead to the leasing of vacant stores in downtown Hayward.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3c. Top five organization events (list most attended events first).**

	Event	# of Hayward residents that participate	# of non-Hayward residents that participate
1.	We plan to change exhibits every month to six weeks and to promote new shows in the media and on our website.	many	unknown
2.			
3.			
4.			
5.			

**3d. Organization Overview**

1. Number of years providing service to Hayward residents	<u>27</u> Years
2. Total FY 2011 Organization Expenses:	\$ _____
3. Non-City Funding: \$ / % of funding, other than City fund	\$ _____, _____ % None – however, we will coordinate and manage the venue with all volunteers, who will donating approximately 35 hours a week.
4. Type of clientele served by organization's events (youth, adults, low-income, etc)	1. Downtown business community 2. Other arts organizations, artists and students 3.



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**3e. Location of Organization's Events**

1. List three largest Hayward event locations (Street Address, City, and Zip Code)		
	Event	Location
A.	Shops in the Hayward Cinema Plaza area	1069 B Street Hayward, CA 94541
B.		
C.		

**3f. Fundraising Efforts**

Month / Year	Type	\$ Raised
/		\$ _____
/		\$ _____
/		\$ _____



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Part 4: Organization's Financial Information**

**4a. Financial Statements (Attach the following items)**

<p><b>Attach →</b></p>	<p><input checked="" type="checkbox"/> 2009 financial overview</p> <p><input checked="" type="checkbox"/> FY 2011 budget (July 1, 2011 thru June 30, 2011)</p>	<p>This is how much the organization received in revenue and expenditures for the last calendar year.</p> <p>This is the organization's revenue and expenditure budget for 1) July 1, 2010 to June 30, 2011.</p> <p>Include all of the organization's funding sources (as well as other grants or funding for which you have applied).</p>
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Note: See attached for an example of a budget worksheet.



# HAYWARD

**Part 5: Official Grant Application Signature**

**AUTHORIZED REPRESENTATIVE**

Gail Lundholm, President Hayward Arts Council

Typed Name

*Gail Lundholm*

Signature

March 1, 2010

Date

*Note: The application must be signed by an officer or authorized representative of the applying organization.*

-----For City Staff Use Only-----

Date Application Received: \_\_\_\_\_

Note: Late applications will not qualify for funding consideration.

**Program Budget**

**REVENUES**

(All Program Income; i.e. grants, etc.)

	Actual	Budget	Budget
	2009	2010	2011
* City of Hayward Grant	0	0	5000
* Dues	0	0	0
* Donations	0	0	0
* Other	0	0	0
*			
<b>Total Revenues</b>	<b>0</b>	<b>0</b>	<b>5000</b>

**EXPENDITURES**

(List all program expenditure categories)

	Actual	Budget	Budget
	2009	2010	2011
* Employee Salary and Benefits	0	0	0
* Rent	0	0	0
* Utilities	0	0	200
* Office Supplies	0	0	200
* Insurance	0	0	250
* Postage	0	0	300
* Equipment	0	0	3600
* Miscellaneous	0	0	0
* Open Studio	0	0	200
* Website Design	0	0	250
* Scholarship	0	0	0
<b>Total Expenses</b>	<b>0</b>	<b>0</b>	<b>5000</b>
<b>TOTAL PROGRAM Income (Loss)</b>	<b>0</b>	<b>0</b>	<b>0</b>

