

Council Economic Development Committee



March 2, 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 February 2, 2026
Regular Meeting

Hayward Visitor Promotion Campaign

HEART OF THE BAY

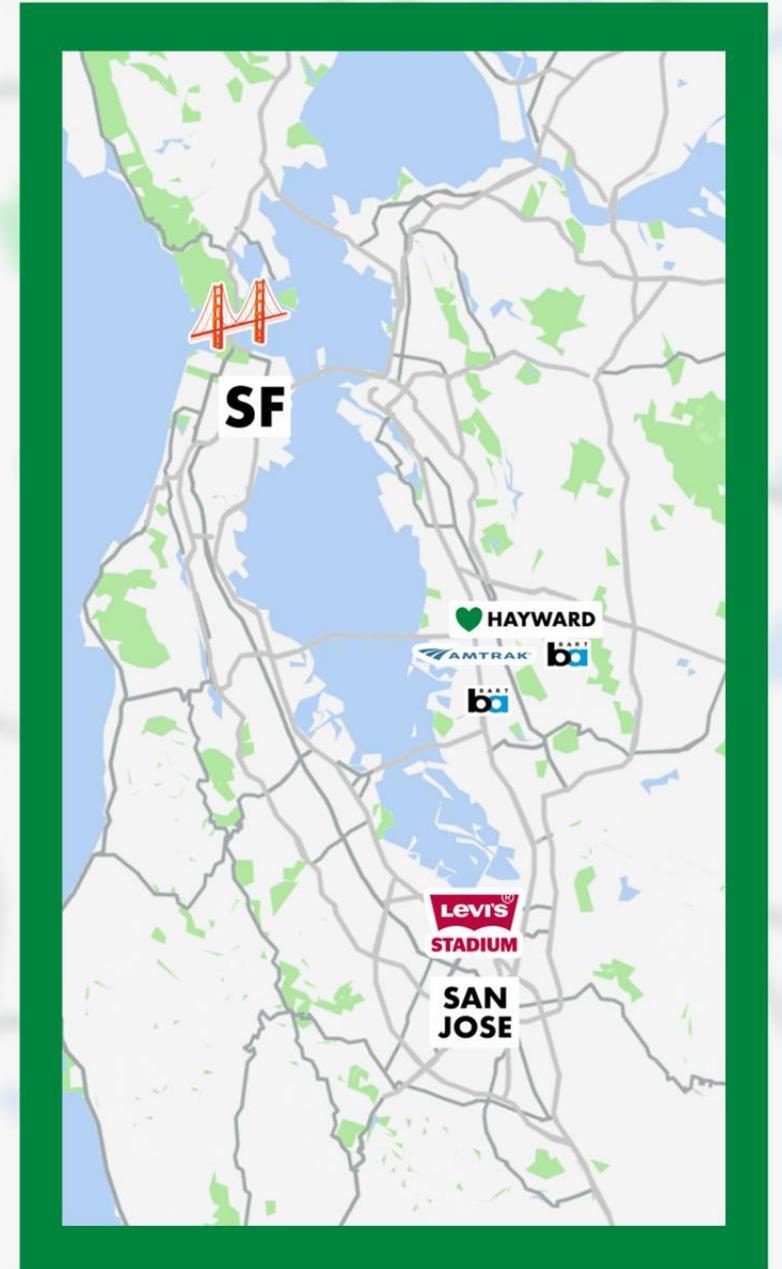
City of Hayward's Tourism Campaign

COUNCIL ECONOMIC DEVELOPMENT COMMITTEE | MARCH 2, 2026



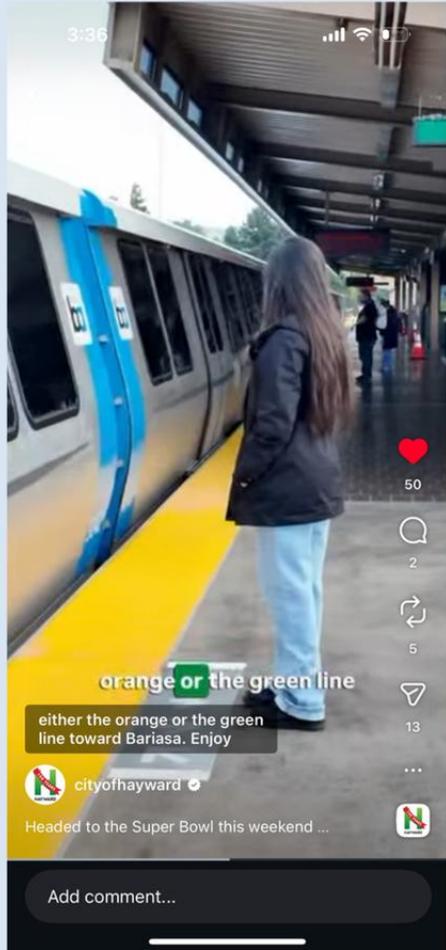
♥ PROJECT BRIEF

