

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Thursday, January 27, 2022

5:00 PM

Remote Meeting

Council Economic Development Committee

COVID-19 Notice: Consistent with Assembly Bill 361, the Council Economic Development Committee meeting includes teleconference participation by all Committee members and the public.

Please note that we are now using the Zoom Webinar platform to conduct meetings and receive live public comment.

How to submit written Public Comment:

Send an email to suzanne.philis@hayward-ca.gov by 2:00 p.m. the day of the meeting. Please identify the Agenda Item Number in the subject line of your email. Emails will be compiled into one file, distributed to the Council Economic Development Committee and staff, and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. Written comments received after 2:00 p.m. that address an item on the agenda will still be included as part of the record.

How to provide live Public Comment during the meeting:

Please click the link below to join the webinar:

*<https://hayward.zoom.us/j/84588675522?pwd=N3Q5ZHhKRXVoTVB3cy8rWDNhMFBRZz09>
Password: p922^??#*

Or

Dial: +1 669 900 6833

*Meeting ID: 845 8867 5522
Password: 74346074*

A Guide to attend virtual meetings is provided at this link: <https://bit.ly/3jmaUxa>

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

(The Public Comment section provides an opportunity to address the City Council Committee on items not listed on the agenda as well as items on the agenda. The Committee welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Committee is prohibited by State law from discussing items not listed on the agenda, any comments on items not on the agenda will be taken under consideration without Committee discussion and may be referred to staff.)

APPROVAL OF MINUTES

1. [MIN 22-008](#) Approval of Minutes from the Regular Meeting of October 28, 2021

Attachments: [Attachment I Draft minutes from the October 28, 2021 Regular meeting](#)

REPORTS/ACTION ITEMS

2. [RPT 22-009](#) Overview of Incubators and Coworking Space Models (Oral report only)

Attachments: [Attachment I Resume of Associate Professor Darendeli](#)
3. [RPT 22-010](#) Hayward Upward Economic Recovery Plan Update: Together for Hayward e-Gift Card Program

Attachments: [Attachment I Staff Report](#)

FUTURE AGENDA ITEMS

4. [RPT 22-008](#) Future Meeting Topics as of January 27, 2022

Attachments: [Attachment I Future Meeting Topics as of Jan 27, 2022](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 22-008

DATE: January 27, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Approval of Minutes from the Regular Meeting of October 28, 2021

RECOMMENDATION

That Committee members review and approve the Regular Meeting Minutes from October 28, 2021.

ATTACHMENTS

Attachment I Draft minutes from the October 28, 2021 Regular Meeting



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – October 28, 2021

CALL TO ORDER: The Regular meeting was called to order at 5:00 p.m.

ATTENDANCE (September 2021-July 2022):

Committee Member	Present 10/28/2021	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Council Member Salinas	✓	1	0	1	0
Council Member Wahab	✓	1	0	1	0
Council Member Andrews	✓	1	0	1	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Assistant City Manager; Sara Buizer, Deputy Director of Development Services; Paul Nguyen, Economic Development Manager; Catherine Ralston, Economic Development Specialist; Leigha Schmidt, Senior Planner; Suzanne Philis, Senior Secretary

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett reviewed Chamber-organized events that had occurred including the Black Business Roundtable and the Mariachi Festival. He also noted the latest edition of the Business Guide had been distributed throughout the city and that the next session of Leadership Hayward was about to begin.

1. APPROVAL OF MINUTES OF REGULAR MEETING JULY 22, 2021

A motion to approve minutes from the July 22, 2021 Regular Meeting was made by Council Member Wahab and seconded by Council Member Andrews. The minutes were approved.

Members heard Item #3 before Item #2.

2. ROUTE 238 PROPERTIES DEVELOPMENT UPDATE

Assistant City Manager Ott gave the presentation.

Council Member Andrews thanked her for the presentation and asked what tools the City was using

to maintain or increase the number of affordable housing units. She said she liked that new development was overall at least 28% affordability.

