



HAYWARD
CHAMBER *of*
COMMERCE

Nov. 27, 2013

Members of the Planning Commission
777 B Street
Hayward, California, 94541

Commissioners,

On behalf of the Hayward Chamber of Commerce I urge you to endorse the request for approval of the conditional use permits necessary to operate the proposed Russell City Distillery at 22549 Foothill Boulevard in the Central City Commercial Zoning Subdistrict.

This outstanding project will contribute to the rejuvenation of the downtown area by creating a distinctive, innovative destination business that will put Hayward in the forefront of an industry sweeping the nation. It will attract tourists as well as Hayward residents, will expose visitors to nearby businesses, is consistent with your approach to encouraging entertainment and restaurant uses downtown, and adds a stylish storefront where there currently is a vacant building.

Developer of the project is Geoff Harries, whose Buffalo Bill's Brewery is an anchor business for downtown Hayward and a longtime member of the chamber of commerce. He is an outstanding corporate citizen with a track record of local philanthropy as well as many years of sponsoring events supporting the entire Central City such as the annual downtown street parties.

The development of a craft distillery also will allow Hayward to be one of the first California cities to take advantage of Assembly Bill 933, which takes effect Jan. 1, 2014 and permits such businesses to showcase their products by offering paid tastings. According to the California Artisanal Distillers Guild, Russell City Distillery will be added to just 32 other distilleries in the state to benefit from the Taste California Act.

California is the birthplace of the artisan distillation movement and your endorsement of the Russell City Distillery project will put Hayward at its leading edge, encouraging further economic activity downtown leading to job growth and tourism.

Sincerely,


Kim Huggett
President & CEO