The Community and Media Relations Division developed and is implementing a small-scale campaign to support the Hayward hospitality industry. The campaign promotes Hayward's comparative advantages as a home-base for visiting the Bay Area, especially to attend the Super Bowl and World Cup games at Levi's Stadium and related events.

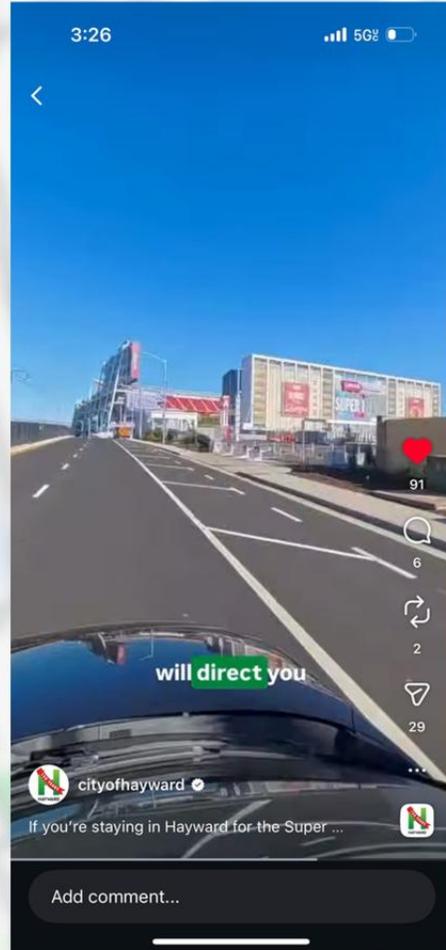


♥ CURRENT VIDEOS

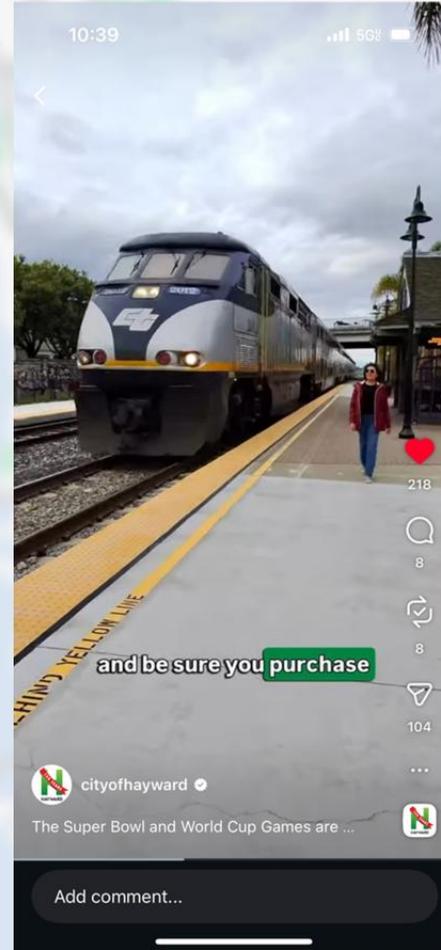
Hayward to Levis via:



