



# DOWNTOWN HAYWARD COMMUNITY BENEFIT DISTRICT

ENABLING ORDINANCE

# WHAT IS A CBD?



- Special assessment on property owners in the defined district.
- Independent 501 (c) (3)
- Funds special services and activities above and beyond those provided by the City to all residents and businesses.

# WHY A DOWNTOWN CBD?



1. Greater revenue
2. Longer time horizon
3. More equitable
4. More flexible and responsive structure
5. Aligns interests of all stakeholders.



HOME

ABOUT

THE DISTRICT

CONTACT

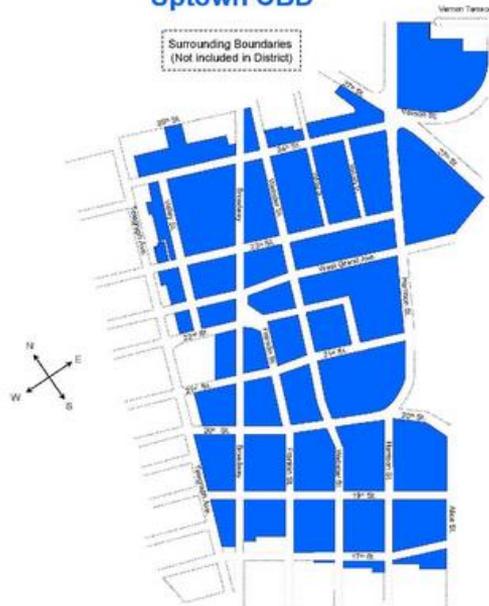
BUSINESSES

SERVICES

LEASING

MEDIA

### Lake Merritt/ Uptown CBD



## The Area

### The Paramount Theatre

The Paramount Theatre is one of the finest remaining examples of Art Deco design in the

United States. Designed by renowned San Francisco architect Timothy L. Pflueger and completed in late 1931.

It was one of the first depression-era buildings to incorporate and integrate the work of numerous creative artists into its architecture and is particularly noteworthy for its successful orchestration of the various artistic disciplines into an original and harmonious whole.

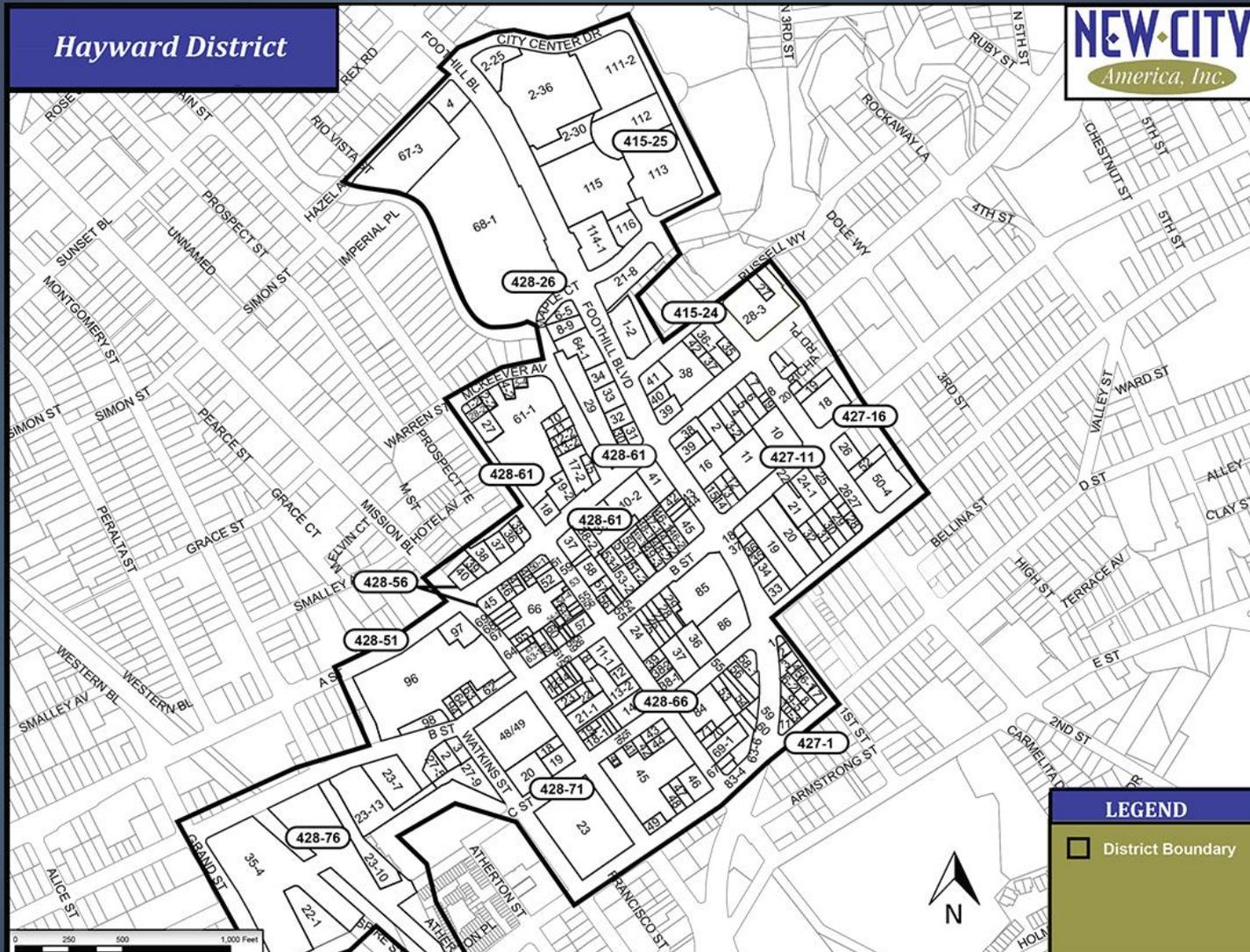
After its initial brief blaze of "movie palace" glory in the 1930's, this remarkable auditorium suffered three decades of neglect and decline until its rescue by the Oakland Symphony, the City of Oakland and numerous private donors. The building was purchased by the Board of Directors of the Oakland Symphony Orchestra Association in 1972. A painstaking and authentic restoration was completed in 1973 and the theatre was entered in the National Register of Historic Places on August 14th of that year. The Paramount Theatre became a California Registered Historic Landmark in 1976, and on May 5, 1977, was declared a National Historic Landmark.



Restored to its original splendor, meticulously maintained, and fully upgraded to modern technical standards, the Paramount now serves all the arts. The Paramount Theatre is the home of the Oakland East Bay Symphony as well a year-round schedule of popular music concerts, variety shows, theatre, and - of course - movies.



# PROPOSED DISTRICT MAP



# CBD IN PRACTICE



1. \$500,000 - \$700,000 annual revenue
2. Funds managed and controlled by the CBD
3. Assessments = services
4. Establish correct “benefit zones”
5. Assessments paid on property tax bill
6. Replaces the existing DBIA

# NEXT STEPS



1. Adoption of the Ordinance
2. Establish a governance and management structure
3. Develop a District work plan and budget
4. Develop formation documents
5. Outreach and education
6. Secure the needed 30% weighted support
7. Implementation

# Discussion

