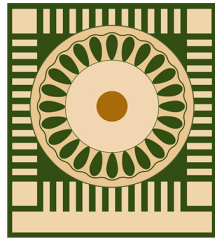


# **CITY OF HAYWARD**

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Hayward, CA 94541  
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CITY OF  
**HAYWARD**  
HEART OF THE BAY

## **Agenda**

**Monday, March 2, 2026**

**5:00 PM**

**Conference Room 2A and Virtual Platform (Zoom)**

**Council Economic Development Committee**

NOTICE: The Council Economic Development Committee will hold a meeting in Conference Room 2A.

*PUBLIC PARTICIPATION*

*How to submit written Public Comment:*

*Send an email to [economic.development@hayward-ca.gov](mailto:economic.development@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;*

*Participate in person Hayward City Hall, Conference Room 2A, 777 B Street, Hayward, CA 94541.*

*Please click the link below to join the webinar:*

*<https://hayward.zoom.us/j/88691453225?pwd=0aF11RxlAa21VyRoxrMmlEcVZrOqts.1>*

*Webinar ID: 886 9145 3225*

*Password: CEDC-3/2!*

*Or join by phone:*

*US: +1 669 900 6833 or +1 646 931 3860*

*Webinar ID: 886 9145 3225*

*Password: 278941826*

*International numbers available: <https://hayward.zoom.us/j/kbrQ3B7NBb>*

**ROLL CALL**

**PUBLIC COMMENTS:**

The Public Comments section provides an opportunity to address the Council Economic Development Committee on items not listed on the agenda. The Council Economic Development Committee welcomes 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 Council Economic Development Committee is prohibited by State law from discussing items not listed on the agenda, items will be taken under consideration and may be referred to staff.

The Council Economic Development Committee welcomes comments, including criticism, about the policies, procedures, programs, or services of the City, or of the acts or omissions of the Council Economic Development Committee. Speakers shall not use threatening, profane, or abusive language which disrupts, disturbs, or otherwise impedes the orderly conduct of a meeting. The City is committed to maintaining a workplace free of unlawful harassment and is mindful that City staff regularly attend public meetings.

Discriminatory statements or conduct that is hostile, intimidating, oppressive, or abusive – are per se disruptive to a meeting and will not be tolerated.

**APPROVAL OF MINUTES**

1. [MIN 26-022](#) Approval of the February 2, 2026 Regular Meeting Minutes

**Attachments:** [Attachment I Draft Minutes from the February 2, 2026 Regular CEDC Meeting](#)

**REPORTS/ACTION ITEMS**

2. [RPT 26-016](#) Hayward Visitor Promotion Campaign

**Attachments:** [Attachment I Staff Report](#)

3. [RPT 26-017](#) Hayward Restaurant Month 2026

**Attachments:** [Attachment I Staff Report](#)

**FUTURE AGENDA ITEMS**

4. [RPT 26-018](#) Future Meeting Topics as of March 2, 2026

**Attachments:** [Attachment I Future Meeting Topics as of March 2, 2026](#)

**COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS**

**ADJOURNMENT**



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**File #:** MIN 26-022

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**DATE:** March 2, 2026

**TO:** Council Economic Development Committee

**FROM:** Chief Economic Development Officer

**SUBJECT**

Approval of the February 2, 2026 Regular Meeting Minutes

**RECOMMENDATION**

That the Committee Members review and approve the attached Draft Minutes from February 2, 2026 Regular Meeting.

**ATTACHMENTS**

Attachment I Draft Minutes from the February 2, 2026 CEDC Meeting



## COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

### MEETING MINUTES – February 2, 2026

**CALL TO ORDER:** Mayor Salinas called the regular meeting to order at 5:04 p.m.

**ATTENDANCE: (September 2025-July 2026)**

Meeting Attendees	Present 02/2/26	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Salinas	✓	3	0	3	0
Council Member Andrews	✓	3	0	3	0
Council Member Bonilla	✓	2	1	2	1

**OTHERS IN ATTENDANCE:**

Paul Nguyen, Chief Economic Development Officer; Daniel Mao, Economic Development Specialist; Javier Castro, Community Programs Specialist

**PUBLIC COMMENTS**

There were none.

**1. APPROVAL OF MINUTES OF REGULAR MEETING November 3, 2025**

A motion to approve the minutes from November 3, 2025, Regular Meeting was made by Council Member Andrews and seconded by Council Member Bonilla. The minutes were approved.

**2. Retail Corridor Tour: Hesperian Boulevard (Oral Report Only)**

Chief Economic Development Officer Paul Nguyen introduced the item and Community Program Specialist Javier Castro led the tour along Hesperian Boulevard.

The driving tour included visits to several key shopping centers and local businesses.

- **Skywest Commons:** At Skywest Commons, staff read a letter provided by Gonzalo Cuatlacuatl, General Merchandise Executive Team Leader at Target, regarding the status and overall performance of the North Hayward store. Staff also provided an overview of the shopping center’s tenant mix, square footage, and current vacancy, noting that the center remains largely occupied.

- **Winton & Eden Plaza:** Members received an update on the shopping center, including announcing a new Los Montañas Supermarket, which will occupy the former Toys “R” Us space. Staff noted the project is in the final stages of permitting and is expected to begin construction in the coming months. Hawaiian Drive-Inn was also highlighted as a prior City grant recipient.
- **Eden Shores:** The Committee met with Eddie Dewitt, Assistant General Manager of Costco Wholesale, to discuss store operations, workforce levels, and overall performance.
- **Winton Place:** The Committee met with Michael Marinakis, Owner of Brick by Brick Toys, a City grant recipient who utilized funding for storefront and operational improvements.
- **Bedford Plaza:** The tour concluded at Bedford Plaza, where the Committee met with Vuchleang Taing, Owner of World’s Fare Donuts. Sushi Ichimoto and Bai Cebu Lechon were also noted as City grant recipients. Staff provided an update on incoming tenants within the center.

**ADJOURNMENT:** The meeting was adjourned at 7:01 p.m.



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**File #:** RPT 26-016

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**DATE:** March 2, 2026

**TO:** Council Economic Development Committee

**FROM:** Community and Media Relations Officer

**SUBJECT**

Hayward Visitor Promotion Campaign

**RECOMMENDATION**

The City Council Economic Development Committee receives a report and provides feedback on a new City of Hayward visitor promotion campaign to support our local hospitality industry.

**SUMMARY**

The Community and Media Relations Division of the City Manager's Office has developed and is implementing a visitor and promotion campaign to support the Hayward hospitality industry. The campaign seeks to communicate Hayward's comparative advantages as home base for exploring the Bay Area.

**ATTACHMENTS**

Attachment I Staff Report



**DATE:** March 2, 2026

**TO:** Council Economic Development Committee

**FROM:** Community and Media Relations Officer

**SUBJECT** Hayward Visitor Promotion Campaign

### **RECOMMENDATION**

The City Council Economic Development Committee receives a report and provides feedback on a new City of Hayward visitor promotion campaign to support our local hospitality industry.

### **SUMMARY**

The Community and Media Relations Division of the City Manager's Office developed and is implementing a visitor and promotion campaign to support the Hayward hospitality industry. The campaign seeks to communicate Hayward's comparative advantages as home base for exploring the Bay Area.

### **BACKGROUND**

Hayward is home to 21 hotels and motels, including several properties affiliated with national chains. Hayward hotel guests patronize local restaurants, bars, cafes and other businesses. The Transient Occupancy Tax revenue (TOT) paid by the Hayward hospitality industry supports City General Fund services, primarily police protection, 911 dispatch, firefighting and emergency medical response.

As part of the discussion at the Dec. 16, 2025, City Council meeting regarding an increase of the Hayward TOT, City Manager's Office staff identified an opportunity to support our local hotel industry by promoting Hayward as a smart place to stay for people traveling to the Bay Area for the Super Bowl, World Cup and other events and destinations.

### **DISCUSSION**

In consultation with the Economic Development Division, the Community and Media Relations Division developed and is implementing a social media-based promotional campaign that accentuates Hayward's comparative advantages of location, centrality, connectedness and price.

Starting with sporting events scheduled to take place at Levi's Stadium in the City of Santa Clara—the Super Bowl and World Cup matches in June—we produced four short videos highlighting how to access the venue by rail using Amtrak, BART and Santa Clara Valley Transportation Authority or by car. Travel time to the stadium is half the time it takes from San Francisco.

The videos were produced in-house, are maintained on YouTube and are reachable on our main communications platform, [www.hayward-ca.gov](http://www.hayward-ca.gov). We are distributing the videos primarily through the City's main social media accounts, which have 30,545 followers. We announced the campaign with a news release and *The Stack* e-newsletter article on Jan. 27.

Staff foresee producing additional videos highlighting how to visit other parts of the Bay Area from Hayward and layering in repurposed video assets covering Hayward eating and drinking establishments and other attractions. Staff also see potential for replicating the approach to highlight interesting locations and things to do in Hayward. The Visit Hayward, Heart of the Bay, promotional campaign home page is [www.hayward-ca.gov/discover/visit-hayward](http://www.hayward-ca.gov/discover/visit-hayward).

### **ECONOMIC IMPACT**

The tourism promotion campaign on social media is a pilot project. The economic impact would have to be measured at a later date and would be based on any increase in visitors attributable to the effort. In the meantime, are able to track the campaign's reach.

### **FISCAL IMPACT**

The campaign is being conceived and produced entirely in-house and distributed via City social media accounts without an advertising budget.

*Prepared by:* Chuck Finnie, Communications and Marketing Officer

*Recommended by:* Mary Thomas, Assistant City Manager

Approved by:



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Jennifer Ott, City Manager



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**File #:** RPT 26-017

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**DATE:** March 2, 2026

**TO:** Council Economic Development Committee

**FROM:** Chief Economic Development Officer

**SUBJECT**

Hayward Restaurant Month 2026

**RECOMMENDATION**

That the Council Economic Development Committee receives an update on the Third Annual Hayward Restaurant Month Promotion.

**SUMMARY**

The Economic Development Division launched the third annual Hayward Restaurant Month in January 2026. The program supports local restaurants during a slow time of year after the holidays. The goal is to increase customer visits and sales.

In 2026, staff expanded digital marketing and media outreach. Staff created 15 custom social media reels to promote participating restaurants. The City continued its partnership with Yelp to increase online visibility. The promotion also received regional media coverage, including stories on Telemundo, the East Bay Times, and live segments on KTVU.

In addition, staff hosted two ribbon cutting events for participating restaurants. At each event, gift cards were raffled to encourage community members to dine locally. This report provides an overview of the program and its impact.

**ATTACHMENTS**

Attachment I Staff Report



**DATE:** March 2, 2026

**TO:** Council Economic Development Committee

**FROM:** Chief Economic Development Officer

**SUBJECT** Hayward Restaurant Month 2026

### **RECOMMENDATION**

That the Council Economic Development Committee receives an update on the Third Annual Hayward Restaurant Month Promotion.

### **SUMMARY**

The Economic Development Division launched the third annual Hayward Restaurant Month promotion in January 2026. The program supports local restaurants during a slow time of year after the holidays. The goal is to increase customer visits and sales.

In 2026, staff expanded digital marketing and media outreach. Staff created 15 custom social media reels to promote participating restaurants. The City continued its partnership with Yelp to increase online visibility. The promotion also earned significant regional media coverage, including stories on Telemundo, the East Bay Times, and live segments on KTVU FOX 2 San Francisco.

In addition, staff hosted two ribbon cutting events for participating restaurants. At each event, gift cards were raffled to encourage community members to dine locally during Restaurant Month. This report provides an overview of the program and details its impact.

### **BACKGROUND**

January is historically a slow month for restaurants due to reduced spending after the holidays and seasonal dining trends. Since 2010, VisitCalifornia.org's California Restaurant Month has promoted California Restaurant Month to encourage dining and support restaurants across the state. Many cities have adopted similar programs to help local businesses during this slower time of year. The City of Hayward launched its first Restaurant Month in January 2024. After strong participation and positive feedback in 2024 and 2025, staff continued to refine and expand the program in 2026 to increase business visibility,

community engagement, and media outreach.

## **DISCUSSION**

In 2026, staff focused on improving digital promotion, increasing media coverage, and creating in-person events. Key highlights include:

### **Custom Video Promotion:**

ED staff collaborated with Community and Media Relations staff to produce 15 custom Instagram reels featuring participating restaurants. The videos were posted on City social media accounts and shared with businesses so they could post them on their own channels. This helped expand reach of the promotion. The City also provided businesses with raw video footage that they can continue to use beyond the promotion.

### **Print Marketing Materials:**

Staff created custom graphics and printed posters for participating restaurants. These materials were provided for use in their restaurants, ensuring consistent branding and making it easier for restaurants to promote their specials. Large format posters were also placed in the downtown kiosk and at City Hall entrances to promote the program to visitors and City staff.

### **Yelp Partnership:**

The City continued working with Yelp to promote an online map of participating restaurants. This included map and listing accessible through the mobile application and online. This made it easier for customers to find local dining options.

### **Media Coverage:**

Restaurant Month earned extensive regional coverage, including:

- Promotional segment aired on Telemundo 48
- Coverage in the East Bay Times Online and Sunday Print Edition
- Five restaurants appeared live on KTVU FOX 2 including:
  - Concha Dreams
  - The Old City Roastery
  - Storybook
  - Golden Safari
  - The Neighborhood Grandma

### **Digital Billboard Promotion:**

Restaurant Month 2026 was promoted through ad placement on two high-visibility billboards on major regional freeways. One billboard, located on Interstate 880 near Whipple Road, carries approximately 188,000 vehicles per day. The second billboard, located on State Route 92 near the San Mateo–Hayward Bridge toll plaza, carries approximately 104,000 vehicles per day. These high-traffic locations increased awareness among daily commuters and regional travelers, expanding the promotion’s reach beyond social media and local audiences.

**Ribbon Cutting Events:**

Economic Development hosted ribbon cuttings for two restaurants that were celebrating important milestones during Restaurant Month. One event marked the grand opening of Storybook, and the other celebrated the opening of a new outdoor rooftop patio at Hinata Sushi Kitchen. Staff coordinated with both businesses in advance to align the events with the Restaurant Month Campaign and encouraged the restaurants to feature special menu offerings during the celebrations.

Restaurant month branding and messaging were incorporated into each event to increase visibility and drive participation. At each event, four \$100 Together for Hayward gift cards were raffled to attendees to encourage local dining and reinforce the month-long promotion.

**Business Participation:**

A total of 24 restaurants participated. These businesses offered special menu items, fixed-price menus, or discounts to attract customers.

**Social Media Promotion:**

The Community Media Relations Division promoted Restaurant Month across City social media platforms, with a focus on short-form videos. ED staff also provided a press release distributed in *The Stack* newsletter.

City social media posts generated 19,289 impressions and 14,498 video views across Facebook, Instagram, and LinkedIn. An additional 2,145 views were recorded on YouTube. The campaign generated 639 engagements, resulting in a 3.3% engagement rate.

Short-form videos performed well. The most viewed video received over 3,000 views. Several restaurants featured in the City's videos were later highlighted on KTVU and Telemundo, expanding exposure beyond City platforms.

**ECONOMIC IMPACT**

Following the promotion, Economic Development conducted a survey of participants to assess impact and identify areas of improvement. Participating restaurants were surveyed following the conclusion of Restaurant Month to assess impact and identify areas of improvement. Staff conducted multiple rounds of follow-up outreach, including reminder emails and direct communication. A total of 8 out of 24 participating restaurants responded.

Survey results are as follows:

- 6 out of 8 restaurants reported an increase in sales compared to a typical January
- 5 restaurants reported increases of at least 5%
- 1 reported 29% increase in sales, while another reported at least 20% increase

In addition to sales increases:

- 7 reported increased foot traffic compared to a typical January
- 6 indicated customers mentioned or showed excitement about their offered special
- 5 reported repeat customers because of the promotion

Respondents rated their overall experience highly.

Several respondents noted that City provided marketing materials including custom Instagram reels, JPEG graphics, mini posters, and printed materials supported their promotional efforts. Businesses that reposted City content or created their own original social media content reported stronger engagement and customer awareness of their specials. Multiple restaurants specifically mentioned that customers referenced social media posts or in-store posters when ordering promotional items.

While survey results reflect feedback from respondents rather than all participating businesses, the data indicates that overall, the 2026 Hayward Restaurant Month campaign contributed to increased customer activity, sales growth for a majority of respondents, and strong community engagement during a traditionally slower month.

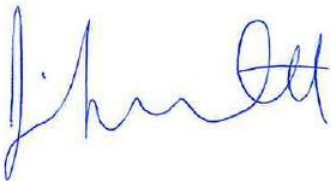
#### **FISCAL IMPACT**

As with the first year, the implementation of Hayward Restaurant Month required no additional City funds beyond Economic Development and Community Media Relations staff time. Promotional efforts were conducted through existing social media and communication channels. The Together for Hayward e-Gift Cards raffled at ribbon cutting events were funded using unredeemed balances from prior promotional campaigns. No new City funds were allocated for this program.

*Prepared by:* Javier Castro, Community Programs Specialist

*Recommended by:* Paul Nguyen, Chief Economic Development Officer

Approved by:



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Jennifer Ott, City Manager



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**File #:** RPT 26-018

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**DATE:** March 2, 2026

**TO:** Council Economic Development Committee

**FROM:** Chief Economic Development Officer

**SUBJECT**

Future Meeting Topics as of March 2, 2026

**RECOMMENDATION**

That the Committee Members review and comment on the attached Future Meeting Topics

**ATTACHMENTS**

Attachment I Future Meeting Topics as of March 2, 2026



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

<b>RESPONSIBLE STAFF</b>	<b>FUTURE MEETING AGENDA ITEMS</b>	<b>PRESENTATION DATE*</b>
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