BART

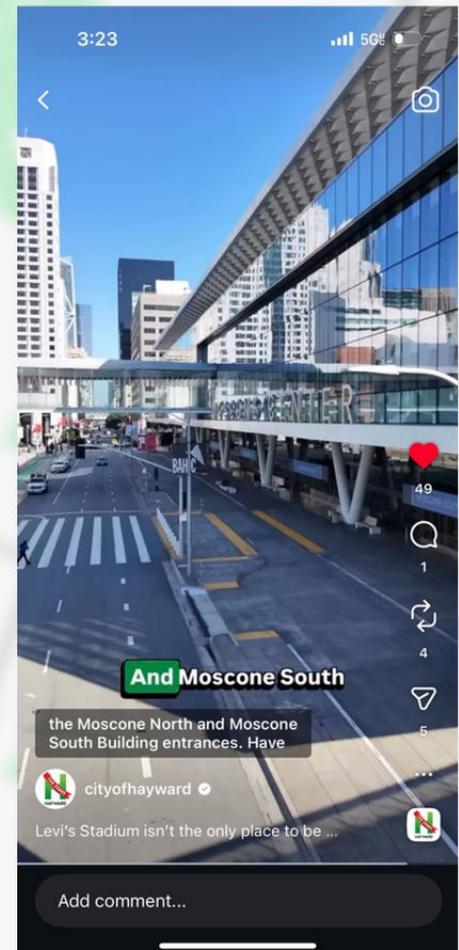


CAR



AMTRAK

Hayward to Moscone Center via BART



Add comment...



 **PERFORMANCE**



Jan. 28 - Feb. 8

Impressions 23,904

Total Posts 20

Video Views 18,353

Engagements 875



FUTURE PLANNING

We have an opportunity to broaden our lens to both promote Hayward as a great place to stay to visit other Bay Area destinations and to showcase our own attractions here in the City and close by.

Planned videos include:

- Updates to our transportation videos to promote Hayward as a destination for World Cup Travelers.
- Promoting Hayward hotel stays, our culturally diverse cuisine scene, and natural destinations.



FUTURE PLANNING

Investment Options

- Posting content with local influencers
- Paid advertisement
 - Meta (Facebook and Instagram) ads
 - YouTube ads
- Exploring partnerships with BART and Amtrak

HEART OF THE BAY

PRESENTED BY: COMMUNITY AND MEDIA RELATIONS DIVISION



Hayward Restaurant Month 2026



The graphic features a dark background with the Hayward logo (a green 'H' with 'HAYWARD' below it) and the California Restaurant Month logo (a red flower-like shape) in the top left. A green starburst contains the text 'ALL JANUARY LONG!'. The main title 'Hayward Restaurant Month 2026' is in large white font. Below it, a white box contains the text: 'From Jan. 1 through Jan. 31, enjoy special deals and offerings from your favorite (and new favorite) Hayward restaurants! Learn more: hayward-ca.gov/restaurant-month'. At the bottom is a grid of eight food images: a burger, a salad, a sandwich with fries, a bowl of rice, a bowl of salad, a bowl of soup, a pizza, and a bowl of noodles.

H HAYWARD

California RESTAURANT MONTH

ALL JANUARY LONG!

Hayward Restaurant Month 2026

From Jan. 1 through Jan. 31, enjoy special deals and offerings from your favorite (and new favorite) Hayward restaurants!

