

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, October 5, 2020

4:00 PM

Remote Meeting

Council Economic Development Committee

COVID-19 Notice: Consistent with State of California Executive Order No. 29-20 dated March 17, 2020, and Alameda County Health Officer Order No. 20-10 dated April 29, 2020, the Task Force will be participating in public meetings via phone/video conferencing.

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 1:00 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 1:00 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/99263678260?pwd=cG96WkE3N0IxQWhnNVhkVBUbU4xZz09>

*Passcode: CEDC10?**

or

Dial: +1 669 900 6833

Webinar ID: 992 6367 8260

Passcode: 02173164

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

CALL TO ORDER

ROLL CALL

PUBLIC COMMENTS

APPROVAL OF MINUTES

1. [MIN 20-095](#) Approval of the Council Economic Development Committee
July 6, 2020 Regular Meeting Minutes

Attachments: [Attachment I July 6, 2020 Draft Meeting Minutes](#)

REPORTS/ACTION ITEMS

2. Update on Vacant Building Registration Ordinance (Oral Report Only)

3. [RPT 20-102](#) Update on COVID-19 Small Business Resiliency Grant Program
Impacts and Upcoming Small Business Assistance Programs

Attachments: [Attachment I Staff Report](#)
[Attachment II Survey Results and Responses](#)
[Attachment III Small Business Grants Application - English](#)
[Attachment IV Small Business Grant Application - Spanish](#)

FUTURE AGENDA ITEMS

4. [RPT 20-100](#) Future Meeting Topics as of October 5, 2020

Attachments: [Attachment I Future Meeting Topics as of October 5, 2020](#)

COMMITTEE MEMBER/STAFF ANNOUNCEMENTS AND REFERRALS

ADJOURNMENT



CITY OF HAYWARD

Hayward City Hall
777 B Street
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File #: MIN 20-095

DATE: October 5, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Approval of the Council Economic Development Committee July 6, 2020 Regular Meeting Minutes

RECOMMENDATION

That committee members review and approve the attached minutes.

ATTACHMENTS

Attachment I July 6, 2020 Draft Meeting Minutes



COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES – July 6, 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 7/6/2020	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Mayor Halliday (Chair)	✓	8	0	8	0
Council Member Mendall	✓	8	0	8	0
Council Member Salinas	✓	8	0	8	0

OTHERS IN ATTENDANCE:

Kelly McAdoo, City Manager; Michael Lawson, City Attorney; Laura Simpson, Director of Development Services, Paul Nguyen, Economic Development Manager; Sara Buizer, Planning Manager; Ankush Agarwal, Assistant City Attorney; Catherine Ralston, Economic Development Specialist; Suzanne Philis, Senior Secretary; Amit Goel, Goel Investments; Samantha Miller, Patti Castro, Alameda County Workforce Development Board

PUBLIC COMMENTS

There were none

1. APPROVAL OF MINUTES OF REGULAR MEETING JUNE 1, 2020

A motion to approve minutes from the June 1, 2020 Regular Meeting was made by Council Member Mendall and seconded by Council Member Salinas. The motion was approved.

2. MAPLE AND MAIN CONDITIONAL USE PERMIT AMENDMENT PROPOSAL

Director of Development Services Simpson gave the presentation noting if Goel Investments' court case regarding acquisition the existing structures was successful on July 29th, the existing buildings would be demolished within a week of closing the acquisition. She mentioned the ratio of affordable units would not change with the amended proposal. She then gave the presentation.

Mayor Halliday asked for clarification regarding the dates. Mr. Goel said the court date regarding the property acquisition had been pushed from July 5th to July 29th and once settled, they should be able to close on the property within 24-72 hours. He said the project scope would be done in early August and that he would be applying for the conditional use permit this week.

Council Member Salinas said he had big concerns about the decrease in the amount of commercial space.

Mr. Goel noted his company primarily built multi-family housing and that a market analysis had shown no active demand for retail or restaurant space.

