

# Council Economic Development Committee



December 2, 2024



## 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 October 7, 2024  
Regular Meeting

# Hayward Upward Economic Recovery Plan: Program Review and Summary of Economic Impacts

# TOGETHER FOR HAYWARD

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## ARPA PROGRAM ECONOMIC IMPACTS

Catherine Ralston

Economic Development Consultant



# COVID ECONOMIC 7 ORIGINAL RECOVERY PROGRAMS

\$250K

## Open for Business

Video Series of Businesses

\$100K

## Small Business Grants

Grants to Small Businesses

\$500K

## Community Gift Card

129 Participating Businesses

\$250K

## Restaurant Relaunch

Grants for Restaurant Improvements

\$200K

## Restore and Reopen

Facade grants for Improvements

\$300K

## Hire Hayward

Grants to Businesses that Hire Hayward Residents

\$400K

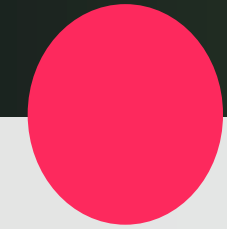
## Tuition Assistance

Tuition for Residents to Improve Skills



HAYWARD

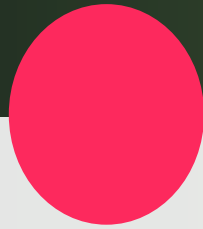
# COVID ECONOMIC 6 SPIN-OFF RECOVERY PROGRAMS



## Hayward Live

Spin-off from Open for  
Business.

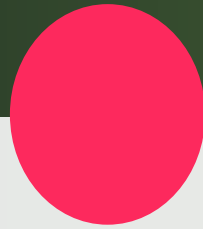
Downtown Activation



## Hashtag Hayward

Spin-off from Open for  
Business.

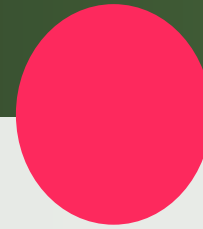
Grants to businesses to  
improve social media  
presence



## Point of Sale Grants

Spin-off from  
Community Gift Card.

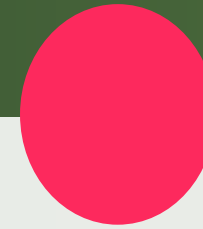
Grants to businesses to  
allow for electronic  
payments



## Architect Bench

Spin-off from  
Restaurant Relaunch.

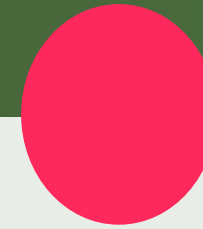
Architectural services  
to assist with  
restaurant remodels



## Job Fair

Spin-off from Hire  
Hayward.

Connecting Businesses  
offering job and  
residents looking for  
new careers



## Innovation Festival

Spin-off from Tuition  
Assistance.

Connecting Businesses  
to Innovation driven  
students

# Project Timeline



**JUNE  
2021**

ALLOCATION AND  
PROGRAMS  
APPROVED BY CITY  
COUNCIL



**2021/2022**

OPEN FOR  
BUSINESS, SMALL  
BUSINESS GRANTS  
AND GIFT CARD  
LAUNCHED



**2022/2023**

RESTAURANT  
RELAUNCH,  
RESTORE AND  
REOPEN AND  
GIFT CARD PART  
2 LAUNCHED



**2023/2024**

HIRE  
HAYWARD  
AND TUITION  
ASSISTANCE  
LAUNCHED





# RESULTS IN THE NUMBERS

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The City Council allocated \$2 Million of the ARPA dollars to be used for Economic Recovery efforts for the business and workforce community.

# BUSINESSES ASSISTED

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# 179

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Through the ARPA programs, the Economic Development Division was able to provide financial assistance to 179 different independently owned small businesses located throughout the community.



# Business Growth

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**174%**

Gross Receipts of participating businesses in 2024 compared to 2021 at the start of the programs

**156%**

Gross Receipts of participating businesses in 2024 compared to pre-pandemic levels in 2019

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In 2019, the gross receipts from the participating businesses was at \$51.7 Million. That number dropped to \$46.5 Million in 2021. At the end of the ARPA Economic Recover programs, the gross receipts of all participating businesses is at \$81 Million.



