

**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 06/01/04  
AGENDA ITEM \_\_\_\_\_  
WORK SESSION ITEM WS#2

**TO:** Mayor and City Council  
**FROM:** Acting Director of Finance and Internal Services  
**SUBJECT:** Community Promotions Program Funding for 2004-05

**RECOMMENDATION:**

It is recommended that the City Council review and comment on this report.

**BACKGROUND:**

At the April 13 work session, staff reviewed briefly with Council the status of Community Promotion applications for 2004-05. In light of the projected budget shortfall, Council concurred with staff's suggestion that the funding level be reduced from \$180,000 to \$150,000.

For 2004-05, fifteen organizations submitted applications for funding. Eleven are returning organizations with requests at the same level of funding as in 2003-04, one with a decrease in funding, one with an increase, and two requests from organizations that have either previously applied or have been funded. Requests for 2004-05 total \$215,709. For 2004-05, available funding was reduced to \$150,000 at the direction of Council.

Following the work session, staff met with applicants to explore how best to maintain their program offerings in view of the overall lower funding level. There was good representation by the applicants and a general recognition of the budget challenge that the City faces. To provide a starting point for the discussion staff advanced a funding approach which was to fund all 2004-05 requests of \$2000 or less (four applicants) at 100%, and to then allocate the balance of the funding to the remaining applicants on a proportional basis. One applicant, that also applied in 2003-04 and was not funded, is not recommended for funding for 2004-05.

At the meeting each applicant was given an opportunity to speak and ask questions. There was a general consensus that the applicants would have to make fiscal adjustments and pursue other funding sources in order to continue their activities and events at a reduced funding level. While in all cases the reduction presented some challenges, applicants indicated that they would try to address the funding shortfall through other means.

One applicant, the Hayward Zucchini Festival, was not funded in 2003-04 and is not recommended for funding in 2004-05. While the representative voiced dissatisfaction, the rationale for not recommending funding for the Hayward Zucchini Festival for 2004-05 is the same as it was for 2003-04. More specifically, the Hayward Zucchini Festival budgets its event as a for-profit enterprise and has been able to demonstrate that they are able to operate a successful program without City funding.

Finally, the Hayward Municipal Band (Band), which applied for increased funding in 2004-05 for new uniforms, indicated that if they could be funded at the 2003-04 level they would be able to produce a quality program for 2004-05. The other applicants generally agreed to the Band's proposal.

Attachment A is a summary of recommendations for Community Promotions Program funding for 2004-05. As noted above, the Band and those applicants which are at \$2,000 or less are funded at 100%. Based on the approach noted above, all other organizations are funded at 78% of their 2003-04 funding level. Finally, one organization, the Zucchini Festival is not recommended for funding for 2004-05.

In closing, staff would like to commend the applicants for their participation in the funding meeting and the level of cooperation that was exhibited in arriving at this recommendation.

Recommended by:

  
\_\_\_\_\_  
Diane Lewis, Acting Finance Director

Approved by:

  
\_\_\_\_\_  
Jesús Armas, City Manager

Attachments: Resolution

Exhibit A – 2004-05 Community Promotions Program Recommended Funding

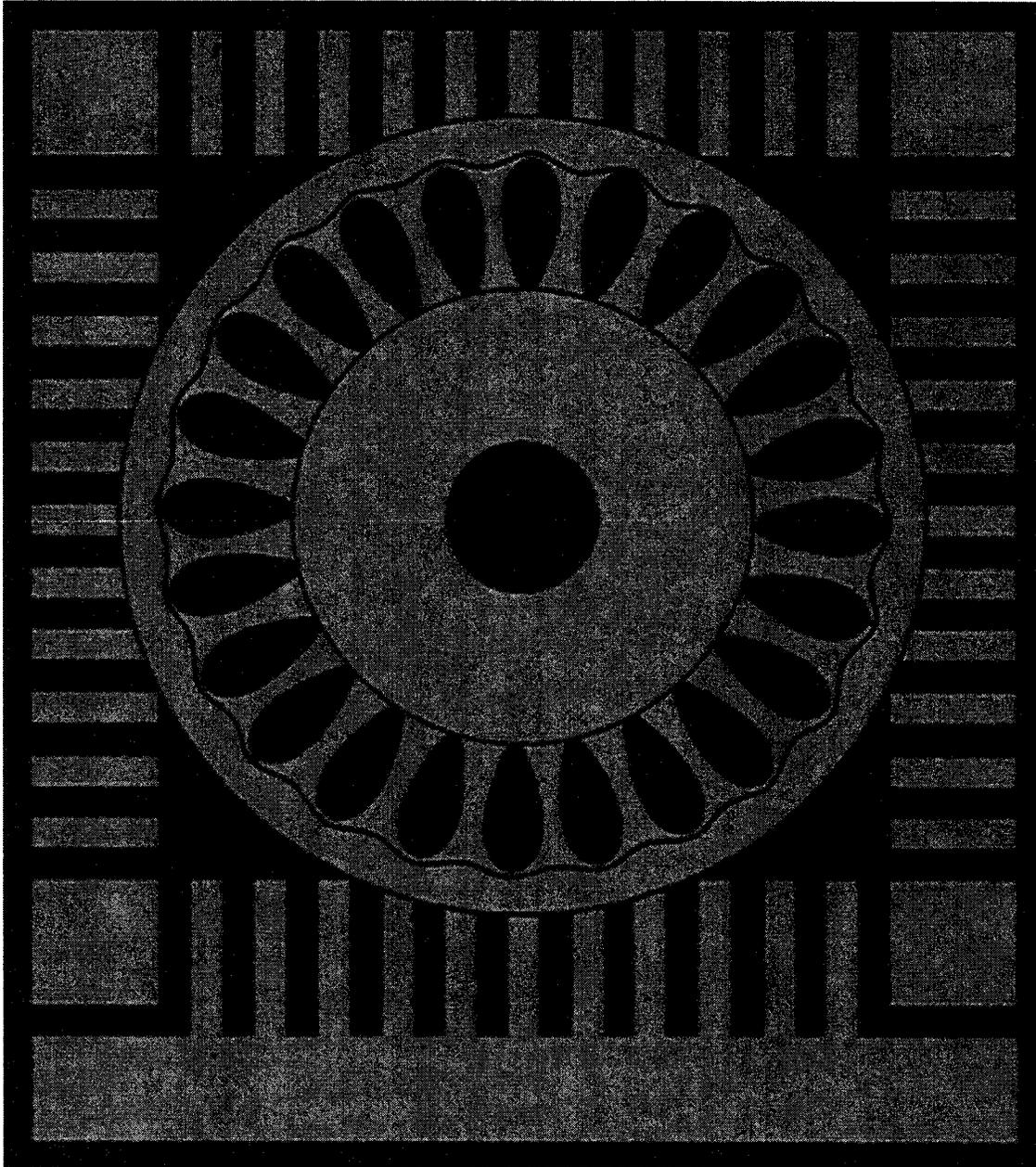
Exhibit B - Community Promotions Program Applications Binder

2004-05 Community Promotions Funding Meeting  
Wednesday, April 27, 2004

Funding = \$150,000

Community Organization/Activity	Adopted 2003-04	Requested 2004-05	Recommended 2004-05
Admission Day Celebration Committee	\$200	\$200	<b>\$200</b>
Bay Area Blues Society - Hayward-Russell City Blues Festival	\$40,000	\$40,000	<b>\$31,379</b>
Dr. Martin Luther King, Jr. Birthday Celebration Committee - Dr. Martin Luther King, Jr. Birthday Celebration	\$2,000	\$2,000	<b>\$2,000</b>
Hayward Arts Council - Arts Promotion	\$30,400	\$30,400	<b>\$23,848</b>
Hayward Forum of the Arts / Sun Gallery - Art Education and Exhibition Facility	\$47,750	\$47,750	<b>\$37,467</b>
Hayward Honor Band / Hayward Arts Council - Chabot Concert	\$0	\$10,000	<b>\$7,830</b>
Hayward Municipal Band - Hayward Concert Series	\$18,509	\$29,509	<b>\$18,509</b>
Hayward Zucchini Festival	\$0	\$20,000	<b>\$-0-</b>
Hayward Volunteer Recognition and Awards Dinner Committee	\$2,000	\$2,000	<b>\$2,000</b>
La Alianza de Hayward - Cinco de Mayo / Mexican Independence Program	\$4,000	\$4,000	<b>\$3,111</b>
Lighthouse Community Center - Hayward Pride Celebration	\$5,000	\$0	<b>\$-0-</b>
Memorial Day Committee - Memorial Day Service	\$800	\$800	<b>\$800</b>
Pacific Chamber Symphony - Music Education	\$13,000	\$13,000	<b>\$10,191</b>
South Hayward Lions Club - Fourth of July Celebration	\$8,250	\$8,250	<b>\$6,464</b>
Veterans Day Parade Committee - Veterans Day Parade	\$591	\$300	<b>\$300</b>
Youth Orchestra of Southern Alameda County - Music Program	\$7,500	\$7,500	<b>\$5,901</b>
<b>TOTAL</b>	<b>\$180,000</b>	<b>\$235,709</b>	<b>\$150,000</b>

# **CITY OF HAYWARD**



**2004-2005**

**COMMUNITY PROMOTION PROGRAM**

# 2004-05 COMMUNITY PROMOTION PROGRAM

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**Community Promotion  
Program**

**Application Summary**

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Community Organization/Activity	Adopted 2003-04	Requested 2004-05	Difference
Admission Day Celebration Committee	\$200	\$200	\$0
Bay Area Blues Society – Hayward-Russell City Blues Festival	\$40,000	\$40,000	\$0
Dr. Martin Luther King, Jr. Birthday Celebration Committee – Dr. Martin Luther King, Jr. Birthday Celebration	\$2,000	\$2,000	\$0
Hayward Arts Council – Arts Promotion	\$30,400	\$30,400	\$0
Hayward Forum of the Arts / Sun Gallery – Art Education and Exhibition Facility	\$47,750	\$47,750	\$0
Hayward Honor Band / Hayward Arts Council – Chabot Concert	\$0	\$10,000	<b>\$10,000</b> (new applicant)
Hayward Municipal Band – Hayward Concert Series	\$18,509	\$29,509	<b>\$11,000</b> (new uniforms)
Hayward Volunteer Recognition and Awards Dinner Committee	\$2,000	\$2,000	\$0
Hayward Zucchini Festival	\$0	\$20,000	<b>\$20,000</b> (new applicant)
La Alianza de Hayward – Cinco de Mayo / Mexican Independence Program	\$4,000	\$4,000	\$0
Lighthouse Community Center – Hayward Pride Celebration	\$5,000	\$0	<b>(\$5,000)</b> No application received
Memorial Day Committee – Memorial Day Service	\$800	\$800	\$0
Pacific Chamber Symphony – Music Education	\$13,000	\$13,000	\$0
South Hayward Lions Club – Fourth of July Celebration	\$8,250	\$8,250	\$0
Veterans Day Parade Committee – Veterans Day Parade	\$591	\$300	<b>(\$291)</b> Reduced Request
Youth Orchestra of Southern Alameda County – Music Program	\$7,500	\$7,500	\$0
<b>TOTAL</b>	<b>\$180,000</b>	<b>\$215,709</b>	<b>\$35,709</b>

## Community Promotions Program - Program Descriptions

- **Admission Day Celebration Committee – Admission Day Celebration.** Activities in observance of the anniversary of California's admission to the Union on September 9, 1850.
- **Bay Area Blues Society – Hayward-Russell City Blues Festival.** Event celebrating local blues music and musicians, which recognizes this music's contribution to the history and culture of Hayward and the East Bay.
- **Dr. Martin Luther King Jr. Birthday Celebration Committee - Dr. Martin Luther King Jr. Birthday Celebration.** Annual art and essay contest for students and Citywide event to promote peaceful solutions to problems, including a fund raising and recruitment program for community participation.
- **Hayward Arts Council – Arts Promotion.** Provides arts programs and events including local artist's exhibits, community programs in cooperation with the City such as Light-Up the Season, poetry readings, scholarship awards for youth, and a calendar of arts activities.
- **Hayward Forum of the Arts / Sun Gallery – Art Education and Exhibition Facility.** Arts programming including art exhibitions, hands-on art experiences (field trips) for children, after-school art classes, workshops, lectures, and special presentations.
- **Hayward Honor Band / Hayward Arts Council - Chabot Concert.** Provides instrumental students in the City Of Hayward the opportunity to perform in public with a distinguished guest conductor.
- **Hayward Municipal Band – Hayward Concert Series.** Summer concert series at Hayward Memorial Park on Sunday afternoons.
- **Hayward Volunteer Recognition and Awards Dinner.** Recognition of outstanding volunteers who contribute their time to benefit local human services, non-profit and other programs at an annual dinner.
- **Hayward Zucchini Festival.** Festival held annually to provide a forum for non-profit organizations to raise funds for their programs and provide entertainment for the community.
- **La Alianza de Hayward – Cinco de Mayo/Mexican Independence Program.** Sponsorship of annual Cinco de Mayo and Mexican Independence Day celebrations.
- **Lighthouse Community Center - Hayward Pride Celebration.** First annual event celebrating Hayward's large and active gay community.
- **Memorial Day Committee – Memorial Day Service.** Sponsorship of the annual Memorial Day Observance at Lone Tree Cemetery, including participation by the Hayward Municipal Band.
- **Music Academy.** Provides lessons for Hayward school 5<sup>th</sup> through 12<sup>th</sup> grade students who are enrolled in school music programs, with year-end performances culminating the classes.
- **Pacific Chamber Symphony – Music Education.** Classical music education programs for Hayward elementary school students and a "Solo Star Showdown" competition.

- **South Hayward Lions Club – Fourth of July Celebration.** Sponsorship of annual Independence Day Celebration held at Weekes Park.
- **Veterans Day Parade Committee – Veterans Day Parade.** Sponsorship of the annual Veterans Day Observance and Parade.
- **Youth Orchestra of Southern Alameda County – Music Program.** Provides a comprehensive music program for students (age 6 to 18) with orchestral experience of different levels.

**2004-05 COMMUNITY PROMOTION PROGRAM**

Amount to be allocated based on set formula:  
25% of 1% of General Fund Revenue  
(Revenue Figure From Adopted Current Year Budget)

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	Revenue	x	1%	=	Subtotal	x	25%	=	Amount Available for Allocation
<u>2003-04</u>	\$83,343,000	x	0.01	=	\$833,430	x	0.25	=	\$208,358

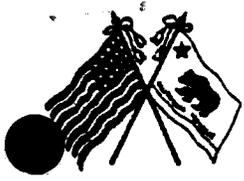
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# **Admission Day Celebration**

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Presented by

Alameda County Admission Day Celebration  
Committee



ALAMEDA COUNTY  
**ADMISSION DAY**  
CELEBRATION COMMITTEE

NATIVE DAUGHTERS OF THE GOLDEN WEST  
NATIVE SONS OF THE GOLDEN WEST

February 24, 2004

City of Hayward  
Finance Administration  
777 B Street  
Hayward, California 94541

Attention: Denise Blohm

The purpose of the request by the Alameda County Admission Day Celebration Committee is to be used to defray part of the expenses of the Admission Day activities pertaining to the 154th Anniversary of California's Admission to the State of the Union on September 9, 2004. All such funds are matched by the funds of the Committee. A local observance of Statehood Day will be held in Alameda County, to which all are invited to attend.

If you have any questions concerning the above information please call Walton P. Rego, Past Grand President, Native Sons of the Golden West at (510) 538-0535.

Sincerely,

Doris M. Perez, Treasurer  
21672 Knoll Way  
Castro Valley, California 94546

Phone: (510) 582-4949

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART A: General Information**

**APPLICANT**

**Organization Name:** Alameda County Joint Committee Native Sons and Native Daughters of the Golden West

**Address:** 21672 Knoll Way  
Castro Valley, California 94546

**Phone #:** (510) 582-4949

**Fax #:** \_\_\_\_\_

**Representative:** Doris M. Perez, Treasurer

**Email:** \_\_\_\_\_

**GRANT FUNDING REQUEST**

**Grant Funding Request:** Year 1 (2004-05): \$ 200.00

**Program/Event/Activity for which grant funding is requested:**

Celebration of Statehood Day

**AUTHORIZED SIGNATURE**

*(The application must be signed by an officer or authorized representative of the applying organization)*

Walton P. Rego, PGP



2/24/04

Printed Name

Signature

Date

*For City Staff Use Only*

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Date Application Received: \_\_\_\_\_  
Funding Recommendation: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART B: Program Information** *(use additional sheets as needed)*

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

The Celebration of Statehood Day is usually marked by a local observance with a banquet at a location to be selected each year in Alameda County and then a further observance in the participating in a parade in a city or town selected each year in California which includes marching units, decorated cars and floats.

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):

- Celebrate cultural diversity**
- Promote the arts**
- Recognize the history of Hayward and its future**

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

This is the only organization and committee which marks the important civic and history event of California history in which Alameda County and the City of Hayward was a vital part of the founding and growth.

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

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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***PART B continued:***

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

The Anniversary of Admission (Statehood) Day has been observed by this Committee on or about September 9th since the founding of the two historic and fraternal Organizations many years ago.

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

Financial statement attached

NSGW & NDGW Admission Committee  
 Treasurer's Report  
 February 1, 2004

Bank Balance - October 1, 2003		1,779.60
Receipts: City of Hayward	200.00	
City of San Leandro	200.00	<u>400.00</u>
		2,179.60

EXPENSES:

Banquet Committee:

Decorations	70.88	
Tickets (Sec. Report)		
Entertainment	150.00	
Printing letters (Sec. Report)		
McDonough Catering	1,691.00	
(89 @ 19.00) 2 guests		
Wine 13 @ 8.00	104.00	
Bartender	<u>50.00</u>	
	2,065.88	
Receipts:		
87 @ 22.00	<u>1,914.00</u>	151.88

Post Admission Day Meeting:

Food & Refreshments		110.46
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Treasurer Expenses:

Photo Copies (City of Hayward)		5.46
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Secretary Expenses:

Postage, letters, banquet tickets, Cartridge for printer		139.35
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Misc. Expenses:

Secretary Services	100.00	
Treasurer Services	100.00	
Chairman Gifts	<u>24.28</u>	<u>224.28</u>

Total Disbursements:

631.43

Bank Balance - February 1, 2004

1,548.17

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# **Hayward-Russell City Blues Festival**

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Presented by  
Bay Area Blues Society

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART A: General Information**

**APPLICANT**

Organization Name: Bay Area Blues Society  
Address: 408 13th Street, Suite 512, Oakland, CA 94612  
Phone #: 510-836-2227 Fax #: 707-647-3962  
Representative: Ronnie Stewart Email: hipwayblues@hotmail.com

**GRANT FUNDING REQUEST**

Grant Funding Request: Year 1 (2004-05): \$40,000.00

Program/Event/Activity for which grant funding is requested:

Hayward-Russell City Blues Festival

**AUTHORIZED SIGNATURE**

*(The application must be signed by an officer or authorized representative of the applying organization)*

Ronnie Stewart, Executive Director

Printed Name

  
Signature

3/5/04

Date

For City Staff Use Only

Date Application Received:

Funding Recommendation:

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

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART B: Program Information** *(use additional sheets as needed)*

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

SEE ATTACHED

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):

- Celebrate cultural diversity**
- Promote the arts**
- Recognize the history of Hayward and its future**

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

SEE ATTACHED

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

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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***PART B continued:***

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

SEE ATTACHED

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

SEE ATTACHED

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

## PART B: Program Information

### 1. Program/Event Activity Description

The **Hayward-Russell City Blues Festival** is one part of a nine-part program, called **Russell City, The Town That Lost the Blues Project**. Currently the Hayward-Russell City Blues Festival is the flagship for this nine-part program. The festival celebrates the rich history and musical, cultural art form found in Russell City and Hayward during the post war years from the 1940's thru the 1960's. The Hayward-Russell City Blues Festival showcases, educates and fosters pride in the community about the musical roots of African Americans and their significant contributions to American culture. The blues is a purely American art form born of African American experiences, which found fertile soil in Hayward. The Hayward-Russell City Blues Festival brings live on stage a real time capsule recognizing with pride, the musical legacy of Russell City. Some of the worlds top blues artists have appeared at the Hayward-Russell City Blues Festival over the years.

Last year's festival was one of the most celebrated blues festivals in the country due to the 107<sup>th</sup> congress, 2<sup>nd</sup> session s.res. 316 designated the Year of the Blues. This was the first time in U.S. History that congress has recognized the most influential form of American roots music, the Blues!!!

Last year's theme **Celebrating Year of the Blues** was probably the most important year for blues music since it's inception in the fields of the south during slavery. Our theme last year was the most obvious with the **Year of the Blues** being celebrated all over the United States and overseas; no other blues festival theme would work. We wanted to make sure all styles of blues music would be represented during the **Year of the Blues** and at the same time, keep the history of **Russell City** in the forefront of the festival.

Last years blues music was being celebrated all over the country so the Bay Area Blues Society went all over the country to book acts. Our first stop was Hot Springs, Arkansas where we picked up on of the country's newest **King of the Blues, Michael Burks**. Although he has been playing blues for over thirty years, he was a W.C. Handy Award Nominee for Best New Artist 2000. He plays the Flying V Gibson Guitar just like Albert King did, but he is no copy cat. Michael Burks has his own sound, which is why he is on his way to legendary status.

Our next stop was Portland, Oregon where we found the **Pride of the Northwest, the Paul Delay Blues Band**. Paul Delay was a big hit at least year's festival. He is one of the world's premiere harmonica players and blues fans were lucky enough to see this great act.

Next we traveled to Forsyth, Georgia to pick up none other than the **Stoop Down Man, Chick Willis**, his hit classic, Stoop Down Baby, is still one of the most popular blues songs of all time. The blues fans of Hayward were on their feet when Chick Willis hit the stage.

**Mem Shannon and the Membership** traveled from New Orleans, Louisiana for the Hayward-Russell City Blues Festival. Mem Shannon won several awards including Song of the Year (S.U.V.) from the Living Blues Critics Poll 2002, Best Blues Artist from the Big Easy Entertainment Awards 2002 and Best Blues Album by Offbeat Magazine. He was in rare form and a big hit at the festival.

**Lenny Williams** is the hometown boy from Russell City. His family came to Russell City in the 1940's. His fame came when he joined the funk group, Tower of Power. With Lenny Williams performance the Russell City Blues Festival began to show how strong the bloodline of the little city called Russell City was.

**Sugar Pie DeSanto**, the Queen of West Coast Blues has recorded for the late-great Bob Geddins. She recorded for Chess Records and traveled on the road with James Brown for five years. This was her first performance at the Hayward-Russell City Blues Festival and the fans loved her.

**John Lee Hooker Jr.** was one of the first timers who had an outstanding performance. John Lee Hooker Jr. is carrying on the tradition of his father. Every year the Hayward-Russell City Blues Festival begins the day with gospel and every year the **Stars of Glory** get the crowd on their feet. Last year's festival was no different. The Stars of Glory, Gospel Group of the Year, continued their amazing performances.

**Birdlegg & his Tightfit Blues Band** performance stood up to the **Year of the Blues**. Birdlegg plays an excellent blues harmonica that made you proud to be an American. Rounding out the festival was the **Russell City Memorial Blues Band**. This Russell City Alumni band was put together with Jimmy Mamou, Billy Dunn, Big Bob Deance and Geno Landers. Their show was a reminder of what Russell City nightclubs enjoyed many years ago!