Assistant City Manager Ott explained that Parcel Group 3 was 100% affordable and for Parcel Group 8 staff was able to expedite the affordable housing piece so that raised the percentage of affordable units. Even if Parcel Group 9 ended up with housing, she said, they would still have affordable housing requirements to meet. Assistant City Manager Ott noted that the 100% affordable projects were the most certain so the City should be able to maintain the overall range of 25-30% affordability.

Council Member Andrews asked if there was any chance a grocery store could be included in the Parcel Group 9 development. Assistant City Manager Ott said that could be tricky because of the location near the freeway onramp, but said she was open to asking the developer.

Council Member Andrews asked her about a food court instead. Assistant City Manager Ott said a food court might want to be closer to the City center but the zoning allowed for flexibility so a variety of uses could be considered.

Council Member Andrews asked if the Campus Association was being kept up to date on the Parcel Group 6 development and Assistant City Manager Ott said yes.

City Manager McAdoo noted staff was meeting with the Association the next. She noted she gave neighbors her phone number and email and had received several calls. She said traffic calming measures would be maintained and that City staff was using a consultant for a traffic study.

Council Member Salinas asked where Parcel Group 4 was located and Assistant City Manager Ott told him it was near Harder Road. Council Member Salinas asked if the land could be used for a farm or an agricultural use. Assistant City Manager Ott said the land may be too steeply sloped for ranching but she could ask. She noted that staff issued a Request for Proposals but didn't receive any responses.

Council Member Salinas asked if the City could purchase Parcel Group 4. Assistant City Manager Ott explained that the City would have to purchase the land from CalTrans and pay maintenance costs which could be quite high. She said staff was working with the Hayward Area Park and Recreation District to own and maintain the land as open space.

Regarding the Eden Housing school project, Council Member Salinas asked if the school wasn't approved what would happen to the building. Assistant City Manager Ott said the City was very committed to working with the Hayward Unified School District to keep a school at the site. She said it could also be a Charter school, but if there was no school the site would be in default.

3. DEVELOPMENT SERVICES DEPARTMENT ACTIVITIES UPDATE

Deputy Director of Development Services Buizer gave the presentation.

Council Member Andrews asked for an update of the Kmart site on Mission Boulevard. She mentioned that there was a Keep Hayward Clean and Green event and the parking lot was really dirty. Deputy Director Buizer said she would follow up on the concern.

Council Member Andrews asked staff about the co-working item on the Future Meeting Topics list. Economic Development Manager Nguyen said the item got pushed out due to low staffing levels and COVID restrictions.

Council Member Andrews confirmed that Below Market Rate housing units were planned for the former Burlington Coat Factory location.

Council Member Salinas mentioned that he'd been receiving lots of questions about the Lincoln Landing development. He said Hazel Street was closed which caused an inconvenience, but noted the site was otherwise very neat and tidy. Deputy Director Buizer said the developer had been very responsive to neighbors and diligently followed up on any concerns or issues. She noted construction was on track and that they'd been great partners with the City.

Council Member Salinas said he stopped by a Raising Cane's establishment on his way home from the mountains and the line was even longer than In N Out. He went in and was pleased with the portion size and quality of the food.

4. FUTURE MEETING TOPICS AS OF OCTOBER 28, 2021

Economic Development Manager Nguyen noted staff was continuing to address the impacts of COVID by developing new programs to help local businesses. He said staff would continue to report back to the Committee.

Regarding Review of Select Policies Impacting Businesses, Council Member Andrews suggested staff promote the City's Adopt a Block program to new project developers. She also suggested a public art fee for a new development. Economic Development Manager Nguyen said staff could include those questions during discussions, but noted the intention of the item was to analyze barriers to business attraction. He noted that staff was focusing on COVID recovery efforts for the next year.

Assistant City Manager Ott said staff could include these ideas when discussing the City's Strategic Road Map.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Economic Development Manager Nguyen announced Economic Development had received two awards from the International Economic Development Commission, the world's largest Economic Development entity, three Innovation Awards from the East Bay Economic Development Alliance for Hayward businesses Potrero Medical, Gel-Pak and Nelumbo, and that he was named Business Partner of the Year by the Eden Area ROP. He said staff doesn't talk about all they do behind the scenes as it includes managing relationships and providing in-kind support of efforts including job fairs, coordinating business speakers with local workforce development partners, and STEM career events.