# Giftcard Numbers

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**16,791**

Transactions the Together for  
Hayward gift card was used at  
local businesses

**\$954,971**

Total value of gift cards sold through  
the program

**129**

Participating businesses

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**\$5,729,826**

Total economic impact the Gift card program  
had on the City of Hayward.

A dollar spent at a locally owned business has  
a 6x multiplier effect in the community



# Employees Served

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**2,713**

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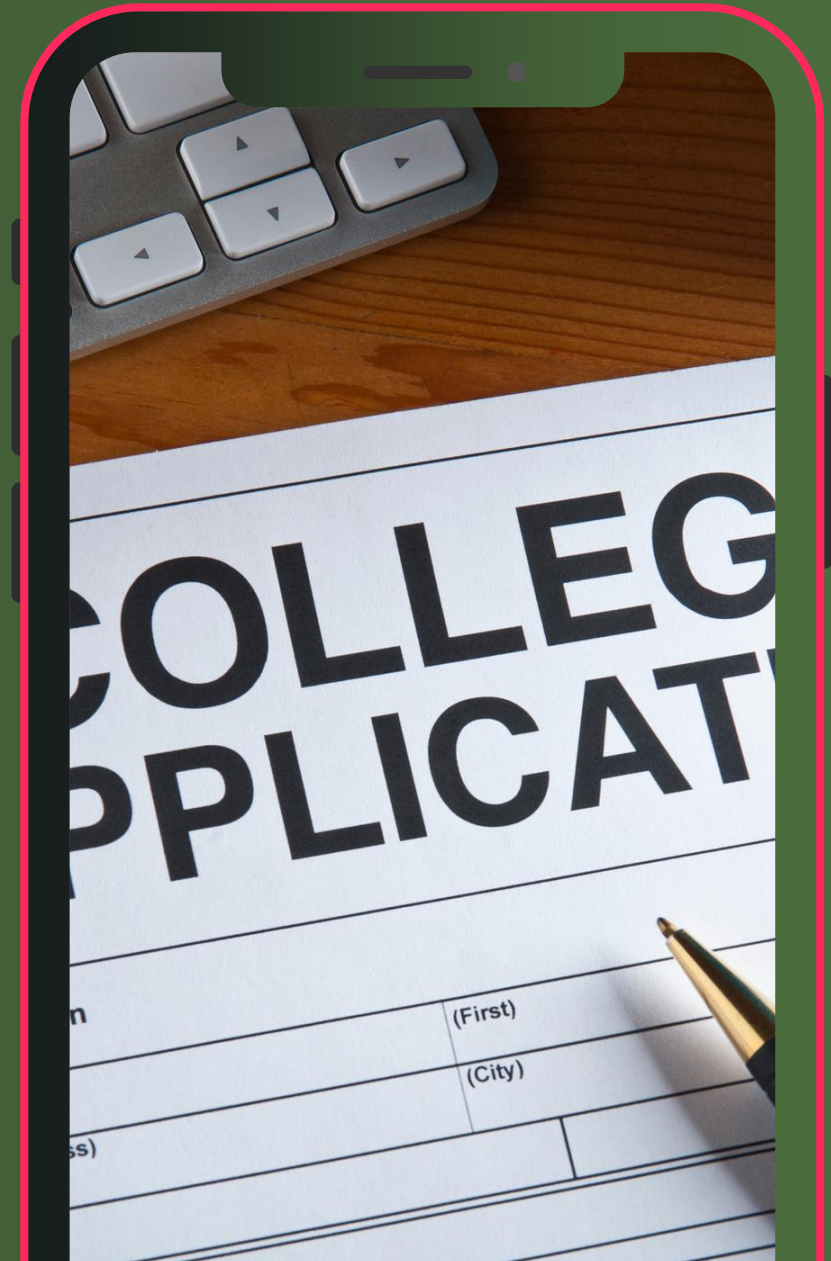
The participating small businesses employ over 2,700 employees to run their businesses. The Economic Recovery programs have assisted many of these businesses to be able to grow and keep their employees

# Residents Served

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**560**

Through the Tuition Assistance Program, Job Fair and Hire Hayward Programs, over 560 residents have had the opportunity to improve their job skills and be connected with local companies looking to fill good paying job openings.



A decorative background on the left side of the slide features a cluster of social media icons. These include white hearts and thumbs-up icons, each enclosed within a circular frame. The frames are colored in shades of pink and blue. The icons are scattered across the left half of the slide, with some overlapping. The overall aesthetic is clean and modern, typical of digital marketing presentations.

