

## **COUNCIL DOWNTOWN COMMITTEE**

**Monday, July 28, 2008  
7:00 p.m.**

**Room 2A - Hayward City Hall  
777 B Street  
Hayward, CA 94541**

Public Comments: (Note: For matters not otherwise listed on the agenda the Committee welcomes public comments under this section, but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

### 1. Cinema Place Grand Opening Plans

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**DATE:** July 28, 2008  
**TO:** Council Downtown Committee  
**FROM:** Director of Community and Economic Development  
**SUBJECT:** Cinema Place Grand Opening Plans

### **RECOMMENDATION**

It is recommended that the Committee reviews and comments on the plans for the Grand Opening of the new Century Theatre, including ideas for the Grand Opening; and suggest potential local charitable organizations that would be able to benefit from a large fund-raising event to be held at the theater.

### **DISCUSSION**

The Committee requested an update on the plans for the Grand Opening of Cinema Place during its last meeting. Staff and Chamber of Commerce Executive Director, Jim Wieder, met with marketing representatives of Cinemark Theaters on July 9th to discuss plans for the opening of the Hayward theatre.

The target date for the Grand Opening to the public is scheduled for Friday, October 24<sup>th</sup>. As noted in a recent Weekly Report to the City Council, while this is currently the projected date, the opening is dependent upon the interior improvements being completed, and the opening date could slip by a week to two weeks depending on numerous factors, such as the delivery of construction materials and equipment.

Cinemark's marketing personnel were enthusiastic about undertaking a Grand Opening event to celebrate the new downtown Hayward location. They have recently opened a theater complex in San Bruno, and consequently have a general model for opening the Hayward theatre in a similar fashion. For other theaters, Cinemark has organized two to three nights of "private" events prior to the public opening day. The very first of these evenings is a private event for the theatre employees and the contractors – and is in part a "dry run" to ensure that the theater equipment is working. The second evening is a City/VIP night; and a third night could be a separate benefit event for a local charity. Optionally, the latter two nights could be combined into one event. Cinemark would like to have the theater at least half-full if possible, and the theater has approximately 1,800 seats.

General theme ideas for the opening event that were discussed at the meeting included: 1) a "James Bond" theme to tie in with the upcoming opening of the new Bond movie, assuming that one is

coming out. The theater could be decorated with Bond posters and props, and “look-alike” James Bond impersonators could be used; 2) a family-friendly “Animation” night to tie in with animated movies that are likely to be coming out at that time; and 3) a “Hollywood Comes to Hayward” night, focusing on Hollywood’s stars past and present, and including a red carpet entrance. Cinemark does not yet have definite information regarding which movies will be released during the week of October 18<sup>th</sup> through the 24<sup>th</sup>, and as previously noted, the opening date is not yet certain. As a result, the third theme would be easier to plan ahead. Cinemark expressed their willingness to consider any ideas the City Council or Chamber of Commerce may have regarding the opening celebration theme. Thus far, staff has a list of approximately 115 guests including local and state elected officials, board members, staff, and project consultants. The Chamber has a membership list of approximately 1,200.

Cinemark also would like to include a charitable benefit as part of the opening celebration. As previously noted, this may be combined with the VIP event if the organization’s invitation list is not large, or it could be held the following night. Cinemark is seeking suggestions as to a worthy organization that would be capable of participating in the Grand Opening event. Some possibilities may include the City’s Animal Shelter/Friends of the Animal Shelter, The City’s new Downtown Branch Library fund/Friends of the Library, the Tiburcio Vasquez Health Center, or the Hayward Community Action Network (Hayward C.A.N.). The theme of the Grand Opening event(s) could be influenced by the organization that Cinemark ultimately selects for a benefit. For example, if the benefit were for the Animal Shelter, there might be an animal theme to the event.

The Grand Opening to the public will be on Friday. On Saturday, Cinemark will plan to have an event geared to children, with entertainment along the lines of face painters, balloon artists, etc. It should also be noted that at least two other Cinema Place businesses, Saxby’s Coffee and the Tiki Grill will be opening around November 1<sup>st</sup>. These businesses may wish to participate in the Grand Opening events, and staff will attempt to contact them through Blake-Hunt. It is currently projected that the new Bijou Restaurant will be open before Cinema Place, and Peet’s Coffee on B at Mission Boulevard is expected to open by Thanksgiving.

As a result, there will be much to celebrate and showcase in the downtown at this time. It may be that the Business Improvement District funds can be used to supplement the Cinemark Grand opening – by extending it out beyond the confines of the Cinema Place building to the larger B Street corridor. The BIA Advisory Board, the Chamber and staff will be looking for opportunities to augment this event with the \$10,000 BIA budget amount. To the extent that the BIA funds are not needed for the Cinemark Grand Opening, the funds will be set aside for planning other BIA activities, including the proposed Art/Wine event.

## **CONCLUSION**

Staff would be pleased to relay to Cinemark any suggestions the Committee wishes to make regarding the Cinema Place Grand Opening event.

Prepared by:



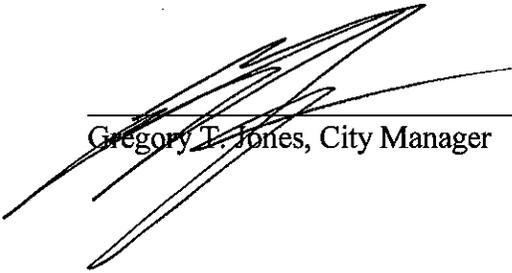
Maret Bartlett  
Redevelopment Director

Recommended by:



Susan J. Daluddung, Ph.D.  
Director of Community and Economic Development

Approved by:

  
Gregory T. Jones, City Manager