Learn more:
hayward-ca.gov/restaurant-month



Hayward Restaurant Month 2026

Javier Castro

Community Programs Specialist

Hayward Restaurant Month Growth

- Door-to-door engagement along major corridors
- **24 Restaurants** participated in offering:
 - Special menu items
 - Pre-fixed menus
 - Discounts
 - Free items
- Created flyers and graphics for participating businesses



The flyer features a dark background with white and green text. At the top left, there are logos for Hayward and California Restaurant Month. A green starburst in the top right corner says "ALL JANUARY LONG!". The main title "Hayward Restaurant Month" is in large white serif font. Below it, the "Sourdough & Co." logo is displayed in white and red, with "Sandwiches • Soups • Salads" underneath. A photo of two sandwiches is shown on the left. To the right of the photo, the offer "10% off any 6\" or 8\" Specialty Sandwich." is written in white. Below the offer, a disclaimer states "Offer exclusive to Hayward Restaurant Month and not to be combined with other offers or discounts." At the bottom left, text reads "From Jan. 1 through Jan. 31, enjoy special deals and offerings from your favorite (and new favorite) Hayward restaurants!". A QR code and the text "Learn more:" are located at the bottom right.

Hayward
California
RESTAURANT
MONTH

ALL
JANUARY
LONG!

Hayward Restaurant Month

Sourdough & Co.

Sandwiches • Soups • Salads



10% off any 6" or 8"
Specialty Sandwich.

*Offer exclusive to Hayward
Restaurant Month and not to be
combined with other offers or
discounts.*

From Jan. 1 through Jan. 31, enjoy special deals and offerings from your favorite (and new favorite) Hayward restaurants!

Learn more: 



25

[Discover](#) > Hayward Restaurant Month 2026

122 Followers

Last Updated 1/7/2026

Hayward Restaurant Month 2026

The 3rd Annual Hayward Restaurant Month is happening January 2026! Enjoy a full month of exclusive menu offerings and specials from 20+ Hayward restaurants and eateries.

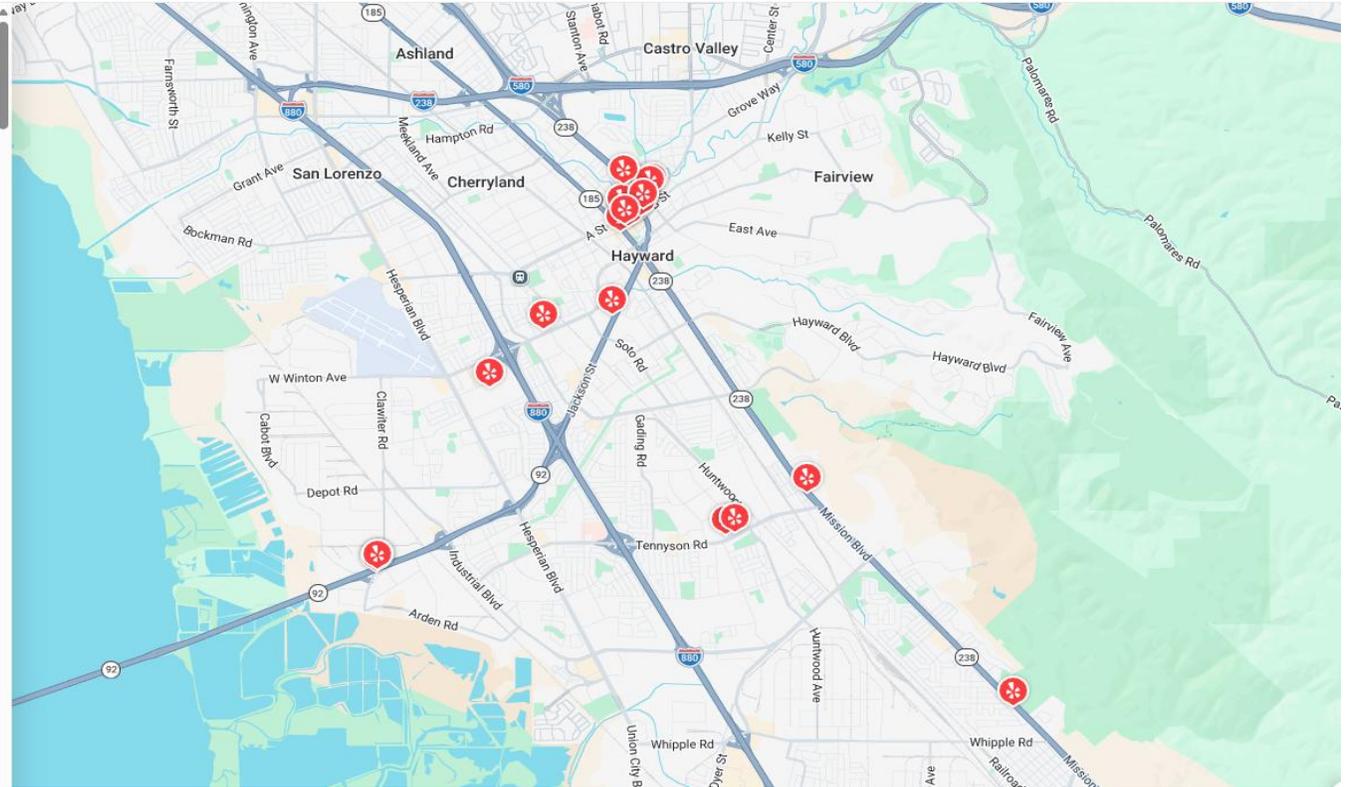
Love supporting local businesses? Join the Yelp Elite Squad (yelp.com/elite) to discover local businesses to love in your Hayward and beyond!