Council Member Salinas noted that before the pandemic started in March, Council had been actively working to preserve ground-floor commercial space in new construction. He said he could anticipate that several people from the neighborhood would be calling him about the reduced amount.

Mr. Goel argued that adding more commercial space would only hurt the businesses already in Hayward. He also noted that the remaining 6,000 square feet would be enough space for 5-6 restaurants or shops, which was ample for the size of the building. It would be one thing if there were retailers lined up for the space, he said, but there was not.

Council Member Salinas asked about amenities for residents. Mr. Goel said there could be a movie screening room, gaming room, business center with conference rooms, gym, yoga studio, and outdoor activities around the pool.

Council Member Salinas asked if the commercial space would face Maple or Main Street or both. Mr. Goel said the west and north side (McKeever and Maple). Council Member Salinas asked what would be facing A Street and was told housing.

Mayor Halliday asked if there would be housing all along Main Street and was told yes.

Council Member Salinas said he would prefer more commercial, but he was generally supportive of the project. He commented that site was currently an eyesore and he just wanted to get the project done. He suggested to Mr. Goel that after July 29th he should work diligently to get the existing building down and construction started.

Council Member Mendall asked if demolition could be a condition of the sale of the property or part of the CUP update. Director of Development Services Simpson said demolition would be included in the Sale Agreement. Mr. Goel added that wouldn't be necessary; he wanted demolition to occur within 90 days of the sale and to break ground in January 2021. He said he was very committed to that goal.

Council Member Mendall asked how many square feet of retail was initially approved and was told by Development Director Simpson 40,000. He said he appreciated the comments made about moving forward quickly but noted he wasn't comfortable with an 85% reduction. He said now was a good time to build commercial office space and encouraged the applicant to put a substantial amount back into the plan.

Mr. Goel pointed out that he initially was going to refurbish the medical building but the City had a

lien to demolish it and that would mean starting over. He consulted with three different office developers and all of them indicated that there wasn't enough demand for office to make the project financially feasible.

Mayor Halliday agreed that the project had to move forward. In its current state the site was a detriment to downtown, she said, but she was also sad to lose the medical building. She expressed concern about finding tenants for other new retail spaces and noted the additional housing coming in might help. She asked if the medical building was truly unsalvageable. Mr. Goel said it would need major retrofitting and the City was correct in its assessment for demolition.

Director of Development Services Simpson confirmed that the City's building official had indicated that significant changes would be needed to save the medical offices.

Mayor Halliday recommended concentrating on the planned amenities and remaining retail space. Council Member Mendall said the ground floor retail should be facing the City parking lot on Maple Street, not facing McKeever. Mr. Goel said they put the retail on McKeever to make it convenient for residents, noted there was ample parking in the planned garage, but said they were open to suggestions.

Council Member Salinas asked how much control the City had in determining the type of retail that went in. Economic Development Manager Nguyen said allowed uses were determined by the zoning. Council Member Salinas asked if a cannabis dispensary could go there and said the neighbors wouldn't like that. He asked Mr. Goel to think about what the neighbors might want.

Director of Development Services Simpson said only a limited number of dispensaries were allowed so that use couldn't come in.

Mr. Goel said he welcomed suggested retailers noting he had no potential tenants lined up and was thinking it would be a struggle to fill the space.

Mayor Halliday asked about next steps and Director of Development Services Simpson said next the item would go to the Planning Commission and then Council.

3. ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD - COVID-19 LABOR MARKET IMPACTS AND RAPID RESPONSE PROGRAMS UPDATE

Economic Development Manager introduced representatives of the Alameda County Workforce Development Board, Director Patti Castro and Program Financial Specialist - Business Services Samantha Miller. Ms. Miller gave the presentation.

Council Member Salinas asked what business types and geographic areas had the highest rates of layoffs in Hayward. Ms. Miller said that information wasn't tracked. Economic Development Manager Nguyen noted data was kept generate so certain areas of the workforce weren't stigmatized by high layoff numbers.