This year, 2004, will bring **Boogie Women in the Blues** featuring **Carol Fran**, **Wendy DeWitt**, and **Beverly Stovall** to a portion of the festival to perform a set. Other top acts include Blues Guitar of the Year, **Craig Horton** and Blues Band of the Year, his **Hotlinks**. Two great acts to perform the Texas sound is **Lucky Peterson** and **Sherman Robertson**. Other scheduled acts include **Walter "Wolfman" Washington** from Louisiana and **Filmore Slim**. We are currently negotiating with other national acts for 2004 Edition of the Hayward-Russell City Blues Festival.

The Hayward-Russell City Blues Festival has the distinction of being the only blues festival with a car show as part of the festival activities. The car show includes judging and awards presentations for special categories.

The Hayward-Russell City Blues Festival has brought back two and three generations of families who once lived in Russell City and Hayward and has sparked interest in the history of Russell City, adding Hayward to the map of West Coast Blues. For many years it has been the notion of most to think that Oakland, Richmond and Los Angeles were where West Coast Blues was born. However, with the history of Russell City's music showcased at the Hayward-Russell City Blues Festival, history books must change, adding Russell City to the list of cities that helped create what is known as West Coast Blues. During the weekend of the festival, businesses such as hotels and motels are full, restaurants and convenience stores report over average sales. The Hayward-Russell City Blues Festival will bring more people and more interest in the arts, culture and history of the City of Hayward.

## **2. Identification of Funding Category:**

### **Celebrate Cultural Diversity**

One of our major goals of the Hayward-Russell City Blues Festival is for the festival to serve as a tool for developing and sustaining pride within the Hayward community. The Bay Area Blues Society will attract an audience to rhythm and blues which is generally middle to upper middle class, suburban based, with considerable discretionary income. It is an audience that is generally drawn to rock music, classical and other forms of music. One target of the festival will be aimed at a more youthful audience of at risk, Latin and African American youth who are low to middle income and generally drawn to other styles of music. The blues festival has been developed as a key component of the Bay Area Blues Society's on-going efforts to promote and preserve Russell City's unique rhythm and blues heritage, while building new audiences by presenting the music in a non-traditional setting that are accessible to both downtown office workers and community residents. Particularly at risk minority youth are targeted for the festival. The festival will

demonstrate how this African American art form of music has roots in Hayward and Russell City and that the community's cultural diversity is live, well and respected in the City of Hayward.

### **Promote the Arts**

The **Hayward-Russell City Blues Festival** has developed specific public awareness and educational opportunities by enhancing awareness of the folk cultural form of blues music and its many influences as a vital dimension of the broader cultural and social environment in which we live.

### **Recognize the History of Hayward and it's Future**

**The Russell City Project, the Town That Lost the Blues**, has already had an impact on the history and future of the City of Hayward. The **Hayward-Russell City Blues Festival** brings back the days of Russell City and the great music that was played at Russell City clubs. During its heyday, Russell City was a down home community, known for its clubs with dirt floors, bootleg electricity and a steady stream of musicians playing a style of Delta Blues. During the early part of their careers, artists such as Jimmy Witherspoon, Big Joe Turner, Big Mama Thornton, L.C. Good Rocking Robinson, Johnny Heartsman, Lowell Fulson and a host of big name blues stars of world fame honed their careers in Russell City clubs. Russell City is a landmark on the map of America's contributions to world culture, giving Hayward a unique musical leg reflecting an American music experience. We are pleased to bring those sounds back to Hayward.

The overall goals and objectives of the **Russell City-The Town That Lost the Blues Program** is as follows:

- a. To create a resource guide and information booklet with stories, pictures and history of Russell City to be distributed to Hayward City schools, Chamber of Commerce, hotels and travel agencies.
- b. Create a Blues in the Schools Program.
- c. Have weekly Russell City walking and bus tours of the area that was once Russell City.
- d. Create a web site with the complete history of Russell City with sound bites of some of the great legends of blues & jazz that played in the clubs of Russell City.
- e. Produce record and distribute a two-volume c.d. entitled **The Songs of Russell City** from the 1940's through the 1960's.
- f. The Bay Area Blues Society and Impact TV has over 150 hours of footage from the last 10 years of interviews with people who lived in Russell City and events dedicated to the history of Russell City
- g. Tape a five-hour series for PBS called **Russell City, the Town That Lost the Blues**.
- h. Create the first and only **Russell City Hall of Fame and Museum** to be located in the area where Russell City once was. This museum will have information of Joel Russell, who Russell City was named after and display artifacts and memorabilia from the past musical history of Russell City.
- i. The **Hayward-Russell City Blues Festival** will become larger. We envision this festival as one of the most popular blues festivals, drawing blues fans from around the world. We envision businesses and citizens of the City of Hayward playing a part in the festival. We plan to continue marketing the festival as one of the most unique blues festivals in the country, which include a car show.

### **3. Performance Capacity and Experience**

The following is a listing of experience in successful events the Bay Area Blues Society has presented:

The Bay Area Blues Society became a 501-c-3, non-profit organization in 1985 to perpetuate blues, jazz and gospel as an art form. In the past 17 years our organization has gone from a regional to state wide presenting organization. We are proud to have created the "Blues in the Schools Program" which is very popular in every

state in the United States and over 10 countries around the world. We have presented "Blues Festivals" in Reno, Nevada and in Davis, Vacaville, Oakland, Hayward, and Vallejo, California. In the summer of 2001 we will add two more festivals to our roster, Fresno and Indio, California.

For 18 years we have presented to underserved communities of Northern California over 500 blues, jazz and gospel, African and Latin artists. We have had Bobby Blue Bland, Charles Brown, Lowell Fulson, Ruth Brown, Bill Doggett, Cornell Dupree, Hank Crawford, Jimmy McGriff, Gate Mouth Brown, Little Jimmy King, Bobby Rush, Lenny Williams, Joe Houston, Floyd Dixon, Hubert Sumlin, Little Joe & La Familia, Eddie Palmeri, The Kinsey Report, Elvin Bishop, Sunny Rhodes, Chick Willis and many gospel groups including one of the most famous, the original Soul Stirrs and Albetina Walker.

We are proud to have provided blues artists in fund raising efforts for the Xiana Fairchild Center, presented the first Vallejo Blues & Heritage Festival, co-sponsored with Holiday Inn the Blues and R&B Night at the Holiday Inn-Marine World and performed at Vallejo's Juneteen Celebration, and the Vallejo Shoreline Jazz Festival.

Average attendance at the Hayward-Russell City Blues Festival is 3,000 per day.

**The following is a partial list of programs presented by the Bay Area Blues Society over the last several years:**

Oakland Blues & Heritage Festival/Two day Festival/DeFemmer Park, Oakland, CA  
September 1999, 2000

Blues in the Schools Program/Assembly & History Lesson/Hoover Elementary, Oakland School District  
October Annually, 1999, 2000, 2001, 2002, 2003

Blues in the Schools Program/Assembly & History Lesson/Ascent Elementary, Oakland School District  
November Annually, 2002, 2003

Russell City Concert "The Town That Lost the Blues"/The Blues Played in Russell City & History Discussion/Hayward, CA  
November 1999, 2000

West Coast Blues Hall of Fame & Awards Show/Year of the Blues Celebration and Honoring Blues Musicians on the West Coast/Oakland, CA  
February 2003, 2004

Alameda County Fair/ "From Around the County" Blues Festival/ Pleasanton, CA  
June 2000, 2001, 2002, 2003

Alameda County Fair/"Motown Golden Days Review" Festival/One day Festival/Pleasanton, CA  
July 2000, 2001, 2002, 2003

Hayward-Russell City Blues Festival/Two day Festival/Hayward City Hall, Hayward, CA  
July 2000, 2001, 2002, 2003

Swans Blues Song Series/8 Week Series/Wednesday Eve Concert Once a Week  
July/August 2000, 2001, 2002

Home Grown Blues Series/8 Week Series/Wednesday Eve Concert Once a Week  
July/August 2000, 2001, 2002, 2003

Vallejo Blues & Heritage Festival/Two day Festival/Marina, Vallejo, CA.  
September 2000, 2001, 2002, 2003

**The following is a partial list of programs co-presented by the Bay Area Blues Society over the last two years:**

Art & Soul of Oakland Festival/Three day Festival/Downtown Oakland, 14<sup>th</sup> & Broadway  
September 2001, 2002, 2003

**City of Hayward  
Community Promotions Program  
Budget Proposal**

Line Item	2002-03	2003-04	Increase/Decrease		2004-05	Increase/Decrease	
	Budget	Budget	\$	%	Budget	\$	%
<b>Revenues (Grants, Other Sources)</b>							
<b>Cash Grants:</b>							
City of Hayward	\$40,000	\$40,000			\$40,000		
Bay Area Blues Society	\$46,502	\$49,793			\$49,793		
Calpine	\$1,000	\$1,000			\$1,000		
<b>Total Cash Grant</b>	<b>\$87,502</b>	<b>\$90,793</b>			<b>\$90,793</b>		
<b>In-Kind Sponsorship:</b>							
Hampton Inn	\$5,000	\$5,000			\$5,000		
BART	\$10,000	\$10,000			\$10,000		
ANG	\$17,000	\$17,000			\$17,000		
Q From the Hart	\$3,000	\$3,000			\$3,000		
Albertsons	\$1,000	\$1,000			\$1,000		
<b>Total In-Kind Sponsorship</b>	<b>\$36,000</b>	<b>\$36,000</b>			<b>\$36,000</b>		
<b>TOTAL REVENUES</b>	<b>\$123,502</b>	<b>\$126,793</b>			<b>\$126,793</b>		
<b>EXPENDITURES</b>							
Musicians Fees	\$35,228	\$38,751	\$3,523	.10+	\$38,751		
Stage & Lighting	\$2,200	\$2,200			\$2,200		
Sound (backline, generator, PA)	\$3,000	\$3,000			\$3,000		
Printing (posters, flyers, program design)	\$4,129	\$4,129			\$4,129		
Administration (Publicist, Stage Manager, Emcee Production Manager, Site Management)	\$6,000	\$6,000			\$6,000		
Staffing (Ticket Sales, Beer/Wine Sales,)	\$2,600	\$2,600			\$2,600		
Fees (licenses, permits, contracts)	\$240	\$240			\$240		
Marketing	\$8,213	\$8,213			\$8,213		
Booth/Equipment Rental	\$4,500	\$4,500			\$4,500		
Security	\$3,163	\$3,163			\$3,163		
Clean-up	\$800	\$800			\$800		
Sanitary Toilets & Fencing	\$2,978	\$3,376	\$398	.10+	\$3,376		
Office Expenses (fax, phone, etc.)	\$1,749	\$1,500			\$1,500		
Table, Chairs, Tents, Canopy Covers	\$592	\$622	\$30	.05+	\$622		
Festival Kick-Off Concerts	\$1,000	\$1,000			\$1,000		
Catering	\$2,000	\$2,000			\$2,000		
Airfare/Transportation	\$4,110	\$3,699	\$411	.10+	\$3,699		
Fundraising (t-shirt, program)	\$5,000	\$5,000			\$5,000		
<b>Total Expenditures</b>	<b>\$87,502</b>	<b>\$90,793</b>	<b>\$4,362</b>	<b>.04+</b>	<b>\$90,793</b>	<b>\$0</b>	<b>0</b>
<b>Net Revenues/Expenditures</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>0</b>	<b>\$0</b>	<b>\$0</b>	<b>0</b>

This is a copyrighted business plan. No sections or parts of this plan may be used without permission of the Bay Area Blues Society.

**Hayward-Russell City Blues Festival**

**Bay Area Blues Society Income Expense Statement 2003-2004**

<b>EXPENSE</b>		<b>INCOME</b>	
<b>Daily Operations</b>		<b>Cash Grants</b>	
Rent	324.00	City of Hayward	40,000.00
Phone	2,600.00	Vallejo Arts Council	300.00
Cell Phone	2,000.00	City of Oakland	4,198.00
Insurance	3,265.00	Oakland Art & Soul	25,000.00
Printing	2,575.00	Alameda County Fair	20,000.00
Mailings	1,500.00	Calpine	1,000.00
Office Supplies	2,200.00		<u>90,498.00</u>
	<b>14,464.00</b>		
<b>Travel Expenses</b>			
Mileage	2,000.00		
Bridge Toll	1,200.00		
	<b>3,200.00</b>		
<b>Program Expenses</b>		<b>Cash Sponsors</b>	
Musician Fees	63,255.00	Prentice Property	10,000.00
Kick off Concert	1,500.00	Team Chevrolet	2,500.00
Fees & Licenses	500.00		<u>12,500.00</u>
Marketing	12,236.00		
Printing	8,263.00		
Administrative Fees	5,230.00		
Staffing	5,445.00		
Equipment Repair	1,100.00		
Graphi Artist	4,575.00		
Supplies	3,500.00		
	<b>105,604.00</b>		
<b>Rental Expenses</b>		<b>Private Gigs</b>	
Stage/Lighting	5,000.00	January	3,765.00
Backline Equipment	5,500.00	February	3,650.00
Generator	700.00	March	2,200.00
Sound	6,000.00	April	7,000.00
Arts/Craft/Food Booth	12,500.00	May	5,600.00
Toilet/Sink/Fencing	4,000.00	June	2,500.00
Tables/Chairs	2,065.00	July	3,200.00
Ticket Booth	1,680.00	August	2,300.00
	<b>37,445.00</b>	September	2,500.00
		October	2,100.00
		November	2,209.00
		December	3,800.00
			<u>40,824.00</u>
<b>Service Expenses</b>			
Security	1,852.00		
Clean up	1,020.00		
Catering	976.00		
Hotel	750.00		
Transportation	3,763.00		
	<b>8,361.00</b>		
<b>Fundraising Expenses</b>		<b>Fundraising Income</b>	
T-Shirts	2,575.00	T-Shirts	4,500.00
Beer	4,563.00	Ticket	15,476.00
Wine	1,500.00	Beverage	5,535.00
Soda	850.00	Booth Rental	5,000.00
Water	400.00	Program	3,000.00
	<b>9,888.00</b>	Parking	1,629.00
			<u>35,140.00</u>
<b>GRAND TOTAL</b>	<b>178,962.00</b>		<b>178,962.00</b>

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# **Dr. Martin Luther King, Jr. Birthday Celebration**

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Presented by

Dr. Martin Luther King, Jr. Birthday Celebration  
Committee

*Dr. Martin Luther King, Jr.*

Promotions  
Funding  
Request



*Birthday Celebration 2005*

February 20, 2004

Ms. Denise Blohm, Budget Administrator  
City of Hayward, Finance Administration  
777 "B" Street  
Hayward, CA 94541-5007

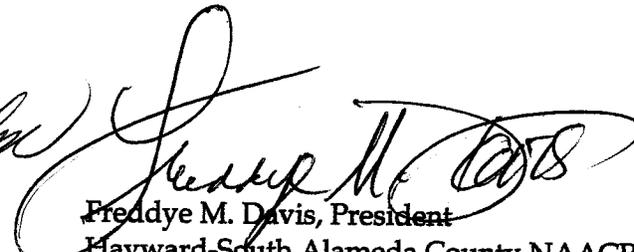
Dear Ms. Blohm:

The Planning Committee for the annual Dr. Martin Luther King, Jr. Birthday Celebration believes that the richness of our multicultural promotes learning, understanding, acceptance and respect throughout the community. Almost by definition, this event qualifies as an applicant for the 2004-2005 Community Promotions Program Funding in the category: Celebrate Cultural Diversity. The MLK Celebration uniquely qualifies as an applicant for the Community Promotions Program Funding in the other two categories as well. Each year, the Planning Committee works closely with the Hayward Arts Council to manage an Art & Essay Contest for Hayward school children based on a theme developed by the Martin Luther King Center for Nonviolence, in Atlanta Georgia. As a part of the promotion of the arts and recognition of the outstanding achievement by participants in the Art & Essay Contest, the Planning Committee has established perpetual, commemorative plaques that are displayed in the Hayward City Hall and in the Hayward Unified School District Offices. It is our continuing hope to, one day provide a piece of public art in honor of Dr. King which will visually/emotionally instill a sense of peace and beauty in the viewer. The community celebration of Dr. King's birthday began, here in Hayward, in 1985. The development of the MLK Celebration is a part of the evolving history of the City of Hayward, connecting the City more closely to its community, its cultures and an understanding of the importance of nonviolence among all people.

Please consider our application packet in the total amount of \$2,000 for the budget year 2004-2005 for the Dr. Martin Luther King, Jr. Birthday Celebrations in the year 2005.

Respectfully submitted,

  
Gail Lundholm, PIO  
City of Hayward  
CoChair, MLK Celebration

  
Freddie M. Davis, President  
Hayward-South Alameda County NAACP  
CoChair, MLK Celebration

City of Hayward  
Community Promotions Program  
Application Packet  
Part A - General Information

**APPLICANT**

Organization Name: **Dr. Martin Luther King, Jr. Birthday Celebration Committee**

Address: **777 "B" Street Hayward, CA 94541-5007**

Phone #: **(510) 583-4304** FAX#: **(510) 583-3601**

Representative: **Gail Lundholm, PIO and Celebration CoChair**  
**Freddye M. Davis; President, Hayward/South County NAACP**  
**and Celebration CoChair Phone: (510) 783-6726**

**GRANT FUNDING REQUEST**

**\*\*Program/Event/ Activity for which grant funding is requested:**

**The Annual Dr. Martin Luther King, Jr. Birthday Celebration  
Year 2005**

**\*\*Amount of Grant Funding Request:**

**\$2,000.00 cash, budget year 2004-2005**

**\$ 1716.00, in-kind use of Centennial Hall, budget year 2004-2005**

**AUTHORIZED SIGNATURE**

<i>Davis,</i>	<i>Freddye M. Freddye Davis</i>	<i>2/20/04</i>
<i>Lundholm</i>	<i>Gail Lundholm</i>	<i>2/20/04</i>
Printed Name	Signature	Date

**—————For City Staff Use Only—————**

Date Application Received:  
Funding Recommendation:

City of Hayward  
Community Promotions Program Application Packet

**Part B - Program Information**

1. Program/Event/Activity Description
2. Identification of Funding Category
3. Performance Capacity & Experience

**1. Program/Event/Activity Description:**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

While the Dr. Martin Luther King, Jr. Birthday Celebration takes place one evening a year, the event has a year-round presence. The Planning Committee meets throughout the year to assess community interests and to involve community members in the planning and presentation of this annual event. The Planning Committee works closely with the Hayward Arts Council, the Hayward Unified School District, and the local branch of the National Association for the Advancement of Colored People in organizing the annual Arts & Essay Contest for Hayward school children - public, private and parochial. (See attachment 1 - list of participating schools and submissions)

The actual Birthday Celebration, held on the third Monday in January, showcases the art and essays submitted to the contest, along with the a growing collection of "Award Winner's" art and essays. Local talent is featured in the program, which is developed around a theme provided by the Martin Luther King Center for Nonviolence, in Atlanta Georgia. Community groups work together to provide an evening of celebration around Dr. King's work for nonviolence. (See attachment 2 - 2004 Program - the back page acknowledges community support and contributors to the event)

The mission of the Celebration Committee is to reach into the fiber of the community, giving children and adults alike, opportunities and skills with which to develop peaceful solutions to problems. We believe that the richness of our multi-culture promotes learning, understanding, acceptance and respect throughout our community. The goals of the Celebration Committee are:

1. to keep the spirit of Dr. King's life and works alive in our community
2. to provide an opportunity for the children of Hayward to learn about and to express their understanding of Dr. King and his important contributions to our society
3. to infuse an appreciation of nonviolent problem solving in the daily interaction of people of all backgrounds
4. to provide a venue in which the achievements of our children in the expressive arts can be showcased

## 2. Identification of Funding Category:

Identify which of the following categories applies to the program/event or activity to qualify it for City funding: \*\*Celebrate cultural diversity \*\* Promote the arts \*\* Recognize the history of Hayward, and its future. Include a brief explanation of how this category (may be more than one) applies.

The Planning Committee for the annual Dr. Martin Luther King, Jr. Birthday Celebration believes that the richness of our multi-culture promotes learning, understanding, acceptance and respect throughout the community. Almost by definition, this event qualifies as an applicant for the 2004 - 2005 Community Promotions Program Funding in the category: **Celebrate Cultural Diversity**. The MLK Celebration uniquely qualifies as an applicant for the Community Promotions Program Funding in the other two categories as well. Each year, the Planning Committee works closely with the City of Hayward, Hayward Arts Council, Hayward Unified School District, and the local branch of the National Association for the Advancement of Colored People (NAACP) to manage an Art & Essay Contest for Hayward school children. The theme of the contest is based on the annual theme developed by the Dr. Martin Luther King Center for Nonviolence, in Atlanta Georgia. Every participant in the contest has their work displayed at Centennial Hall the evening of the event, and is given a certificate of participation. A selection of winning art is displayed at City Hall after the event, and the work of the "Grand Winners" becomes a part of the ongoing collection that is displayed annually at the event. As a part of the promotion of the arts and recognition of the outstanding achievement by participants in the Art & Essay Contest, the Planning Committee has established perpetual, commemorative plaques that are displayed in the Hayward City Hall and in the Hayward Unified School District Office. It is our continuing hope to, one day, provide a piece of public art in honor of Dr. King that will visually and emotionally instill a sense of peace and beauty in the viewer. The community celebration of Dr. King's birthday began, here in Hayward, in 1985. The development of the MLK Celebration is a part of the evolving history of the City of Hayward, connecting the City more closely to its community, its cultures and an understanding of the importance of nonviolence among all people.

### **3. Performance Capacity and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding.

The annual Dr. Martin Luther King, Jr. Birthday Celebration began, in Hayward, in 1985. The event has been increasingly successful, and for the last two years, members of the MLK Committee have worked with the South Hayward Parish to expand the Celebration of Dr. King's life and works to include a march around Library Plaza. This last January, the march more than doubled in size. In 1994 the Planning Committee consisted of representatives from Hayward/South Alameda County NAACP, the Hayward Arts Council and the City of Hayward; currently there are ten members, from throughout the community (see attachment 3 - Celebration Committee roster). In 1994, about 350 works were submitted to the Arts & Essay Contest; this last year, we received over 800 submittals. In 1994, the event was supported financially by the City of Hayward; now, the event receives donations, both monetary and in-kind, from a wide array of community businesses, organizations, and services. (See attachment 2 - 2004 Program - the back page acknowledges contributors to the event). Again, this January, 2004, Centennial Hall was filled to capacity with attendees to the event.