Unfollow Collection

Embed Collection
Report Collection

25 Places



- Developed an interactive map showcasing participating businesses

Ribbon Cutting Events



*New Patio & Menu
Grand Opening!*

Join us in celebrating the grand opening of Hinata's new patio and outdoor menu! Enjoy Japanese-style savory and sweet sandwiches, beautifully crafted bento boxes, and Hinata's signature matcha drinks – plus live music with a DJ throughout the evening!

To celebrate, **all menu items will be 50% off during the event**, and guests will be entered for a chance to win one of several **\$100 Together for Hayward gift cards**, redeemable at participating Hayward businesses.

Location: 1071 B St 2nd Floor, Hayward
Date: 1/8/2026 Time: 5 PM - 9 PM



Grand Opening

Join us to celebrate the grand opening of StoryBook in Hayward! StoryBook is a California Mediterranean pizza house featuring handmade fresh pasta, stone-oven sourdough pizzas, and seasonal dishes inspired by bold Mediterranean flavors and local produce.

Guests will be entered for a chance to win one of several **\$100 Together for Hayward gift cards**, redeemable at participating Hayward businesses.

Location: 943 B St, Hayward
Date: 1/15/2026 Time: 3:30 PM









ALL JANUARY LONG!

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Learn more:
hayward-ca.gov/restaurant-month








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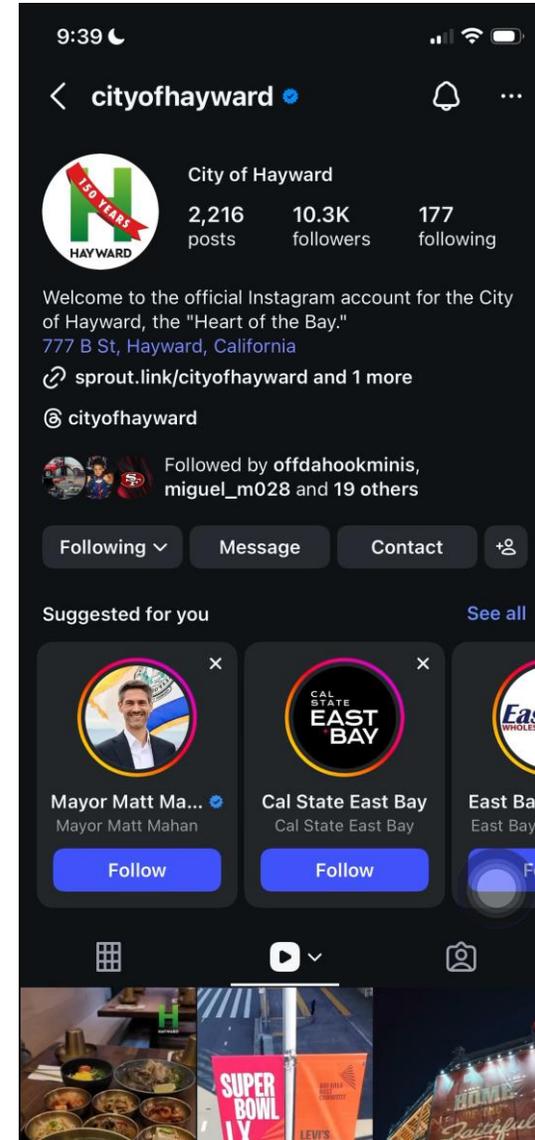
Learn more:
hayward-ca.gov/restaurant-month