Council Member Salinas asked if racial data was collected and Manager Nguyen said no.

Council Member Salinas asked what a second wave of shelter in place orders would mean to the

workforce. Ms. Castro said it would be very scary because workers and business owners were already hurting. She also expressed concern that worker benefits and protections could be impacted.

Council Member Salinas agreed and said, if possible, breaking down the data to see who was impacted would allow Council to determine who needed the most help recovering. Ms. Castro recommended reading the Alameda County Social Services monthly report for trends on public assistance needs and policy.

Council Member Mendall said he appreciated all the program the Board offered. He asked how Alameda County compared to the nation—any surprises or particular sectors hit harder? Ms. Castro said trends indicated that low-wage workers were the hardest hit. She noted manufacturing was more resilient and long-term the focus would be on education and healthcare.

Council Member Mendall asked what industries were hiring. Ms. Miller said that information wasn't tracked, but noted she was always posting job openings for healthcare workers, warehouse procurement and construction jobs.

Council Member Mendall requested updates on any trends in permanent layoffs, and notification if they saw anything of particular concern. He said restaurant layoffs were to be expected, but if permanent layoffs started growing in the manufacturing sector he would be alarmed.

Mayor Halliday mentioned that she received a WARN notice from Macys. Economic Development Manager Nguyen said that notice was an amendment, layoffs in addition to a notice already sent. He also noted that Macys had a new store manager. He said he had heard of no other closures at Southland Mall and the Macys there was still open.

Economic Development Manager Nguyen commented that a lot of businesses were waiting to reopen or rehire employees until the fear of a second wave of COVID-19 infections had passed.

Mayor Halliday asked if Century Theater was reopening. When he last spoke to theater management a month ago, Economic Development Manager Nguyen said they were planning to reopen but would check in with them again to confirm.

Ms. Castro said she heard that Buffalo Bill's wasn't reopening. Economic Development Manager Nguyen said he spoke with the owner and he was currently selling beer and pretzels.

Mayor Halliday suggested targeting future grant programs toward businesses that would have a cascading effect on others such as the theater reopening would help surrounding businesses like nearby restaurants and cafes.

4. BUSINESS DISTRICTS RE-OPENING PLAN UPDATE

Economic Development Specialist Ralston gave the presentation noting several downtown restaurants reported their best Saturday sales since shelter-in-place orders due to the closure of B and Main Streets on Saturday, June 27th. By closing the street, she said, restaurants could offer outdoor dining while still meeting social distancing requirements. She said the next closure of B and Main Streets was scheduled for Saturday, July 11th and Downtown Hayward Improvement Area's (DHIA) plan was to continue the closures through August as part of their "Together for Downtown

Hayward” effort.

Specialist Ralston also reported that The Cupcake Shoppe on Main Street was recently featured on Big Time Bake and won the episode for best cupcake. To celebrate, she said, they were giving away free samples this Saturday.

Economic Development Manager Nguyen gave a shout-out to Planning Manager Sara Buizer and her team for getting outdoor dining permit application forms online so quickly. He said Saturday was a successful because of Planning Division’s quick turnaround.

Council Member Mendall said he was thrilled to see the street shutdown implemented and he supported consistent closures through August. He suggested expanding the idea to other areas of the City including Tennyson Road.

Council Member Salinas said he would also like to see the plan expanded to Fairway Park and he complimented staff on the great execution. He noted that he was surprised to receive some mixed reviews about the closure. He said the photos show responsible social distancing and people wearing masks when not eating or drinking. He said he was looking forward to coming downtown this weekend.

Council Member Salinas said allowing The Dirty Bird to offer outdoor seating at Newman Park worked perfectly. He wasn’t so sure about the flags roping off the area, but otherwise they did it right.