Hayward Arts Council  
**Profit and Loss**  
January through December 2009

	<u>Jan - Dec '09</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
401 -- Bank Interest	278.10
403 -- Grants Income	
403.5 -- Alameda County Art Commission	252.00
403.6 -- City of Hayward	<u>21,996.25</u>
<b>Total 403 -- Grants Income</b>	22,248.25
405 -- Donation Income	20,135.61
407 -- Community Outreach	0.00
408 -- Sales Commission Income	
408.3 -- G.S. Commission Income	<u>195.22</u>
<b>Total 408 -- Sales Commission Income</b>	195.22
414 -- Membership	
414.1 -- H.A.C. Membership	<u>4,735.00</u>
<b>Total 414 -- Membership</b>	4,735.00
427 -- Mural Booklets	4.56
475 -- Hill and Valley Club Event	
475.1 -- H & V Entry Fee	945.00
475.2 -- H & V Other Income	<u>25.00</u>
<b>Total 475 -- Hill and Valley Club Event</b>	970.00
485 -- Website	<u>15.00</u>
<b>Total Income</b>	48,581.74
<b>Expense</b>	
501 -- Bank Service Charge	0.00
503 -- Honor Band	-3,266.57
504 -- Accounting Fees	-250.00
507 -- Community Outreach Expenses	285.00
510 -- H.A.C. Depreciation Exp	42.12
514 -- Dues, Memberships & Suscription	450.00
515 -- Franchise Tax Board	10.00
520 -- Insurance	2,312.76
530 -- Office, Maint, Repairs & Supp	1,209.84
533 -- Office Supplies	
533.1 -- H.A.C. Offices Supplies	1,221.33
533.3 -- G.S. Office Supplies	583.70
533.4 -- O'Lague Office Supplies	<u>36.76</u>
<b>Total 533 -- Office Supplies</b>	1,841.79
535 -- Payroll Taxes Exp	
535.10 -- State SDI	0.16
535.5 -- Social Sec. Tax Exp.	1,107.38
535.7 -- Federal Medicare Exp	259.24
535.8 -- State Unemployment	224.79
535.9 -- State Training	<u>10.11</u>
<b>Total 535 -- Payroll Taxes Exp</b>	1,601.68
540 -- Postage	
540.1 -- H.A.C. Postage	462.64
540.3 -- G.S. Postage	558.77
540.4 -- O'Lague Postage	<u>245.97</u>
<b>Total 540 -- Postage</b>	1,265.38
545 -- Printing	
545.1 -- H.A.C. Printing	1,487.40
545.3 -- G.S. Printing	830.98
545.4 -- O'Lague Printing	<u>327.76</u>
<b>Total 545 -- Printing</b>	2,646.14
550 -- Receptions	
550.1 -- H.A.C. Reception	71.42
550.3 -- G.S. Reception	-31.33
550.4 -- O'Lague Reception	<u>150.86</u>
<b>Total 550 -- Receptions</b>	190.95
555 -- Rent	8,400.00
565 -- Scholarships	
565.6 -- Drama	275.00
565.7 -- Visual Art	525.00
565.8 -- Music Scholarship Expense	<u>-3,600.00</u>
<b>Total 565 -- Scholarships</b>	-2,800.00
567 -- Telephone	
567.1 -- H.A.C. Telephone	<u>1,058.87</u>
<b>Total 567 -- Telephone</b>	1,058.87

**Hayward Arts Council**  
**Profit and Loss**  
January through December 2009

	<u>Jan - Dec '09</u>
<b>575 — Hill and Valley Club Expense</b>	
575.1 — H & V Rent	600.00
575.2 — H & V Printing Expense	370.12
575.3 — H & V Equipment	158.04
575.4 — H & V Reception	104.01
575.5 — H & V Postage Expense	<u>92.18</u>
<b>Total 575 — Hill and Valley Club Expense</b>	1,324.35
<b>580 — Wages</b>	17,851.50
<b>585 — Website Expense</b>	-40.00
<b>587 — Workman's Compensation</b>	<u>208.36</u>
<b>Total Expense</b>	<u>34,342.17</u>
<b>Net Ordinary Income</b>	<u>14,239.57</u>
<b>Net Income</b>	<u>14,239.57</u>