Social Media Content and Flyers



Restaurant Month Instagram Reels



What's on the menu during Hayward Restaurant Month? 🔍

hayward-ca.gov/restaurant-month

Digital Billboard Promotion

- Restaurant Month promoted on two high-visibility digital billboards
- Interstate 880 near Whipple Road (approx. 188,000 vehicles per day)
- State Route 92 near San Mateo–Hayward Bridge (approx. 104,000 vehicles per day)



Media Coverage

FOX LOCAL

8:47 AM

"AL SPORTS WEEKEND SHOW" AT 4 P.M., AND THEN THE "POINT AFT

TOP STORIES

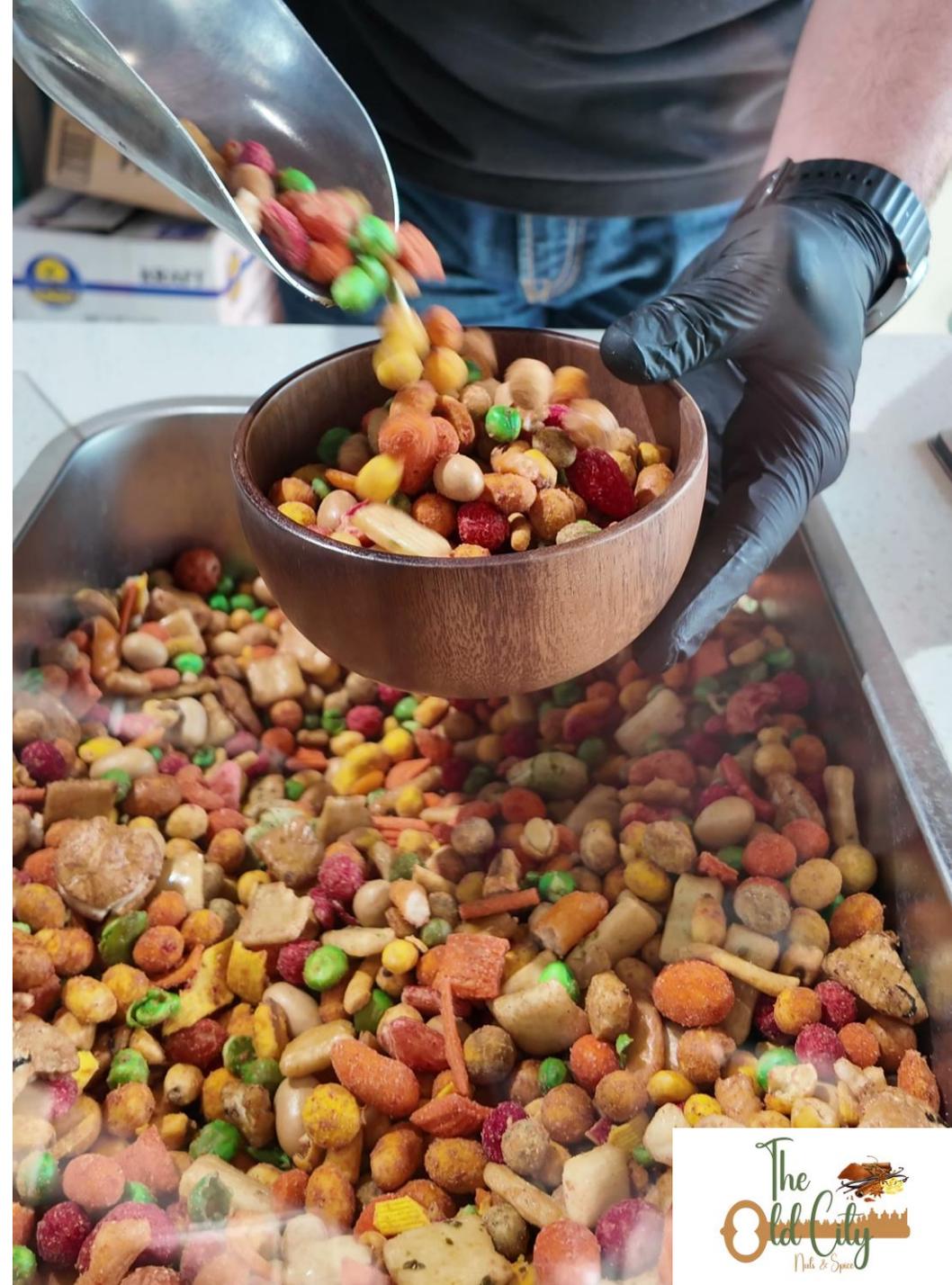
TOYOTA SUNNYVALE
SIMPLE PRICE. SIMPLE PROCESS.