*City of Hayward*  
*Community Promotions Program*

Application Packet

**PART C: Program Budget**

**Organization/Activity:** The Dr. Martin Luther King, Jr. Birthday Celebration Committee

**Contact Person Name:** Gail Lundholm

**Address:** 777 B Street Hayward, CA 94541-5007

**Daytime Phone #:** 510/583-4304

**Email:** [Gail.Lundholm@Hayward-CA.gov](mailto:Gail.Lundholm@Hayward-CA.gov)

**2004-2005 Budget Proposal**

	2003 Actual	2004 Actual	2004-05 Budget	Increase/Decrease	
				\$	%
<b>REVENUES</b>					
(Grants, Other Sources)					
* City of Hayward	\$2,000	\$2,000	\$2,000	0	0
COH in-kind donation	\$1,768	\$2,810	\$2,810	\$0	0%
* *					
<b>Total Revenues</b>	<b>\$3,768</b>	<b>\$4,810</b>	<b>\$4,810</b>	<b>0</b>	<b>0</b>
<b>EXPENDITURES</b>					
* Employee Svcs					
* Rent - in-kind COH	1768	2810	2810	0	0%
* Utilities					
* Office Supplies	1.95	0	0	0	0
* Insurance					
* Postage					
* Equipment					
* Miscellaneous					
* Printing	1696.27	1686.89	1686.89	0	0
* Decorations	185.8	141.97	141.97	\$0.00	0
papergoods	0	60	60	\$0.00	0
Refreshments	89.94	111.14	111.14	\$0.00	0
<b>Total Expenses</b>	<b>3741.68</b>	<b>4810</b>	<b>4810</b>	<b>0</b>	<b>0</b>
<b>Net Revenues/ Expenditures</b>	<b>26.04</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

MIT 16 COMPLETE PACKETS TO DENISE BLOHM IN THE HAYWARD FINANCE DEPARTMENT  
Friday, March 5, 2004

City of Hayward  
Community Promotions Program Application Packet  
**Part D - Budget Explanation**

The Celebration Committee has worked diligently to contain costs for promoting this community event. The Committee, through its on-going fund raising efforts, received approximately \$2500.00 in in-kind donations during the 2003-'04 budget year (see attachment 2 - 2004 Program - the back page acknowledges contributors to the event). In addition, the Hayward Arts Council, working with Sakura of America, will continue to absorb the cost of the honorarium given to student winners of the annual Art & Essay Contest. These contributions help to spread the cost for this community-building event across a broad base of participants.

Thank you for considering this request from the Dr. Martin Luther King, Jr. Birthday Celebration Planning Committee for a grant from the City of Hayward Community Promotions Fund. The Program Budget follows showing expenditures during the 2003-'04 budget year.

# DR. MARTIN LUTHER KING, JR.

**Birthday Celebration  
January 19, 2004  
(1929 – 1968)**

**He didn't just talk brotherhood;  
*he was a brother*  
He didn't just talk friendship;  
*he was a friend*  
He didn't wish for change;  
*he changed things.***

Jesse Jackson

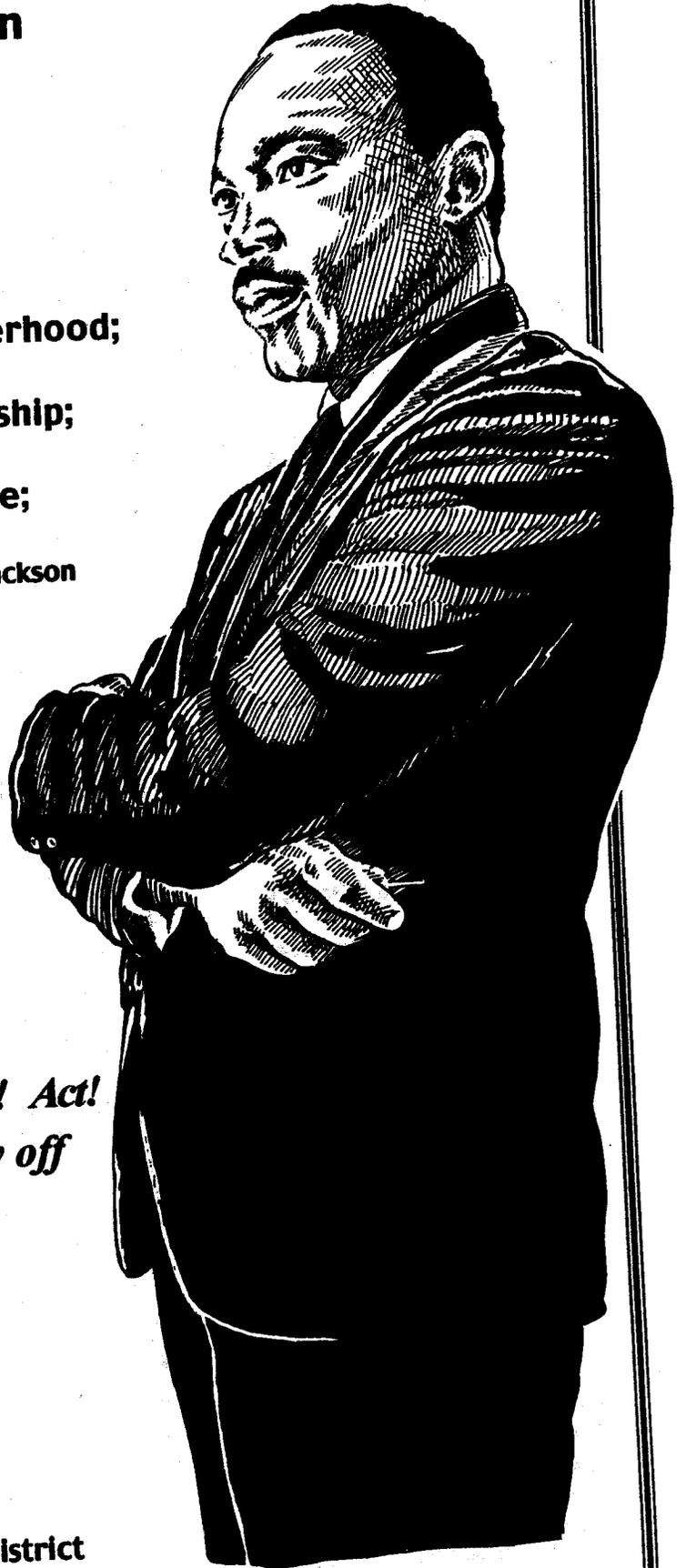
*Year 2004 Theme:*

***Remember! Celebrate! Act!***

***A day on ... not a day off***

**COSPONSORED BY:**

**City of Hayward  
Hayward Arts Council  
Hayward Unified School District  
Hayward South Alameda County NAACP**



Yr 01	Yr 02	Yr 03	Yr 04	School Name	Phone #	Fax #	Memo Only
63				ALL SAINTS	582.1910	582.0866	5 Grand Awards
8	2	7		ANTHONY OCHOA MIDDLE	293.8532	786.0559	193 Honorable Mention Certs.
		48		BIDWELL ELEMENTARY	675.9091	471.5783	100 Merit Awards of Excellence Certs.
50	152	189	313	BOWMAN ELEMENTARY	293.8567	582.7178	529 Participation Certs.
1	59			BRENKWITZ HIGH	293.8330	581.9237	822 Total Award
3	15	2		BRET HARTE MIDDLE	293.8578	886.5926	360 Artworks
16		5	17	BURBANK ELEMENTARY	293.8568	582.7142	462 Essays/Poems
2			9	CÉSAR CHAVEZ MIDDLE	293.8581	538.8478	ABOVE ARE 1-21-2002 TOTALS
67				CHERRYLAND ELEMENTARY	293.8569	582.7133	
62	15	86		EAST AVENUE ELEMENTARY	293.8570	582.7016	1 Grand Award
30	53		19	EDEN GARDENS ELEMENTARY	293.8501	783.4069	332 Honorable Mention Awards
70	62	57	88	ELDRIDGE ELEMENTARY	293.8503	783.3922	42 Merit Awards of Excellence
38	49	33	6	FAIRVIEW ELEMENTARY	293.8571	733.0342	497 Participation Certs.
				GLASSBROOK ELEMENTARY	293.8505	782.8796	872 Total Awards
9	34			HARDER ELEMENTARY	293.8572	733.0951	558 Artworks
	1	6	3	HAYWARD HIGH	293.8586	581.3145	314 Essays/Poems
35	1	2	2	HIGHLAND ELEMENTARY	293.8573	582.6068	ABOVE ARE 1.20.2003 TOTALS
16	54	32	31	JOHN MUIR ELEMENTARY	293.8575	582.8805	
19				LEA'S CHRISTIAN	785.2477	785.3058	
21	43	39	32	LONGWOOD ELEMENTARY	293.8507	783.2165	1 Grand Award
1	1	2		LORIN EDEN ELEMENTARY	293.8509	783.2839	209 Honorable Mention Awards
	61	50	17	MARKHAM ELEMENTARY	293.8574	582.5814	52 Merit Awards of Excellence
32	1	85	34	MARTIN LUTHER KING MIDDLE	293.8528	786.4139	553 Participation Awards
	3		54	MOREAU CATHOLIC HIGH	881.4300	581.5669	815 Total Awards
			5	MT. EDEN HIGH	293.8539	786.2269	547 Artworks
2	1			ODD/ONE ONLY SCHOOLS	XXXXXX	XXXXXX	266 Essays/Poems
16	27	10		PALMA CEIA ELEMENTARY	293.8512	783.2836	ABOVE ARE 1.19.2004 TOTALS
260	21	71	12	PARK ELEMENTARY	293.8515	782.0789	
		5		PEIXOTO ELEMENTARY	782.7131	783.7101	
15			1	PROJECT ELEMENTARY	537.6572	582.9547	
1		1		RJUS ELEMENTARY	293.8517	783.2536	
4	25	28	26	SCHAFFER PARK	293.8520	783.2532	
9				SHEPHERD ELEMENTARY	293.8522	786.2297	
8	1	2	3	SOUTHGATE ELEMENTARY	293.8524	781.0840	
33	37		23	ST. BEDE'S	782.3444	782.2243	
3				STROBRIDGE ELEMENTARY	293.8576	582.8566	
43	19			TENNYSON HIGH	293.8591	582.0964	
33	44		41	TREEVIEW ELEMENTARY	293.8577	489.1211	
31	1	71		TYRELL ELEMENTARY	293.8526	783.2352	

Yr 01	Yr 02	Yr 03	Yr 04	School Name	Phone #	Fax #	Memo Only
	40	41	79	WINTON MIDDLE	293.8583	733.9043	
967	822	872	815				

**DR. MARTIN LUTHER KING, JR. BIRTHDAY CELEBRATION  
PLANNING COMMITTEE ROSTER**

<b>NAME/GROUP</b>	<b>ADDRESS</b>	<b>FAX</b>	<b>PHONE</b>
NAACP Office	P.O. Box 363 Hayward, CA 94541		581-4111
Freddye M Davis, President NAACP; Co-Chair	2727 Leeward Dr. Hayward, CA 94545		783-6726
Gail Lundholm, PIO City of Hayward; Co-Chair gail@ci.hayward.ca.us	777 "B" Street Hayward, CA 94541-5007	583-3601	583-4304
Betty Spees Community Volunteer	22654 Main Street Hayward, CA 94541	728-0178	538-2787
Clarice Roberts Hayward Arts Council	22654 Main Street Hayward, CA 94541	728-0178	538-2787
Olden Henson City of Hayward Councilmember oldenh@ci.hayward.ca.us	777 B Street Hayward, CA 94541-5007 (E-mail Address) ohenson@hypersurf.com	583-3601	583-4353
Carl Baker-Madsen, HAME	Equipment Management	537-2763	881-7913
JoAnne Green, Community Volunteer	3272 Jamie Way Hayward, CA 94541	784-2608	886-9429
Patti Conroy Ba'hai	355 Annette Lane Hayward, CA 94541		783-3882
Vanessa Cormier AmeriCorps	25555 Hesperian Blvd. Hayward, CA 94545	732-7285	723-6912
Valerie Snart Vsnart@jps.nrt	921 Warren Street Hayward, CA 94541		581-2432
Diana Levy HUSD - Operations	P.O. Box 5000 Hayward, CA 94540	784-2702	

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# **Arts Promotion**

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Presented by  
Hayward Arts Council

City of Hayward  
2004-05 Community Promotions Program

**Application Packet**

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**PART A: General Information**

**Organization Name:** The Hayward Arts Council

**Address:** 22654 Main Street, Hayward, CA 94541

**Phone #:** 510-538-2787

**Fax#:** 510-728-0178

**Representative:** Clarice Roberts,  
President

**Email:** hacmail@haywardarts.org

**GRANT FUNDING REQUEST**

**Grant Funding Request:**

**Year 1 (2004-05): \$30,400**

**Program/Event/Activity for which grant funding is requested:**

- Promoting the Arts
- Celebrating cultural diversity
- Recognizing the history of Hayward and its future

**AUTHORIZED SIGNATURE**

(The application must be signed by an officer or authorized representative of the applying organization)

Clarice Roberts, President

Printed Name

Clarice A. Roberts 2/23/04

Signature

Date

For City Staff Use Only

**Date Application Received:**

**Funding Recommendation:**

**Note:** Late applications will Not qualify for funding consideration

## Part A GENERAL INFORMATION

The specific purpose of the Hayward Arts Council is to increase the connection of the community with the arts, provide scholarships to young people in local schools, colleges, and universities, celebrate the cultural diversity of Hayward, and promote public awareness of Hayward's historic past, present, and visions for the future.

The scope of the Council is to expand the image of Hayward as a cultural Center, to coordinate and strengthen existing arts organizations, to facilitate joint programs which will enhance the artistic and cultural environment of the City of Hayward and to provide a network of communication between local artists and the community as a whole.

The Hayward Arts Council's vision for the future is to increase our student scholarships. We plan to increase our visibility by continuing to take an active role in City events and arts related projects, working toward the revitalization of the historic downtown in the City of Hayward.

The Hayward Arts Council is requesting operational funding for the fiscal year 2004 -2005 in all three funding areas.

## Part B: Program Information

### I. Program/Event/Activity Description

One of our goals is to promote the arts in Hayward through various venues, programs and activities.

## PROMOTES THE ARTS

A. GREEN SHUTTER GALLERY - is located on Main Street adjacent to the HAC office. We are converting the gallery to a rental and sales gallery for HAC member artists. We held our all member show in November and December. New work will be accepted every two months and the display on the walls will be changed on a regular basis. Throughout the past year work of regional and local

artists has been displayed, changing shows every 8 weeks. Exhibits have been in watercolor, photography, printmaking, sculpture, paper and ink, and assemblage. The subject matter ranged from figurative to social works and political statements. The gallery provides space for the Open Studio event. The gallery is open and staffed with volunteers during the Hayward Street Parties in the summer and we participated in the annual Light up the Season event.

The Green Shutter Gallery and HAC office are used a regular meeting space for the Hayward Story Tellers, the Colored Pencil Society, and a book review group of the American Association of University Women. A program was also presented to the AAUW showing how and why an artist's work changes in focus and style over her lifetime.

B. THE CITY ARTS GALLERY (formerly the Phantom Fine Arts Gallery) in November 2003 moved into three rooms on the second floor of a newly renovated Victorian at 746 B Street. The gallery operates as a cooperative with 12 artists (painters, sculptors, ceramists, porcelain painter, and woodworker) from HAC sharing all the expenses and work. The patrons of the restaurant on the first floor enjoy visiting the gallery and the gallery customers can enjoy lunch or dinner.

C. THE JOHN O'LAGUE GALLERIA City Hall - Presents a cross section of art experiences, including: pastels, oils, acrylic, work in three dimensions, glass, ceramics, bronze, marble, and metal sculpture, and hand-made dolls by local and other northern California artists. All receptions are held at the City Hall rotunda, where the public is invited for free, to view the art work, meet the artists, listen to live music, and enjoy refreshments. A section of the gallery has work of HAC photographers.

D HAYWARD ARTS COUNCIL WEB SITE [www.haywardarts.org](http://www.haywardarts.org)  
Our web site has recently been expanded, It now includes a listing of our programs, galleries and events, a roster of artists, and membership information. For a nominal yearly fee member artists may have their own web page. To date about 20 have signed up. During Open Studio the brochure and map are available on lline.

E. OPEN STUDIO - is an annual event co-sponsored with A.R.T. Inc. and Sun Gallery. During this event the public is invited to view artists in their studios to see how art is created. With 50 artists participating this event allows viewers to be exposed to many art forms and to purchase them. Each artist exhibits in a preview exhibit and reception at the City Hall Galleria. The Hayward Arts Council coordinates this event.

F. HAYWARD HONOR BAND - The goal of this band is to provide the instrumental students in the City of Hayward with the special opportunity to perform for the public with a distinguished guest conductor. The Honor Band expanded to two bands last year when a middle school band was added. The fifth annual concert was well attended on February 29, 2004 at Chabot College Performing Arts Theatre. The Hayward Arts Council is the fiscal agent for this honor band, and over the years Milt Bowerman has taken an active role in organizing this group of music teachers and over 125 instrumentalists from Hayward.

G. MUSIC SCHOLARSHIP PROGRAM This competition is open to students seriously interested in instrumental and vocal music in junior and senior categories. Auditions are held at Chabot College. Finalists will perform in the spring at California State University, Hayward, where cash awards and scholarships are given

H. LA HONDA MUSIC CAMP - The Hayward La Honda Music Camp challenges students in a variety of pursuits and is devoted to the development of musicianship for students in grades 6 to 12. This is accomplished through a program of study, concentrated rehearsal, performance, recreation and general camp life. This annual event is in its 43rd year with over 300 teachers and students participating. Milt Bowerman has been the coordinator of this worthwhile event.

I SPONSORING/CONTRIBUTING EVENTS/PROGRAMS - A presentation on Channel 28 'Impact' show by Clarice Roberts explained HAC art and Music programs

The Hayward Arts Council has also provided support through donations or volunteer workers to The Shakespeare Festival,

Hayward Chamber of Commerce summer Street Parties and Hayward Business Expo, Light Up the Season, Morning of Giving at Southland Mall, and many other cultural and city events.

Scholarships have been given in art, drama, and music to promising students at California State University , Hayward, and Chabot College.

## CELEBRATING CULTURAL DIVERSITY

### A. MARTIN LUTHER KING, JR. CELEBRATION

In an annual celebration honoring Dr. Martin Luther King, Jr., The Hayward Arts Council, working with The City of Hayward, the Hayward School District and the Hayward South County NAACP, display art and essays from students in the Hayward Community. Merit certificates and prize(s) are given on the night of the celebration. The grand prize winner's work is framed and presented for hanging in the Mayor's office area. Our volunteers mount, label, sort, judge, and display the entries for the evening of the celebration at Centennial Hall.

### B. CITY ARTS GALLERY

The City Arts Gallery presented Jane Tsushima' porcelain paintings and the continuation of Larry Van Deusen's series "My Global Village".

### C. SUPPORTING OTHER COMMUNITY GROUPS

The Hayward Arts Council is also involved through art work and volunteer workers in support of the Day of the Dead event at Sun Gallery, Alianza, and Cinco de Mayo.

## RECOGNIZING THE HISTORY OF HAYWARD AND ITS FUTURE

### A. POSTER CONTEST

Clean-up Hayward poster contest is City sponsored, which we

have supported through donations and volunteers to judge entries.

## B. INFORMATION BOOKLET

Work continues on an information brochure which will include a small map of the historic downtown areas

## PERFORMANCE CAPACITIES AND EXPERIENCE

The Hayward Arts Council is in its 21st year of service to the city of Hayward.

Our Board of Directors and volunteers plan and direct the projects listed in the previous pages.

Our two part time staff members have been able to take care of all the finances and tax reports under the direction of the HAC treasurer. In all of the joint ventures, such as Troik-Art and Open Studio, with Sun Gallery and A.R.T. Inc they have provided the consistency necessary to administer these projects. They handle all membership, and will handle all sales and rentals of the new project at the Green Shutter Gallery. They keep the office and Green Shutter Gallery open from 11 a.m. to 4 p.m. Wednesday through Saturday. Both staff members work 3 hours each on those days. Their hours overlap between one and two o'clock so that both of them will be familiar with all facets of the office operation and our programs.

The longevity of some of our programs attests to our capacity and experience.

La Honda Music Camp is in its 42nd year. Open Studio is in its 11th year. The Honor Band is in its 5th year. The music competition with its auditions at Chabot College and final recital at Cal State, Hayward, has been going for about 10 years. This year is the 11th Open Studio event.

The John O'Lague Galleria has been administered by the Arts Council ever since the new City Hall was opened. The City Arts Gallery (formerly the Phantom Gallery) and the Photo Phantom

spent about 6 years on Foothill Blvd. The City Arts Gallery spent 6 months in vacant store front in the parking garage before its move a year later to 746 B Street. In all its locations the City Arts Gallery (Phantom) has maintained business hours of 11 a.m. to 5 p.m.

The expansion of our web site attests to its vitality.

It is difficult to determine the number of people who attend our galleries and programs, but it is in the hundreds. The City Arts Gallery has a mailing list of over 1200 which comes from the guest book at the gallery. Open Studio was well attended as evidenced by the mailing list compiled from the tickets for the drawing for a prize. The Honor Band played to a well-filled auditorium.

C. BUDGET/FINANCIAL INFORMATION

Contact person:	Therese Wellington
Phone Number	925-924-7188
See Attached Budget	

City of Hayward  
Community of Promotions Program

**HAYWARD ARTS COUNCIL  
2004 - 2005 BUDGET PROPOSAL**

	2003 - 04 Budget	2004 - 05 Budget	Increase/ Decrease
<b>REVENUES</b>			
(Grants, Other Sources)			
City of Hayward Grant	\$ 30,400	30,400	-
Memberships	\$ 5,000	\$ 6,000	1,000
Gallery Sales	\$ 8,000	\$ 9,000	1,000
Gallery Dues Income	\$ 2,000	\$ 2,000	-
Interest	\$ 1,300	\$ 1,300	-
Special Events	\$ 800	\$ 800	-
Public Donations	\$ 1,000	\$ 1,000	-
Fiscal Agent Sponsorships	\$ 5,000		(5,000)
<b>Total Income</b>	<b>\$ 53,500</b>	<b>50,500</b>	
<b>EXPENDITURES</b>			
Rent	\$ 5,500	5,500	-
Telephone	800	900	100
Postage	1,400	1,600	200
Insurance	1,700	1,800	100
Equipment & Maintenance	2,000	2,000	-
Scholarships	7,500	7,500	-
Gallery Sales Expense	6,400	7,200	800
Employee Wages & Emp. Taxes	18,000	18,000	-
Fiscal Agent Sponsorship	5,000		(5,000)
Special Event Promotions	3,500	3,500	-
Open Studio / Art in the Park	600	600	-
General & Administrative	1,200	1,300	100
<b>Total Expense</b>	<b>\$ 53,600</b>	<b>49,900</b>	
<b>Net Revenue</b>	<b>\$ (100)</b>	<b>\$ 600</b>	

**HAYWARD ARTS COUNCIL  
INCOME STATEMENT  
JULY 1, 2003 - JANUARY 31, 2004**

<u>Income Description</u>	<u>Fiscal Year-to-Date Income</u>
City of Hayward Grant	30,400
Public Donations	806
Fiscal Sponsorships/Dues (Troika-Art)	2,855
Interest	280
HAC Membership Dues	2,740
Gallery Sales	3,809
Gallery Dues Income	330
Special Events Income	1,182
Sales Tax	264
<b>TOTAL INCOME</b>	<b>\$ 42,665.47</b>

<u>Expense Description</u>	<u>Fiscal Year-to-Date Expense</u>
Gallery Expense	3,751.97
Gallery Sales Expense	2,924.13
General & Administrative	3,414.41
Rent	2,800.00
Special Programs Expense	1,935.85
Scholarships	225.56
Sales Tax Paid	242.40
Fiscal Sponsorship/ Dues Paid (Troika-Art)	2,655.20
Employee Wages & Emp. Taxes	9,041.29
<b>TOTAL EXPENSES</b>	<b>\$ 26,990.81</b>
<b>Total Income/Expense</b>	<b>\$ 15,674.66</b>

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# **Art Education and Exhibition Facility**

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Presented by

Hayward Forum of the Arts / Sun Gallery

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART A: General Information**

**APPLICANT**

Organization Name: Hayward Forum of the Arts / Sun Gallery  
Address: 1015 E Street  
Hayward, CA 94541  
Phone #: (510) 581-4050 Fax #: (510)581-3384  
Representative: Veronica Dondero Email: sungallery7@aol.com  
Executive Director

**GRANT FUNDING REQUEST**

Grant Funding Request: Year 1 (2004-05): **\$47,750**

**Program/Event/Activity for which grant funding is requested:**

Hayward Area Forum of the Arts / Sun Gallery is a non-profit visual arts education and exhibition facility dedicated to offering no- and low-cost art enrichment experiences to people of all ages and interests. Sun Gallery has served the Hayward community for over twenty seven years. Over ten thousand people visited our facility last year, benefiting from our educational programs and exhibits. We proudly offer our community one of the most comprehensive art education program series and most diverse exhibition series in the East Bay.

