



**REQUEST FOR PROPOSAL FOR DISTRICT PROGRAM MANAGER OF THE
DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION (DHIA)
COMMUNITY BENEFIT DISTRICT – December 2022**

The Downtown Hayward Improvement Association is seeking a qualified District Program Manager or Executive Director, to serve in the capacity of key support staff manager of the special benefit services performed in the Downtown Hayward Community Benefit District (CBD). Proposals are due electronically by Friday, December 30th, 2022.

BACKGROUND:

The Downtown Hayward Improvement Association (DHIA) is a public benefit corporation whose primary function is to administer the Downtown Hayward Community Benefit Improvement District (CBD). The District was approved by an overwhelming vote of the affected property owners in July 2018 and has been managing the special benefit services since its initiation in 2019. The DHIA has a contract with the City of Hayward to administer the revenues for this assessment district.

The special benefit services funded by this Downtown CBD include maintaining cleanliness and the presentation of the public rights of way, improving district identity, creating and running the web site and all district events, serving the corporations' administrative needs and advocating on behalf of the area's property owners, business owners and residents. The Downtown Hayward CBD is a mandatory assessment district that funds special benefits or services over and above those currently provided by the City of Hayward. The CBD includes all property owners within the boundaries of the attached map. The function of the CBD is also one of an advocacy organization that seeks to improve the overall appearance, building/commercial mix and public space improvements within the district.

SCOPE OF WORK:

It is critical that the individual or company quickly become knowledgeable of intent, scope and depth of special benefit services provided to property owners within this Downtown CBD. Acquired DHIA competencies will provide the applicant individual or company the framework necessary to deliver district services that are aligned with the attached Management Plan. The District Manager or Executive Director is to be in district on a daily basis and responsible for the oversight of district employee(s) or contractor(s) hired to provide services to include but not limited to; supplemental security, enhanced landscaping, and regular sidewalk maintenance, in

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coordination/consultation with relevant City departments and to ensure the highest level of services for the benefiting property owners, residents and businesses. Moreover, they must fully understand the district limitations of the “special benefit services” as explained in Article XIII(D) of the state constitution.

HOURS REQUIRED:

The District Manager/District Management Company or Executive Director shall be on site in or near Downtown a minimum of 40 hours per week, normally Monday through Friday, 9:00 am to 6:00 pm, however may include evening and weekend work and may be revised based on discussions with the Board of Directors. If a management team is approved, their combined hours of work should equal the 40 hours of week requested in the RFP. Alternative schedules for work may also be considered by the Board.

- Be available to interact with district property owners, residents, businesses, visitors and City officials as necessary in response to the delivery of services;
- Walk with the maintenance employees or contractor regularly to ensure the highest level of maintenance and security is provided;
- Ensure that the maintenance employees or contractor provider reports to the City immediately on all hazardous conditions in the public rights of way;
- Frequently monitor the level of problematic issues in the public rights of way;
- Respond to constituent concerns in a timely manner;
- Respond to e-mails or inquiries by Board members or constituents with all due speed.
- Engage in general marketing and promotion of the district, including occasional coordination of downtown special events (supplemental payment/time compensation is possible for this). Prepare DHIA event status reports of vendors, payments, budget concerns, etc., leading up to the host event. Prepare event summary reports as well.
- Have demonstrated experience in business attraction to some of the vacant storefronts in the area. Compile market rate information and contact information for all vacant properties and present that data to new businesses or commercial property owners as requested.
- Maintain and update the property database, based upon changes in land use and improvements and report to the City every year prior to the logging of assessment district changes with the County;

DESIRED TECHNICAL AND PUBLIC BENEFIT CORPORATION EXPERIENCE:

- Working with public benefit, non-profit corporation Board of Directors;
- General understanding of assessment district law and Proposition 218 special benefit requirements;
- Demonstrated understanding of the workings of a district management corporation;
- Working independently and efficiently without direct supervision;
- Ability to effectively communicate with stakeholders (property owners, business owners and residents);
- Ability to write and maintain records of the Association;
- Knowledge of basic accounting principles;

- Knowledge of local government services and how those services are provided;
- Knowledge of basic property management;
- Knowledge of maintenance of the public rights of way;
- Proficient computer and business e-mail skills;
- Proficient understanding of the public records and public notice requirements of the Brown Act;
- Identify and pursue successful funding sources outside of the District assessments;
- Demonstrated experience in business attraction to commercial districts.