Business Feedback & Economic Impact

- **5% increase in foot traffic and sales** compared to a typical January.
 - With one seeing a 29% increase in sales
- Businesses saw **new customers** and excitement for the featured menu items.
- Restaurants stated they would participate again next year

“We are very thankful for the experience” – Concha Dreams (926 B Street)

“We really appreciate city's support for the restaurants. All the advertisements including billboards, City's newsletter, social media posts were very professional...” – Snappy's Café (978 A Street)



Questions?



Future Meeting Topics as of March 2, 2026



Council Economic Development Committee Future Meeting Topics as of March 2, 2026

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
City Manager's Office/ Assistant City Manager	Update on Cinema Plaza	Standing Item
Development Services	Development Activity and Selected Property Updates	April 2026
City Manager's Office	Update on City-Owned Properties	April 2026
Economic Development	Business Engagement 2.0 Program	May 2026
Economic Development	Fiscal Year 2026 CEDC Meeting Schedule	June 2026
Economic Development	Retail Corridor Tour: Mission Blvd + University Plaza	June 2026

*Subject to change and data availability

Committee Member/ Staff Announcements and Referrals

Chabot College Career Fair Spring 2026



Learn about careers and find jobs/internships.
Open to all students.
Open to the public.

Spring 2026

Career Fair

Register and view more information online



www.tinyurl.com/ChabotCollegeCareerFair

Thursday
February 26
11:30 am - 1:30 pm

25555 Hesperian Blvd., Hayward
Event Center, Building 700 South
Nearest Parking in Lot G

 CHABOT COLLEGE  HAYWARD

For more information or accessibility accommodations, please contact John Salangsang at jsalangsang@Chabotcollege.edu
All academic and career technical education programs and student support programs and services are open to all students without regard to race, color, national origin, sex, or disability status.

Small Business Seminar



ASSEMBLY MEMBER
Liz Ortega
DISTRICT 20

Cohosted by
Alameda County Latina Chamber
of Commerce (ACLCC) and
Hayward Chamber of Commerce

SATURDAY, FEB. 28, 2026 • 1:00PM TO 3:00PM

Hayward Public Library, Fremont Bank Foundation Room
888 C St, Hayward, CA

Please RSVP at:



**Come learn more about how to start,
maintain and grow a small business!**



Storybook
943 B ST



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Location: 943 B St, Hayward
Date: 1/15/2026 Time: 3:30 PM



Teriyaki
City Grill

22501
Mission
Blvd



Butter
Pecan

22656
Mission
Blvd



Adjournment