Hayward Arts Council  
**Balance Sheet**  
As of December 31, 2009

	<u>Dec 31, '09</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 — Bank of the West	4,969.47
102 — Money Market	<u>59,508.04</u>
<b>Total Checking/Savings</b>	<b>64,477.51</b>
<b>Other Current Assets</b>	
120 — Prepaid Insurance	1,541.14
121 — Prepaid Postage	<u>1,015.03</u>
<b>Total Other Current Assets</b>	<b>2,556.17</b>
<b>Total Current Assets</b>	<b>67,033.68</b>
<b>Fixed Assets</b>	
<b>110 — H.A.C. Equipment</b>	
110.1 — H.A.C. Fixed Assets Depr.	-1,987.92
110 — H.A.C. Equipment - Other	<u>2,111.47</u>
<b>Total 110 — H.A.C. Equipment</b>	<b>123.55</b>
<b>111 — G.S. Equipment</b>	
111.1 — G.S. Fixed Asset Depr.	-3,379.73
111 — G.S. Equipment - Other	<u>3,379.73</u>
<b>Total 111 — G.S. Equipment</b>	<b>0.00</b>
<b>Total Fixed Assets</b>	<b>123.55</b>
<b>TOTAL ASSETS</b>	<b><u>67,157.23</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
202 — Payroll Taxes	
202.5 — Social Sec. Tax Pay.	543.94
202.7 — Medicare	127.12
202.8 — SDI	<u>48.22</u>
<b>Total 202 — Payroll Taxes</b>	<b>719.28</b>
203 — Grants	
203.6 — City of Hayward	8,048.75
203.7 — Honor Band	<u>2,294.43</u>
<b>Total 203 — Grants</b>	<b>10,343.18</b>
206 — Sales tax Payable	20.56
208 — Sales Income	<u>4.79</u>
<b>Total Other Current Liabilities</b>	<b>11,087.81</b>
<b>Total Current Liabilities</b>	<b>11,087.81</b>
<b>Total Liabilities</b>	<b>11,087.81</b>
<b>Equity</b>	
3000 — Opening Bal Equity	59,591.36
3900 — Retained Earnings	-17,761.51
Net Income	<u>14,239.57</u>
<b>Total Equity</b>	<b>56,069.42</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>67,157.23</u></b>

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# FY 2011 Community Promotions Program

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**Newspaper Ad**

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# Daily Review

c/o Bay Area News Group-East Bay  
22533 Foothill Blvd.  
Hayward, CA 94541  
Legal Advertising  
(800) 595-9595 opt. 4

Hayward, City of - City Clerk  
Miriam Lens, 777 B St.  
Hayward CA 94541

## PROOF OF PUBLICATION

FILE NO. FY2011 Commun

In the matter of

Daily Review

The Daily Review

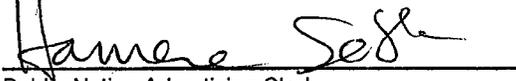
I am a citizen of the United States; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the Legal Advertising Clerk of the printer and publisher of The Daily Review, a newspaper published in the English language in the City of Hayward, County of Alameda, State of California.

I declare that the Daily Review is a newspaper of general circulation as defined by the laws of the State of California as determined by this court's decree, dated March 2, 1950, in the action entitled In the Matter of the Ascertainment and Establishment of the Standing of The Daily Review as a Newspaper of General Circulation, case number 221938. Said decree states that "'The Daily Review' has been established, printed, and published daily in the City of Hayward, County of Alameda, State of California, for one year or more next preceding the date of the filing of said petition; that it is a newspaper published for the dissemination of local and telegraphic news and intelligence of a general character and has a bona fide subscription list of paying subscribers; ... [ ] [and] THEREFORE, ... 'The Daily Review' is hereby determined and declared to be a newspaper of general circulation [within the meaning of Government Code §§ 6000 et seq.]" Said decree has not been revoked, vacated or set aside.

I declare that the notice, of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:

2/13/2010

I certify (or declare) under the penalty of perjury that the foregoing is true and correct.



Public Notice Advertising Clerk

Legal No.

0003395326

DEFENSE

Page 142 of 142

### PUBLIC NOTICE CITY OF HAYWARD FY 2011 COMMUNITY PROMOTION PROGRAM

Do you Promote  
Economic Development  
in Hayward through the  
Arts, Cultural Diversity,  
or other activities?

The City of Hayward invites community groups to apply for grant funding through the City's Community Promotion Program. Community groups can qualify to apply by meeting one of the following criteria: Promote Economic Development via: 1) Promoting the arts, 2) Promoting cultural diversity, or 3) Other efforts.

Please visit the city website at [www.hayward-ca.gov](http://www.hayward-ca.gov) or call the Finance Department at 510-583-4014 to learn more about this opportunity. Application deadline is March 3, 2010.

Dated: February 13, 2010  
Miriam Lens, City Clerk  
City of Hayward  
DR #3395326  
Feb. 13, 2010

02/22/10 11:32 CLK