Mayor Halliday said her husband picked up food to go on Saturday, but that they were planning on coming to downtown this weekend. She asked if restaurants were accepting reservations noting with limited seating getting a table could be a little chancy. That said, she was glad to see the program and asked if there was anything the City could do to promote retail shops besides encourage them to stay open longer on Saturday to take advantage of the foot traffic.

Economic Development Specialist Ralston explained that indoor retail was permitted with limited capacity. She was encouraging retailers to put out balloons or flags to let people know they were open.

Mayor Halliday said she was confused about alcohol use outside and asked for an update. City Manager McAdoo explained that restaurants were allowed to sell alcoholic beverages for take-out so several of them had creatively gotten around limited sales requirements.

City Manager McAdoo noted Alameda County had been added to the State’s watch list because of the increase in reported COVID cases, but she was still hopeful that the street closures will be able to continue.

Mayor Halliday said she was also surprised by any mixed reviews of the street closures. She noted Council had been talking about a pilot program to shut B Street to vehicle traffic before the pandemic started. Now it was just good to see some activity in downtown, she said.

Mayor Halliday thanked staff for their efforts and said whatever the City could do to help the community was welcomed.

5. APPROVAL OF 2020-2021 CEDC REGULAR MEETING SCHEDULE

Council Member Mendall expressed concern that after the July there wasn't another meeting scheduled for three months. He encouraged staff to consider adding a Special Meeting if needed.

Council Member Mendall made a motion to accept the 2020-2021 CEDC Regular Meeting Schedule, Council Member Salinas seconded the motion, and the motion was approved.

6. FUTURE MEETING TOPICS AS OF JULY 6, 2020

There were no comments or additions.

COMMITTEE MEMBER ANNOUNCEMENTS AND REFERRALS

Council Member Salinas asked why the flags on City Hall Plaza were at half-mast. When he was told in memory of Gail Steele, former Hayward City Councilwoman and longtime member of the Alameda County Board of Supervisors, he commented that he would like to take a photograph of the flags but there was a port-a-potty right underneath. He asked if it could be moved and City Manager McAdoo said she would make that request.

ADJOURNMENT: The meeting was adjourned at 5:53 p.m.



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777 B Street
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File #: RPT 20-102

DATE: October 5, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Update on COVID-19 Small Business Resiliency Grant Program Impacts and Upcoming Small Business Assistance Programs

RECOMMENDATION

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

SUMMARY

The City of Hayward's COVID-19 Small Business Resiliency Grant Program utilized Economic Development funds to provide \$5,000 grants to small businesses and restaurants to provide some assistance during the Shelter in Place (SIP). Seventy-six businesses received funding through the program. After funding was complete, a short survey was sent to all recipients for feedback on the program. This report also provides an update on the upcoming funding and implementation of the City of Hayward's Small Business Assistance Program.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Survey Results and Responses
Attachment III	Small Business Assistance Application - English
Attachment IV	Small Business Assistance Application - Spanish



DATE: October 5, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

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SUMMARY

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BACKGROUND AND DISCUSSION

COVID-19 SMALL BUSINESS RESILIENCY GRANT PROGRAM

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 struggled with meeting monthly financial obligations due to steep drop-offs in sales.

To support Hayward small businesses disrupted by the COVID-19 crisis, the Economic Development Team created a COVID-19 Business Resiliency Grant Program to provide funding to support operations and avert layoffs. The program provided small businesses and

restaurants that demonstrated negative impacts as a result of the COVID-19 shutdown with a capital infusion of \$5,000. The program was modeled after the City's existing CDBG-funded Micro-enterprise Grant Program. Seventy-six grants for a total of \$380,000 were distributed. In addition, eight grants were awarded by the Hayward Rotary Foundation using funds from the Hayward Community Relief Fund.

After the grant recipients received their funding, Economic Development sent a brief survey to each business. The purpose of the survey was to seek feedback on the grant program process, how the business used the funds, and ask questions regarding plans for re-opening. Of the seventy-six businesses that received grant dollars, sixty-eight or 89% of businesses responded.