Economic Development Specialist Ralston announced the Together for Hayward eGift Card program launched; noting that 39 businesses had already signed up to participate. She said the City

was contributing \$75,000 toward bonus cards and said more than 20 gift cards had been purchased just that week with over \$1,000 in bonus money.

Council Member Salinas said he loved it.

Council Member Wahab thanked staff and said she was so glad for the awarded recognition of efforts. She encouraged staff to send our press releases announcing the wins.

Council Member Andrews congratulated staff and said she liked that staff was posting these achievements and mentioning the winning businesses on LinkedIn. She mentioned she recently learned robotic dolphins were being made in Hayward and encouraged staff to highlight the innovation happening in the City. Regarding the gift card program she asked staff to format announcements for Instagram so she could post them on social media.

Council Member Salinas said these efforts were a great comeback from COVID and once again thanked staff for their great work.

ADJOURNMENT: The meeting was adjourned at 5:55 p.m.



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777 B Street
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File #: RPT 22-009

DATE: January 27, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Overview of Incubators and Coworking Space Models (Oral report only)

RECOMMENDATION

That Council Economic Development Committee (CEDC) members receive the presentation and use the information provided for future discussions and decisions regarding development of incubator and coworking spaces.

SUMMARY

Staff extended an invitation to Dr. Izzet Sidki Darendeli, California State University (CSU) East Bay Associate Professor of Management, to address the topic of business incubators and coworking spaces. Dr. Darendeli is a subject matter expert in entrepreneurialism and currently teaches courses on Strategic Management, Innovation, and Entrepreneurship.

At the CEDC meeting, Dr. Darendeli will:

1. Discuss coworking spaces and business incubator models and their benefits;
2. Describe examples and highlight how these models get started, their funding sources, and long-term obligations; and
3. Offer insight on how the City might engage and support outside incubators and coworking providers; including partnering with CSU East Bay.

Dr. Darendeli's resume is attached. He holds a Ph.D in Strategic Management from Fox School of Business, Temple University, Philadelphia. His research includes analyzing emerging countries, innovation, and political economy. Dr. Darendeli has published 10 academic articles in top-tier journals, three book chapters, and has advised numerous Ph.D students. Dr. Darendeli is the Associate Director of Smith Center for Private Studies at CSU East Bay, which organizes a campus-wide Startup idea competition every year. He invests in, advises and mentors many startups and multinational firms in Silicon Valley and Turkey.

ATTACHMENTS

Attachment I Resume of CSUEB Associate Professor Darendeli

File #: RPT 22-009

IZZET SIDKI DARENDELI

Management Department, School of Business and Economics. California State University East Bay. 25800 Carlos Bee Boulevard, Hayward, California. 94542.

izzet.darendeli@csueastbay.edu +1215-906- 2181

EXPERTISE

Entrepreneurship, Emerging country catch-up, Geography and Firm Innovation, Home vs. Host-country Institutional Environment, Firm Responses and Innovation, Political Strategies

ACADEMIC POSITIONS

Associate Professor, California State University, East Bay	California, US 2015 – Present
Associate Director, Smith Center for Entrepreneurship	California US 2017 – Present
Adjunct Professor & Instructor, Bogazici University	Istanbul, Turkey 2019 – Present
Adjunct Professor & Instructor, Kadir Has University	Istanbul, Turkey 2019 – Present
Instructor & Research Assistant, Temple University	Philadelphia, US 2010-2015
Research Assistant, Bilkent University	Ankara, Turkey 2009-2010

EDUCATION

TEMPLE UNIVERSITY, Fox School of Business <i>PhD, Strategic Management</i>	Philadelphia, US 2010-2015
BILKENT UNIVERSITY <i>Master of International Affairs and Public Policy (MIAPP)</i> <i>– Major in Business Administration</i>	Ankara, Turkey 2008-2010
BILKENT UNIVERSITY <i>Bachelor of Arts in Business Administration</i>	Ankara, Turkey 2004-2008
ROBERT COLLEGE	Istanbul, Turkey