**AUTHORIZED SIGNATURE**

*(The application must be signed by an officer or authorized representative of the applying organization)*

Veronica Dondero      *Veronica Dondero*      Feb 27, 04  
Printed Name      Signature      Date

For City Staff Use Only  
Date Application Received  
Funding Recommendation

Note: Late applications will not be eligible for consideration.

## **PART B**

### **B1. Program Description.**

Sun Gallery has two primary programs: our art education program series and our gallery exhibition series. Following is a summary of these programs.

I. The Art for Every Kid program series offers an array of unique educational programs tailored to the specific needs of the children and parents within our community. These programs include

- **Tours for the Schools (ages 5 to 11)**  
Student groups, guided by an art educator, first tour our gallery exhibit then engage in a hands-on art activity in the adjacent art studio. This year over seventy schools from five local school districts will participate. This is a low-cost program.
- **Mervyn's Saturday Art for Families (all ages)**  
Each Saturday the art studio is open for families to enjoy. Art educators assist families in creating collaborative works of art. The program also provides a meaningful way for local families to become acquainted. This is a no-cost program.
- **Youth Art after school program (ages 12 to 14)**  
Students from adjacent Bret Harte Middle School meet after school to collaborate on large-scale works of art. Last year the participants created a mural. This is a no-cost program.
- **Summer Art Day Camp and Wells Fargo scholarship program (ages 6 to 12)**  
Participants immerse in the arts during these all-day, week-long sessions. This is a low-cost program, with a number of no-cost scholarships available.
- **The Annual Dia de los Muertos installation (all ages),**  
Participants collaborate to create a large-scale installation that fills the entire gallery. Local high school students design and create traditional paper cuts, local college students and professional artists create sculptures and altars in keeping with tradition, and the community-at-large is invited to exhibit their scaled-down altars, which are displayed together to form a large-scale assemblage. Last year over one hundred artists participated, and over one thousand people viewed the exhibit. This is a low-cost program.  
An outdoor evening event featuring the food and music of Mexico serves as an informal opening for the exhibit, and last year was attended by over four hundred people of all ages.
- **Art for Young Learners (ages 3 to 6 and parents)**  
This program began as a pilot project at the Hayward Women's Shelter in 2002. This year we plan to hold classes at both the shelter and the studio. In much the same way young learners attend classes at specially-designed gyms to have access to fun and stimulating equipment and a range of free and guided activities, so does the young learner benefit greatly by being "immersed" in an art-based environment that is well-equipped and provides for a wide range of activities. This is a no-cost/low-cost program.

II. The Sun Gallery exhibition series provides Hayward residents the opportunity to experience a diverse variety of art throughout the year. These exhibits include

- The Annual Children's Books Art illustrators Exhibit, the show local schools tour each year,
- Exhibits of local and historical interest, such as our 2002 photography show in collaboration with the Hayward Historical Society: "Faces and Places of Hayward."

- Shows devoted to local artists, such as the 2002 exhibit featuring the work of Helen Dietz,
- Shows of children's art, most notably, our bi-annual "Imagination" exhibit. Other 2002 shows included the mural created by Bret Harte students and a presentation of art from San Lorenzo elementary students participating in an art-based bilingual after school program,
- Invitational jurored shows that attract international response,
- Multicultural shows, such as the 2002 exhibit of the art of Afghani artists,
- Host to the annual Pete Stark's Congressional Competition.

## **B2. Identification of Funding category**

- Promote the arts,
- Celebrate cultural diversity,
- Recognize the history of Hayward and its future.

As Hayward's only comprehensive art facility, Sun Gallery has as its prime directive the promotion of the arts through art education programs and exhibitions. Our 2004 Art For Every Kid program series will provide art education for children ages 3 to 18. The gallery's exhibition series showcases local artists and introduces Hayward residents to the work of artists from across the globe as well. Last year over ten thousand people visited the gallery facility.

Our active role in promoting and celebrating cultural diversity is demonstrated by

- 1) our involvement in local and traditional cultural events, such as Cinco de Mayo,
- 2) our Annual Dia de los Muertos installation and celebration,
- 3) our multicultural exhibits,
- 4) our educational programs themselves, which serve to bring together members of our diverse community,

Our efforts to recognize the history of Hayward and its future include

- 1) our ongoing collaboration with both the Hayward Historical Society and the Hayward Library,
- 2) our collaboration with Alameda County to assist in the implementation of a mural project in Hayward,
- 3) exhibits devoted to Hayward's history and artists.

## **B3. Performance Capacities and Experience**

Hayward Area Forum of the Arts / Sun Gallery has served the Hayward community for over twenty seven years. Over ten thousand people visited our facility last year, benefiting from our educational programs and exhibits. Each of our educational programs is tailored to the specific needs of our community; many have a long history of success, others are relatively new, but each is founded on sound educational principles. Each has a curriculum that conforms to the California Standards for Art Education, and our art educators are qualified and personally selected and trained by our director, who herself holds a Master of Fine Arts degree. In addition, several of our board members are professional artists.

**PART C: PROGRAM BUDGET**

**Sun Gallery  
Projected Budget**

October 1, 2004 through September 30, 2005

Ordinary Income/Expense

Income

Grant Income	62,000
Contributions and Memberships	13,000
Annual Fund Drive	8,000
Entry Fees	1,900
Fundraisers	10,000
<b>Total</b>	<u>94,900</u>
Shop Sales	19,000
Cost of Goods	(5,200)
Consigned Inventory	(2,600)
<b>Gross Profit</b>	<u>11,200</u>
Program Income	
Art Classes	2,500
Field Trips	8,000
Summer Camp	9,000
<b>Total</b>	<u>19,500</u>
<b>Adjusted Gross Income</b>	<u>125,600</u>

47750-COH

Expense

Art Educator	15,000
Bank Service Charges	300
Cleaning and Janitorial	150
Computer Lease	2,250
Computer Maintenance	600
Dues and Subscriptions	1,420
Fundraising Expense	5,000
Gallery Supplies	1,300
Grant Writing Expense	800
Hospitality	900
Insurance	7,400
Interest Expense	60
Internet Expense	470
Landscaping	250
Maintenance	900
Merchant Discount Fees	925
Office Expense	3,000
Postage	1,800
Printing and Reproduction	1,200
Professional Fees	800
Program Supplies	7,500
Rent	1,840
Repairs and Maintenance	700
Salaries and Wages	57,000
Payroll Taxes	5,500
Security	900
Shipping and Freight	1,000
Taxes and Licenses	200
Telephone	3,400
Utilities	3,200
<b>Total Expense</b>	<u>125,765</u>
<b>Net Ordinary Income</b>	<u>(165)</u>
Interest	<u>240</u>

Net Income

\$75

**Part C (cont.)**

Other funding sources for the program; other grants or funding applied for.

Other funding sources 2003-04

Mervyns [\$7,000.00 for 2003-04 Saturday Art for Families program]

California Arts Council [\$2,000.00 operational]

Grants applied for 2003-04 [P=pending; D=denied]

Mervyns	\$7,000.00 for 2004-05 Saturday Art for Families program.	<b>P</b>
Artsfund	\$2,000.00 for scholarships and mural program.	<b>P</b>
Starbucks	\$16,000.00 for <i>Artreach</i> art education project at Hayward shelters.	<b>P</b>
Schulte	\$20,000.00 for Children's Book Illustrators Show at Ft. Mason, S.F.	<b>P</b>
East Bay Foundation	\$1,500.00 for 2004 Dia de los Muertos	<b>D</b>

**Sun Gallery**  
**Balance Sheet**  
As of January 31, 2004

	<u>Jan 31, 04</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bank of the West Grant Funds	10,500.00
Bank of the West	14,705.08
Morgan Stanley	82.98
Freedom Fund	7,546.17
<b>Total Checking/Savings</b>	<u>32,834.23</u>
<b>Other Current Assets</b>	
Inventory Owned	2,003.65
<b>Total Other Current Assets</b>	<u>2,003.65</u>
<b>Total Current Assets</b>	34,837.88
<b>Fixed Assets</b>	
Computer System	1,225.68
Equipment	10,610.00
Accumulated Depreciation	<u>-10,560.00</u>
<b>Total Fixed Assets</b>	1,275.68
<b>Other Assets</b>	
Suspense	-1,132.34
Permanent Art Collection	10,507.00
<b>Total Other Assets</b>	<u>9,374.66</u>
<b>TOTAL ASSETS</b>	<u><u>45,488.22</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Due to Platinum Plus CC	1,756.46
Payroll Liabilities	<u>-250.57</u>
<b>Total Other Current Liabilities</b>	1,505.89
<b>Total Current Liabilities</b>	<u>1,505.89</u>
<b>Total Liabilities</b>	1,505.89
<b>Equity</b>	
Retained Earnings	26,181.90
Fund Balance	35,913.03
Net Income	<u>-18,112.60</u>
<b>Total Equity</b>	<u>43,982.33</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>45,488.22</u></u>

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/04  
al Basis

### Sun Gallery Profit & Loss January 2004

	<u>Jan 04</u>	<u>Oct '03 - Ja...</u>
Net Ordinary Income	-4,442.59	-18,116.92
Other Income/Expense		
Other Income		
Interest Income	0.69	4.32
Total Other Income	<u>0.69</u>	<u>4.32</u>
Net Other Income	0.69	4.32
Net Income	<u><u>-4,441.90</u></u>	<u><u>-18,112.60</u></u>

**Sun Gallery**  
**Profit & Loss**  
 January 2004

	Jan 04	Oct '03 - Ja...
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Membership Income	470.00	1,312.91
Donations	85.00	755.00
Entry Fees	0.00	700.00
<b>Program Income</b>		
Summer Art Camp Income	0.00	-350.00
Field Trips	1,415.00	1,815.00
<b>Program Expense</b>		
Day of the Dead	0.00	-190.54
Art Educator	-25.00	-25.00
<b>Total Program Expense</b>	-25.00	-215.54
<b>Total Program Income</b>	1,390.00	1,249.46
<b>Artober Event</b>		
Gala Income	0.00	1,446.81
Gala Expenses	0.00	-1,372.36
Artober Event - Other	60.00	60.00
<b>Total Artober Event</b>	60.00	134.45
<b>Shop Sales</b>		
Consigned	0.00	8,482.06
Consigned Inventory Expense	-214.60	-3,018.05
Owned	322.43	917.60
<b>Books</b>		
Cost of Sales	0.00	-66.79
<b>Total Books</b>	0.00	-66.79
Shop Sales - Other	0.00	24.89
<b>Total Shop Sales</b>	107.83	6,339.71
<b>Total Income</b>	2,112.83	10,491.53
<b>Gross Profit</b>	2,112.83	10,491.53
<b>Expense</b>		
Computer Maintenance	0.00	497.23
Dues and Subscriptions	0.00	550.00
Fundraising Expense	0.00	622.63
Gallery Supplies	0.00	0.00
Garbage	88.69	130.74
Grant Writing Expense	65.00	65.00
Hospitality	0.00	215.78
Internet Expense	28.90	115.60
Interest Expense	0.00	165.94
<b>Insurance</b>		
Director's Insurance	0.00	2,997.00
Worker's Comp	425.70	825.70
<b>Total Insurance</b>	425.70	3,822.70
Landscaping	0.00	200.00
Merchant Discount Fees	29.30	313.75
Office Expense	72.33	693.89
Postage	209.62	399.60
Printing and Reproduction	0.00	519.60
Rent	350.00	700.00
Salaries and Wages	4,309.66	15,483.67
Supplies	57.23	209.87
Payroll Taxes	242.67	1,418.06
Repairs and Maintenance	226.88	614.44
Security	0.00	162.75
Staffing	0.00	75.00
Taxes and Licenses	55.00	70.00
Telephone	0.00	176.88
Telephone Lease	92.30	369.20
Utilities	302.14	1,016.12
<b>Total Expense</b>	6,555.42	28,608.45

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# **Chabot Concert**

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Presented by

Hayward Honor Band / Hayward Arts Council

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City of Hayward  
2004-05 Community Promotions Program

**Application Packet**

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**PART A: General Information**

**Organization Name:** The Hayward Honor Band in cooperation with The  
Hayward Arts Council

**Address:** 22654 Main Street, Hayward, CA 94541

**Phone #:** 510-538-2787

**Fax#:** 510-728-0178

**Representative:** Milt Bowerman,  
Vice-President

**Email:** hacmail@haywardarts.org

**GRANT FUNDING REQUEST**

**Grant Funding Request:**

**Year 1 (2004-05): \$10,000**

**Program/Event/Activity for which grant funding is requested:**

- Annual Hayward Honor Band rehearsals and concert at Chabot College

**AUTHORIZED SIGNATURE**

(The application must be signed by an officer or authorized representative of the applying organization)

Milt Bowerman  
Printed Name

Milt Bowerman 2/27/04  
Signature Date

\_\_\_\_\_ **For City Staff Use Only** \_\_\_\_\_

**Date Application Received:**

**Funding Recommendation:**

**Note:** Late applications will Not qualify for funding consideration

## **Application Packet**

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### **PART B: Program Information**

#### **1. Program/Event Activity Description**

The Hayward Honor Band is once a year project which offers instrumental music students in the City of Hayward the opportunity to perform with those students who aspire for excellence beyond their local school music programs. The creative pursuit of this goal of excellence also is intended as a stimulus for all young musicians in the City of Hayward. Students are selected by their teachers and meet for rehearsals, culminating in a concert for the Hayward community. There will be a middle school band and a high school band.

#### **2. Identification of Funding Category**

- Celebrate cultural diversity
- Promote the arts
- Recognize the history of Hayward and its future

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

The Honor Band students grades 6-12 represents students of all cultures enrolled in the Hayward schools. Any student interested in music is eligible to participate in their schools music program. The presentation of the Honor Band to the Hayward community will be an opportunity for the youth of Hayward to promote and enhance the arts and culture for the citizens of the Hayward community.

#### **3. Performance Capacities and Experience**

The Hayward Honor Band was established in 1999 with the cooperative efforts of the Mayor's Office, the Hayward Arts Council and the music teachers in Hayward. The top members of the school bands were selected by their teachers to form the band. Guest conductors representing some of the finest music programs in the state have been invited to rehearse and conduct the Honor Band Concerts.

## **Application Packet**

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### **PART B, No. 3 continued:**

The Honor Band was made up of high school students for the first three years. Last year we added a Middle School Honor Band and we are working to add a High School Jazz Band in the future. There are approximately 150 participants in the combined high school and middle school bands.

To prepare for the concerts, students need to rehearse at their school as well as at Chabot College for 3 major practices together.

The history of the Honor Band concerts is as follows:

<b>May 7, 2000</b>	<b>High School Honor Band, John Maltester, Director from Los Medanos College</b>
<b>May 1, 2001</b>	<b>High School Honor Band, Ed Harris, Director from San Jose State University</b>
<b>March 3, 2002</b>	<b>High School Honor Band, Tim Smith, Director from CSU, Hayward</b>
<b>March 2, 2003</b>	<b>High School Honor Band, Gary Gilmore, Director from CSU, Fresno</b>
<b>February 29, 2004</b>	<b>High School Honor Band, Stuart Simms, Director from SCU, Stanislaus</b> <b>Middle School Honor Band, Bob Athayde, Director Stanley Middle School, Moraga</b>

The additional challenge of the Honor Band has helped develop renewed interest and motivation for the music students of Hayward. We have had an average of 300 to 500 people in attendance at the concerts.

Your consideration for funding will be appreciated.

# Hayward Honor Band

## Income Statement Summary

Fiscal Year 2003  
July 1, 2002 - June 30, 2003

Current Fiscal Estimate  
July 1, 2003 - June 30, 2004

Fiscal Year 2005  
July 1, 2004 - June 30, 2005

### INCOME

Honor Band Donations	\$	5,315.00
City of Hayward Grant		5,000.00

**Total Income:** \$ 10,315.00

### INCOME

Honor Band Donations	\$	1,750.00
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**Total Income:** \$ 1,750.00

### INCOME

Honor Band Donations	\$	1,000.00
City of Hayward Grant		10,000.00

**Total Income:** \$ 11,000.00

### EXPENSES

Conductor Fees	\$	2,000.00
Refreshments		1,450.56
Music Purchase		632.28
Medallions & T-Shirts for Performers		2,273.79
Printing		319.34

**Total Expenses** \$ 6,675.97

Net Income:  
Increase/(Decrease) \$ 3,639.03

### EXPENSES

Conductor Fees	\$	2,000.00
<i>ESTIMATE</i> : Refreshments		1,445.61
<i>ESTIMATE</i> : Music Purchase		525.79
Medallions & T-Shirts for Performers		2,885.58
Printing		411.89

**\* Total Expenses** \$ 7,268.87

Net Income:  
Increase/(Decrease) \$ (5,518.87)

### EXPENSES

Conductor Fees	\$	2,000.00
Refreshments		1,450.56
Music Purchase		632.28
Medallions & T-Shirts for Performers		2,273.79
Printing		319.34

**Total Expenses** \$ 6,675.97

Net Income:  
Increase/(Decrease) \$ 4,324.03

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# **Hayward Concert Series**

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Presented by  
Hayward Municipal Band

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART A: General Information**

**APPLICANT**

Organization Name: HAYWARD MUNICIPAL BAND

Address: 8130 SURREY LANE OAKLAND, CA 94605

Phone #: 510-569-8497

Fax #:

Representative: LOLITA MORELLI

Email:

**GRANT FUNDING REQUEST**

Grant Funding Request: 6 - CONCERTS \$18,509 Year 1 (2004-05): \$

NEW UNIFORMS - \$11,000 (approximately)

Please see  
Addendum - page 4

Program/Event/Activity for which grant funding is requested:

6 concerts by the HAYWARD MUNICIPAL BAND in HAYWARD MEMORIAL PARK starting on Father's Day, Sunday, June 20, 2004 and continuing each Sunday through, July 25, 2004. Concerts are FREE and are from 2:30p.m. to 4:30p.m. The band has received many requests from audience members to extend our season for several more Sundays. Please consider lengthening our concert season by adding ONE more concert in 2005.

**AUTHORIZED SIGNATURE**

(The application must be signed by an officer or authorized representative of the applying organization)

LOLITA MORELLI

*Lolita Morelli* ✓

3/3/04

Printed Name

Signature

Date

For City Staff Use Only

Date Application Received

Funding Recommendation

Note: Late applications will not qualify for funding consideration

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART B: Program Information** *(use additional sheets as needed)*

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

The Hayward Municipal Band, under the direction of Tony Morelli, had been enthusiastically enjoyed by large audiences of all ages from 1960 through the 1997 season. After Tony's sudden death in Feb. 1998, we continued this tradition of free concerts in Hayward Memorial Park under the direction of Tony's daughter, Kathy Morelli Maier, who had served as the assistant director since 1977. The band members enjoy playing under Kathy's direction, and the large audiences attest to the quality and variety of the music with their continued support. We have almost 1000 families who have requested to be on our mailing list and 400 to 600 attend each Sunday.

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):

- Celebrate cultural diversity**
- Promote the arts**
- Recognize the history of Hayward and its future**

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

Band concerts celebrate CULTURAL DIVERSITY in a joyous manner. On any concert program one will find compositions by composers of various ethnic and racial groups as well as music from the early 1700's to the present day - music which can be enjoyed by all. Band concerts by their very nature PROMOTE THE ARTS. The late Charles Schultz said, "Music is one of the things, like the ability to laugh, that has kept mankind going for thousands of years."

The Hayward Municipal Band has been part of the history of the City of Hayward since it was started by two city employees, Tony Nunes and Ed Mendonca in 1957. In addition to 47 years of Sunday concerts in the park, the band has performed at many patriotic and community functions over the years including Memorial Day Services at Lone Tree Cemetery.

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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***PART B continued:***

**3. Performance Capacities and Experience**

The Hayward Municipal Band is made up of 40 professional caliber musicians, both men and women, ranging in age from upper teens to late 70's, most of who have been with this band for many years. Quality music is appreciated by families who bring picnics and sit on the lawn. Senior citizens bring folding chairs and sing along or clap their hands to the rhythms. Delicious smells drift from the barbecues to make this a perfect setting with inspiring and beautiful music. ✓

In 2001 we requested and received a raise to \$65.00 per concert for the next two seasons. This wage, \$65.00 per concert placed us at approximately 75% of the San Leandro and 66% of Oakland wages for concert band musicians. With 12 two- hour rehearsals and 6 two-hour concerts, this comes to \$10.83 per hour. In 2001 you kindly granted us \$500.00 for music. Through Tony's efforts over 38 years, and often using his own funds, he compiled an extensive music library of carefully cataloged music. We have continued to add to this library with your help and through our own efforts. The band and the audiences have enjoyed the new selections, and we hope that you will continue to grant us \$500.00 each year for more new music to add to our library.

The band rehearses in Centennial Hall each Thursday evening from 8:00p.m. to 10:00p.m. from the first Thursday in May through the end of the band season. There is no charge for the use of a room. The Manager of Centennial Hall, Judy Kaplan, makes sure that we always have a good rehearsal situation. Linda, of the City Manager's Office, types and prints the programs for our Sunday concerts.

H.A.R.D. provides and mails our flyers and maintains the bandstand under the excellent leadership of Nancy Engles. The loyal citizens of Hayward and surrounding areas have continued their support with their attendance and enthusiastic enjoyment of our summer concerts. We thank the City of Hayward for your support.

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

~~It is the applicant's responsibility for financial consideration.~~

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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2004      Attach excel spreadsheet.  
\$18,509.00 - 6 concerts

2005  
\$21,510.00 - 7 concerts

H.A.R.D. Over 1000 flyers printed and mailed. Use of stage in Memorial Park. Maintenance and guards at Memorial Park - Nancy Engles - H.A.R.D. We do not know the cost.

6 Concerts at Memorial Park, Hayward

Sunday, June 20, 2004	Total wages	\$18,009.00
"      June 27, 2004	music	\$500.00
"      July 4, 2004		
"      July 11, 2004		
"      July 18, 2004		
"      July 25, 2004,		

**ADDENDUM TO THE BUDGET REQUEST FOR THE HAYWARD MUNICIPAL BAND**

At the Memorial Day Concert, May 26, 2003, the band was very well received. After the services, Mr. Olden Henson told me that the City Of Hayward "has new colors and isn't it about time that the band had new uniforms." I was overjoyed. Our present blue uniforms were purchased in 1984. At that time the City of Hayward purchased 52 uniforms and hats for \$4,779.15. We kept the price down because we removed the gilt insignias from the previous hats and used them on the new hats. In 1994, my husband, Tony Morelli, ordered and personally paid for four new uniforms, as some of the musicians had outgrown the ones previously fitted to them. I spoke with Mayor Cooper recently and she suggested an Addendum to our budget request for 2004-2005. I have been informed by Gail Lundholm, that the Coat of Arms as well as the City of Hayward Official color, is different. I have mailed a uniform jacket, a hat and an extra Coat of Arms to Mirmont Uniforms of Redwood City.