Most of the businesses found out about the program by an email that was sent out by the City to the business community or by word of mouth. Overall, the businesses found the application process for the grant program easy to navigate, including the application forms. A few businesses had to submit forms multiple times but overall, the businesses indicated that it was the easiest of all the programs they applied for.

Over 80% of the businesses indicated that the dollars assisted with paying their employees and 75% also used a portion of the money for paying rent for their commercial space. A few businesses indicated that their landlord had waived rent during the closure.

During the initial SIP order, 18 of the 68 businesses closed completely while the remainder adjusted their operations to offer on-line ordering, reduced hours, or curb side pick-up. The businesses also had to lay-off or significantly reduce the hours of their employees. A few were able to allow their employees to work from home. Of the 68 responses, only two businesses indicated that they were permanently closed and would not reopen once the SIP orders were lifted and nine were not sure if they would reopen.

Of the 66 businesses that knew they would re-open or were not sure, all but two had created or were actively working on their re-opening plan to meet new State and County guidelines for their industry. Most of the businesses did not need to do any significant hiring of staff as they were still available to return to the business once it reopened.

The survey responses provided Economic Development staff an indication of which areas of information businesses needed assistance in preparing for reopening, understanding the appropriate opening requirements, cleaning, bringing customers back, and hiring staff. It also identified those restaurants that were interested in participating in re-opening events. Staff used this information to plan and execute the Downtown Street Closure event "Together for Downtown Hayward."

Finally, staff added a comments box for businesses to leave any other additional comments or questions. Many of the comments were very complimentary of the City for providing the grant opportunity during the difficult closure period.

A full list of the questions and tally of the responses, as well as the open-ended responses can be found as Attachment II.

SMALL BUSINESS ASSISTANCE PROGRAM

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 have to be used for Economic Development purposes and to assist businesses that serve low-income populations. The Small Business Assistance Program was created, which issued \$5,000 in grants to microenterprises, businesses with five or fewer employees. The dollars could be used for any expense associated with the small business, including inventory purchases, equipment and furniture purchases, new signage, website upgrades, expansion to online ordering and delivery operations, and more. Since the program's inception, 30 Hayward businesses have received a total of \$150,000 in funding through the program.

At the June 23, 2020 City Council meeting, the City Council adopted the annual funding program for the CDBG program. As part of the funding recommendation, Economic Development received \$100,000 to implement another round of grants as part of the Small Business Assistance Program. In addition, Economic Development also received \$50,000 in CARES Act funds from the Community Services Division to be used for business assistance as part of the COVID-19 response efforts. This will allow for 30 businesses to receive funding under the Small Business Assistance Program for a total of \$150,000.

Like the previous funding cycles of the program, businesses will need to have five or fewer employees, a valid business license, and a brick and mortar location to be eligible to receive funding. Businesses approved in the program will be required to submit receipts for qualifying expenses to receive reimbursement payments. In addition to the previous years approved expenses of inventory, equipment, furniture, signage and websites, the businesses may also use the funds for purchases of Personal Protection Equipment (PPE) such as masks, gloves and sanitizer, plexiglass dividers, outdoor dining related infrastructure or other necessary upgrades or equipment needed for the business to operate in accordance with the new industry guidelines established by the State and County.

As in years past, Economic Development staff will identify and reach out to targeted businesses to participate in the program. Staff intends to initially identify businesses from the database of Resiliency Grant Program applicants. Staff continue to use principles identified in the *Commitment for an Inclusive, Equitable and Compassionate Community* document to identify and invite businesses to participate in the program. Staff expects to have a majority of the 30 businesses identified by the end of the calendar year to allow them adequate time to make purchases and improvements that qualify for the reimbursements. A copy of the past year's application form in English and Spanish can be found as Attachment III and IV. All receipts must be received, and dollars distributed to the businesses prior to June 1, 2021.

