

Council Economic Development Committee



May 4, 2026



How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click *9 to raise a hand to speak. Press *6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from April 6, 2026
Regular Meeting

Approval of the Fiscal Year 2027 CEDC Regular Meeting Schedule

FY 2027 Regular Meeting Schedule

- October 5, 2026
- February 1, 2027
- April 5, 2027
- June 7, 2027

Hayward Amplified: Program Overview



HAYWARD

AMPLIFIED



DANIEL MAO, ECONOMIC DEVELOPMENT SPECIALIST

Why Amplified, Why now?

Businesses are experiencing **reduced foot traffic** due to shifting consumer behavior, including the rise of e-commerce and demand for convenience

Consumers are increasingly seeking **experiential retail and dining**, where they are active participants rather than passive customers

Activations create a **“social multiplier” effect**, generating organic marketing through customer-driven content and increased visibility

Events and experiences increase **dwell time**, which directly correlates to higher customer spending and supports **sales tax generation**

The Bay Area is preparing to host major global events, including the **FIFA World Cup**, creating an opportunity to **capture regional activity locally**

The program positions businesses to create **“third place” environments** that strengthen commercial corridors and support long-term economic vitality



Program Overview

- **Business-led activation grant program** supporting events and experiences that drive foot traffic and customer engagement
- Grant funding available to approximately five businesses, supporting a small cohort citywide
- Competitive application process evaluated on concept, feasibility, economic impact, and geographic distribution
- Focused on creating **experiential retail** and **“third place”** environments that increase dwell time and spending
- Designed as pilot program to test a scalable model for commercial corridor activation



What the program funds

- Live music, DJ nights, and entertainment-driven activations
- Watch parties and themed events, including major sporting events (e.g., FIFA World Cup) and trending shows
- Food and retail collaborations that create unique customer experiences
- Influencer-hosted activations and social media-driven events
- Art, cultural, family-friendly, and community-oriented experiences
- Promotional and event support tied to high-profile or seasonal moments
- Other creative activation concepts that drive customer engagement and foot traffic

City-Business Partnership Model

City	Business
<ul style="list-style-type: none">• Grant funding• Technical assistance• Promotional support• Coordination support• Program oversight	<ul style="list-style-type: none">• Activation concept• Event hosting• Customer promotion• Documentation and outcomes• Ongoing coordination with staff
Expected Outcomes	
<ul style="list-style-type: none">• Increased foot traffic and dwell time• Stronger commercial corridor activity• More organic social media visibility• Support for local small businesses• Scalable model for future corridor activation• Increased local spending and potential revenue generation• Build long-term capacity for businesses to host future events and activations	

Applications now open!



LEARN MORE AT:

[HTTPS://WWW.HAYWARD-CA.GOV/YOUR-GOVERNMENT/PROGRAMS/HAYWARD-AMPLIFIED](https://www.hayward-ca.gov/your-government/programs/hayward-amplified)



Next Steps

- Applications open through May 29 or until funds are fully awarded
- Staff reviewing applications on rolling basis
- Activation calendar to be published on program website
- CEDC and Council will be notified of upcoming events for attendance and promotion
- Staff will report back to CEDC with outcomes and lessons learned

Questions to the committee

1. Are there specific corridors or areas you would like us to prioritize?
2. Are there particular types of activations or community experiences you would like to see emphasized?
3. Are there specific outcomes or metrics you would like to see prioritized as we evaluate this pilot?

Hayward Pulse: Business Engagement and Concierge Services Program Overview (Oral Report Only)



HAYWARD
PULSE

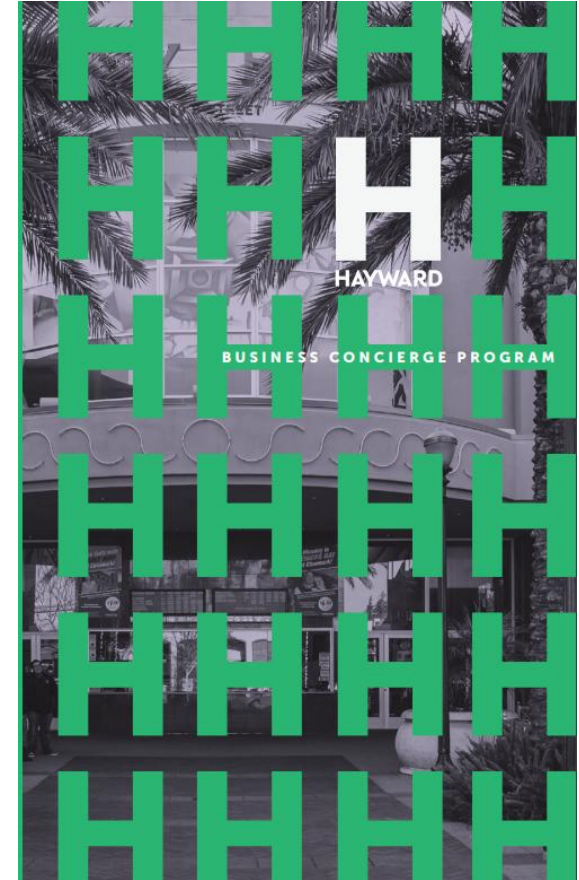
Rise with us.