CORPORATE ORGANIZATIONAL SUPPORT:

DHIA Board meeting clerical, administrative and organizational support

- Attend all DHIA Board and standing Advisory Committee meetings, all Task Force meetings as well;
- Prepare all DHIA Board packets, post consistent with the Brown Act and City of Hayward open meeting provision requirements;
- Distribute DHIA Board packets prior to the meetings;
- Prepare and distribute all committee and task force packets prior to the meeting;
- Work closely with President and Committee Chairs in the preparation of meetings;
- Help direct and manage DHIA Board discussions;
- Review and correct all minutes for accuracy;
- Maintain all corporate meeting records consistent with the Brown Act provisions;
- Oversee and monitor the annual election of DHIA Board members;
- Keep a roster of attendance for all DHIA Board members to ensure compliance with the bylaw's attendance requirements;
- Prepare all reports, including the annual report to the DHIA Board and the City;

GENERAL ADMINISTRATION:

- *Fiscal*
 - Monitor Committee budgets to make sure they are in line with projections;
 - Monitor assessment compliance reports with the City;
 - Prepare monthly financial reports to the Board of Directors, and the Committees of the Board;
 - Prepare and monitor annual budgets for the City Annual reports;
 - Work with auditor for annual 990 reports and audits to the City;
 - Work with accountant or CPA for compliance with federal and state tax filings;
- *Supervisory*
 - Oversee maintenance and other service providers;
 - Oversee and direct any interns;
- *Office*
 - Ensure public accessibility to records and minutes and finances of the corporation;

OTHER:

- Other duties as assigned by the DHIA Executive Committee and/or Board;

CONTRACT TERM:

The DHIA District Manager/Executive Director agreement shall commence in or around February 1st, 2023 and will remain in force for one year or until determined by the DHIA Board of Directors that the contract is no longer necessary. The management agreement may be renewed by a vote of the Board of Directors at the end of the one-year term. **The President, with the consent of the Executive Committee of the DHIA Board shall retain the right to terminate the employment agreement or management agreement, with or without cause, upon 30-days' written notice;**

EMPLOYMENT/CONTRACTOR STATUS:

Individuals, consultant groups, CBD District Management Companies, or other management entities or partnerships with appropriate experience are encouraged to submit a response to this RFP. The District will enter into an employment agreement or independent contractor relationship with the selected candidate(s) or companies.

CONTRACT AWARD/COMPENSATION:

Annual contract maximum award is \$96,000 dependent on background and experience. The awardee will be subject to a performance-based-agreement and this award shall *not include* company benefits package. Any payroll and employment taxes shall be included in this \$8,000 per month maximum figure. The Board may agree to supplement this monthly amount based upon experience and the work in all aspects of managing the categories of services.

DUE DATE: Friday, December 30th, 2022 by 5:00 p.m.

The Downtown Hayward Improvement Association reserves the right to accept, negotiate, reject or propose amendment to all proposals submitted. The selection process will be determined based upon district management experience, knowledge of the law, experience in working with non-profit Boards and knowledge of the City of Hayward. We reserve the right to reject all applicants as well as to determine that we will not fill this position.

COMMUNICATION REGARDING THIS RFP:

All communication from responding individuals or companies regarding this RFP must be in writing by email to Mr. Dominic Li Mandri, District Manager, at dominic@newcityamerica.com. Please email your resume, or proposal and include 3 personal references, 3 professional letters of recommendation related to similar work to:

DHIA District Manager, Mr. Dominic Li Mandri at: dominic@newcityamerica.com.

The Downtown Hayward Improvement Association is an Affirmative Action, Equal Opportunity employer and does not discriminate against employees or applicants because of race, religion, creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex gender, gender identity, gender expression, age, or sexual orientation, or any₄ other characteristics protected by State and Federal law.