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 narrow 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. This has only been magnified even more during the past six months of the SIP orders. We are beginning to get a picture of the Hayward business community and identifying those businesses that have not made it during the closure period and are unable to reopen.

FISCAL IMPACT

The dollars used for the Small Business Assistance Grants are allocated as part of the CDBG 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.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority of Grow the Economy. Specifically, this item relates to the implementation the following project:

Project 13 – Continue supporting business development through concierge service incentives/grants/loans, collaborations with the chamber and SBA, and the newly updated events grants.

NEXT STEPS

Staff will begin developing a simple multi-lingual application form similar to the previous year's applications that includes the additional qualifying purchases in response to new COVID-19 industry standards. Economic Development staff will begin the process of identifying the 30 businesses that meet the required criteria to participate in the next round of funding of the Small Business Assistance Grant program.

Prepared by: Catherine Ralston, Economic Development Specialist

Recommended by: Jennifer Off, Deputy City Manager

Approved by:



Kelly McAdoo, City Manager

Survey Results and Responses

A survey was sent to the 76 businesses that received grant dollars as part of the COVID-19 Resiliency Grant Program. Sixty-eight (68) businesses submitted responses.

How did you find out about the grant program?				
City Council Video	Chamber of Commerce	Property Owner	Email from the City	Other
0	6	2	49	11

Was the City webpage easy to find?	
Yes	No
67	1

What did you think of the application forms?	
The forms were easy to understand and complete.	I had trouble saving the information into the forms to submit.
68	0

Were you able to submit the applications via email on the first try or did you need to send multiple emails?	
Only sent one email	Had to send multiple emails to submit forms
60	8

With the grant dollars, were you able to keep your employees employed?	
Yes	No
56	12

With the grant dollars, were you able to pay our rent for the commercial space?		
Yes	No	My landlord has waived my rent during the closure
51	13	4

What changes in operations has your business had to make?					
We have had to close completely	We are closed for in-person customer visits	We have reduced operating hours	We are not currently offering on-site products/services, but do offer takeout, delivery, online ordering, etc.	Our product offerings have changed	Other
18	6	18	15	1	10

What changes in workforce have you had to make?				
We have reduced staffing through furloughs and/or layoffs	We have reduced hours per staff	We have changed our current/future hiring plans	Staff are allowed to work remotely	Other
25	17	10	5	11

As businesses are allowed to start to re-open, will you be restarting operations?		
Yes we will reopen for business	No we will be closing permanently	Not sure
57	2	9

Have you created a re-opening plan?		
Yes, I am ready to go	Almost, I am working on it	No, I don't even know where to start
48	16	4

Will you need to hire new staff to re-open?		
Yes, I had to lay-off all previous staff members	Yes, I have a few positions to re-hire.	No, all my employees are still here.
5	19	44

What would help you and your business to plan for re-opening? (check all that apply)				
Information on new social distancing requirements inside the business	Information on cleaning and sanitation suggestions for my business	Information/ideas on how to bring customers back to my business	Information on city programs that will help bring customers back	Information for hiring staff to fill positions
38	30	34	36	14

If your Business is a restaurant or retail business, would you be interested in participating in city activities to bring customers back such as outdoor dining events, customer loyalty or passport programs, events, etc?			
Yes, we would love to participate	Yes, I have some great ideas as well	Maybe, I would need to learn more	No, not at this time
20	2	21	25

In addition to the questions above, the following open-ended question was included to allow the business to provide additional feedback and comments to staff.