After receiving the uniform jacket, hat and Coat of Arms, Mirmont Uniforms, based on the same quality fabric as our present jackets, has given me a verbal price of \$10,456.56 for 50 lined jackets, 50 matching hats and 50 Coat of Arms Insignia patches sewn on the jackets.. The patch will be the City Of Hayward's new Coat of Arms. This price is based on sizes 43 or smaller. Any jacket size 44 or larger will cost 15% more. We will measure carefully, but my estimate is that almost half of the band members are size 44 or larger. We will again personally move the gilt metal insignia to the new hats.

Looking at the prices from 20 years, and figuring the percentage of the total cost that was for just the jackets, with the number of large sized uniforms that we will need, the cost will be approximately \$11,000. If the factory is within driving distance, I will pick up the order to save money. Twenty years ago the shipping cost \$130.

I will need a color copy of the new coat of arms and the new City Of Hayward colors. I will soon receive a written estimate for this order, but I requested and received this verbal estimate so that I could quickly get the funding application to you. Thank you for your consideration of this request.



# MIRMONT UNIFORMS

UNIFORMS ♦ ACCESSORIES ♦ FORMAL WEAR  
463 Brewster Avenue • Redwood City, CA 94063  
Phone: 650-365-4886 Fax: 650-365-4940

## QUOTATION

Quotation By EDIE EASTERBY Customer HAYWARD CITY MUNICIPAL BAND  
 Date of Quote MARCH 2, 2004 Attn: LOLITA MORELLI, MANAGER  
 Quote Firm to APRIL 2, 2004 Ship to 8130 SURREY LANE  
 Terms CASH WITH ORDER City/State/Zip OAKLAND, CA 94605

STYLE NO.	DESCRIPTION	UNIT	UNIT PRICE	TOTAL PRICE
	CUSTOM COAT WITH LINING.	50	128.90	\$6,445.00
	SPECIAL POLY FABRIC WITH SPECIAL EMBLEM.			
	SPECIAL CAP - NO EMBLEM.	50	58.75	2,937.50
	SPECIAL FABRIC AS COAT.			
		SUB-TOTAL.....		9,382.50
		SALES TAX @8.25%..		774.06
	ALL UNIFORMS TO BE MADE IN STOCK SIZES BASED ON MEASUREMENTS SUPPLIED BY CUSTOMER.	EST. SHIPPING.....		300.00
	WE WILL DUPLICATE YOUR STYLE AND COLOR AS CLOSE AS POSSIBLE.	TOTAL CASH DUE WITH ORDER.....		\$10,456.56
	OVERSIZE CHARGES: CHEST SIZE 44 & UP, ADD 15% TO UNIT PRICE.			
	PRICE BASED ON 50 UNITS OR MORE.			
	NOTE: IF YOU WISH UNLINED COAT, DEDUCT \$15.00 PER COAT.			
	SHIPPING: APPROXIMATELY 3 TO 4 MONTHS AFTER SIZES, CHECK AND ALL DETAILS ARRIVE AT THE FACTORY.			

TERMS: CASH WITH PLACEMENT OF ORDER.

### MIRMONT *Uniforms*

W.B.E.

463 Brewster Ave., Redwood City, Calif. 94063  
Phone: (650) 365-4886  
Fax: (650) 365-4940  
1-800-365-4886

EDIE EASTERBY

UNIFORMS - ACCESSORIES - BAND - CONCERT  
DRUMS CORPS - CUSTOM CAREER APPAREL - BLAZERS

Authorized Signature Edie Easterby/52

Date 3-2-04

City of Hayward  
2004-05 Community Promotions Program

Application Packet

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**PART D: ORGANIZATION'S MOST RECENT INCOME/EXPENSE STATEMENT**

Attach your organization's most recent expense/income statement.

HAYWARD MUNICIPAL BAND

LOLITA MORELLI, 510-569-8497

Our budget for the 2003 season was \$18,509.<sup>00</sup>  
\$500 was used to purchase new music.  
\$18,009 was used for the salaries of the  
40 musicians for the six Sunday concerts.

Notes: Late applications will not be accepted for funding consideration.

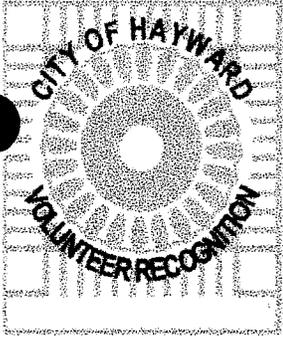
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# **Hayward Volunteer Recognition & Awards Dinner**

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Presented by

Hayward Volunteer Recognition & Awards Dinner  
Steering Committee



# Hayward Volunteer Recognition and Awards Dinner

Centennial Hall ■ Thursday ■ October 30, 2003

March 4, 2003

Honorary Chair,  
Roberta Cooper  
*Mayor, City of Hayward*

**STEERING COMMITTEE**

Rozan Homa Ahad  
*Assistant to Gail Steele*

Sotera Brown  
*Volunteer Representative*

Chief Craig Calhoun  
*Hayward Police Department*

Ken Cook  
*Art Teacher, HUSD*

Evelyn Cormier  
*Hayward Library Commission*

Vanessa Cormier  
*MeriCorps, Chabot College*

Betty DeForest  
*Eden Youth Center*

John Guinee  
*Hayward Lions Club*

Audrey LePell  
*Alameda County  
Planning Commission*

Alison Lewis  
*Trustee, Chabot College*

Gail Lundholm  
*Public Information Officer  
City of Hayward*

Dr. Ali Mardanzai  
*Afghan & International  
Refugees Support Agency*

Carol Howard Pereira  
*H.A.R.D. Board*

Doris Rodriguez  
*Hayward City Council*

Nancy Schluntz  
*FESCO - Family Emergency Shelter*

Gail Steele  
*Supervisor, Alameda County*

Joan Seavey Thomas  
*CSUH, Retired*

Ms. Denise Blohm, Budget Administrator  
City of Hayward  
777 B Street  
Hayward, California 94541

Dear Ms. Blohm,

The Hayward Volunteer Recognition and Awards Dinner Steering Committee is pleased to submit an application for funding from the 2004-2005 Community Promotions Program. This annual Volunteer Dinner recognizes outstanding volunteers and organizations who contribute substantially to the Hayward community, and plays a unique part in the living history of the City of Hayward.

We ask the City of Hayward to continue its partnership with the Hayward Volunteer Dinner Committee in recognizing many volunteers and volunteer programs who strengthen and enhance our community's quality of life. Volunteers are especially important in this time of economic difficulties, because they add strength and stability to services in our community. Honoring the essential role of Hayward volunteers is more important than ever.

The Hayward Volunteer Dinner Committee appreciates the City of Hayward's years of support for the Volunteer Dinner. We thank you for considering our request.

Respectfully,

A handwritten signature in black ink that reads "Alison S. Lewis".

Alison S. Lewis, Budget and Planning Chair  
Hayward Volunteer Recognition and Awards Dinner  
Steering Committee

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART A: General Information**

**APPLICANT**

Organization Name: Hayward Volunteer Recognition and Awards Dinner Committee

Address: 1221 Oak Street, Suite 536 Oakland, CA 94612

Phone #: (510) 272-6692 Fax #: (510) 2715115

Representative: Alison Lewis Email: [www.alison.lewis@acgov.org](mailto:www.alison.lewis@acgov.org)

**GRANT FUNDING REQUEST**

Grant Funding Request: Year 1 (2004-05): \$2,000.00

Program/Event/Activity for which grant funding is requested: We are requesting \$2,000.00 for printing costs associated with the annual Hayward Volunteer Recognition and Awards Dinner.

**AUTHORIZED SIGNATURE**

*(The application must be signed by an officer or authorized representative of the applying organization)*

**Alison Lewis**

*Alison S. Lewis*

**MARCH 3, 2004**

Printed Name

Signature

Date

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

Date Application Received:

Funding Recommendation:

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

## 1. **Event Description: City of Hayward Volunteer Recognition and Awards Dinner**

*Please provide a description of the program for which you request grant funding, including overall design, goals, and activities.*

This City of Hayward Volunteer Recognition and Awards Dinner, held every year on the last Thursday in October, honors outstanding volunteers who contribute their time and energy to benefit local human services, non-profits, and other programs. Each year the City solicits nominations from the Hayward community, and gives special awards in many categories (see attached brochure). The Dinner reaches its finale with the presentation of the John N. Pappas Humanitarian Award, and the City of Hayward Lifetime Award.

All nominated volunteers receive certificates, individual photographs with the Mayor, and City of Hayward Volunteer pins; their biographies appear in the Dinner Program (see attached program); and they are called up individually for recognition at the Dinner. City Council members personally present awards in seven categories (see program). In addition, the Hayward volunteer Dinner event is featured in the Daily Review several times, including a summer feature article with photograph on the Lifetime Award recipient, a early fall call for nominations, and a feature article with photograph after the Dinner announcing the Award winners. (See attached news articles from 2003.)

The Volunteer Dinner is the City of Hayward's designated occasion for a public "thank you" to the many people who volunteer their time, energy, and money to make Hayward a connected community of caring people. The Volunteer Dinner in 2003 celebrated twenty-six years of celebrating Hayward volunteers. The Volunteer Dinner helps define Hayward, the Heart of the Bay, not just as a location but also as a community of wonderful people.

**Background.** Hayward began to recognize its outstanding volunteers when the City's Human Relations Commission established the John N. Pappas Humanitarian Award. This Pappas Award, first presented in 1977 and given continuously since, honors a person who has made an outstanding humanitarian effort that enriches the Hayward area community. The Hayward First Committee, a civic group dedicated to instilling pride in Hayward, sponsored the Award presentation event for several years. Around 1980 several other Awards were added: Civic and Social Clubs Award, Business Award, Youth Award, Senior Award. However, the recognition dinner effort declined in the early 1980s when Hayward First ceased its support (and soon disbanded). At this time Hayward almost stopped recognizing its volunteers – no event was held in 1983, and no awards (not even the Pappas Award) were given.

Responding to this crisis, in 1983/4 the Awards Program was reorganized into its present community committee form. The Awards categories have been continually updated and re-evaluated. In 1983/4 the Mayor's Award and Volunteer of the Year were added, along with Commissioner of the Year and Out-of-Towner Awards (both since discontinued). In 1990 the Hayward Lifetime Award) selected by the Steering Committee) was first given; in 1992

the City Employee of the Year Award was added. In 1999 the Committee added a very popular Award, the Education Award, for people who volunteer at schools.

The cost of the Hayward Volunteer Recognition and Awards Dinner, and the many hours needed to put on this 350-person recognition Dinner and presentation event are considerable. Since 1983/4 the cost and the work hours have been covered by a partnership of the City of Hayward and the Volunteer Dinner Steering Committee.

## **2. Funding Category: Recognize the History of Hayward and its Future**

*Identify the funding category and explain how this category applies to the Volunteer Dinner.*

The City of Hayward Volunteer Recognition and Awards Dinner features people who are central to the history and future of Hayward. The names form an honor roll of the finest residents and most selfless volunteers in the City of Hayward, who have helped create the Hayward of today; they inspire others to work for the future of our City. There are far too many people and organizations to mention: see them listed in the Dinner Program attached. Some familiar names: Sherman Balch, Carl and Marilyn Baker-Madsen, Marvin Burrows, Sara Conner, Betty DeForest, Banning Fenton, Jim Forsyth, Helen Ketchum, Virginia MacKenzie, Bishop J.W. Macklin, Janet Minami, Tillie Sanchez, Lorenzo Smith, Betty Spees, Allen Strutz, Lt. Paul Wallace, Francisco Zermeno, and so many more.

This Volunteer Dinner event also celebrates cultural diversity and promotion of the arts. Every group in Hayward is encouraged to submit the names of its most active and devoted volunteers for recognition. Nominees have included members from: the Afghan Support Agency (now the Afghan & International Refugee Service); the local branch of the National Association for the Advancement of Colored people (NAACP); the Ladies Aid to Retarded Citizens (LARC); the Radio Amateur Civil Emergency Service (RACES); Friends of the Hayward Public Library; Scholarships, Inc.; the Hayward Area Historical Society – to name a few of the varied groups who work individually and together to sustain the social fiber of the City of Hayward. And the Hayward Friends of Animals Humane Society uses the Volunteer Dinner as a venue for presenting its own special award to its members who have made outstanding contributions to our community.

Each year, the Volunteer Dinner Planning Committee coordinates with the Hayward Arts Council in locating local resources for entertainment and decorations at the Volunteer Dinner. Since the early 1980s, the theme, entertainment, and decorations for the Volunteer Dinner have focused on the diverse cultures represented in Hayward. Recent Dinners have benefitted from the Hayward High School ZAP (Zany Art Projects) Club students.

### 3. Performance Capacity and Experience

*Describe the Volunteer Dinner Committee's capability and experience in carrying out the annual Volunteer Dinner, including average attendance, range of Awards, and variety of groups participating.*

Since 1983/4, a Volunteer Dinner Steering Committee of around 20 community members (see letterhead of the cover letter) has planned and put on the annual City of Hayward Volunteer Recognition and Awards Dinner for about 350 outstanding volunteers. Members represent the diversity and variety of the Hayward area community. This Dinner Committee meets monthly at Hayward city Hall to plan the Dinner event. It manages a process for nominating and choosing outstanding volunteers in seven categories, decorates for and puts on the Dinner event, and raises funds to cover extra Dinner costs. The Committee maintains a bank balance of around \$1,000 in order to cover up-front costs of each annual Dinner.

The City of Hayward contributes the participation of the Public Information Officer (PIO), sometimes an intern, the use of Centennial Hall the day of the Volunteer Dinner, mailing of the Nomination/Invitation form, and, through a grant from the Community Promotions Fund, most printing costs including the Nomination/Invitation form, certificates, and souvenir Dinner Programs. Gail Steele, first from the Eden Youth Center and now as Alameda County Supervisor, has chaired the Dinner Committee since 1983/4 and provided major staffing for the Dinner. This includes managing the overall activities of the Dinner: registration, detailed table organization, coordination of flowers and table decorations, and financial details and accounting.

Most of the Volunteer Dinner's budget comes from Dinner reservations. The Dinner Committee raises money to pay for everything else: the meals of the nominees, flowers, City of Hayward Volunteer pins, plaques, photography, decorations, entertainment, and the \$500 Pappas Prize which the Pappas Award winner designates as a donation to a Hayward area non-profit. The City's assistance with printing costs through the Community Promotions Fund is gratefully acknowledged. Since 1995, the Dinner Committee has held a summer barbecue at the home of Supervisor Steele to raise funds for additional costs. In the summer of 1998 this barbecue also served as an 86th birthday party for John Pappas.

It is important for the Hayward Volunteer Recognition and Awards Dinner to reflect our changing and growing community. We have gradually increased the recognition for each nominee, adding, over the years, the volunteer pins, photography with the Mayor, and paid dinners for nominees. All these enhancements make receiving a nomination more prestigious and special. Feedback from nominees tells us that these recognition items mean a lot to them, and are much appreciated. Each acknowledgment adds to the cost, of course, and the Dinner Committee walks a careful line in managing limited resources.

Attached to the City of Hayward Community Promotions Budget Proposal is a copy of the Volunteer Dinner Committee end-of-year budget report. This shows the Dinner's costs and expenditures for the 2003 Dinner, which are in line with the pattern of recent Volunteer Dinners. Our income and expenses are very consistent from year to year. The budget report includes City grants and lists in-kind donations from the City of Hayward.

The Volunteer Dinner Committee for the Annual Hayward Volunteer Recognition and Awards Dinner is asking for support from the City of Hayward Community Promotions Funds. We appreciate the continuing use of Centennial Hall, support from the City PIO, and previous grants from the Promotions Funds. We request \$2000 from the Promotions Fund to continue to support the Hayward Volunteer Recognition and Awards Dinner, specifically in funding the nomination/invitation form and programs for this annual community-building event sponsored by the City of Hayward.

*City of Hayward*  
*Community Promotions Program*

Application Packet

**PART C: Program Budget**

**Organization/Activity:** Hayward Volunteer Recognition & Awards Dinner

**Contact Person Name:** Alison Lewis  
**Address:** 1221 Oak Street, Ste 536  
**Daytime Phone #** (510) 272-6692  
**Email:** [alison.lewis@acgov.org](mailto:alison.lewis@acgov.org)

**2004 Budget Proposal**

	Budget	Increase/Decrease		Budget	Increase/Decrease	
		Budget	\$ %		Budget	\$ %
<b>REVENUES</b> (Grants, Other Sources)						
* City of Hayward	2,000	in-kind grant for printing costs				
* Reservations	9,000	based on 300-minimum reservations				
* no-host bar	800					
* fundraising	1,000					
<b>Total Revenues</b>	<b>\$12,800</b>					
<b>EXPENDITURES</b>						
Dinners	7,600	based on 300 reservations				
no-host bar	300					
photos	900					
plaques	400					
flowers/decorations	500					
Pappas Award	500					
printing	2,000	in-kind grant for printing costs				
* Miscellaneous	300					
*						
*						
<b>Total Expenses</b>	<b>\$12,500</b>					
<b>Net Revenues/ Expenditures</b>	<b>\$300</b>					

SUBMIT 16 COMPLETE PACKETS TO DENISE BLOHM IN THE HAYWARD FINANCE DEPARTMENT BY:  
**Friday, March 5, 2004**

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

# Hayward Volunteer Dinner Committee

-- Budget Report, November 2003 --

prepared for City of Hayward application March 2004

<b>Costs</b>	<b>2003</b>	<b>Comment</b>
dinners	\$6,600	always depends on number of reservations
bar	\$226	depends a little on number of Dinner attendees
photos	\$928	always depends on number of nominees
plaques	\$403	always depends on number of Award winners
decorations/flowers	(donated)	
entertainment	(donated)	
Pappas Award	\$500	
<b><i>Printing</i></b>	<b><i>\$2,000</i></b>	<b><i>Nomination/Invitation, Dinner Program</i></b>
<b>total</b>	<b>\$10,657</b>	includes in-kind printing costs from city grant
<b>Income</b>		
Reservations	\$7,800	always depends on numbers of reservations
Fundraising/bar	\$1,500	Summer barbecue \$1,000; no-host bar \$500
<b><i>City of Hayward</i></b>	<b><i>\$2,000</i></b>	<b><i>Community Promotions Grant for printing costs</i></b>
<b>total</b>	<b>\$11,300</b>	includes in-kind city grant for printing costs

Note: the City of Hayward contributes several in-kind costs: Centennial Hall use, mailing the Nomination/Invitation, the PIO's staff time, incidentals, etc.; The Community Promotions Grant is an in-kind donation, managed by the PIO, towards printing costs of the Nomination/Invitation form and Dinner Program.

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# Hayward Zucchini Festival

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Presented by

Hayward Zucchini Festival

# HAYWARD ZUCCHINI FESTIVAL

## A NON-PROFIT CORPORATION

### BOARD OF DIRECTORS

Norma Jean Clausen  
President

Steve Stern  
Vice President

Denise Pugh  
Secretary

"Butch" Watson  
Treasurer

Geraldine Degler

Mike Fung

Debbie Harrison

Dyann Hoffman

Jack Kellam

Phyllis McIlrath

Gerry Mellen

Beverly J. Griggs  
Associate to Board

LIAISONS:  
Eric Willyerd  
Bill Gardner  
H.A.R.D.

Harvey Edmark  
City Mayors Office

Lt. Lloyd Lowe  
Hayward Police Department

### ADMINISTRATION:

2273 American Ave., Suite 9  
Hayward CA 94545

(510) 264-9466

Fax (510) 264-1125

Rich Essi  
General Manager

### MAILING ADDRESS:

P. O. Box 247  
Hayward, CA 94543

Dear Mayor Cooper and City Council Members:

The Hayward Zucchini Festival is submitting the attached proposal for funding. If approved the funding will allow us to expand our publicity, improve our vendors and ultimately increase attendance at the Festival.

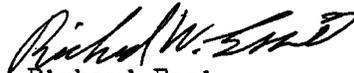
The Hayward Zucchini Festival was established in 1983 by Mayor Alex Giuliani to provide a forum for non-profit organizations to raise funds for their programs and provide entertainment for the community. Throughout the twenty one years of operation, the festival has provided an excess of two million dollars to area non-profit organizations. The festival is inclusive of all east bay cities, but predominately focuses on the City of Hayward and surrounding communities.

The musical entertainment includes Rhythm and Blues, Jazz, Salsa, Country and Gospel. The musicians and audience reflect a wonderful diversity which makes the Festival interesting and exciting!

The Festival has faced many challenges throughout its existence and due to creative problem solving has been able to resolve most of them in a positive manner. Our image in the community has allowed us to receive recognition from city, state, county and federal agencies, and several congressional leaders, plus T.V., radio and magazines.

We hope you will find the information contained in this proposal complete. If you have any additional questions, please feel free to contact us at 510/264-9466. We look forward to your positive consideration.

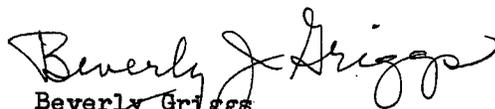
Sincerely,



Richard Essi,  
General Manager



Norma Jean Clausen  
President Board of Directors



Beverly Griggs  
Associate to the Board

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART A: General Information**

**APPLICANT**

Organization Name: Hayward Zucchini Festival

Address: Administration: 2273 American Ave., Suite 9 - Hayward, CA 94545  
Mailing: P.O. Box 247 - Hayward, CA 94543

Phone #: 510/264-9466 Fax #: 510/264-1125

Representative: Rich Essi, General Manager Email: n/a

**GRANT FUNDING REQUEST**

Grant Funding Request: Year 1 (2004-05): \$ 20,000.00

Program/Event/Activity for which grant funding is requested:

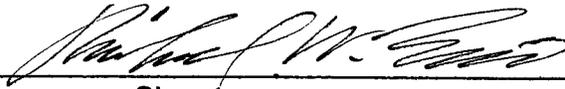
Hayward Zucchini Festival annual event

**AUTHORIZED SIGNATURE**

*(The application must be signed by an officer or authorized representative of the applying organization)*

Rich Essi, General Manager

Printed Name



Signature

MAR-1-04

Date

For City Staff Use Only

Date Application Received
Funding Recommendation

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

# HAYWARD ZUCCHINI FESTIVAL

## History

The Hayward Zucchini Festival was founded in 1983, to create a fun, family-oriented event and to raise funds for local non-profit organizations and charities. The Hayward Zucchini Festival has been successful on both counts; it attracts nearly 20,000 to 30,000 children, parents and grandparents each year and has raised and distributed approximately \$2,000,000 to local charities and non-profit organizations over the last twenty years.

The Hayward Zucchini Festival has always been a quality family event. A 1991 Exit Poll showed families accounted for over 2/3 of attendees. The average annual income was approximately \$40,000 and 60% own or use credit cards. By all marketing standards, this is, indeed, a valued target audience.