INDUSTRY EXPERIENCE

BOOTUP VENTURES –Venture Capital Firm

Palo Alto, US
2021-Present

General Partner/Advisor

- \$40 million Venture Capital Fund Management & Design
- Fund Raising and Due Diligence
- Startup Scouting & Investment
- Accelerator and Incubator Program Design

OMATOCHI –Wellness Tech Startup

San Francisco, US
2020-Present

Advisory Board Member

- Scale-up & Strategic Positioning
- Product Roadmap & Positioning
- Strategic Partnerships and VC Funding

BOGAZICI UNIVERSITY– University

Istanbul, Turkey
2021-2021

Advisor to the President

- Incubator & Accelerator Design
- Scale-up & Internationalization Program Design
- VC Funding Design

BAHCESEHIR UNIVERSITY – University

Istanbul, Turkey
2020 -2021

Advisor to the CEO

- Incubator & Accelerator Design
- Scale-up & Internationalization Program Design
- VC Funding Design

HAVELSAN/QUANTUM3D - Multinational Company

Milpitas, US
2018-2020

Advisory Board Member & Advisor to the CEO

- R&D Strategies
- International Management and Business Development

- Technology development and partnerships
- Market-Entry Strategies, Risk Analysis, and Market Expansion Advisory

STARCAMP -INCUBATOR

Palo Alto, US
2017-Present

Consultant/Mentor

- Cost & Pricing Analysis
- Investment Strategies
- Strategic Market & Competitor Analysis
- Business Plan Development for Start-ups
- Market-Entry Strategies, Risk Analysis, and Market Expansion Advisory

MUSIAD USA - NGO

San Francisco, US
2016 - Present

Board Member

TRUNGER INC. – Food Tech Start-up

San Francisco, US
2015 - Present

CEO/Founder

- Mobile App Start-up Business Development
- Financial Planning
- Operations Planning

PROLVER.COM INC. – Tech Start-up

Philadelphia, US
2014 – 2015

Advisory Board Member

- Business Plan Assessment
- Firm Strategy Consultation
- Competitor Analysis

MINISTRY OF TRANSPORTATION – Government

Ankara, Turkey

Assistant European Union Expert
2010

July 2009- August

- Project Management of Ministry's EU funded projects
- Prepared Ministry of Transportation Operation Program, Ministry Of Transport Strategy Document and Research Papers on Transportation
- Prepared Cost Benefit, Feasibility and other related Reports for Ministry's EU projects
- Represented Ministry in International meetings, conferences and symposiums

TURK TELEKOM – Multinational Company

Istanbul, Turkey

Project Specialist

August 2008- July 2009

- Project Management of IPTV Project
- Prepared marketing and financial analyses for specific business options and developments for IPTV project
- Prepared Business Plans and Business Processes
- Assisted in Planning and Organizing Marketing and Sales Management Strategies

Business Analyst/Marketing Staff

February 2008- July 2008

- Software vendor to Ford-Michigan U.S
- Assisted in developing the marketing strategy plan of the entrepreneurial firm
- Prepared Business Plans and Business Processes

JOURNAL PUBLICATIONS

Onuklu, Atilla, Hill, T.L, Darendeli I, Genc, Omer, L. (2021) *Home Field (Dis)Advantage: The Role Of Subnational, Informal Institutional Context In Emerging Economy SME Export. Journal of International Management Upcoming*

Darendeli, I., Hill, T.L., Rajwani, T. and Cheng, Y. (2020), "Surviving the Arab Spring: socially beneficial product portfolios and resilience to political shock", *Multinational Business Review*, Upcoming

Onuklu, Atilla, Izzet Darendeli, and Ram Mudambi. (2020) "Regulative distance, international connectivity and innovation systems: Turkey's links to the EU." *Competitiveness Review: An International Business Journal*.

Brandl, K., Darendeli, I., Mudambi, R. (2018). Foreign actors and intellectual property protection regulations in developing countries. *Journal of International Business Studies*. <https://doi.org/10.1057/s41267-018-0172-6>

Guldiken, O., Darendeli, I.. (2016). Too Much of a Good Thing: Board Monitoring and R&D Investments. *Journal of Business Research*(69 (8)), 2931-2938.