Do you have anything you would like to share about your experience with the grant program?
Thank you so much for the City's support! We may have not survived without the grant
It has been a huge help in sustaining our business
The grant program was really great and helpful. We appreciate the city of hayward.
please if the city could help me just to pay my previous rent to the land lord that will be big help for me to stay in the business if the land lord push for rent last 3 months i cant survive
Just that I appreciate the city considering me
The grant gave us a little relief during a very stressful time
Grateful for it but the amount is not high and was spent right away
Thank you
It was unexpected and was extremely helpful to survive during this time. I was able to increase the hours for all team members and pay for the utilities. Thank you for coordinating something that actually helped the businesses in this city.
Yes, Special thank you to Suzanne.
It was extremely needed in helping to keep our business afloat since we've had to completely close during the pandemic. Now we just need the go ahead to reopen to Have a chance at fully recovering.
The grant gave us an opportunity to reopen and not close doors permanently. I couldn't be more thankful and I hope that as soon as we rebuild we can give back to the city to help others in need.
To our surprise, the grant money came in sooner than any of the State and federal assistance. My two employees were able to stay with the company solely because of that. Thank you Hayward.
that was a big unexpected help thank YOU CITY of HAYWARD
no
Appreciate the opportunity that Hayward has provided to help small business.
Hope we make it.

I am thankful and we have been running 21 years retail in south hayward and we are deeply suffering as well as many other businesses. I am grateful to be part of the city of hayward
The grant program helped pay for rent/bills to keep my business afloat for the time being. Thank you.
I was ecstatic when I received the grant letter. It was the best news since my salon closure. Just the glimmer of hope that Hayward gave me was enough to know my business and I were going to be fine. The city of Hayward believes in my business, I should too. So thank you for choosing me!
The grant program although limited in dollars, was important for my staff and they were grateful for an extra month of healthcare. We will not re-open until the EDIL loan program is funded. What was a \$2m max loan amount is now \$150k, which will not satisfy the past 3 months of fixed costs. And, to be clear, no business can survive on 30% capacity. It's better to stay closed. Notably, the city council and the state of CA have shown complete disdain for small business over the years. Why would anyone want to re-open to the same nasty hatred of forced minimum wage, 240% increase in Waste Management, mandatory paid time off, rampant homeless, graffiti, vandalism, blah blah - Hopefully, the state and city council pump the breaks on hating small business, because we were all going bankrupt before COVID. As a reminder, there's no room for entrepreneurship in socialism. Opening businesses is not the problem. Creating an environment to be successful is.
nope, just a big thank you!
We're so grateful for the grant, it has definitely help.
I love the City of Hayward
We are incredibly grateful for the grant as it allowed us to pay at least 1 month of rent for our commercial building when we are reduced to less than 25% of average revenue. Once we are in a position to do so, we intend to pay if forward back to the Hayward community.
I have never relied on grants or loans to keep my store afloat, not even during the recession. I truly appreciate the grant, it helped me more than I could ever say, not only monetarily, but gave me some hope I could make it
The grant process is a great plan, what i didn't expect was the total impact of Covid-19 and how it completely shut down my business.
n/a
Even tho it was not a lot of money we appreciate the assistance. Anything helps and we are truly great full
I am thankful for the city to offer the program. Thank you
Nope
Not the grant, but reopening in general: The public is the problem. No masks. Yelling every day. People not wanting to wash hands. Taking masks off inside store. Honestly, I could get in a fist fight twice a week if I didn't physically back up and de escalate. If the city wants to help restaurants and stores, the city needs to change the public response.
Timely and good administration.
I am really thankful that the city of Hayward offered small business a grant during this pandemic crisis. A temporary relieve.
We really appreciate the financial support!