The spring of 1983 was a low-economic period in the nation and in Hayward. There were plant closures and city funding to some non-profit organizations has been necessarily cut. There was a need to bolster the spirits of the people, provide a source of revenue for community groups, create a sense of pride and spirit of cooperation in the community and, most importantly, find something fun, different and exciting to do right here in our own backyard.

Several local leaders, including Mayor Alex Giuliani, shared these concerns. They considered the various festivals and events held in other cities and laughingly hit upon a festival honoring the most prolific and versatile vegetable, the ZUCCHINI. Hayward Community Gardens confirmed the fact that a lot of people in Hayward had gardens and most of those gardens grew zucchini.

So, the Hayward Zucchini Festival was born. The Mayor immediately planted zucchini in his garden. Individuals, businesses and community organizations rallied around Pam Green, the Festival Chair. Hayward Area Recreation and Park District gave its' full support and within six weeks, on August 20, 1983, the first Festival was held with 15,000 people in attendance.

The sole purpose of this Festival is to offer an alternative funding for our many local charities and non-profit organizations but, at the same time, to allow people to be entertained with fun, shopping and listening to great music.

The nineteen years following the successful first year, Festival leaders have endeavored to keep the Festival's fun and entertaining persona. Great emphasis has been placed on hiring local Bay Area talent to entertain on all stages during the weekend. However, to draw the people, headliners have been used.

The Festival has strived to keep in mind that Hayward has such a diverse population that entertainment be carefully considered. We try to reach all ethnic groups with their type of music. Thus, between the entertainment stages, one can find something to their taste and culture.

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART B: Program Information** *(use additional sheets as needed)*

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

The event for which we're requesting funding is the annual Hayward Zucchini Festival. The Festival is held each year in the 10 acre Kennedy Park on Hesperian Blvd., Hayward. Activities include three entertainment stages, Kids Town with games designed for the younger crowd, craft and food vendors, Community Service booths, Zucchini growing and carving contests, Zucchini cooking demonstrations, a Country Store offering cookbooks, Zucchini Festival glasses, mugs and T-shirts. The Festival holds a Zucchini Cook-Off in July as a kick-off event.

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):

- Celebrate cultural diversity
- Promote the arts
- Recognize the history of Hayward and its future

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

See attachment "A" Zucchini Festival History

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

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART B continued:**

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

In August 2004, the Hayward Zucchini Festival will be holding its 22nd festival. To survive this length of time indicates our ability to learn from experience as to what those attending expect of a festival, and our flexibility to change the format by adding or eliminating certain attractions. As with most events of this magnitude, costs continue to spiral upwards. Our income derives from the vendors and entrance fees of the approximately 15,000 to 20,000 attendees. A survey of those attending the 20th annual festival indicated the majority come for the entertainment, crafts and food, in that order.

Additional funding from the City of Hayward will enable us to increase the advertising, attract more patrons, and expand our volunteer funding.

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

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

09/11/03

## HZF 2001 Profit & Loss

November 1, 2002 through September 11, 2003

Nov 1, '02 - Sep 11, '03

<b>Income</b>	
Admissions, Gate	43,143.38
Advance Ticket Sales	2,426.84
Bank Start Up Fund	10,500.00
Beverages, Glasses & Mugs	29,637.06
Booth Fees	1,600.00
Bread Sales	4,500.35
Cash Donations/Sponsors	2,550.00
HZF FOOD	1,428.70
Ice Sales	1,221.00
Miscellaneous Income	8,517.76
Souvenirs	1,362.24
<b>Vendors</b>	
Arts & Crafts	31,430.00
Commercial Arts & Crafts	10,700.00
Community Circle	5,600.00
Food	18,715.00
HZF Kids Town 25 %	4,286.00
Vendors Insurance	4,200.00
<b>Total Vendors</b>	<u>74,931.00</u>
Vintage Vehicle	1,077.00
<b>Total Income</b>	<u>182,895.33</u>
<b>Expense</b>	
Advertising	7,768.00
Automobile Expense	2,761.34
Awards	821.93
Beverages	11,595.10
Bread	2,340.00
Business Entertainment	9,826.00
celluar	1,083.81
Entertainment	17,327.22
Festival Developement (Rich)	9,800.00
FORM 199	10.00
FORM RRF-1	25.00
HARD Grant	10,000.00
HZF Equipment	
Rental	14,270.01
<b>Total HZF Equipment</b>	<u>14,270.01</u>
Ice	2,207.50
Insurance	4,765.00
Licenses and Permits	300.00
Loan repayment	3,160.00
Membership Dues & Subscriptions	10.00
Miscellaneous	200.00
<b>Office Expense</b>	
Equipment	75.00
Supplies	2,524.13
Office Expense - Other	99.00
<b>Total Office Expense</b>	<u>2,698.13</u>
Pay (Rich 1099)	16,600.00
postage	5,173.60
Printing Poster	1,669.50
<b>Professional Fees</b>	
Accounting Tax Service	325.00
<b>Total Professional Fees</b>	<u>325.00</u>

09/11/03

# HZF 2001 Profit & Loss

November 1, 2002 through September 11, 2003

	<u>Nov 1, '02 - Sep 11, '03</u>
Rent/Storage	9,150.00
Sales Tax	2,276.00
Souvenirs Expense	4,074.67
START UP EXP.	10,500.00
telephone	959.96
TY PARTY	98.00
Uncategorized Expenses	0.00
UTILITIES GAS & ELECTRIC	1,038.64
Vendor Refunds	1,475.00
Volunteers Pay	
Food	1,516.82
Volunteers Pay - Other	13,604.50
<b>Total Volunteers Pay</b>	<u>15,121.32</u>
<b>Total Expense</b>	<u>169,430.73</u>
<b>Net Income</b>	<u><u>13,464.60</u></u>

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# **Cinco de Mayo / Mexican Independence Celebration**

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Presented by

La Alianza de Hayward

City of Hayward  
2004-05 Community Promotion Program

Application Packet

**PART A: General Information**

**APPLICANT**

Organization Name: *La Alianza de Hayward*

Address: *P.O.Box 92, Mt. Eden, CA 94557*

Phone #: *510.732.2746* Fax #: *510.732.6624*

Web site: *www.zermeño.com/La Alianza de Hayward.html*

Representative: *Francisco Zermeño* Email: *machetez@aol.com*

**GRANT FUNDING REQUEST**

Grant Funding Request: Year 1 (2004-05): \$ 4,000

Program/Event/Activity for which grant funding is requested:

*Our funding request is to "Celebrate cultural diversity," to "Promote the arts," and to "Recognize the history of Hayward, and its future." This will be done through our annual Cinco de Mayo Street Festival and a smaller Mexican Independence Celebration for the 16th of September.*

**AUTHORIZED SIGNATURE**

*(The application must be signed by an officer or authorized representative of the applying organization)*

*Francisco Zermeño*

*3/04/04*

Printed Name

Signature

Date

----- For City Staff Use Only -----	
Date Application Received:	
Funding Representative:	

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

City of Hayward  
2004-05 Community Promotion Program

Application Packet

**PART B: Program Information** (use additional sheets as needed)

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

*The 16 de Septiembre (Mexican Independence) Program:*

*Mexican Folk dancing at the Farmer's Market*

*-informational flyers, free Mexican bread*

*Mexican Art Exhibit at Chabot College's Art Gallery*

*Voter Registration at Farmer's Market and Chabot College*

*The 5 de Mayo (Battle of Puebla) Program:*

*Music (mariachi, norteño, rock in Spanish, banda)*

*Art and Essay Contest exhibit and presentation*

*Hayward school's Ballet Folklórico programs*

*Food, informational, and art & crafts booths*

*Voter Registration*

*(please see attached 2003 Cinco de Mayo program)*

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):



**Celebrate Cultural Diversity**

**Promote the arts**

**Recognize the history of Hayward and its future**

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

*Our funding category is "Celebrate cultural diversity." However, to a degree we also fall under "Promote the arts" (through our Art and Essay Contest, our music and dancing), and under "History of Hayward, and its future" (through our celebration of the Mexican and Mexican American presence in the area, and through the active participation and contribution of our Hayward youth in this event.)*

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

City of Hayward  
2004-05 Community Promotion Program

Application Packet

**PART B continued:**

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

*La Alianza de Hayward has organized this type of event over twenty years, with continuous success and growth. Our move to the Hayward City Plaza in 1998 allowed for further growth, while benefiting all the participants, from the City of Hayward, to Downtown and its businesses, to the youth participating and to the citizens of Hayward. We are fully a non-profit organization. As an average, our Cinco de Mayo Festival draws over 2,500 people and our smaller 16 de Septiembre, approximately 500.*

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Statement Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

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

City of Hayward  
2004-05 Community Promotion Program

Application Packet

**2004-05 BUDGET PROPOSAL**

	2002-03 Budget	2003-04		Increase/Decrease		2004-05 Budget	Increase/Decrease	
		Budget		\$	%		\$	%
<b>REVENUES</b> (Grants, Other Sources)								
* City of Hayward	\$4,000	\$4,000	0	0%	4,000	0	0%	
* Savings	733	740	7	+1%	747	7	+ 1%	
* Advertising	600	660	60	+9%	792	132	+17%	
* Donations	2,610	2,349	-261	-10%	2,114	-235	- 10%	
* Alameda Co. Grant		2,000	+2,000					
<b>Total Revenue</b>	<b>7,943</b>	<b>9,749</b>	<b>+1,806</b>	<b>+19%</b>	<b>7,653</b>	<b>-2,096</b>	<b>- 21%</b>	
<b>EXPENDITURES</b>								
* Employee Svcs	2,500	3,500	1,000	+28%	2,500	-1,000	-28%	
* Rent	0							
* Utilities	0							
* Office Supplies	2,720	2,720	0		2,448	-272	-10%	
* Insurance	245	0			245	0		
* Postage	0							
* Equipment	0							
* Miscellaneous	660	660						
* Printing	400	400	0		400	0		
* Scholarships	1,290	2,200	910	+41%	1,290	-1,000	-43%	
<b>Total Expenses</b>	<b>7,815</b>	<b>9,480</b>	<b>1,910</b>	<b>+20%</b>	<b>6,883</b>	<b>-2,597</b>	<b>-27%</b>	
<b>Net Expenses/ Expenditures</b>	<b>128</b>	<b>269</b>			<b>770</b>			

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

2002

Open to Public Inspection

Department of the Treasury Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2002 calendar year, or tax year beginning 01-01, 2002, and ending 12-31, 2002

- B Check if applicable:
Address change
Name change
Initial return
Final return
Amended return
Application pending

C Name of organization LA ALIANZA DE HAYWARD
Number and street (or P.O. box if mail is not delivered to street address) Room/suite
2247 SLEEPY HOLLOW AVE
City or town, state or country, and ZIP + 4
HAYWARD, CA 94545

D Employer identification number 94-3381553
E Telephone number (510) 732-2746
F Accounting method: X Cash Accrual
Other (specify)

Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

- H and I are not applicable to section 527 organizations.
H(a) Is this a group return for affiliates? Yes No
H(b) If "Yes," enter number of affiliates
H(c) Are all affiliates included? Yes No
H(d) Is this a separate return filed by an organization covered by a group ruling? Yes No

G Web site

J Organization type (check only one) 501(c) 4 (insert no.) 4947(a)(1) or 527

K Check here if the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS; but if the organization received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

L Gross receipts: Add lines 6b, 8b, 9b, and 10b to line 12 12,424

I Enter 4-digit GEN
M Check if the organization is not required to attach Sch. B (Form 990, 990-EZ, or 990-PF).

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See page 17 of the instructions.)

Table with 21 rows and multiple columns for revenue, expenses, and net assets. Includes sub-rows for contributions, program service revenue, membership dues, interest, dividends, gross rents, other investment income, sales of assets, special events, and fundraising.

Revenue
Expenses
Net Assets



**Part IV Balance Sheets** (See page 24 of the instructions.)

**Note:** Where required, attached schedules and amounts within the description column should be for end-of-year amounts only.

		(A)		(B)
		Beginning of year		End of year
45	Cash - non-interest-bearing	565	45	
46	Savings and temporary cash investments		46	
47 a	Accounts receivable			
	b Less: allowance for doubtful accounts		47c	
48 a	Pledges receivable			
	b Less: allowance for doubtful accounts		48c	
49	Grants receivable		49	
50	Receivables from officers, directors, trustees, and key employees (attach schedule)		50	
A	51 a Other notes and loans receivable (attach schedule)			
s		51a		
s	b Less: allowance for doubtful accounts		51c	
e	52 Inventories for sale or use		52	
t	53 Prepaid expenses and deferred charges		53	
s	54 Investments - securities (attach schedule) <input type="checkbox"/> Cost <input type="checkbox"/> FMV		54	
	55 a Investments - land, buildings, and equipment: basis			
		55a		
	b Less: accumulated depreciation (attach schedule)		55c	
	56 Investments - other (attach schedule)		56	
	57 a Land, buildings, and equipment: basis			
		57a		
	b Less: accumulated depreciation (attach schedule)		57c	
	58 Other assets (describe _____)		58	
	59 <b>Total assets</b> (add lines 45 through 58) (must equal line 74)	565	59	
L	60 Accounts payable and accrued expenses		60	
i	61 Grants payable		61	
a	62 Deferred revenue		62	
b	63 Loans from officers, directors, trustees, and key employees (attach schedule)		63	
i	64 a Tax-exempt bond liabilities (attach schedule)		64a	
t	b Mortgages and other notes payable (attach schedule)		64b	
i	65 Other liabilities (describe _____)		65	
e	66 <b>Total liabilities</b> (add lines 60 through 65)		66	
	<b>Organizations that follow SFAS 117, check here</b> <input type="checkbox"/> and complete lines 67 through 69 and lines 73 and 74.			
F	67 Unrestricted		67	
e	68 Temporarily restricted		68	
n	69 Permanently restricted		69	
d	<b>Organizations that do not follow SFAS 117, check here</b> <input type="checkbox"/> and complete lines 70 through 74.			
A	70 Capital stock, trust principal, or current funds		70	
s	71 Paid-in or capital surplus, or land, building, and equipment fund		71	
B	72 Retained earnings, endowment, accumulated income, or other funds		72	
a	73 <b>Total net assets or fund balances</b> (add lines 67 through 69 or lines 70 through 72;			
s	column (A) must equal line 19; column (B) must equal line 21)		73	
e	74 <b>Total liabilities and net assets / fund balances</b> (add lines 66 and 73)		74	

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.



Part VI Other Information (See page 27 of the instructions.)

		Yes	No
76	Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity		X
77	Were any changes made in the organizing or governing documents but not reported to the IRS? If "Yes," attach a conformed copy of the changes.		X
78a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?		X
78b	If "Yes," has it filed a tax return on Form 990-T for this year?		X
79	Was there a liquidation, dissolution, termination, or substantial contraction during the year? If "Yes," attach a statement		X
80a	Is the organization related (other than by association with a statewide or nationwide organization) through common membership, governing bodies, trustees, officers, etc., to any other exempt or nonexempt organization?		X
80a	If "Yes," enter the name of the organization <input type="checkbox"/> exempt or <input type="checkbox"/> nonexempt.		X
81a	Enter direct or indirect political expenditures. See line 81 instructions		
81b	Did the organization file Form 1120-POL for this year?		X
82a	Did the organization receive donated services or the use of materials, equipment, or facilities at no charge or at substantially less than fair rental value?		X
82b	If "Yes," you may indicate the value of these items here. Do not include this amount as revenue in Part I or as an expense in Part II. (See instructions in Part III.)		
83a	Did the organization comply with the public inspection requirements for returns and exemption applications?	X	
83b	Did the organization comply with the disclosure requirements relating to quid pro quo contributions?		X
84a	Did the organization solicit any contributions or gifts that were not tax deductible?		X
84b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		X
85a	501(c)(4), (5), or (6) organizations. a Were substantially all dues nondeductible by members?		
85b	Did the organization make only in-house lobbying expenditures of \$2,000 or less? If "Yes" was answered to either 85a or 85b, do not complete 85c through 85h below unless the organization received a waiver for proxy tax owed for the prior year.		X
85c	Dues, assessments, and similar amounts from members		
85d	Section 162(e) lobbying and political expenditures		
85e	Aggregate nondeductible amount of section 6033(e)(1)(A) dues notices		
85f	Taxable amount of lobbying and political expenditures (line 85d less 85e)		
85g	Does the organization elect to pay the section 6033(e) tax on the amount on line 85f?		X
85h	If section 6033(e)(1)(A) dues notices were sent, does the organization agree to add the amount on line 85f to its reasonable estimate of dues allocable to nondeductible lobbying and political expenditures for the following tax year?		X
86a	501(c)(7) orgs. Enter: a Initiation fees and capital contributions included on line 12		
86b	Gross receipts, included on line 12, for public use of club facilities		
87a	501(c)(12) orgs. Enter: a Gross income from members or shareholders		
87b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)		
88	At any time during the year, did the organization own a 50% or greater interest in a taxable corporation or partnership, or an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Part IX		X
89a	501(c)(3) organizations. Enter: Amount of tax imposed on the organization during the year under: section 4911; section 4912; section 4955		
89b	501(c)(3) and 501(c)(4) orgs. Did the organization engage in any section 4958 excess benefit transaction during the year or did it become aware of an excess benefit transaction from a prior year? If "Yes," attach a statement explaining each transaction		X
	Enter: Amount of tax imposed on the organization managers or disqualified persons during the year under sections 4912, 4955, and 4958		
	Enter: Amount of tax on line 89c, above, reimbursed by the organization		
90a	List the states with which a copy of this return is filed CALIFORNIA		
90b	Number of employees employed in the pay period that includes March 12, 2002 (See instructions)		
91	The books are in care of FRANCISCO C ZERMENO Telephone no. 510-732-2746 Located at 2247 SLEEPY HOLLOW HAYWARD CA ZIP + 4 94544		
92	Section 4947(a)(1) nonexempt charitable trusts filing Form 990 in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the tax year		

**Part VII Analysis of Income-Producing Activities** (See page 31 of the instructions.)

Note: Enter gross amounts unless otherwise indicated.

	Unrelated business income		Excluded by section 512, 513, or 514		(E) Related or exempt function income
	(A) Business code	(B) Amount	(C) Exclusion code	(D) Amount	
93 Program service revenue:					
a _____					
b _____					
c _____					
d _____					
e _____					
f Medicare/Medicaid payments . . . . .					
g Fees and contracts from government agencies . . . . .					
94 Membership dues and assessments . . . . .					
95 Interest on savings and temporary cash investments . . . . .					
96 Dividends and interest from securities . . . . .					
97 Net rental income or (loss) from real estate:					
a debt-financed property . . . . .					
b not debt-financed property . . . . .					
98 Net rental income or (loss) from personal property . . . . .					
99 Other investment income . . . . .					
100 Gain or (loss) from sales of assets other than inventory . . . . .					
101 Net income or (loss) from special events . . . . .					
102 Gross profit or (loss) from sales of inventory . . . . .					
103 Other revenue: a _____					
b _____					
c _____					
d _____					
e _____					
104 Subtotal (add columns (B), (D), and (E)) . . . . .					
105 Total (add line 104, columns (B), (D), and (E)) . . . . .					

Note: Line 105 plus line 1d, Part I, should equal the amount on line 12, Part I.

**Part VIII Relationship of Activities to the Accomplishment of Exempt Purposes** (See page 32 of the instructions.)

Line No.	Explain how each activity for which income is reported in column (E) of Part VII contributed importantly to the accomplishment of the organization's exempt purposes (other than by providing funds for such purposes).
▼	

**Part IX Information Regarding Taxable Subsidiaries and Disregarded Entities** (See page 32 of the instructions.)

(A) Name, address, and EIN of corporation, partnership, or disregarded entity	(B) Percentage of ownership interest	(C) Nature of activities	(D) Total income	(E) End-of-year assets
	%			
	%			
	%			
	%			

**Part X Information Regarding Transfers Associated with Personal Benefit Contracts** (See page 33 of the instructions.)

- (a) Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? . . . . .  Yes  No
- (b) Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? . . . . .  Yes  No

Note: If "Yes" to (b), file Form 8870 and Form 4720 (see instructions).

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Please Sign Here

Signature of officer \_\_\_\_\_ Date \_\_\_\_\_  
Type or print name and title \_\_\_\_\_

Paid Preparer's Use Only

Preparer's signature *[Signature]* Date 02-25-2003 Check if self-employed  Preparer's SSN or PTIN (See Gen. Inst. W) 324-60-4536  
Firm's name (or yours if self-employed) address, and ZIP + 4 THE BUSINESS CENTER 1164 WEST TENNYSON ROAD HAYWARD CA 94544 EIN 94-3205768 Phone no. 510-785-3573



YEAR  
2002

# California Exempt Organization Annual Information Return

FORM  
199

For calendar or fiscal year beginning 01-01 2002, and ending 12-31 2002

**IMPORTANT: Your number is required.**

California corporation number Federal employer identification number  
94-3381553

Attach Preaddressed Label  
or See Instructions

Corporation/Organization name  
LA ALIANZA DE HAYWARD

Address APT no. PMB no.  
2247 SLEEPY HOLLOW AVE  
City State ZIP Code  
HAYWARD CA 94545

A Final return?  Yes. Check applicable box.  No  
 Dissolved  Withdrawn  Merged/Reorganized (attach explanation)  
 If a box is checked, enter date

B Check forms filed this year: State:  109  100  100S  100W  
 Federal:  990  990EZ  990T  990PF  1041  1120H  1120

C If organization is exempt under R&TC Section 23701d and is a school, public charity, religious organization, or is controlled by a religious operation, check box. See General Instruction F. No filing fee is required.

D Is this a group filing? See General Instruction M.  Yes  No

E Accounting method used CASH

F Type of organization  Exempt under Section 23701 (insert letter)  
 IRC Section 4947(a) (1) trust

### Part I Complete Part I unless not required to file this form. See General Instructions B and C.

Receipts and Revenues (Attach check or money order here.)	1	Gross sales or receipts from other sources. From Side 2, Part II, line 8	1	
	2	Gross dues and assessments from members and affiliates	2	
	3	Gross contributions, gifts, grants, and similar amounts received. See instructions	3	
	4	Total gross receipts for filing requirement test. Add line 1 through line 3 This line must be completed. If the result is less than \$25,000, see General Instruction C	4	0.
	5	Cost of goods sold	5	
	6	Cost or other basis, and sales expenses of assets sold	6	
	7	Total costs. Add line 5 and line 6	7	
	8	Total gross income. Subtract line 7 from line 4	8	
Expenses	9	Total expenses and disbursements. From Side 2, Part II, line 18	9	
	10	Excess of receipts over expenses and disbursements. Subtract line 9 from line 8	10	
Filing Fee	11	Filing fee \$10 or \$25. See General Instruction F	11	10.
	12	Penalty for failure to file on time. See General Instruction L	12	
	13	Balance due. Add line 11 and line 12	13	10.