Darendeli, I., Hill, T.L. (2016). Uncovering the complex relationships between political risk and MNE firm legitimacy: Insights from Libya. *Journal of International Business Studies*, 47(1), 68-92.

Darendeli, I., Hill, T. L. (2013). Delicate Diplomacy: Insights from Libya for MNEs about Balancing Political and Social Relations within Host Countries. *Academy of Management Best Paper Proceedings*.

BOOK CHAPTERS

Brandl, K., Darendeli, I., Hamilton III, R., Mudambi, R. (2016). *The Impact of Actors and the Aspect of Time in Institutional Change Processes in a Developing Country Context* (pp. 62-67). Palgrave Macmillan:.

Feinberg, S., Hill, T. L., Darendeli, I., Lawton, T. (2015). In Routledge Companion to Nonmarket Strategy London (Ed.), *An Institutional Perspective on Non-Market Strategy for a World in Flux*. London: Routledge.

Brandl, K., Cano-Kollmann, M., Cha, H., Darendeli, I., Hannigan, T. J., Laskar, T., Lee, A., Kim, S., Scalera, V. G., Mudambi, R., Belussi, F. (2015). In Mudambi, R (Ed.), *Global Connectivity as the Basis for Local Innovation*. London: Routledge.

SERVICE - JUDGING EXPERIENCE

Editorial Board Member at JWB
Editorial Board Member at JIM
Editor TJM
Reviewer at JWB
Reviewer at JIM
Reviewer at JBR
Reviewer at APJM
Reviewer at SMS, AIB and AoM Conferences
Board Member of iBegin International Research Group – funded by NSF Grant

GRANTS & HONORS

CSU East Bay Research Grant 2021 (\$15000)
CSU East Bay Research Grant 2020 (\$15000)
CSU East Bay Research Grant 2019 (\$10000)
CBE Research Grant 2017 (\$10000)
CABEC Grant (\$2000)
CSU East Bay Research Grant 2017 (\$5000)
Best Reviewer Award SMS 2016 Denver
QM Online Teaching Grant 2015 (\$1000) California State University, East Bay
CABEC Grant 2015 (\$1000), California State University, East Bay
NSF Grant #1551970 (\$27,436)
CIBER Grant 2015 (\$3000), Temple University
Young Scholars Forum Grant 2012 (\$3000), Temple University
Young Scholars Forum Grant 2013 (\$3400), Temple University
Young Scholars Forum Grant 2013 (\$3000), Temple University
Graduate Studies Scholarship Recipient (\$85,000), Republic of Turkey 2010-2014
Full Scholarship, Bilkent University 2008-2010
Academic Scholarship, Hisar Foundation, 2004-2010
Honor Scholarship, Bilkent University 2004-2008
Full Scholarship, Robert College 2000-2004



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File #: RPT 22-010

DATE: January 27, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Hayward Upward Economic Recovery Plan Update: Together for Hayward e-Gift Card Program

RECOMMENDATION

That the Council Economic Development Committee (CEDC) receives updates on the progress of the Hayward Upward Economic Recovery Plan initiatives, including the Together for Hayward e-Gift Card Program.

SUMMARY

As part of the City of Hayward COVID-19 economic recovery plan that was reviewed by the CEDC in June 2021, the Together for Hayward e-Gift Card program was launched in November 2021. This gift card program is designed to encourage customers to shop and dine at Hayward brick and mortar businesses rather than spending money outside of the City or online. As part of the program, the City of Hayward infused American Rescue Plan Act (ARPA) funds into the program for marketing, bonus gift cards, and business support to participate in the program. The following report provides a summary of those efforts and results to date.