It was a good experience and very unanticipated. I'm highly grateful
Easier to understand and apply than any other program offered so far. Allowed for quick response, straight forward instructions, and understandable process.
So great that the City of Hayward did this to help out the small businesses at the start of the Pandemic ! What a generous grant program - thank you!!
Very glad you offered it!
Although it was not enough, the grant was well used.
nothing for now
The grant was a great help in reopening our restaurant.
Nothing to add. Just a big thank you for the opportunity.
I think it was a very good help for our restaurant.
It was a reflection of the City of Hayward's elected officials commitment to keeping Hayward small businesses up and running. The speed at which the city got the program up, running and funds dispersed was exemplary of what it means to be a public servant. It was a much needed safety net in a time of crisis. Thank you to the City of Hayward staff across the board.
Very professionally administered especially Suzanne
Appreciate Hayward's help. It has helped us keep afloat since March but we are now trying to figure out how we can continuing doing so without being able to open (again) as Shelter in Place is still occurring. Wish us luck!
We have appreciated the responsiveness and continued communication from the city of Hayward. As compared to our other location in Alameda you have been a much more thorough resource. Thank you.
No
The grant came at a time when we were worried about our staff, our business, our clients. There was so much uncertainty and our phones basically stopped ringing for two weeks. More than just the money, receiving the Hayward grant gave us confidence and hope at a time when it was really, really needed.
Thank you again for the grant. It was really helpful.
Thank you for all your support!! It's been difficult, but we know that God is with all of us and he will take great care of us all.
do not have idea now
Just that it was run really well.
We are very grateful to the City for accepting our Application. Suzanne was very helpful with our application.
Greatly appreciated
Having the extra cash to paid for extra expenses was a really Peace of mind

No just to say thank you
The grant has greatly helped out our business and we are very grateful.
The grant program has been a great initiative by the city, but it is not enough. Right now my business is on a life support, the grant money just gave me one more day to live but is certainly not a cure. This second lock down is not helping either. Either the virus will kill me or I will get killed by the financial burden, no matter what we do I am dying, but thank you for giving me that one day to live. The cure to pull myself out of this financial misery is still not there, we have to think out of the box, Covid is not going away we just have to live with it. What is hurting the small business is the rent, city orders the closure of the malls, but the rent obligation is still there. How fair is that. All of a sudden I am a victim of circumstances that I have not created, I just got sucked into it. It is common sense, I pay rent from the business income, if the malls are closed, I dont bring in revenue then how do you expect me to pay rent. This most important thing the city needs to focus on is find out ways by which rent can be forgiven. Either you reach out to the state or federal, but you have to get the funds to help us. There is so much aid we are sending to other countries, it is about time that we focus on our citizens first....
The program was great and did help. Something is always better than nothing. We would love to see more funding for small businesses to help us get through these times
No just very grateful
It was a great help. hope that city have more funds to help us keep our business. All fund were used for rent and utilities. Since my business is new I was not able to get any other government funds. Thank you Hayward city management.
None
We simply want to say THANK YOU! You proved how a government should work with small businesses. We need each other. THANK YOU again!



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.)



For More Information:

City of Hayward

Economic Development Division

Call: (510) 583-5540

EconomicDev@Hayward-ca.gov



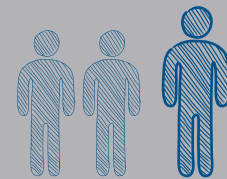
CONTACT SMALL BUSINESS GRANTS



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

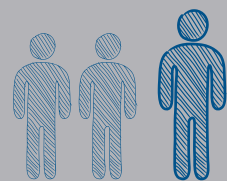
HAYWARD



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 20-100

DATE: October 5, 2020

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Future Meeting Topics as of October 5, 2020

RECOMMENDATION

That Committee members review and comment on the attached future meetings topic list.

ATTACHMENTS

Attachment I Future Meetings Topics as of October 5, 2020



Council Economic Development Committee Future Meeting Topics as of October 5, 2020

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Commercial Frontage Exploration: Mission Crossings	Nov 2020
Economic Development	Plan Bay Area 2050 Update**	2020/2021
Economic Development	Report on how other cities (SF, Oakland, SJ) were developing shared workspace and incubators	2020/2021
Economic Development	Economic Development Strategic Plan Update	2021
Economic Development	Workforce Development Update	2020/2021
Economic Development	Impact of Cannabis Industry on Economic Development	2020/2021
Economic Development	College Town Connection Development	2020/2021
City Manager's Office	Feasibility of a Community Bank	2020/2021
Economic Development	Economic Impacts of COVID-19 Crisis and Recovery Efforts	2020/2021

*Subject to change

**Update may be brought to City Council