- 14 If exempt under R&TC Section 23701d, has the organization during the year: (1) participated in any political campaign or (2) attempted to influence legislation or any ballot measure, or (3) made an election under R&TC Section 23704.5 (relating to lobbying by public charities)? If "Yes," complete and attach form FTB 3509, Political or Legislative Activities by Section 23701d Organizations  Yes  No
- 15 Did the organization have any changes in its activities, governing instrument, articles of incorporation, or bylaws that have not been reported to the Franchise Tax Board? If "Yes," complete an explanation and attach copies of revised documents  Yes  No
- 16 Is the organization exempt under R&TC Section 23701g?  Yes  No  
If "Yes," enter amount of gross receipts from nonmember sources \$ \_\_\_\_\_
- 17 Did the organization file Form 100, Form 100S, 100W, or Form 109 to report taxable income?  Yes  No  
If "Yes," enter amount of total income reported \$ \_\_\_\_\_
- 18 The financial records are in care of \_\_\_\_\_ Daytime telephone \_\_\_\_\_

located at 2247 SLEEPY HOLLOW AVE HAYWARD CA 94545

Please Sign Here

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

Signature of officer \_\_\_\_\_ Date \_\_\_\_\_ Title \_\_\_\_\_ Daytime telephone (510) 732-2746

Paid Preparer's Use Only

Preparer's signature \_\_\_\_\_ Date 02-25-2003 Check if self-employed  Preparer's SSN or PTIN 324-60-4536  
Firm's name (or yours, if self-employed) and address THE BUSINESS CENTER 1164 WEST TENNYSON ROAD HAYWARD CA 94544 FEIN 94-3205768 Daytime telephone 510-785-3573

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# **Memorial Day Service**

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Presented by  
Memorial Day Committee

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART A: General Information**

**APPLICANT**

Organization Name: Allied Veterans Cemetery Com.  
Soldier's Plot  
Lone Tree Cemetery - Hayward

Address: 24855 Calaroga Ave Hayward, Ca 94545

Phone #: 510.782.4770 Fax #:

Representative: Allen F. Strautz Email:

**GRANT FUNDING REQUEST**

Grant Funding Request: 800<sup>00</sup> Year 1 (2004-05): \$ 800<sup>00</sup>

Program/Event/Activity for which grant funding is requested:

- Annual Memorial Day Services -  
101- Observance

**AUTHORIZED SIGNATURE**

(The application must be signed by an officer or authorized representative of the applying organization)

Allen F. Strautz      *Allen F. Strautz*      3.2.04  
Printed Name      Signature      Date

For City Staff Use Only  
Date Application Received:  
Funding Recommendation:  
Total grant applications will be subject to funding consideration.

City of Hayward  
2004-05 Community Promotions Program

Application Packet

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**PART B: Program Information** (use additional sheets as needed)

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

Memorial Day Observance

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):

- Celebrate cultural diversity
- Promote the arts
- Recognize the history of Hayward and its future

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

Community-wide observance  
each year.

City of Hayward  
2004-05 Community Promotions Program

Application Packet

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**PART B continued:**

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

I have served of this  
ANNUAL EVENT  
for 51 years

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

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

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**Attach excel spreadsheet.**

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART D: ORGANIZATION'S MOST RECENT INCOME/EXPENSE STATEMENT**

Attach your organization's most recent expense/income statement.

(Receipts) -  
Cemetery - 800<sup>00</sup>  
City - Hayward - 800<sup>00</sup>  
Veterans - 800<sup>00</sup>  
Total - 2400<sup>00</sup>

Disbursements  
Band (Hayward)  
2000<sup>00</sup>  
Flags  
for groups 300<sup>00</sup>  
Memorial  
Worth 100  
2400<sup>00</sup>

Note: Late applications will not qualify for consideration.

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# **Music Education**

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Presented by

Pacific Chamber Symphony

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART A: General Information**

**APPLICANT**

Organization Name: Pacific Chamber Symphony  
Address: 1155 E. 14<sup>th</sup> Street # 215, San Leandro, CA 945  
Phone #: 510 352 3945 Fax #: 510 352 3947  
Representative: Gabriella Roff Email: gaby@pacificchamberSympho.org

**GRANT FUNDING REQUEST**

Grant Funding Request: Year 1 (2004-05): \$ 13,000

**Program/Event/Activity for which grant funding is requested:**

Pacific Chamber Symphony is requesting funds to support the 04/05 concerto competition and performance in Hayward and comprehensive educational services for Hayward Unified School District.

**AUTHORIZED SIGNATURE**

(The application must be signed by an officer or authorized representative of the applying organization)

Gabriella Roff Signature Date March 3, 04

For City Staff Use Only  
Date Application Received  
Funding Recommendation

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART B continued:**

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

Now in its 15<sup>th</sup> season, The Pacific Chamber Symphony provides a full concert season in the communities of Hayward, Pleasanton, Walnut Creek, San Francisco and a partial season in Napa, and as such remains the only stable regional chamber Symphony in the Bay Area. We estimate 4000 people will attend our signature series T year.

Our educational services reach around 20,000 East Bay elementary students a year in the unified school districts of Hayward, Pleasanton, Dublin, Castro Valley

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

San Leandro and San Lorenzo - provide the opportunity to experience live classical music to communities who otherwise could not afford to sustain an entire local orchestra.

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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**PART B: Program Information (use additional sheets as needed)**

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

The Pacific Chamber Symphony is committed to bringing live, classical music into the lives of Hayward public school students, hopefully planting the seed of a lifelong appreciation of art and beauty as well as teaching basic music concepts.

This is done through small ensembles at elementary schools and a full orchestra concert attended by schools throughout the district. Further, the Concerto Competition, named "Solo Star Showdown" is the culmination of the season and presents the final round between the brightest regional virtuosos, all on

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City by the funding (you may check more than one):

- Celebrate cultural diversity
  - Promote the arts
  - Recognize the history of Hayward and its future
- PCS orchestra. It has historically been one of the most popular concert of the season as it engages audience orchestra and young performers in a unique musical interaction. Please see support material.

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

Our educational services and concert season strive to bring a wide variety of classical compositions to the residents of Hayward. Programming is often thematic, presented from a fresh and engaging perspective, and performed by outstanding professional musicians. We hope to inspire audiences, young and old, through music

**Pacific Chamber Symphony**  
**Overview of Educational Program for Elementary Grades**

**Music in school:** *facilitating a child's capacity for discovery and mental growth.*

1. Why is music helpful in the classroom?
  - It engages the whole child and stimulates integration of left and right brain; process and goal driven learning.
  - It facilitates sensory learning and offers opportunities to link learning styles.
  - It honors individuality and expression.
  - It establishes a space for reflection in life, in school and in the community.
  
2. Best practices:

Most theorists agree that music is best learned through recurring sensory experiences that provide both variety and repetition. Next, concepts that categorize elements in music and help students develop awareness ("Ear Training") are introduced. This teaches students to identify musical concepts as they listen. Also, students should be encouraged to develop individual musical opinions and preferences, as a first step to establishing a relationship to music.
  
3. Curriculum:

The following package is designed with respect to the teleological considerations outlined above. Each year the curriculum takes on a specific musical concept with a corresponding musical ensemble. As children learn about the basic concepts of music (rhythm, melody, acoustics and timbre, harmony, form, style, etc.) throughout the elementary grades awareness, understanding and discerning appreciation are developed. For Pleasanton there is also the specific focus of enthusing third graders about music and helping them decide on their instrument of choice for fourth grade.

The program has four parts:

- **Small Ensembles: *how each instrument makes it's unique sounds***

This program goes beyond a simple exploration of what different instruments look like and the instrumental families they belong to, to an in-depth presentation through accessible classical music, demonstration and "petting zoo" on how each instrument really achieves it's unique acoustical profile and the possibilities inherent in making sound with the attack, volume, tone color, pitch, and special effects. This year's ensemble consists of the five orchestral and band instruments children are most likely to choose: violin, cello, trumpet, clarinet and flute. In various combinations they produce a compelling blend of the individual voices. The members of the ensemble have literally done thousands of concerts for kids and have led assembly organizers in our feedback reviews to give rave accolades. This assembly is supported by a comprehensive educational package that covers music teaching theory, developmental milestones in children's relationship to music, class projects and activities. It also contains an entry form outlining the opportunity for each student to have their artwork or letter describing the musical experience, entered into a competition that will be exhibited at a Pacific Chamber

Symphony main concert earning the student's family and teacher free PCS concert tickets.

➤ **NEW - Maestro's Classroom Visits: *Creating the space for individual response***

Following the small ensemble visit the Maestro will visit the selected elementary classes for a more personal exploration, reviewing the ensemble introduction to instruments and the student's individual responses to the instruments. Concepts are identified; values are attributed to sounds and children and led to articulate personal preferences. The Maestro helps the students frame those interests into "ways of listening" for the full orchestra concert, launching the practice of "ear training" a fundamental mechanism in the study and appreciation of music.

➤ **Full Orchestra Concert for Kids: *exhilarating virtuosity***

This program gives students the experience of a full orchestra performance around an educational concept of musical themes. Each year the theme changes to explore the basic elements of music: rhythm, melody, tone production, acoustics, harmony, stories told in music, etc. This expands the student's knowledge and sensory basis towards becoming a discerning listener. For many students this presents an opportunity to hear a professional orchestra that would otherwise not be practicable or possible. The aim is to introduce to them to a new world of beauty and self-expression that could be possible for them to choose to participate in when signing up to study an instrument or to simply enjoy and understand fine music and musicianship. The concert is narrated by the Maestro from the stage. The experience and professionalism of the Pacific Chamber Symphony has left a lasting impression upon students who after decade or more still fondly recall their first Concert for Kids. This program is designed for Elementary and Middle School grades.

➤ **Main Concert Season: *from school to life experience***

For children to incorporate listening as an integral part of their life we want to encourage them and their families to attend Pacific Chamber Symphony concerts and those of other organizations. It is important for children to know that they can enjoy music with family and friends. We offer access in three ways: 1) the art and letter competition offers free tickets to the works chosen to be displayed, 2) we offer reduced ticket prices for children and families and 3) we offer free tickets as rewards to music students that excel as per teacher recommendations. Both for students electing to study music and those who don't, the symphony experience will help to nurture a critical relationship to art that we can encourage to grow into a lifelong appreciation of culture. It completes the performance cycle by illustrating the value of music to the individual, as a learning tool in school, and as a community resource - offering people a positive and meaningful experience to share.

## Solo Star Showdown

We invite your support for our Solo Star Showdown, an event dedicated to excellence in the arts and the talents of young local virtuosi. The standard of entry and size of prize, make this competition one of the most significant of its kind. As the finale of our concert season each year, ***Solo Star Showdown*** receives lots of press and is well publicized.

### The format:

Much like *American Idol*, the finalists (all under age 20) compete for cash awards as each of them lead the Pacific Chamber Symphony in a movement from the concerto of their choice, and while the show offers a groundbreaking opportunity for emerging performers to showcase their talent, the concert's unique appeal lies in its inclusive, interactive format. The concert provides a particularly satisfying chamber music experience for the audience because, along with the orchestra and maestro, they cast their vote by secret ballot to choose a winner and later join performers, orchestra and maestro for a reception celebrating talent in music.

### The audience:

The orchestra generally, and this event particularly, is very well supported by the Hayward community, including the Mayor of Hayward, Hayward City Council Members, local Congressmen, Hayward Arts Council Members, the President of Chabot College, and others.

They will be joined by our concert series subscribers in the audience, as well as the families, friends and music school students related to each finalist. This often brings an exciting and culturally diverse group of East Bay residents into the concert hall and attracts a broad variety of local media coverage.

### The concert details:

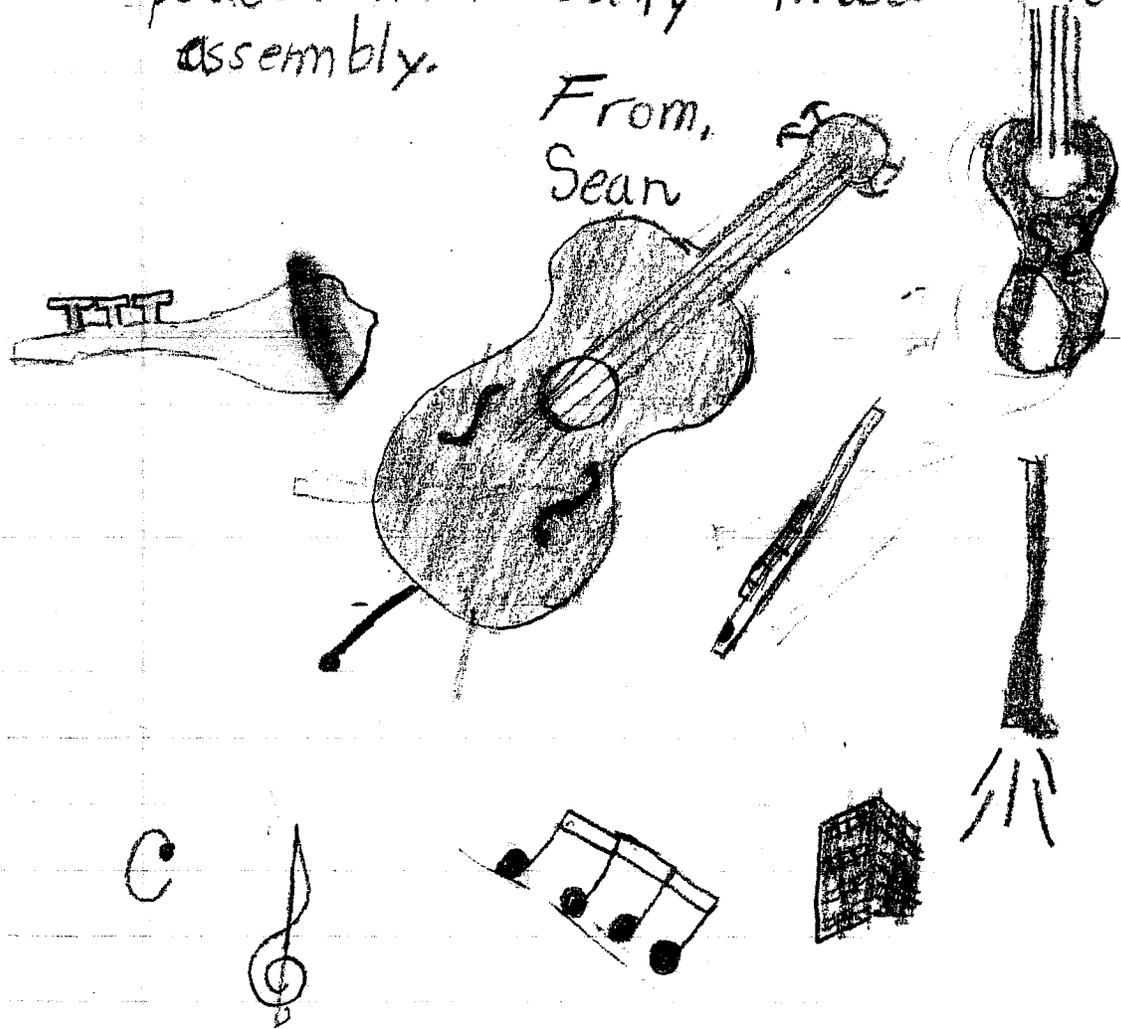
This year ***Solo Star showdown*** will be performed at Chabot College, Hayward on Sunday, May 23 at 3:00 p.m. followed by a reception.

Featured performers will include the three Junior Division finalists as selected by a panel of distinguished musicians, and Chloe Pang - 2002 winner and nationally acclaimed prodigy.

1-13-04

Dear Pacific Chamber Symphony,  
Thank you for coming to our school. I really enjoyed the music. I learned that the reed is the most important part of the clarinet. I also learned that the cello is not as high as the violin. The music made me feel peaceful. I really liked the assembly.

From,  
Sean



*City of Hayward*  
*Community Promotions Program*

**Application Packet**

**PART C: Program Budget**

**Organization/Activity:** General Operating with a focus on educational enrichment

**Contact Person Name:** Lawrence Kohl

**Address:** 1155 East 14th Street #215 San Leandro, CA 94577

**Daytime Phone** 510-352-3945

**Email:** [Lawrence@PacificChamberSymphony.org](mailto:Lawrence@PacificChamberSymphony.org)

**2004-2005 BUDGET PROPOSAL**

	2003-04 Budget	2004-05 Budget	Incr/Decr from 2003-04 to 2004-05	
			\$	%
<b>REVENUES</b>				
(Grants, Other Sources)				
* City of Hayward	13,000	13,000	0	0
* Contributions	50,025	50,025	0	0
* Earned	24,647	24,647	0	0
* In-kind	23,750	23,375	0	0
<b>Total Revenues</b>	<b>111,422</b>	<b>111,422</b>	<b>0</b>	<b>0</b>
<b>EXPENDITURES</b>				
* Artistic emp services	48,256	48,256	0	0
* General Office	2,425	2,425	0	0
* Administration	10,306	10,306	0	0
* Development	7,039	7,039	0	0
* Marketing	8,178	8,178	0	0
* Production	11,468	11,468	0	0
* In-kind	23,750	23,375	0	0
* Miscellaneous				
*				
*				
<b>Total Expenses</b>	<b>111,422</b>	<b>153,859</b>		
<b>Net Revenues/ Expenditures</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

COMPLETE PACKETS TO DENISE BLOHM IN THE HAYWARD FINANCE DEPAR  
FRIDAY, MARCH 5, 2004

NOTE: This information is for informational purposes only and does not constitute a contract.

## Pacific Chamber Symphony

## Balance Sheet

As of December 31, 2003

Dec 31, '03

## ASSETS

## Current Assets

## Checking/Savings

Cash in Bank

26,766

Total Checking/Savings

26,766

## Accounts Receivable

Accounts Receivable

1,000

Total Accounts Receivable

1,000

Total Current Assets

27,766

## TOTAL ASSETS

27,766

## LIABILITIES &amp; EQUITY

## Liabilities

## Current Liabilities

## Accounts Payable

Accounts Payable

4,814

Total Accounts Payable

4,814

## Other Current Liabilities

Payroll Liabilities

5,505

Total Other Current Liabilities

5,505

Total Current Liabilities

10,319

Total Liabilities

10,319

## Equity

Temporary Restricted Funds

50,000

Retained Earnings

-45,442

Net Income

12,888

Total Equity

17,446

## TOTAL LIABILITIES &amp; EQUITY

27,765

**Pacific Chamber Symphony**  
**6 Month Financial Statement**  
**7/1/03 - 12/31/03**

<b>Income</b>		
<b>Contributions Income</b>		
Business/Corporate Grants		\$16,000
Foundation Grants		\$0
Government Grants		\$23,000
Individual Donations		\$30,400
Community Service Grants		\$0
<b>Total Contributions Income</b>		<b>\$69,400</b>
<b>Earned Income</b>		
Concert Ticket Sales		\$11,095
Fees and Tuitions		\$7,399
Contracted Services		\$171
Total Special Events		\$0
<b>Total Earned Income</b>		<b>\$18,665</b>
<b>Total In-Kind Donations</b>		<b>\$42,000</b>
<b>Total Income</b>		<b>\$130,065</b>
<b>Expense</b>		
Total General Office Operations		\$5,665
Total Administrative		\$13,714
Total Artistic Personnel		\$23,709
Total Development		\$15,459
Total Marketing		\$8,535
<b>Production Expenses</b>		
Total Concert Operations		\$6,350
Total Special Event Expenses		\$0
<b>Total Production Expenses</b>		<b>\$6,350</b>
<b>Total In-Kind Expenses</b>		<b>\$42,000</b>
<b>Total Expense</b>		<b>\$115,432</b>
<b>Net Income</b>		<b>\$14,633</b>

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# **Fourth of July Celebration**

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Presented by

South Hayward Lion's Club

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART A: General Information**

**APPLICANT**

Organization Name: South Hayward Lions Club  
Address: c/o John C. Porter, PO Box 2714, Castro Valley, Ca. 94546-0714  
Phone #: (415) 886-9291  
(650) 268-5356  
Fax #: 891-8909  
Representative: John C. Porter  
Email: john.porter@alameda.courts.ca.gov

**GRANT FUNDING REQUEST**

Grant Funding Request: Year 1 (2004-05): \$ 8,250.00

Program/Event/Activity for which grant funding is requested:

41<sup>st</sup> Annual City of Hayward Fourth of July Celebration

**AUTHORIZED SIGNATURE**

(The application must be signed by an officer or authorized representative of the applying organization)

John C. Porter

Printed Name



Signature

3-4-04

Date

For City Staff Use Only

Date Application Received:

Funding Recommendation:

Note: Late applications will not qualify for funding consideration.

City of Hayward  
2003-05 Community Promotions Program

Application Packet

**PART B: Program Information** (use additional sheets as needed)

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

Old fashioned 4<sup>th</sup> of July celebration at Weekes Park. Includes:  
a. Pancake breakfast (free to Veterans and Senior Citizens);  
b. Band concert and other entertainment (see attached schedule from 1997 for example);  
c. Kids carnival;  
d. Kids games (by H.A.R.D.) including, sack races, 3 legged races, watermelon eating contest, etc.

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):

- Celebrate cultural diversity
- Promote the arts
- Recognize the history of Hayward and its future

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

Celebrate cultural diversity: participation by many community ethnic groups, both as entertainers and attendees.  
Promote the arts: See sample list of entertainment.

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

## 1997 FOURTH OF JULY PROGRAM

- |                              |   |
|------------------------------|---|
| 10:00 a.m. to<br>11:00 a.m.: | The H.A.R.D.<br>Youth Dancers                                     |
| 11:00 a.m.:                  | Keolalaulani Halau  |
| 11:45 a.m.:                  | Terry Smith Dancers   |
| 12:00 Noon:                  | Presentation of Colors<br>and Greetings from<br>Elected Officials |
| 12:15 p.m.:                  | Terry Smith Dancers   |
| 1:00 p.m.:                   | Old Time Fiddlers   |
| 2:00 p.m.:                   | 91st Army Band and<br>Bagpipe Corps                               |
| 3:00 p.m.:                   | U.S. Karate   |
| 3:30 p.m. to<br>5:30 p.m.:   | The Mood Swing<br>Orchestra                                       |

*City of Hayward*  
*2004-05 Community Promotions Program*

**Application Packet**

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***PART B continued:***

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

*This will be the 41st year the South Hayward Lions Club has put on this event, co-sponsored by the City of Hayward and the Hayward Area Recreation Department.*

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

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

EXHIBIT A  
TOTAL EXPENSE SUMMARY 2000

SOUTH HAYWARD LIONS CLUB JULY 4TH COST:

1. Vendor Equipment Rental (see Exhibit B)	\$	2905.00
2. Other Costs & Supplies (see Exhibit C)		4359.00
3. Entertainment (see Exhibit D) and Non-Profit Food & Game Vendors		2600.00
4. Food Supplies (see Exhibit E)		1408.00
	\$	<u>11,272.00</u>

EXHIBIT B

VENDOR EQUIPMENT RENTAL 2000

(18) Booths @ \$100.00	\$	1800.00
( 2) Dressing Tents for Stage Shows @ \$45.00		90.00
( 1) Popcorn Unit @ \$55.00		55.00
( 1) Cotton Candy Unit @ \$55.00		55.00
( 1) Snow Cone Unit @ \$75.00		75.00
( 1) Nachos Unit @ \$55.00		55.00
( 1) Nite Owl Sound System		775.00
		-----
	\$	2905.00

EXHIBIT C

OTHER COSTS & SUPPLIES 2000

Oakland Scavenger	\$	167.00
License (Beer)		30.00
Karnival Klassics (prizes)		1572.00
Now Advertise & Promotion		1625.00
Proflame Butane		35.00
Liquor Liability Insurance		530.00
American Flags (Handouts)		400.00
	\$	<u>4359.00</u>

EXHIBIT D  
ENTERTAINMENT 2000

Army 91st Division Band & Color Guard	750.00
Kouloa Na Pua O/Gordon Lum	\$ 150.00
American Red Cross (First Aid Station)	100.00
K.A.E.H.U.I. Band	150.00
Time Steppers (Tap Dancers)	50.00
Rainbow Girls Unit #65	750.00
Boy Scout Troop #726	450.00
Old Time Fiddler Band	150.00
Saint Rose Auxilliary	50.00
	-----
	\$ 2,600.00

EXHIBIT E

FOOD & SUPPLIES 4TH OF JULY 2000

Food - Groceries Purchased	\$	1408.00
Soda, Coffee, Beer, Wine Purchased		-----
	\$	1408.00

EXHIBIT F

4TH OF JULY

2000 PROFIT & LOSS STATEMENT

EVENT INCOME:

City of Hayward	\$	8,250.00
Carnival Games, Food & Beverage Booth		<u>3,130.00</u>
		11,380.00

EVENT EXPENDITURES:

See Exhibit A	\$	<u>11,272.00</u>
---------------	----	------------------

NET	\$	108.00
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EXHIBIT G

EVENT INCOME 4TH OF JULY 2000

Ticket Sales & Beer Booth	\$	2,980.00
Coin Toss		150.00
		-----
	\$	3,130.00

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# **Veteran's Day Observance and Parade**

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Presented by  
Veteran's Day Committee

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART A: General Information**

**APPLICANT**

Organization Name: Alameda County Veterans

Address: 24855 Coleridge Ave. Day Observance

Phone #: 510.782.4770

Fax #:

Representative:

Email:

Allen F. Strutz - Treasurer

**GRANT FUNDING REQUEST**

Grant Funding Request:

Year 1 (2004-05): \$  
300

Observance Veterans  
Program/Event/Activity for which grant funding is requested:

**AUTHORIZED SIGNATURE**

(The application must be signed by an officer or authorized representative of the applying organization)

Allen F. Strutz  
Printed Name  
Signature  
Date 3.2.05

For City Staff Use Only

Date Application Received:  
Funding Recommendation:

Note: Late applications will not be considered for funding.

City of Hayward  
2004-05 Community Promotions Program

Application Packet

**PART B: Program Information** (use additional sheets as needed)

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

Annual Observance of  
Veterans - which totals  
each year. This year the event is  
Fremont - Alameda in Fremont  
Son Leandro - Hayward

**2. Identification of Funding Category**

Check which eligibility criteria apply to the program/event or activity to qualify for City funding (you may check more than one):

- Celebrate cultural diversity
  - Promote the arts
  - Recognize the history of Hayward and its future
- Honoring all Veterans who have served

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

Veterans Annual  
Veteran Day Observance

City of Hayward  
2004-05 Community Promotions Program

Application Packet

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**PART B continued:**

**3. Performance Capacities and Experience**

Please describe your organization's capability and experience in successfully carrying out the program, event or activity for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

I have been member  
of the Veterans Affairs Commission  
serving the Hayward for  
51 years - now I also serving as  
Treasurer - 51 years

**PART C: PROGRAM BUDGET**

**4. Budget/Financial Information**

Using the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grants or funding for which you have applied).

City of Hayward  
2004-05 Community Promotions Program

Application Packet

Attach excel spreadsheet.

Annual Parade & observance.  
was in Hayward - as Host City  
Post year (03)

Following is our income

expenses

Total Income - City <sup>15</sup> 1491.00

Total From Other <sup>15</sup> \$ 1868.00 - total 3359.

Expense Award - 1800.00

Portable Toilets 385.00

Chair rental 202.00

Rental Bart Lot 261.00

Printing Program 442.00

Flags - 240.00

Postage 29.00 - Total <sup>15</sup> 3359.

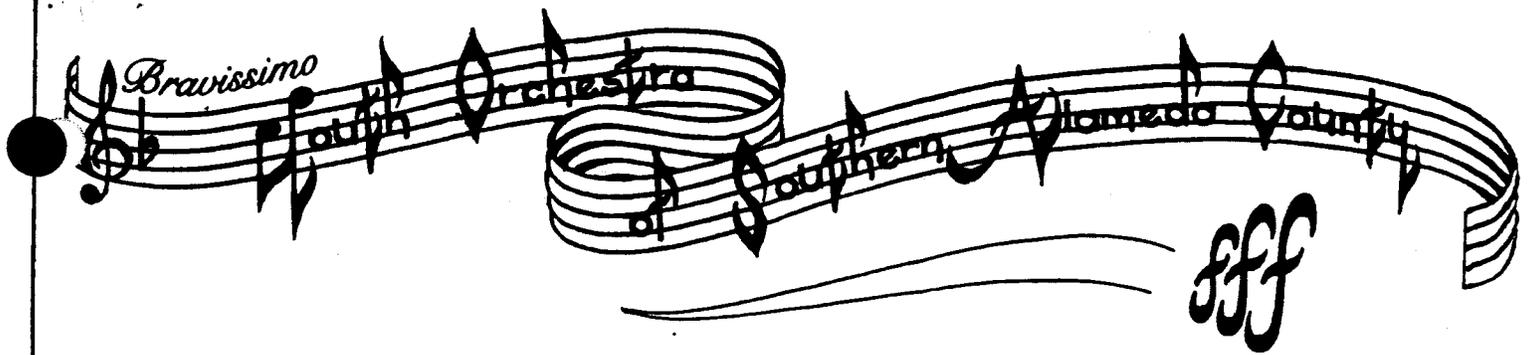
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# **Music Program**

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Presented by

Youth Orchestra of Southern Alameda County



March 2, 2004

Ms. Denise Blohm  
Budget Administrator  
Finance Administration/City of Hayward  
777 B Street  
Hayward, CA 94541

**MUSIC DIRECTOR  
CONDUCTOR  
SYMPHONY & CONCERT  
ORCHESTRAS**  
Jason Klein

**CONDUCTOR  
CHAMBER ORCHESTRA  
STRING ORCHESTRA  
BEGINNING STRINGS II**  
Kitty Jowe

**INSTRUCTOR  
BEGINNING STRINGS I**  
Julie Mae

**ORCHESTRA MANAGER**  
Nancy Regas

**BOARD OF DIRECTORS**  
Betty Fong  
Shari Gent  
Si-Ty Lam  
Rosa Lau  
Chong S.K. Lee  
Vincent Lee  
Carol Morgan  
Sijoon Noe  
John Pilat  
Vivien Wong

**ARTISTIC ADVISORS**  
Jacqueline Blake, HUSD  
Music Coordinator, Retired  
Elliot Charnow,  
Dean Emeritus  
Div. of Humanities  
Chabot College  
Larry Granger,  
CSUH Music Dept.  
Jack Luedders, CVUSD  
Instructor  
Nathan Rubin,  
Concert Master  
Oakland Symphony  
Tim Smith, Chairman  
Music Dept., CSUH  
David Stein, Coordinator  
Grad. Music Dept. CSUH  
William Wohlmacher,  
Emeritus Faculty  
Music Dept. CSUH

**EXECUTIVE ADVISORS**  
Trudie Andersen  
Sun Young Kim  
John Mark, M.D.  
Lee Tompkins

RE: Grant Application for Community Promotions Program  
For the Year 2004/05  
Youth Orchestra of Southern Alameda Co. (YOSAC)

The Youth Orchestra of Southern Alameda County would like to thank the City Of Hayward again for accepting our grant application. Enclosed are sixteen (16) copies of the completed application packet.

YOSAC has been a non-profit organization based in the city of Hayward for 18 years. More than any time in the past, this year, we especially appreciate the City for this grant opportunity when all levels of government agencies are experiencing an unprecedented budget crunch. We will continue to promote art and serve the students and families in the City of Hayward as we have been successfully doing for 18 years. With the help from our volunteer student family members, you can be assured that we will be able to achieve our goals with careful spending of our revenue from every source.

If you have any question, please call Vincent Lee (YOSAC Treasurer) at 650-689-8380.

Sincerely,

Carol Morgan  
President



City of Hayward  
2004-2005 Community Promotions Program

Application Packet

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**PART A: General Information**

**APPLICANT**

Organization Name:

Youth Orchestra Of Southern Alameda County (YOSAC)

Address:

P. O. Box 3970 Hayward, CA 94540

Phone #:

(510) 276-3614

FAX #:

Representative:

Carol Morgan (President)

Email:

yosac94540@aol.com

(Please call Vincent Lee at 650-689-8380 for any question.)

**GRANT FUNDING REQUEST**

Grant Funding Request:

Year 1 (2004-05): \$7,500

Program/Event/Activity for which grant funding is requested:

- \* Celebrate cultural diversity
- \* Promote the art
- \* Provide general support to YOSAC's program

**AUTHORIZED SIGNATURE**

*(The application must be signed by an officer or authorized representative of the applying organization)*

Vincent Lee (Treasurer)

Printed Name

*Vincent Lee*

Signature

*3/1/2004*

Date

For City Staff Use Only

Date Application Received

Funding Recommendation

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

City of Hayward  
2004-2005 Community Promotions Program

Application Packet

PART B: Program Information

**1. Program/Event/Activity Description**

Please provide a description of the program, event, or activity for which you are requesting grant funding. Include the overall design, goals and activities.

The Youth Orchestra Of Southern Alameda County (YOSAC) is a community based non-profit organization founded in 1986 in Hayward. The goal of the YOSAC is to focus on the promoting arts, support cultural activities and supplementing the school music programs. YOSAC provides a comprehensive music program for students (age 6 to 18) with orchestral experience of different levels. The student enrollment has been approximately 150 to 180 in the past years, currently, there is 142 students in our roster.

YOSAC offers six orchestra groups. The Beginning Strings I and II is a two year program designed for children with little or no experience. As a student's musical skills improve, they can participate in String Orchestra, Concert Orchestra, Chamber or Symphony Orchestra depending on the level of their musical skills.

YOSAC presents three public concerts in the city of Hayward every year. The concerts have been well attended by the general public, student family and school music professionals from the Hayward and other neighborhood communities.

YOSAC strives hard to achieve its goal of providing the families in the city of Hayward and the neighboring communities with a quality, comprehensive and affordable music program. At the same time, it also supports school music program by help raising the musical skill of the students, and supplements the school program by providing the students with various levels of musical learning opportunity outside the schools. Through the teaching of concert music in a group environment, students are taught to commit to high achievement and ideals, develop poise, self-confidence and self-discipline.

City of Hayward  
2004-2005 Community Promotions Program

Application Packet

**PART B: Program Information (continued)**

**2. Identification of Funding Category:**

Check which eligibility criteria apply to the program/event or activities to qualify it for the City funding (you may check more than one):

- Celebrate cultural diversity**
- Promote the arts**
- Recognize the history of Hayward and its future**

Include a brief explanation of how the above checked criteria apply to your program/event or activity:

In mid 1980's, with the goal to promote the arts in the community and support the school music programs in the community, YOSAC was founded. Since then, YOSAC has helped raising the performance level of the school music programs, provided a learning opportunities for the children who may not otherwise have a chance to build up their music skill. Also, YOSAC has held yearly open concerts, performed in public events and had joint concert with local school in Hayward. Lastly, YOSAC has introduced music to many of the music students' family members who would not otherwise have a chance to experience an enjoyable concert music.

As indicated earlier, YOSAC offers orchestra groups for student ages 6 through 18 at different music skill levels. YOSAC's low tuition/cost makes its program available to students from families of different cultural, social and economic backgrounds. Through the parent volunteer services, YOSAC draws the families with diverse cultural background together to provide the students with quality music education; with the family involvement, the student's family enjoys also the benefit of music experience. In addition, in order to encourage students from different background to participate in music development, even at this financially difficult time, YOSAC still provided tuition discount to many students from the City of Hayward and other communities.

Within the East Bay community, YOSAC in Hayward is well known as the best group that offers a complete program for students of all ages and skill levels at a cost that is affordable to families of all backgrounds. However, even with lots of enthusiastic volunteers' help, no program can continue without certain amount of monetary support. Every YOSAC's student family and staff realize that YOSAC's success over the past years relied greatly on the support from the City of Hayward, and City's continuing support is even more important now than ever to ensure YOSAC's success in the future.

City of Hayward  
2004-2005 Community Promotions Program

Application Packet

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**PART B: Program Information (continued)**

**3. Performance capacity and Experience:**

Please describe your organization's capacity and experience in successfully carrying out the program, event or activities for which you are requesting grant funding. As appropriate, please indicate the average number of people attending the event(s) or the clientele served by the organization.

In the 18 years since YOSAC started, we have seen many students grow from the youngest YOSAC group, Beginning String I, going through their elementary, middle and high school years and left YOSAC as member of our most advanced Symphony group. All of them grown into a well-developed young adult, and the long relationship between the students and YOSAC has bonded the students forever with music. From there on in their adulthood, everywhere they go, it would be the extension of YOSAC's contribution to promoting the art in community

Also, YOSAC's contribution to promoting the arts in the community can most vividly be demonstrated by the three annual open concerts which are attended by an audience of 300 to 400; and by YOSAC students' participation at the Hayward Arts Council Music Festival every year. With the help of music training they benefited from YOSAC, the students have contributed great music and raised the standards at the Music Festival.

YOSAC extends the opportunity of learning music to all students in Hayward. Every year, concert invitations are sent to the public school music teachers. We encourage students to participate in the school music program to promote music in public schools, and we offer students with the opportunity to learn when their school does not have a music program. Together with requiring commitment and involvement from a wide range of YOSAC students' families, YOSAC has brought the school and families together under the common cause of promoting the arts in the city of Hayward

**PART C : Program Budget**

**4. Budget/Financial Information**

Use the form provided (last page), or one with a similar format, please show all revenues and expenditures for the program, event or activity for which you are requesting grant funding. Also include other funding sources for the program, event or activity (as well as other grant or funding for which you have applied).

**City of Hayward  
2004-2005 Community Promotions Program**

**Application Packet**

PART C : Program Budget

Organization /Activity:     Youth Orchestra Of Southern Alameda County (YOSAC)    

Contact Person name: Vincent Lee / Treasurer  
 Address: P. O. Box 3970, Hayward, CA 94540  
 Daytime Phone # : 650-689-8380  
 E-mail: VLEE194546@aol.com

**2004-2005 BUDGET PROPOSAL**

	2003-04 Budget	2004-05 Budget	Increase/Decrease		2005-06 Budget	Increase/Decrease	
			\$	%		\$	%
<b>REVENUES</b> (Grants, Other Sources)							
* City of Hayward	7,500	7,500	-	0.00%			
* Other Grants	1,000	-	(1,000)	-100.00%			
* Tuition	44,350	45,000	650	1.47%			
* Donations/ticket & misc	4,880	5,230	350	7.17%			
<b>Total Revenue</b>	<b>57,730</b>	<b>57,730</b>	<b>-</b>	<b>0.00%</b>			
<b>EXPENDITURES</b>							
* Employee Services	48,000	48,000	-	0.00%			
* Rent	6,400	6,400	-	0.00%			
* Utilities	220	230	10	4.55%			
* Office Supplies	200	200	-	0.00%			
* Insurance	1,650	1,850	200	12.12%			
* Postage and Printing	4,370	4,500	130	2.97%			
* Equipment	250	200	(50)	-20.00%			
* Miscellaneous	1,965	1,455	(510)	-25.95%			
* Sheet Music Supply	70	70	-	0.00%			
* Grant Expenses	-	-	-	0.00%			
<b>Total Expenses</b>	<b>63,125</b>	<b>62,905</b>	<b>(220)</b>	<b>-0.35%</b>			
<b>Net Revenues/ Expenditures</b>	<b>(5,395)</b>	<b>(5,175)</b>					

**SUBMIT 16 COMPLETE PACKETS TO DENESE BLOHM IN THE HAYWARD FINANCE  
DEPARTMENT BY FRIDAY, MARCH 5, 2004**

City of Hayward  
2004-2005 Community Promotions Program

Application Packet

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**PART D : ORGANIZATION MOST RECENT INCOME/EXPENSE STATEMENT**

*Attach your organization's most recent expense/Income statement.*

**YOSAC FY 2003/2004**

Date: 02-Mar-04

**TREASURER'S FEBRYARY REPORT (no.6)**

Category Description	01/25/04 Thru 02/20/04	FY 03/04 Year-To-Date	FY 03/04 Budget	Budget Percentage
<b>EXPENSES</b>				
Personnel (includes sub-categories)				
500, 510, 520, 530, 540, 550, 555, 560 & 590 - Music Director, Conductors and Manager	\$4,855.00	\$31,050.00	\$48,000.00	64.69%
559-Conductor Assistant	\$0.00	\$0.00	\$800.00	0.00%
575-Music Instructors	\$0.00	\$0.00	\$800.00	0.00%
580-Guest Musicians	\$0.00	\$340.00	\$800.00	42.50%
Personnel - Subtotal	\$4,855.00	\$31,390.00	\$50,400.00	62.28%
600-Facilities Rental	\$0.00	\$6,093.15	\$6,500.00	93.74%
610-Music & Supplies - Director	\$0.00	\$165.75	\$250.00	66.30%
611-Music & Supply reimb. - Director	\$0.00	\$0.00	\$0.00	0.00%
612-Music & Supplies - Conductor	\$0.00	\$0.00	\$800.00	0.00%
613-Music & Supply reimb. - Conductor	\$0.00	(\$130.00)	(\$500.00)	26.00%
Music Supply - Subtotal	\$0.00	\$35.75	\$550.00	6.50%
Office				
700-Office Equipment	\$0.00	\$248.94	\$300.00	82.98%
705-Utilities	\$0.00	\$133.60	\$300.00	44.53%
710-Office Supplies	\$0.00	\$193.40	\$200.00	96.70%
720-Postage, P.O. Box Rental	\$0.00	\$614.39	\$1,600.00	38.40%
730-Misc. Office Expenses	\$23.00	\$202.39	\$400.00	50.60%
Office - Subtotal	\$23.00	\$1,392.72	\$2,800.00	49.74%
740-Membership Fees and Dues	\$0.00	\$224.00	\$250.00	89.60%
750-Photocopying & Printing	\$9.96	\$984.20	\$3,000.00	32.81%
760-Promotional Items	\$0.00	\$866.73	\$900.00	96.30%
761-Promotional Item - Income	\$0.00	\$0.00	(\$200.00)	0.00%
Promotional Items - Subtotal	\$0.00	\$866.73	\$700.00	123.82%
762-New Instrument Aid	\$0.00	\$0.00	\$600.00	0.00%
780-Accountant/Corp. Fee	\$65.00	\$495.00	\$450.00	110.00%
790 - Insurance	\$0.00	\$1,277.04	\$1,500.00	85.14%
800-Bank Service Charge	\$0.00	\$0.00	\$50.00	0.00%
810-Miscellaneous Expenses	\$0.00	\$114.11	\$300.00	38.04%
<b>EXPENSES (w/o grant)</b>	<b>\$4,952.96</b>	<b>\$42,872.70</b>	<b>\$67,100.00</b>	<b>63.89%</b>
	Period Income	Period Exp.	02-03 Income	02-03 Exp.
Target for Chamber (Inc.274-275, Exp. 670-675)	\$0.00	\$0.00	\$1,500.00	\$1,430.00
Target for Setional (Inc.274-276, Exp. 670-676)	\$0.00	\$0.00	\$2,000.00	\$2,493.75
Dreyers for general (Inc.274-277, Exp. 670-677)	\$0.00	\$0.00	\$300.00	\$60.08
FUnds provided by FY02/03 budget	\$0.00	\$0.00	\$183.83	\$0.00
	\$0.00	\$0.00	\$3,983.83	\$3,983.83
Grant Net Income/Expense		\$0.00		\$0.00
	This Period	YTD	Assume	students
<b>FY 03/04 YOSAC Scholarship</b>	\$796.00	\$796.00	\$2,000.00	12
<b>Margaret T. Klein Scholarship Fund</b>	\$340.00	\$340.00	\$340.00	1

**YOSAC FY 2003/2004  
TREASURER'S FEBRYARY REPORT (no.6)**

Date: 02-Mar-04

Category Description	01/25/04 Thru 02/20/04	FY 03/04 Year-To-Date	FY 03/04 Budget	Budget Percentage
<b>INCOME</b>				
Tuition				
200-FY 03/04 Tuition Refund	\$0.00	(\$730.00)	(\$1,500.00)	48.67%
223-FY 03/04 Tuition	\$2,119.00	\$46,473.00	\$54,000.00	86.06%
220-Outside Scholarships	\$0.00	\$0.00	\$0.00	0.00%
Tuition - Subtotal	\$2,119.00	\$45,743.00	\$52,500.00	87.13%
Community Support				
260-Individual Donations	\$0.00	\$1,145.00	\$1,500.00	76.33%
270-City of Hayward	\$0.00	\$7,500.00	\$7,500.00	100.00%
272-Alameda Art Foundation	\$0.00	\$1,000.00	\$1,500.00	66.67%
Community Support - Subtotal	\$0.00	\$9,645.00	\$10,500.00	91.86%
290-Ticket Sales	\$0.00	\$908.00	\$3,200.00	28.38%
300-Ad Sales	\$0.00	\$0.00	\$200.00	0.00%
Fundraising				
330-Sweat shirt sales	\$0.00	\$30.00	\$200.00	15.00%
331-Tee shirt sales	\$0.00	\$20.00	\$100.00	20.00%
340-Concert Donation	\$0.00	\$0.00	\$0.00	0.00%
352-Mt. Eden Concert Income	\$0.00	\$0.00	\$0.00	0.00%
353-Mt. Eden Concert Expense	\$0.00	\$0.00	\$0.00	0.00%
370-Other Fundraising	\$0.00	\$0.00	\$0.00	0.00%
Fundraising - Subtotal	\$0.00	\$50.00	\$300.00	16.67%
380-Interest Income	\$18.79	\$149.13	\$400.00	37.28%
400-Other Income	\$0.00	\$0.00	\$0.00	0.00%
<b>INCOME (w/o Grant) :</b>	<b>\$2,137.79</b>	<b>\$56,495.13</b>	<b>\$67,100.00</b>	<b>84.20%</b>
<b>INCOME/EXPENSE net (w/o grant)</b>	<b>(\$2,815.17)</b>	<b>\$13,622.43</b>	<b>\$0.00</b>	
<b>Total INCOME/EXPENSE net w/grant)</b>	<b>(\$2,815.17)</b>	<b>\$13,622.43</b>		
YOSAC Books YTD :				
FY 03/04 Saving - Opening	\$15,850.73		Outstanding Checks	As of 02/20/04
FY 03/04 Checking - Opening	\$1,121.63		Chk No.	Amount
Margaret T. Klein Fund - Opening	\$0.00			
Year-To-Date Net w/ grant	\$13,622.43		deposit	(\$885.00)
Total ==>	\$30,594.79		3992	\$1,725.00
YOSAC Books:			3962	\$60.00
Period Ending Balance - Checking	\$391.13		3969	\$20.00
Period Ending Balance - Saving	\$30,203.66		3995	\$1,770.00
Margaret T. Klein Scholarship Fund	\$0.00	Last period	3996	\$400.00
Total ==>	\$30,594.79	\$33,464.07	3997	\$9.96
Bank Period Ending Balance:				
Bank of America Checking	\$4,376.09			
Bank of America Saving	\$29,318.66			
Bank Account Total	\$33,694.75	As of 02/20/04		
Outstanding Checks	(\$3,099.96)			
Revenue Deferred For Future Use	\$0.00			
Current Revenue for This Year ==>	\$30,594.79	As of 02/20/04	Outstanding	\$3,099.96