



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 01/19/99
AGENDA ITEM 6
WORK SESSION ITEM _____

TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: Contract with the Hayward Chamber of Commerce to Provide Promotional Services to the Downtown Business Improvement Area

RECOMMENDATION:

Authorize staff to enter into a twelve-month contract with the Hayward Chamber of Commerce in an amount not to exceed \$46,000, for the purpose of providing promotional services for the Downtown Business Improvement Area (BIA).

BACKGROUND:

In October 1997 the City contracted with Newsmakers, Inc. to provide advertising and promotional services for the Downtown BIA. Specifically, Newsmakers created ads promoting the downtown, and published a quarterly downtown newsletter, which was circulated in the Daily Review. At the recommendation of the BIA Advisory Board, staff terminated the contract with this consultant last August for cause, including poor performance in delivering the third newsletter. Since that time, the Advisory Board has focused on how to carry on and improve upon the delivery of promotional services to the downtown area.

In December, the BIA Advisory Board received a proposal from the Hayward Chamber of Commerce for promotional services to the BIA. The Advisory Board reviewed the proposal, and after some minor adjustments is recommending that the City enter into a contract with the Chamber for the proposed services (see attached scope of services). The Chamber's proposal, as modified in response to Advisory Board concerns is as follows:

- Produce a directory by business category of all the businesses in the BIA;
- Produce three newsletters that would be direct-mailed to all BIA businesses;
- Produce three advertising tabloids that would be distributed in the Daily Review.

The Business Directory would have a glossy full-color cover and an upgraded black and white newsprint interior. All BIA businesses would be listed by category. The directory would be distributed through the Daily Review, to its 40,000 subscribers. There would also be an over-run of approximately 2,500 copies for direct mail to the BIA businesses, as well as additional copies for distribution through the Chamber, the City, major employers and other BIA businesses.

The newsletters would be four page, two-color mailers that are intended to promote business to business communication and inform the BIA members about downtown activities. They would contain information such as new business openings, the status of City projects, upcoming community events and deadlines for advertising in the tabloids. The newsletters are not intended for distribution to the general public and will have no advertising.

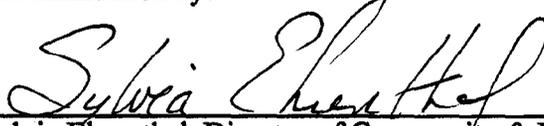
The newspaper tabloids are proposed to be four-color, and a minimum of four pages which may expand if advertising sales warrant. The tabloids would be an insert in the Daily Review and distributed to the entire readership. The primary purpose of the tabloids is to promote downtown businesses, and provide news of general interest regarding the downtown area. The Chamber intends to time the production of at least two of these tabloids to coincide with upcoming planned events in the downtown – the antique fair which will take place next summer, and next year's Light Up the Season. It is hoped that such timing will create excitement and incentive for people to come downtown. The timing of the third tabloid, which the Advisory Board specifically requested, has yet to be specifically determined. It is likely that it will be produced either this spring or next. Advertisements would be managed and sold by the Daily Review.

Since some of the proposed services would be provided in the new fiscal year, the contract would be structured so that continued services will be optional, depending on available funding.

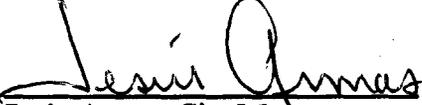
Prepared by:


Maret Bartlett, Redevelopment Director

Recommended by:


Sylvia Ehrenthal, Director of Community & Economic Development

Approved by:


Jesús Armas, City Manager

Attachments: Resolution

DRAFT

DM 1-4-99

HAYWARD CITY COUNCIL

RESOLUTION NO. ____

Introduced by Council Member _____

**RESOLUTION AUTHORIZING THE CITY MANAGER TO
ENTER INTO A CONTRACT WITH HAYWARD CHAMBER
OF COMMERCE TO PROVIDE PROMOTIONAL SERVICES
TO THE DOWNTOWN BUSINESS IMPROVEMENT AREA**

WHEREAS, the Downtown Business Advisory Board has recommended that the City authorize a contract with the Hayward Chamber of Commerce for the following promotional services for the Downtown Business Improvement Area (BIA):

1. Produce a directory by business category all the business in the BIA;
2. Produce three advertising tabloids that would be distributed in the Daily Review; and
3. Produce three newsletters that would be direct-mailed to all BIA businesses.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Hayward authorizes the City Manager to negotiate and enter into a contract with the Hayward Chamber of Commerce to provide advertising and promotional services to the Downtown Business Improvement Area in an amount not to exceed \$46,000, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA, _____, 1999

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: _____
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward