

CITY OF HAYWARD

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



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Monday, May 4, 2020

4:00 PM

Remote Participation

Council Economic Development Committee

This meeting is being conducted utilizing teleconferencing and electronic means consistent with State of California Executive Order No. 29-20 dated March 17, 2020, and Alameda County Health Officer Order No. 20-04 dated April 29, 2020, regarding the COVID-19 pandemic.

Teleconference Option: Dial 1.415.915.0612, Conference ID: 789 674 962#

How to submit written Public Comment:

1. Send an email to Suzanne.philis@hayward-ca.gov by 1 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 City staff, and published on the City's Meeting & Agenda Center under Documents Received After Published Agenda. <https://hayward.legistar.com/Calendar.aspx>

When submitting written comments, indicate in the email if you want your comment read into the record. Requests will be allowed provided the reading will not exceed three (3) minutes consistent with the time limit for speakers at Council Standing Committee meetings. Email comments will become part of the record of the Council Standing Committee meeting.

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS:

Limited Only to Items on the Agenda and Submitted in Writing Prior to the Meeting

APPROVAL OF MINUTES

1. [MIN 20-042](#) Approval of the Council Economic Development Committee March 2, 2020 Regular Meeting Minutes

Attachments: [Attachment I March 2, 2020 Draft Meeting Minutes](#)

REPORTS/ACTION ITEMS

2. Route 238 Properties Development Update (Oral report only)

3. [RPT 20-049](#) Update on Small Business Assistance Programs

Attachments: [Attachment I Staff Report](#)
[Attachment II Grant Recipients](#)
[Attachment III Small Business Assistance Grant Brochure - English](#)
[Attachment IV Small Business Assistance Brochure - Spanish](#)

FUTURE AGENDA ITEMS

4. [RPT 20-048](#) Future Meeting Topics as of May 4, 2020

Attachments: [Attachment I Future Meeting Topics as of May 4, 2020](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 20-042

DATE: May 4, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Approval of the Council Economic Development Committee March 2, 2020 Regular Meeting Minutes

RECOMMENDATION

That Committee members review and approve the attached minutes.

ATTACHMENTS

Attachment I March 2, 2020 Draft Meeting Minutes



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – March 2, 2020

CALL TO ORDER: Mayor Halliday called the Regular meeting to order at 4:01 p.m.

ATTENDANCE (September 2019-July 2020):

Committee Member	Present 3/2/2020	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	5	0	5	0
Council Member Mendall	✓	5	0	5	0
Council Member Salinas	✓	5	0	5	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Jennifer Ott, Deputy City Manager; Laura Simpson, Director of Development Services; Paul Nguyen, Economic Development Manager; Jeremy Lochirco, Principal Planner; Marcus Martinez, Associate Planner; Phillip Nichols, Code Enforcement Manager; Gabrielle Wright, Police Officer; Maggie Flores, Senior Code Enforcement Inspector; Suzanne Philis, Senior Secretary; Kim Huggett, Chamber of Commerce; Phillip Gardiner, Savannah Quan, Audrey Abadilla, Owen Wise-Pierik, Nathan Subramanion, Anna Lee, Blythe Young, Karen Halfon, Jessica Fuentes, Aleli Nortado, Maria Fernandez-Sotomayor; Pilar Cortes-Vega, Paula Anne Carreon

PUBLIC COMMENTS

Hayward Chamber of Commerce President and CEO Kim Huggett handed out the program for the 76th Annual Awards Gala honoring the Business Person, Educator, Police Officer and Firefighter of the Year; announced the ribbon cutting for ACES, an organization dedicated to enhancing the quality of life for individuals and families impacted with autism or other special needs; the soft opening of Craft Eatery at the former Cannery Café location; a small business training workshop on March 11th; and a luncheon featuring the General Consul of Mexico at the Golden Peacock on March 5th.

1. APPROVAL OF MINUTES OF REGULAR MEETING FEBRUARY 3, 2020

A motion to approve minutes from the February 3, 2020 Regular Meeting was made by Council Member Mendall and seconded by Council Member Salinas. The motion was approved.

2. MISSION BOULEVARD CODE REGULATIONS UPDATE

Mayor Halliday noted she had consulted with the City Attorney's Office and was told having a home in the hills above Mission Boulevard was not cause for recusal from the discussion.

Principal Planner and project manager Jeremy Lochirco introduced Associate Planner Marcus Martinez who gave the presentation. Associate Planner Martinez noted the two boundaries of the form-based code: the majority of Mission Boulevard with the exception of the downtown area which was covered under the Downtown Specific Plan; and the area south of Garin Avenue. Next steps included public hearings for both Planning Commission and City Council in May and June, he said.

Council Member Mendall asked if, in general, the request was to eliminate the formed-based code zoning types or to modify them. Principal Planner Lochirco said both. Feedback from Council, he said, was that the idea of the form-based code was too cumbersome and that it, along with the General Plan, had different visions. He said staff didn't want to start over, but to complement the work already done by memorializing the parts they liked. Principal Planner Lochirco also noted staff waited until the Downtown Specific Plan and the Industrial District Regulations had been updated to make the proposed changes to the form-based code.

Council Member Mendall asked if form-based zoning codes were being reversed back to typical zoning codes but with Mission Boulevard characteristics. Principal Planner Lochirco said yes. He said the changes were also consistent with the State which was requiring objective rather than subjective standards.

Council Member Salinas asked for an example of a subjective standard. Principal Planner Lochirco said in some cases it could mean the height of a building, the desired transparency of facades, or the location of specific open space. He said traditional zoning codes were all about uses, whereas the form-based code was about setting expectations and peppering in additional uses like ground floor retail to make it more viable.

Council Member Mendall said he was OK with getting rid of maximum parking requirements because Council kept undoing them anyway but asked if minimum parking requirements were also being removed for the entire form-based code area. Principal Planner Lochirco said that was correct. Council Member Mendall said he would be more comfortable if the revised form-based code included language requiring appropriate levels of parking or suggestions for non-zero levels of parking so Council could use that language as leverage if a large project didn't provide a high enough level of parking. If that was too subjective, he said staff could come up with a range.

Director of Development Services Simpson said any language in the code would have to be clear to meet state requirements. She said staff could provide a range. Principal Planner Lochirco said language could be included with a range that stated that any deviation would need to be part of the site plan.

Council Member Mendall noted under the current form-based code the Kmart site had dual zoning with more density in the middle. He said the new zoning would make it dense all across, but he asked if ground floor commercial would be required. Principal Planner Lochirco said the site was zoned commercial but code language only prohibited residential units on the ground floor; amenities serving the residential above, like a gym or leasing office, would meet the zoning requirements.

Because of the size of the development however, he said, it would receive major site plan review and that would allow for some discretionary review to take place.

Council Member Mendall said in the past he raised concern about a property on Foothill that was zoned commercial but the developer proposed all housing and the project conformed to code. He said he wanted to make sure that wasn't possible at the Kmart site. He wanted language that gave Council the leverage they needed to push for commercial and the clarity for developers so they didn't start down the wrong path. Principal Planner Lochirco said this feedback was helpful but said another question was whether commercial was viable on any street other than Mission (or major roadway frontages). Should commercial also be required on the smaller streets that intersected large projects, he asked.

Council Member Mendall said the last time they talked about it Council wanted to maintain the commercial feel along Mission with substantial retail components. He said there could be exceptions made on a case by case basis, but he still felt that way. Council Member Mendall said he didn't want a row of coffee shops along Mission.

Council Member Mendall received confirmation that all required small streets, initially intended to create small blocks, would be removed from the form-based code. He also expressed support of Council Member Salinas' suggestion to include language from Draft 2 of the code update to limit the types of commercial allowed either by-right or not at all including smoke shops, liquor stores and massage parlors. Of all the versions he said he preferred the more restrictive one. Associate Planner Martinez confirmed those types of uses would be prohibited. Principal Planner Lochirco said bar/cocktail lounge and microbrewery would be conditional uses. Council Member Mendall appreciated and approved the clarification and thanked staff for their work.

Council Member Salinas asked if the new zoning names could have aliases for marketing purposes like the "Health Corridor" or the "Health & Safety" corridor. Director Simpson confirmed he meant branding purposes. Council Member Salinas said by naming them residents who lived nearby would know they lived in a healthy corridor. Principal Planner Lochirco said staff could contextualize the description to identify themes for each zone noting the area north of downtown did have a different feel than areas south. Council Member Salinas confirmed that was the spirit of what he was trying to do.

Council Member Salinas confirmed and approved that existing prohibited retail uses in the form-based code would be kept and possibly expanded.

Council Member Salinas agreed with Council Member Mendall that the Kmart corner should not be 100% housing or just token retail. He said he wanted a heavy commercial development that could include housing. Council Member Salinas said at a recent meeting the Council of Infill Builders recommended flexibility, but he wanted language to expressively include that area be strongly commercial. He said he didn't understand why ground floor retail wouldn't be viable on Mission Boulevard noting the number of cars that drive by on a daily basis.

Mayor Halliday said the form-based code did not work in Hayward. It was meant for new, big open areas, she said, not for infill projects happening at different times. She said the small streets and roads didn't work because no one could anticipate what would be coming in on the next piece of property. Another thing she didn't want to see, she said, was housing fronting Mission Boulevard.

What she did want was community-building amenities. She said she was flexible in the types of retail uses, including things like a gym, community building, child, elder and pet daycare, but agreed with Council Members Mendall and Salinas to maintain the currently listed prohibited uses.

Mayor Halliday acknowledged that Mission Boulevard north of A Street was more business and car-oriented, while south Mission, with all the new housing, should attract the neighborhood-serving retail. She said Council should insist on it.

Mayor Halliday confirmed with staff that slip lanes would also be eliminated from the updated code. In the areas that did have commercial uses already, she asked if the City should start thinking about providing Uber and Lyft stops.

Mayor Halliday asked if the Kmart site could be zoned Commercial, Non-Residential. She noted it was a huge site and one of the best and only locations for neighborhood-serving retail including a supermarket. Principal Planner Lochirco said staff envisioned two commercial overlays, one for the Kmart site, one for the union hall, that would state that the site shall not be developed for residential uses on the ground or first floor except for a leasing office and/or community space. He said the CEDC could recommend a more restrictive use but in most cases, any project at these sites would go to Council for approval.

Mayor Halliday asked Principal Planner Lochirco to describe the type of residential projects that would be allowed for these sites. He explained that at those two sites under major site plan review, density would be enhanced to allow up to 75 residential dwelling units per acre (compared to 55 units now). He said staff was proposing site plan for review for any large site over two acres or with over 300 feet of lineal street frontage.

Mayor Halliday said Lincoln Landing was a good combination of housing and commercial. Council Member Mendall suggested staff set triggers so larger sites received Council review. Principal Planner Lochirco explained that the commercial overlay #2 would be slightly less restrictive but would only allow residential along the street frontage of a site with a conditional use permit.

Looking at one of the maps provided in the staff report, Council Member Salinas asked what the zoning would be at Mission and Pierce where currently there was commercial on one side of the street and residential on the other. Principal Planner Lochirco said Pierce was great example noting because that area had very small lots that wouldn't lend themselves to a lot of different options, single family homes would be allowed by right to keep with the character of the neighborhood. He also commented that some areas would be left out of the revised form-based code for the same reason.

Mayor Halliday asked if the item would be coming to Council Work Session. Principal Planner Lochirco said because the changes weren't huge policy issues the report would go straight to Council for approval. Council Member Mendall commented that Council was in agreement with most of the principles presented.

3. REVIEW AND DISCUSSION OF TOBACCO RETAIL LICENSE ORDINANCE AS IT PERTAINS TO THE ACCESSIBILITY OF TOBACCO AND VAPING PRODUCTS TO YOUTH

Director of Development Services Laura Simpson introduced Maggie Flores, Senior Code

Enforcement Inspector, who gave the presentation, Phillip Nichols, Code Enforcement Manager, to answer any questions, and Detective Gabrielle Wright, who assisted with enforcement efforts. Senior Inspector Flores noted that per a Council referral, staff was asked to review the City's Tobacco Retail License (TRL) ordinance and regulations related to access to tobacco and vaping products by youth.

After the presentation, Mayor Halliday opened the item for Public Comments. The following people spoke in favor of stronger regulation of tobacco and flavored vaping products aimed at youth:

1. Paul Cummings, Tobacco Control Program Director for the Alameda County Department of Public Health
2. Aleli Nortado, Eden Youth Advisory Council Member and Chabot College student
3. Savannah Quan, Chabot College student and volunteer at the Eden Youth and Family Center
4. Pilar Cortes-Vega, Tennyson High School junior
5. Paula Anne Carreon, Tennyson High School junior
6. Jessica Fuentes, Mt. Eden High School junior
7. Maria Fernandez Sotomayor, Program Operations Assistant at the Eden Youth and Family Center, graduate of Cal State East Bay
8. Dr. Phillip Gardiner, Co-Chair of the African-American Tobacco Control Leadership Council, regarding a letter he sent advocating the removal of the menthol exception from the City TRL ordinance
9. Rosalyn Moya, Co-Chair for the Alameda County Tobacco Control Coalition, noted menthol was the second most popular flavor by youth
10. Jennifer Duncan, Substance Abuse Prevention Program Director at the Eden Youth and Family Center
11. Blythe Young, American Heart Association, distributed information
12. Anna Lee, Policy Coordinator, Alameda County Department of Public Health, distributed information
13. Karen Halfon, Executive Director, Eden Youth and Family Center

Council Member Mendall thanked Mr. Cummings for the history from 2014 noting that although the rules and regulations were strong then, they did leave quite a few loopholes. Council Member Mendall noted he co-sponsored the referral to review the City's tobacco ordinance.

Council Member Mendall said he agreed with almost all of the comments made by guests and only had a few comments about the seven staff recommendations. Regarding #1 he said yes, 6-12 months was a reasonable amount of time for the elimination of a business's legal, non-conforming status to be phased out and for the establishments to comply. He said all flavored tobacco products, including menthol, should be banned completely. He suggested that language be broad regarding what nicotine-delivery products were to be targeted by enforcement efforts so it could be interpreted to apply to new products.

Regarding the distance between tobacco retail establishments and schools, Council Member Mendall said efforts tended to be clumsy noting the first goal was to stop new tobacco businesses from opening, the second goal was to stop them from opening near a school. Instead he recommended a cap on the number of businesses. Hayward currently has 114 active tobacco retail establishments, so he suggested a cap of around 50 businesses. That said, Council Member Mendall wanted exception language included so Council could have the ability to overrule the ordinance if the business was a desired retailer such as a full-service grocer. He added that he would love to see something similar

for liquor stores.

Council Member Mendall said the minimum price point for any tobacco product should be \$8 regardless of whether it's a cigarillo or a pack of cigarettes. He said that seemed like the most effective way to eliminate any loopholes and the easiest way to support enforcement efforts.

Council Member Mendall ended by saying let's be leaders again and thanking everyone for coming.

Council Member Salinas asked why the City couldn't ban all tobacco and vaping products. City Manager McAdoo said that would be a legal question and there may be a due process the City would have to follow.

Dr. Gardiner said Beverly Hills banned all tobacco products, but the process was very complicated. He encouraged Members to start with banning flavors. Council Member Salinas said he still wanted to pose the question to the City Attorney noting the cap on the number of tobacco retailers for him was zero.

Council Member Salinas said the map distributed by one of the speakers clearly showed the inequities of distribution of tobacco products to low-income areas including downtown and along the I-880 corridor. He questioned why Council had approved adding cannabis to that mix. Council Member Salinas also expressed disappointment that he wasn't invited to co-sponsor the referral.

City Manager McAdoo said the City could move quickly to ban flavored tobacco products including menthol, but she recommended adding in exceptions to a complete ban.

Council Member Salinas asked if Trader Joe's or Wholefoods sold tobacco and was told no. He asked if Safeway sold tobacco and was told yes. He said if Safeway asked to open another store in Hayward, but they had to be able to sell tobacco products, he would say no. He noted the map of tobacco retail stores did not include Fairway Park, but only areas north of Tennyson including Harder, Jackson, and downtown.

In response to the questions posed by staff, Council Member Salinas said yes to banning flavored tobacco including menthol (then come back with a total ban); yes to phasing out legal non-conforming establishments; and yes to increasing the buffer zone around schools. He again questioned why they were increasing the buffer zone for tobacco but decreasing it for cannabis.

Council Member Salinas asked what would happen to stores that would get included in the larger buffer zone if it was expanded. Director of Development Services Simpson said they would be phased out; when a store closed it could not be replaced by the same use.

Council Member Salinas supported comments made by Council Member Mendall and the staff recommendation to add a section to the ordinance to address enforcement. He said his main concern was eliminating access to tobacco and to correcting the distribution of tobacco within the City noting things had gone hugely awry in the last generation.

Mayor Halliday commented that the City hadn't been able to get rid of the stores that were already here and although Council tried to take action through the form-based code, hadn't really added any restrictions. She agreed with including menthol in the ban of flavors and commented on marketing

efforts in the past and the shocking inventiveness of big tobacco to aim marketing efforts at young people. Mayor Halliday was also surprised to hear from speakers that schools were having such a difficult time restricting smoking including in the classroom.

Mayor Halliday noted the high number of inspections conducted of tobacco retail establishments (449) and the resulting 57 citations. She asked what types of establishment were receiving the most citations and confirmed that CVS banned tobacco products, but Walgreens did not. Detective Wright said all types including some major grocery stores, but mostly vape-only shops, gas stations and liquor stores, several of which were repeat offenders. Mayor Halliday asked how many citations a store could receive before the City shut them down. Senior Code Enforcement Inspector Flores said to-date none had been shut down due to citations.

Mayor Halliday agreed with Council Member Mendall that linear boundaries seemed difficult to enforce so she supported moving toward limiting the number of establishments. She questioned whether the City would run into legal roadblocks if licenses to sell tobacco became non-transferable but said the City should do what it could while still meeting state and federal requirements.

Council Member Salinas asked Mr. Cummings if there were any vape stores in the Montclair area of Oakland. Mr. Cummings said he didn't know of any off hand, but noted it certainly wasn't a low-income community of color. Council Member Salinas said that was his point; that was an example of an area that could grow and thrive, be prosperous and healthy without tobacco retail establishments. Being born and raised in Hayward, he said couldn't believe how many tobacco and liquor stores were in the City and noted it had been going on for a very long time.

Committee members thanked speakers for coming to the meeting and participating in the conversation.

4. FUTURE MEETING TOPICS AS OF MARCH 2, 2020

Mayor Halliday commented that the City was participating in the Plan Bay Area 2050 and noted the Association of Bay Area Governments had added a new Priority Production Area category for which the City nominated, and was accepted, the entire industrial crescent. She asked staff for a report on what that would do for the City and what that meant.

Economic Development Manager Nguyen said he attended an East Bay EDA Directors meeting and ABAG gave a presentation on the Plan. He said he could invite them to speak to the Committee. Council Member Mendall said that would be great just to make sure they didn't sign up for something they didn't intend to.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Manager Nguyen gave a quick presentation of new businesses that opened, or were about to open, in Hayward including a Denny's across from Chabot College and Craft Eatery at the former Cannery Café location.

ADJOURNMENT: The meeting was adjourned at 6:09 p.m.



CITY OF HAYWARD

Hayward City Hall
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File #: RPT 20-049

DATE: May 4, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Update on Small Business Assistance Programs

RECOMMENDATION

That the Council Economic Development Committee receives the information on the Small Business Assistance Program, provides feedback on the program for the upcoming round of funding, and receives an update on the COVID-19 Business Resiliency Grant Program.

SUMMARY

The City of Hayward's Small Business Assistance Program receives funding through the Community Development Block Grant (CDBG) Program. Two rounds of funding and implementation of the program have been completed. This report provides an overview and summary of the businesses assisted through the program, the economic impact, demographics, and plan for the next round of funding. This report also provides an update to the newly created COVID-19 Small Business Resiliency Grant Program.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Grant Recipients
Attachment III	Small Businesses Assistance Grant Brochure and Application
Attachment IV	Small Business Assistance Brochure - Spanish



DATE: May 4, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT: Update on Small Business Assistance Programs

RECOMMENDATION

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SUMMARY

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SMALL BUSINESS ASSISTANCE PROGRAM

BACKGROUND

In 2018, the City of Hayward Economic Development Division was allocated \$75,000 of funds from the Community Development Block Group (CDBG) program. These dollars had to be used for Economic Development purposes and had to assist businesses that served low-income populations. Staff identified microenterprises, businesses with 5 or fewer employees, as those businesses to be targeted for the funds. The Small Business Assistance Program was created, which issued \$5,000 in grants to the small businesses. The dollars could be used for any expense associated with the small business, including inventory purchases, equipment and furniture purchases, new signage, website upgrades, and more.

DISCUSSION

Since the program inception, 30 Hayward businesses have received a total of \$150,000 in funding through the Small Business Assistance Program. A complete list of grantees is provided

in Attachment II. The following are key highlights, including the number of businesses assisted, the number of employees employed by the businesses, and the total amounts of the grant dollars spent at other Hayward businesses.

2018/2019

- 15 businesses received grants through the program
- Efforts were focused on the Tennyson Corridor and the Downtown Area. Staff walked each of these corridors and visited businesses to sign them up for the program.
- These 15 businesses employ a total of 52 employees.
- The businesses that received these grant dollars used \$14,740 of the grant dollars to make purchases at other Hayward businesses.

2019/2020

- To date, 14 businesses have received or have been approved to receive grant dollars.
- Outreach efforts focused on commercial centers that are often overlooked or are on the outer reaches of the City, including Tennyson, A Street, South Mission Boulevard and Hayward Boulevard.
- These 14 businesses employ a total of 40 employees.
- The businesses that have received these grant dollars to date have spent \$24,140 of the grant dollars to make purchases at other Hayward businesses.

Business Demographics

Based on the 29 businesses that have received assistance to date:

- 17 businesses are women owned
- 6 businesses are owned/operated by those 65 years of age or older
- 17% of the business owners are white
- 10% of the business owners are black
- 24% of the business owners are Hispanic
- 44% of the business owners are Asian (includes: Chinese, Vietnamese, Indian, Filipino)

These demographics closely match those of the residents of the City of Hayward, except the Hispanic and Asian business owner percentages which are reversed from the percentages found in the community.

At the CEDC meeting, staff will present highlights of small businesses that have received grant funding.

COVID-19 BUSINESS RESILIENCY GRANT PROGRAM

BACKGROUND

On March 14, 2020, the six-county region of the San Francisco Bay Area issued a Shelter in Place order to help flatten the curve of the COVID-19 cases in the region. Under that order, all businesses except those that are considered essential were required to close. The order and

subsequent social distancing requirements sent shockwaves through the business community with many furloughing or permanently laying off employees, reducing hours, or ceasing operations completely. Even businesses deemed essential and allowed to stay open, struggle with meeting monthly financial obligations due to steep drop-offs in sales. In fact, several restaurants indicated that daily revenue during the crisis is nowhere sufficient to cover daily employee wages, let alone full operating costs.

To support Hayward small businesses disrupted by the COVID-19 crisis while larger State and Federal assistance programs came online, the Economic Development Team developed a COVID-19 Business Resiliency Grant Program to provide funding to support operations and layoff aversion. This program provides small businesses (25 or fewer employees) and restaurants (of any employee size and independently owned) that demonstrate negative impacts as a result of the COVID-19 shutdown with a capital infusion of \$5,000. The program was modeled after our existing CDGB-funded Micro-enterprise Grant Program.

Funding was secured to issue 76 grants for a total of \$380,000. Funding came from existing General Fund allocations to the Economic Development Grant and Loan Fund and the salary savings from the vacant Economic Development Specialist position.

In order to expedite the issuance of grant funding, the Economic Development team developed the application process to be as streamlined as possible. The process is as follows:

- To apply, businesses were required to complete the “Estimated Disaster Economic Worksheet” provided by the State Office of Emergency Services that documents current or forecasted estimates of economic impact.
- Applications are then reviewed by staff with approved applications receiving a grant in the amount of \$5,000.
- Businesses receiving funding are encouraged via the Grant Award Letter to:
 - Adopt Federal and State guidance for operating their businesses (social distancing, clean down procedures, limiting in-store occupancy, etc).
 - Prioritize delivery of food and services to seniors, economically vulnerable populations

Informational materials about the program were created in English, Spanish and Chinese and are available on the [City website](#).

DISCUSSION

The application for the grant program went live on the City website at 1:00 PM on April 26, 2020. In the first 4 hours, over 500 applications were received and over 1,600 applications came in the first three days. Economic Development staff immediately began reviewing applications in the order that they were received. Each application is checked to verify that the business has a valid City of Hayward business license, the business is located within the City of Hayward, the number of employees is 25 or fewer, and the business has demonstrated an economic injury due to the COVID shut down.

While initially designed as a first-come first-serve program, staff developed additional screening criteria due to the overwhelming demand for the program and desire to ensure the funds were equitably distributed to a wide range of businesses types and geographies. These criteria excluded Uber/Lyft drivers, auto dealerships, vice businesses (liquor store, vape shops, cannabis related industries and massage parlors), and property management or landlord related businesses. Non-profits were also excluded because they often have alternate sources of funds and don't typically have general public customers. Also, any business that received funding through the Small Business Assistance Program described above did not receive additional funding.

Applicants were prioritized on a rolling basis that demonstrated significant economic injury (e.g. period over period revenue loss) and operated brick and mortar business locations (actual storefronts as opposed to home-based businesses). Other evaluation factors included sensitivity to geographic distribution, industry sector representation, and sensitivity to equity and inclusion.

Attachment II includes a list of all grantees awarded under this program as of April 24, 2020. An updated list will be provided at the May 4 CEDC meeting.

While we recognize that these funds will not make up for all of the financial loss experienced by the business community, staff has received feedback from some businesses that have received the grant that it has provided some relief. For those businesses that were not awarded one of the 76 grants, Economic Development staff has passed along several emails to the business owners with other funding opportunities that have come available. Staff continues to monitor other State and Federal programs as well as private industry business support programs to ensure Hayward businesses can access the available capital as needed. In addition, the new Community Relief fund will also be used to provide some assistance to small businesses. That program will be implemented by an outside agency for the distribution of funds.

ECONOMIC IMPACT

The dollars offered to these small businesses through both of the grant programs, while considered small tokens of support, often have a great impact on the businesses. Small businesses like these often operate on small margins. Many of the businesses do not have the ability to make purchases of new equipment or upgrade their furniture due to these small margins. Economic Development staff have received many stories from the businesses that these dollars came at the right time to allow the purchase of needed new equipment, allowed them to become excited about their business and purchase new furniture, and even change the format of their business completely. One restaurant owner indicated the business was considering closing entirely before the grant infusion.

Now with the current shut down, small businesses more than ever are struggling to continue to operate. Not until the economy is back open will we get the true picture of which businesses were able to survive and which decided not to reopen.

FISCAL IMPACT

The dollars used for the Small Business Assistance Grants are allocated as part of the Community Development Block Grant Program administered by HUD at the Federal level. No General Fund dollars are used for the grants. The only fiscal impact for the City of Hayward is the staff time needed to implement the program which includes business outreach, processing of applications and receipts, and issuing payments.

The dollars used as part of the COVID-19 Business Resiliency Grant Program were already budgeted General Fund dollars that were re-directed from salary savings and other Economic Development activities such as the façade improvement program and business attraction/promotion efforts.

NEXT STEPS

In May, the City Council will be reviewing the Community Services Division's recommendation for funding initiatives through the CDBG program. If approved, the Small Business Assistance Program will receive another round of funds to be used for the program. At this time, staff is preparing a list of businesses to outreach to for this year's program in anticipation of funding approval.

Following the completion of grants awards through the Resiliency Grant Program, staff will re-engage grantees to evaluate the program's impact and effectiveness through surveys and interviews.

Prepared by: Catherine Ralston, Economic Development Specialist
Paul Nguyen, Economic Development Manager

Recommended by: Jennifer Ott, Deputy City Manager

Approved by:

A handwritten signature in black ink, appearing to read 'Kelly McAdoo', is written over a horizontal line.

Kelly McAdoo, City Manager

SMALL BUSINESS ASSISTANCE GRANT RECIPIENTS

2019-2020

	BUSINESS NAME	LOCATION
1	Catch a Fade	1968 B Street
2	Snappy's Café	978 A Street
3	Wakamatsu Japense Restaurant	227424 Foothill Blvd.
4	Amy's Cafe and Grill	31103 Mission Blvd
5	Marly's Treats	838 B Street
6	Black and Gold	846 B Street
7	Hey Boo LLC	974 A Street
8	Sivan's Cafe	766 A Street
9	Bob's Hoagy Steak	29623 Mission Blvd
10	Green Tea House Chinese Restaurant	29615 Mission Blvd
11	Star Fabrics	29625 Mission Blvd
12	Kraski's Nutrition	22475 Foothill Blvd
13	Pearl's	26775 Hayward Blvd. Ste. A
14	Taqueria Arandas	512 W. Tennyson Rd.
15	To be determined	

COVID – 19 BUSINESS RESILIENCY GRANT PROGRAM RECIPIENTS

2020

(As of April 24, 2020 – Updated list to be provided at the meeting)

	BUSINESS NAME	LOCATION	TYPE OF BUSINESS
1	Faiz Snacks	737 A Street	Retail
2	Tacos Uruapan	29950 Huntwood Ave	Restaurant
3	Justipher Inc., DBA Fastsigns Hayward	1248 W. Winton Ave	Manufacturing
4	FMW Machine Shop	519 Claire Street	Machine Shop
5	J.W. Done Corporation	1984 National Ave	Manufacturing
6	V-Innovatice LLC	23785 Cabot Blvd, Ste 309	Manufacturing
7	Stratford Eye Care Optometry	1645 Industrial Pkwy	Optometry
8	Hippies Brew	888 C Street	Cafe
9	Miva Salon, LLC	828 B Street	Hair Salon
10	The Groomsmen Barbershop	1617 B Street	barber shop
11	Fusion Dance Project	22461 Foothill Blvd	Schools-dance
12	High Scores Interactive Arcade	1051 B Street	Entertainment
13	Pho Tai	151 W Jackson St	Restaurant
14	El Taquito #2	215 W Winton Ave	Restaurant
15	Cyclepath Hayward	22510 Foothill Blvd	Retail
16	Jumpity Bumpity	31169 Mission Blvd	Entertainment
17	Phoenix Glass Decorating	1961 National Ave	Manufacturing
18	The Dirty Bird Lounge	926 B Street	Restaurant
19	Yogurtland Hayward	30162 Industrial Pkwy SW	Yogurt Shop
20	Fresh Made Image, LLC	1218 W. Winton Ave	Manufacturing
21	HeatRx. Inc.	25800 Industrial Blvd, J284	Bed Bug Extermination
22	Lotus Beauty Servies	29621 Mission Blvd.	Hair Salon
23	Sugar Plum Salon	967 B Street	Hair Salon
24	Lab's Costumes	3401 Investment Blvd, Ste 14	Retail
25	Celebrations Party Equipment	2497 Technology Drive	Retail
26	MGX Barbers	934 A Street	Barber Shop
27	Steinbeck Brewing DBA Buffalo Bill's Brewery	1082 B Street	Restaurant
28	Liberty Floor Covering, Inc	30139 Industrial Parkway	Flooring

29	Magico LLC	3170 Corporate Pl	Manufacturing
30	Hayward Discount Hardware, LLC	808 B Street	Retail
31	Xcapade Entertainment LLC	1627 Industrial Pkwy W	Entertainment
32	Parker's Crazy Cookies	1273 Industrial Pkwy West #160	Bakery
33	Copy Pacific	1090 B Street	Retail/Printing
34	Raja Indian Cuisine and Bar	1275 W. Winton Ave	Restaurant
35	Hawaiian Drive Inn #28	24251 Hesperian Blvd	Restaurant
36	The Bistro	1001 B Street	Café
37	Neumanali	742 B Street	Restaurant
38	Don Polvoron Bakery Inc	669 West Tennyson Rd	Bakery
39	Doc's Wine and Cheese Revival	22570 Foothill Blvd	Retail
40	Golden Safari Restaurant	22431 Foothill Blvd	Restaurant
41	Garnet and Grace Bridal	1643 Industrial Pkwy W.	Retail
42	Poke Don	24381 Southland Dr	Restaurant
43	Action Laminates	3400 Investment Blvd	Manufacturing
44	BobaChai	1 southland Mall	Café
45	Noble Vet Clinic	36 Barnes Ct	Veterinary Clinic
46	Craft Eatery	22380 Foothill Blvd	Restaurant
47	Metro Taquero B Street	1063 B Street	Restaurant
48	Sapporo	22507 Main Street	Restaurant
49	Tran Villas Dental	26775 Hayward Blvd, Ste P	Dental
50	Advantage Laundry, Inc	422 W. A Street	Laundromat
51	Star Catering and Cafe	1202 W. Winton Ave	Catering/Restaurant
52	The Sweet Art of Cake Inc	31101 Mission Blvd	Bakery
53	Way to Be Designs, LLC	30987 San Clemente St	Retail
54	Hayward City Pho	855 B St	Restaurant
55	Acqua e Farina Ristorante	22622 Main St,	Restaurant
56	Avanta Boots Labs	30993 Huntwood Ave, Ste 202	Manufacturing
57	Earthquake Sound Corporation	2727 McCone Ave	Manufacturing
58	Top Ten Nails	571 W. Tennyson Rd	Nail Salon
59	Yo Bowl, LLC	8 southland Mall	Restaurant
60	Chef Tao Express	1169 W A St	Restaurant
61	Atlas Cafe Bar & Creperie	1075 B Street	Café
62	Taquiera El Pastorcito	507 W. Tennyson Rd	Restaurant
63	Pupuseria Las Cabanas LLC	30030 Mission, Ste 113	Restaurant
64	New Burger Road	2010 American Ave	Restaurant



SMALL BUSINESS APPLICATION QUESTIONS:

1 Do you have 5 or fewer employees? Yes ☐ No ☐

2 Are you interested in any of the following
item for your business:
(check all that apply)

☐ Equipment and Furniture purchases

☐ Inventory Purchases

☐ New Marketing Materials

☐ Website Design or Upgrade

☐ New Signage

☐ Exterior Improvements
(Paint, Awnings, etc.)



CONTACT SMALL BUSINESS GRANTS

For More Information:

City of Hayward

Economic Development Division

Call: (510) 583-5540

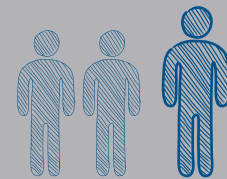
EconomicDev@Hayward-ca.gov



SMALL BUSINESS ASSISTANCE GRANT PROGRAM

Up to \$5,000 in rebates are available to approved applicants for:

- Equipment and Furniture Purchases
- Inventory Purchases
- New Marketing Materials
- Website Design and Upgrade
- New Signage
- Exterior Improvements

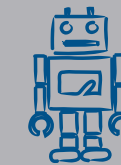


ELIGIBLE BUSINESSES

- Must have 5 or fewer employees
- Must be located within the City of Hayward

NON-ELIGIBLE BUSINESSES

- National or Major Chains
- Alcohol, Tobacco or Cannabis businesses
- Gas Stations



SMALL BUSINESS GRANT PROGRAM APPLICATION

If interested in a Small Business Grant for your business, please complete the following:

Business Name:

Business Owner Name:

Email Address:

Phone Number:

Address:



ENCUESTA DE NEGOCIOS PEQUEÑOS:

1 ¿Tiene 5 empleados o menos? Yes ☐ No ☐

2 Estaría interesado/a en hacer algo de lo siguiente:
(marque todo lo que corresponda)

- ☐ Mejorías a su equipo y mueble
- ☐ Inventario
- ☐ Materiales de Mercadotecnia
- ☐ Diseño de Página de Internet
- ☐ Nuevo letrero
- ☐ Mejorias a su Fachada
(Pintura, toldos, etc.)



CONTACTO BECAS PARA NEGOCIO

Para más Información:

Ciudad de Hayward
División de Desarrollo Económico

Llamar: (510) 583-5540

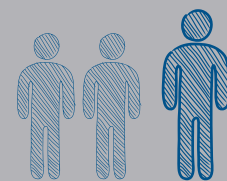
EconomicDev@Hayward-ca.gov



PROGRAMA DE BECAS PARA ASISTENCIA A *NEGOCIOS PEQUEÑOS*

Hasta \$5,000 en reembolsos están disponibles para solicitantes aprobados para:

- **Mejorías a su Equipo y mueble**
- **Inventario**
- **Materiales de Mercadotecnia**
- **Presencia en el Internet**
- **Nuevos Letreros**
- **Mejorías a su Fachada**

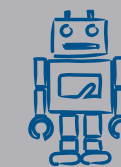


NEGOCIOS ELEGIBLES

- Debe tener 5 o menos empleados
- Debe estar ubicado dentro de la ciudad de Hayward

NEGOCIOS QUE NO SON ELEGIBLES

- Cadenas Grandes o Nacionales
- Teniendo que ver con Alcohol, Tobacco, o Cannabis
- Gasolineras



SOLICITANTES DEL PROGRAMA DE BECAS PARA *NEGOCIOS PEQUEÑOS*

Si está interesado en una subvención para negocios
pequeñas para su negocio, complete lo siguiente:

Nombre del Negocio:

Nombre del Dueño:

Correo Eletronico:

Numero de Telefono:

Dirección:



CITY OF HAYWARD

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

File #: RPT 20-048

DATE: May 4, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Future Meeting Topics as of May 4, 2020

RECOMMENDATION

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

ATTACHMENTS

Attachment I Future Meeting Topics as of May 4, 2020



Council Economic Development Committee Future Meeting Topics as of May 4, 2020

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Plan Bay Area 2050 Update**	2020
Economic Development	Report on how other cities (SF, Oakland, SJ) were developing shared workspace and incubators	2020
Economic Development	Economic Development Strategic Plan Update	2020
Economic Development	Workforce Development Update	2020
Economic Development	Impact of Cannabis Industry on Economic Development	2020
Economic Development	College Town Connection Development	2020
City Manager's Office	Feasibility of a Community Bank	2020
Economic Development	Economic Impacts of COVID-19 Crisis and Recovery Efforts	2020

*Subject to change

**Update may be brought to City Council