# CLICKS, VIEWS AND LIKES

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## 3 Million

**The Hashtag Hayward program harnessed the power of customers and their social media accounts to promote the participating businesses. The businesses also utilized grant funds to work with influencers. These combined efforts created over 3 Million impressions for Hayward businesses and the number continues to grow today.**

# Award Won

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## 11 Awards!

- 5 Awards from the International Economic Development Council
- 4 Awards from the California Association of Local Economic Development
- 1 Business Partner of the Year Award from the Eden Area Regional Occupational Program
- 1 Award from the Business Facilities Magazine







# WHAT'S NEXT

## Continuation of ARPA Program work

### Ongoing Data Collection of ARPA Programs

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- Community Gift Card Program
- Hashtag Hayward Program/Influencer Data
- Job Fairs and Job Placement statistics

### Hire Hayward Closeout

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Continue to monitor participating businesses and issue the remaining grant dollars to the participating businesses as the employees complete required on-boarding periods.

### Tuition Assistance Closeout

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Continue to monitor participating education partners to ensure the grant dollars are being implemented in accordance with the MOU. Continue to track demographic statistics of the student recipients and ultimate job placements.

### Hashtag Hayward 2025

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Continue the Influencer Marketing program utilizing the additional \$100,000 allocated to the program in 2025.



# WHAT'S NEXT

## City Council Road Map Priorities

**Provide a report on how midsized cities revitalized downtowns.**

**Provide a report on ordinances that may have adverse impacts on businesses.**

**Provide a report on allowing small businesses and popups in residential areas.**



# WHAT'S NEXT

## Economic Development Core Services

### Business Attraction

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Site Selection, Project Development Assistance, and Business and Workforce Assistance geared towards targeted Industries, new development major employers and major sales tax generators.

### Business Retention

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Meetings with existing owners at their place of business - Make sure they know they are supported and valued, Troubleshoot pinpoints with the City, Connect them to community organizations, business assistance resources, schools/universities, Connect them to other Hayward businesses (B2B)

### Development Assistance

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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

## Future Meeting Topics as of December 2, 2024



**Council Economic Development Committee  
Future Meeting Topics as of December 2, 2024**

<b>RESPONSIBLE STAFF</b>	<b>FUTURE MEETING AGENDA ITEMS</b>	<b>PRESENTATION DATE*</b>
Development Services	Development Services Activity Update	TBD
Economic Development	Update on Hayward Upward Economic Recovery Program: Hire Hayward	February 2025
Economic Development	Strategic Roadmap Update: EP5 and EP6 Update on midsize cities revitalized downtowns and ordinances that may have adverse impacts on business	Spring 2025
Economic Development	Strategic Roadmap Update: EP7 Update on small businesses and popups in residential areas	Spring 2025

\*Subject to change and data availability

## Committee Member/ Staff Announcements and Referrals

# Retail Roundup

**The Old City Nuts & Spice**

# RIBBON CUTTING

*Grand Opening*

Come celebrate a new business in Downtown Hayward. Middle Eastern delights such as nuts, chocolates, coffee, teas, viral Dubai chocolate, and more!

**Location:** 22570 Foothill Blvd.  
**Date:** November 14, 2024  
**Time:** 1:00 PM

**H**  
HAYWARD

The Old City Nuts & Spice 22570 Foothill Blvd

# Retail Roundup



The poster features the Paris Baguette logo, which consists of a stylized 'B' inside a circle with the words 'PARIS BAGUETTE' at the top and 'BAKERY CAFÉ' at the bottom. Below the logo, the words 'Grand Opening' are written in a white, cursive script. The background is dark blue with vertical white lines.

Join us in welcoming Paris Baguette to Hayward! This French-inspired bakery café brings a taste of joy with expertly crafted pastries, cakes, and breads made fresh on-site. Come experience a warm, welcoming café where every visit feels like a treat in the heart of our community.

Location: 29213 Mission Blvd, Hayward  
Date: 11/17/2024 Time: 11 AM



The Hayward logo consists of a green stylized 'H' followed by the word 'HAYWARD' in a bold, black, sans-serif font.

Paris Baguette 29213 Mission Blvd





# Committee Member/ Staff Announcements and Referrals



Adjournment