Business Engagement and Concierge Program Overview

DANIEL MAO, ECONOMIC DEVELOPMENT SPECIALIST

Business Concierge Program Overview

- ✓ Geared towards targeted Industries, new development major employers and major sales tax generators
- ✓ City “Rolls out the Red Carpet”
- ✓ Assists with Site Selection, Project Development Assistance, and Business and Workforce Assistance
- ✓ Streamlined resource for answers, assistance and advocacy for the business community
- ✓ Coordinates with other City departments, outside agencies and non-profit partners to provide the best information in a prompt manner



Current Business Engagement

Meetings with existing owners at their place of business

Goals:

- Make sure they know they are supported and valued
- Assess economic health and identify expansion/retention needs
- Troubleshoot pain points with the City
- Connect them to community organizations, business assistance resources, schools/universities
- Connect them to other Hayward businesses (B2B)

Why Hayward Pulse

- Business engagement has been primarily ad hoc and relationship-based due to staff capacity
- Identified a need for more consistent and structured outreach approach
- Businesses are seeking more direct access and responsiveness from the City
- Opportunity to better identify challenges, trends, and expansion opportunities early
- Supports broader goals of business retention, revenue generation, and job creation

HOW IT WORKS

A consistent, data-informed process that strengthens relationships and keeps leadership in tune with the pulse of our business community.



RESULT:

Stronger relationships, early issue identification, better City responsiveness, and a more connected and resilient business community.



Target Businesses

Strategic Employers	Community Anchors
Catalyst projects	Legacy businesses
Major revenue generators	High-impact small businesses
Large employers	Corridor-defining retail and restaurants
Industrial and advanced manufacturing	Businesses with strong community presence

Questions to the committee

- 1) Is a bi-monthly (every two months) schedule for leadership site visits and meetings appropriate and feasible?
- 2) Are there specific industries, corridors, or business types you would like staff to prioritize at the launch of this program?
- 3) Any additional priorities as we finalize implementation?

Committee Member/ Staff Announcements and Referrals

Apprenticeship Pathway Employer & Educator Forum



ALAMEDA COUNTY
Workforce
DEVELOPMENT BOARD

Business Engagement Action Team Presents:

APPRENTICESHIP PATHWAYS Employer & Educator Forum

Build Your Future Workforce / Meet Hiring Demands / Experience the Power of Registered Apprenticeship

Why Attend?

- ✓ Learn how apprenticeships can support the development of your local talent pipeline
- ✓ No cost workforce solutions that build skills, unlocks talent pools, fills vacancies, and strengthens retention
- ✓ Looking to reduce training costs and how to access funding and tax credits?
- ✓ Highlight your role in shaping and strengthening regional workforce pathways and apprenticeships
- ✓ Looking to fill vacancies and retain them once you hire them?

Register here: <https://lnkd.in/gnfjEmne>



 **Thursday, April 23rd, 2026**
9:30AM – 12:00PM
Hayward City Hall

Food will be provided. Parking is free.

This WIOA Title I financially assisted program is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Language access is also available upon request.

Cơm Tấm Bros Grand Opening



Grand Opening

Join us to celebrate the grand opening of Cơm Tấm Bros in Hayward!

Cơm Tấm Bros offers a modern take on one of Vietnam's most iconic comfort foods, featuring grilled meats, fresh herbs, and bold, flavorful dishes.

The restaurant was founded by Hayward natives and alumni of Tennyson High School!

Grand Opening Celebration Includes:

- Lion Dance Performance
- Gift Card Giveaways Throughout the Day

Come celebrate and support a local, homegrown business!

Location: 28565 Mission Blvd, Hayward

Date: 6/6/2026 Time: 12:00 PM



Start Up World Cup



Adjournment