ATTACHMENTS

Attachment I Staff Report



DATE: January 27, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT: Hayward Upward Economic Recovery Plan Update: Together for Hayward e-Gift Card Program

RECOMMENDATION

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BACKGROUND

Since the start of the pandemic over 22 months ago, the business community in Hayward has experienced significant impacts. Restaurants have had to make significant changes to their operations including being take-out only for many months, then allowed to have some outdoor dining, and finally being allowed to resume normal indoor dining over a year later. Retailers experienced similar limitations with capacity limitations during the Shelter in Place order. Personal Services businesses were forced to close to all customers for more than 9 months before they were able to begin limited operations. Meanwhile, the hotel industry has seen significant drops in travelers as only essential travel could occur for most of the past year. All these industries had to make cuts to their staffing to accommodate the loss in revenue. Some businesses do not expect to ever recover fully, while some say it will take 12 or more months to make up for the losses.

In preparation for creating a COVID Economic Recovery Plan, staff launched a Business Needs Survey seeking input from the business community on what they would like the City of Hayward to assist with as part of their recovery efforts. Most businesses indicated they were interested in assistance with driving customers back to the bricks and mortar stores, establishing better web presence, and the need for assistance with marketing. To help with the efforts of bringing customers back to businesses and to drive new customers to the business, the Together for Hayward e-Gift Card program was launched, along with the companion Point of Sale Grant Program. A total of \$250,000 was allocated towards the gift card program.

DISCUSSION

Together for Hayward Gift Card Program

In October 2021, staff evaluated several community gift card operators and selected Yiftee to help implement the Together for Hayward Gift Card program. Yiftee has implemented similar programs in over 200 cities across the country and are headquartered here in the Bay Area. As part of the program the City would infuse the program with \$75,000 in initial funding to be used to cover the card fees when customers purchased the cards and provide bonus card dollars to incentivize additional spending at the participating businesses.

Once Yiftee was selected as the platform for the program, staff began the process of registering businesses to sign up as participants. Gift cards can only be used at those businesses that have registered. Since this was a new program for the City, staff embarked on “High Touch” efforts to register businesses and ensure them it was not a scam. Staff sent both bulk and personalized emails and made direct phone calls to assist with the registration process. Consistent with the City’s commitment to equity and inclusion, staff conducted extensive engagement including over 70 in-person visits to small businesses during off-peak hours on retail corridors including B Street, Tennyson, Mission Boulevard, and Southland Mall to encourage and assist in registration. Direct personalized contact is often required to engage business owners who are unreachable by other means and/or otherwise unlikely to engage with the City without relationship and trust building. In addition, staff conducted presentations to the membership of both the Latino Business Roundtable and Black Business Roundtable.

At the time of the program launch in November 2021, 35 businesses were active in the program located throughout the City. Over the course of that month and leading up to Black Friday, staff continued the sign-up efforts and registered over 75 business participants. Businesses range from food, professional services, and general retail.

For those businesses registered to participate in the program, staff designed and delivered printed signage, table tent cards, and drink coasters to the business to help them advertise to their customers. Materials were provided in both English and Spanish languages. All marketing materials featured a QR code would allow customers to easily purchase gift cards using their smart phone. To further promote the program, large posters were also displayed in the downtown, City Hall and Southland Mall and the billboard along I-880 also featured the

new gift card program. Press releases, *The Stack* articles, and social media ads are also being utilized to spread the word to customers.

To support online marketing efforts, staff partnered with graphic designers in the Community and Media Relations Division to create new content for Facebook, Instagram and LinkedIn. These graphics and a promotional video were disseminated to the business community to use on their own social media outlets. In addition, staff purchased advertisements on social media platforms. At the time of this report's preparation, these advertisements reached nearly 110,000 people and 107 unique clicks were completed that took customers to the page to purchase gift cards. To date a total of \$386 has been spent on social media advertisements.

As of the preparation of this report, over 450 gift cards have been purchased, including the bonus cards, with a total value of \$32,000. Of the initial \$75,000 that was infused into the program, only \$10,000 has been used to date thus allowing for the bonus card program to continue to be offered. Customers have redeemed their gift cards at 37 different businesses located around the City.

New Point of Sale Grant Program

The Together for Hayward gift card is essentially a MasterCard that is processed through the stores' existing point of sale system. No new equipment or software was needed to be able to accept these gift cards. This was one of the determining factors on why the Yiftee system was chosen to implement our new program.

