

Branding and Marketing

GOAL BM1: Identify and develop a brand that showcases Hayward's strengths

Work Tasks		Year to be Completed	Current Status	Recommendation
BM1.A	Complete the recruitment process and hire the Community and Media Relations position	2014	CMO hires Frank Holland - Marketing and Branding Program established - Task Complete	Recommend Elimination of Task
BM1.B	Obtain consultant services to complete a brand assessment and identify opportunities to maximize the effectiveness of the City communication materials (logos, website, brochures, signage, etc.)	2015	Consultant services obtained and brand assessment complete with new logos, website, brochures and signage - Task Complete	Recommend Elimination of Task
BM1.C	Facilitate a discussion with the City Council in a work session to develop a shared definition of "business friendly"	2014	Task item remains outstanding. Multiple activities from Economic Development and Development Services underway to improve process that assists with "business friendly," but Council Workshop still needs to be completed.	Recommend Task Item to 2016/2017
BM1.D	Complete a comprehensive training program for key staff in marketing activities and on how to promote the brand through the everyday performance of duties	2016	Branding and Messaging to City Departments needs to be further developed and creation of a training program still remains outstanding.	Recommend Task Item to 2017/2018

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GOAL BM2: Develop and execute a comprehensive marketing program

Work Tasks		Year to be Completed	Current Status	Recommendation
BM2.A	Obtain consultant services to create a marketing plan including development of specific tasks to be included in the annual work plan	2015	The City recently completed marketing materials for business recruitment. For some Economic Development Tasks staff is recommending development of specific marketing plans and materials targeted to business clusters. At this time we do not believe consultant services are necessary and specific tasks of data development for marketing approach can be included in the annual work program.	Recommend modification to work task to reflect current staff approach on targeted marketing plan and materials.
BM2.B	Compile an annual communications portfolio of material utilized by all departments and measure how well the messaging and images reflect the City's brand	On-Going	With the recent switch over to the new branding and marketing materials, this is an on-going task. Adjustments to City handouts are currently underway.	Staff continue to update marketing materials and review for effectiveness.
BM2.C	Create and complete a biannual survey of brokers, developers and business organizations to measure awareness of Hayward and its attributes	Bi-Annual	Staff continuously outreaches brokers, developers, and business organizations via site visits and invites key representatives to give presentations on current market conditions to CEDC as needed.	Recommend as on-going task. Modify task to create Brokers Breakfast through Regional Economic Development Organizations or other business outreach methods to better connect with brokerage and business community.

BM2.D	Update the marketing plan annually in coordination with the economic development annual work plans based on outcomes from the prior year	On-Going	This is an on-going task and we are currently testing the effectiveness of our marketing materials with various business types. Depending on feedback, adjustments would be made to materials for the next round of outreach activity and for the formulation of the marketing plan.	On-Going Task
BM2.E	Develop a list of desired service & retail business types that cater to college students and personnel to guide marketing activities in areas around the college	2015	The City has multiple needs related to providing goods and services to its residents including college students. A key issue related to this targeted market segment is the availability of developable retail land near our campuses. In order to be a viable business, the market segment needs to also include the broader community, so goods and services should also serve families.	Recommend expanding Task to include desired service and retail goods for the Hayward Community with a focus on family-friendly as it has a broad reach in market capture.

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GOAL BM3: Strengthen and expand events and opportunities for community members, businesses, and visitors to engage with Hayward businesses

Work Tasks	Year to be Completed	Current Status	Recommendation
BM3.A	2016	Currently working with City event organizers and liaisons to develop reportables and metrics.	On-Going Task
BM3.B	2014	Since all events are not ticket driven, staff works with event sponsors who provide attendance estimates. Vendor sales are not currently tracked and staff is currently evaluating the staff resources to acquire sales data from vendors participating in special events.	Work with event sponsors on collection of reportables including attendance and overall sales performance of vendors associated with the special event.
BM3.C	2018	On-going expansion of signature event Passeio do Vinho for regional attraction to raise downtown Hayward's profile as a destination point. The City is also exploring an additional event and partnering with existing events to raise the Hayward profile.	On-Going Task
BM3.D	2018	On-going development of programs that are community led with staff support. Pilot Program "Passport to Downtown" led by downtown merchants with staff support. Staff is still in the evaluation phase of special events and will look to make determinations on what events have a potential to partner with other organizations to administer.	On-Going Task
BM3.E	2018	On-going collaboration with Graphic/Planning Technician and Community & Media Relations Officer for the advancement of advertising community partner events. Staff also exploring potential for physical advertisement in a prominent downtown location via an event banner program.	On-Going Task
BM3.F	2016	Staff is currently evaluating the reportables associated with grant driven support of special events. As part of the funding conditions, event sponsors are to provide reportables back to staff so that data can help established the value of the sponsorship.	Recommend making an on On-going Task as event measurable are key factors on the economic evaluation of an event.

BM3.G	Develop and execute a survey of Chamber members, BIA members, and other business owners to identify new events that would increase their exposure to community members	2015	On-going outreach to Hayward Chamber of Commerce, staff, BIA members, and United Merchants Downtown Hayward members to identify events that increase exposure to community. Staff still needs to develop a survey to solicit feedback on special events.	Staff looking to complete for 2016 reportable.
BM3.H	Develop and execute a survey of key community consumer groups, such as student unions and parent organizations, to identify new events that would increase their exposure to Hayward businesses	2015	This Task has yet to be started. Current staff activity is focused on evaluation and reportables of special events. Once task is complete, then staff will look to solicit feedback from community on events.	Recommend moving Task to 2017 to allow staff to complete task items on current event activities. Staff currently does not have resources to take on additional Special Events.