In order to ensure that all businesses that wanted to participate in the Together for Hayward Gift Card program could, staff offered a Point-of-Sale Grant. The grant was available for any business interested in participating as it would allow them to purchase a new point of sale system if they did not have one or to upgrade their system to a newer format that was easier to use. Each business could receive up to \$800 towards the equipment purchase.

This new program also dovetails with the "Get Digital" initiative outlined in the recovery plan as it lowers the barrier for businesses seeking to adopt more modern equipment and business practices. According to Forbes, upgrading to a modern point-of-sale system, which includes terminals such as Square, Clover, Shopify, among others, enhances a business's productivity and increases earnings.¹

To date, 24 businesses have been approved to receive these grant dollars. There are still funds available in this program for any business that would like to participate in this grant program. The grant is a reimbursement grant in that the equipment must be purchased and receipts submitted in order to receive payment.

NEXT STEPS

¹ Toni, M and C. Bottorff. (October 13, 2021). 10 Benefits A Point-of-Sale (POS) System Will Bring Your Business. *Forbes*. <https://www.forbes.com/advisor/business/software/pos-system-benefits/>

As the second month of the gift card program came to a close, staff explored additional options to help encourage more customers to purchase gift cards and further support Hayward businesses. Since January is California Restaurant Month, staff wanted to use this long-standing marketing opportunity locally. Beginning January 1, 2022, customers who purchase a gift card between \$20 - \$100 will receive a bonus card equal to 50% of the original purchase price.

To further promote Restaurant month and the new bonus offer, staff in coordination with the Communications and Media Relations Division, are promoting some of the 40 participating restaurants on the City social media sites. Each feature, posted on Fridays and Saturdays, will have pictures of a well-known menu item and a little fun fact about the restaurant. This new promotion received additional press coverage and staff is receiving inquiries from other jurisdictions seeking to replicate Hayward's program.

ECONOMIC IMPACT

The Together for Hayward gift card program has the potential to have significant positive economic impacts on the Hayward business community. Because the gift cards can only be used at Hayward businesses, it ensures that the money being used to purchase the gift cards and provide the bonus cards stays locally. In addition, studies have shown that dollars spent at locally owned businesses are recirculated in the community six times versus being spent at large chain operations.

FISCAL IMPACT

The Together for Hayward Gift Card program is funded from the Economic Recovery allocation the City designated as part of the American Rescue Plan Act program dollars. A total of \$250,000 was ear marked for the program, including the cost of the bonus dollars, marketing efforts for the program, and the business assistance grants provided under the Point of Sale Grant program. To date, \$160,000 of the original allocation remains for this two-year program. These dollars will continue to be used to market the program, provide bonus cards to customers, and aid businesses with updating their point of sale systems.

Prepared by: Catherine Ralston, Economic Development Specialist

Recommended by: Paul Nguyen, Economic Development Manager
Jennifer Off, Assistant City Manager

Approved by:



Kelly McAadoo, City Manager



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Hayward City Hall
777 B Street
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File #: RPT 22-008

DATE: January 27, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Future Meeting Topics as of January 27, 2022

RECOMMENDATION

That Committee members review and comment on the attached Future Meeting Topics.

ATTACHMENTS

Attachment I Future Meeting Topics as of January 27, 2022



**Council Economic Development Committee
Future Meeting Topics as of Jan. 27, 2022**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Economic Impacts of COVID-19 & Trends	Standing Item
Economic Development	Hayward Upward Economic Recovery Plan Updates: 1) Open for Business Marketing Campaign 2) Restaurant Relaunch & Outdoor Dining Program 3) Restore & Reopen Façade Program 4) Get Digital Program	2022
Economic Development	Update from Southland Mall Management & Tour	February 24, 2022
Economic Development	Sales Tax Trends: Update from City Tax Consultant	2022
Economic Development/ Planning Staff	Review of Select Policies Impacting Businesses	TBD
Public Works/ Information	Update on City Fiber/Broadband Initiatives (Following update to CIC)	2022
Economic Development	Impact of Cannabis Industry on Economic Development*	2022

*Subject to change and data availability