

Council Economic Development Committee



January 26, 2023

How to Provide Public Comments

The Council Economic Development Committee is accepting public comments prior to the meeting via email or during the meeting via the Zoom link or Zoom dial-in information listed on the published agenda.

If you are making your comments during the meeting please note:

- Click the “Raise Hand” button to request to speak when the Staff Liaison calls for public comments on an eligible agenda item. You will be permitted to speak during your turn and muted after the allotted time (3 minutes).
- When joining by phone, click *9 to raise a hand to speak. Press *6 to unmute. We kindly request speakers to mute or turn down the meeting video when it is their opportunity to speak as it may cause interference with the speaker system.
- Use headphones/mic for better sound quality and less background noise
- Decorum: Please be mindful that virtual meetings are public and will be recorded. All meeting rules of procedure and decorum, including speaker time limits, will apply. The Staff Liaison, via the host, may remove individuals for persistent disruption or any conduct or statements that threaten the safety of any person(s) at the meeting.

Approval of Minutes from Sept. 22, 2022
Regular Meeting

Economic Recovery Program Update: Open For Business

Background:

- Needs assessment found businesses wanting marketing assistance to encourage return to brick and mortar
- Budgeted \$250K from ED's ARPA allocation
- Issued RFP and selected CSU East Bay College of Business & Economics:

- ✓ First engagement with CSU East Bay MBA Program
- ✓ Partnership supports small businesses and meets our workforce development goals by providing hands-on experience for students
- ✓ Engages students to discover & shop locally



Hayward Open for Business

DR. NANCY MANGOLD

PROGRAM LEAD & PROFESSOR, CAL STATE EAST BAY &
EXECUTIVE DIRECTOR, EAST BAY SBDC

DR. IVAN FEDORENKO

MARKETING PROFESSOR, CAL STATE EAST BAY

JUSTYN NIETO

MARKETING STUDENT, CAL STATE EAST BAY

BRYCE ROOT

MARKETING STRATEGIST & SMALL BUSINESS ADVOCATE &
SBDC ADVISOR

Hayward Open for Business Project

Dr. Nancy Mangold, Professor, Cal State East Bay and Executive Director, East Bay SBDC

First such collaboration between the City of Hayward and the College of Business and Economics at Cal State East Bay.

Purpose:

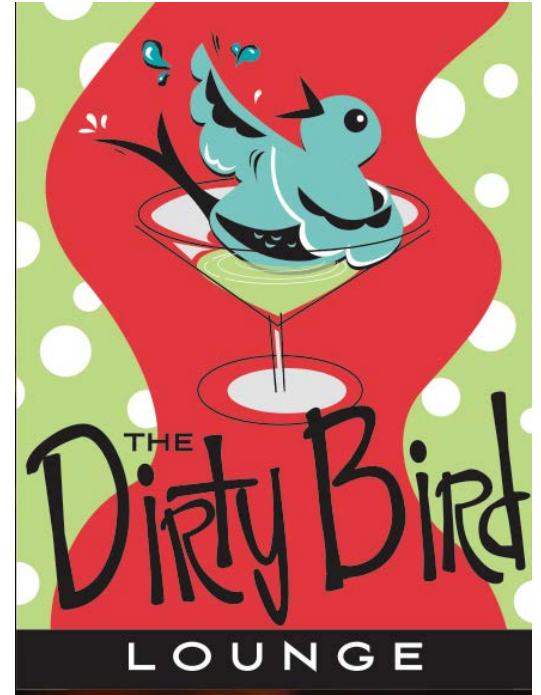
- Highlight Hayward is open for business after the pandemic
- Showcase Hayward Small Businesses, their challenges and resilience
- Bring traffic to Hayward brick and mortar stores

To create a passion for Hayward residents to:

- Shop Hayward
- Support Hayward Small Businesses Today

This project is the work of Cal State East Bay's SBDC Executive Director, consultant, faculty & 10 students.

10 Hayward Businesses that were featured in videos



Hayward Open for Business Project

Dr. Ivan Fedorenko, Marketing Professor

- Selected 10 students from his marketing class to participate in the project
- Selected 10 businesses from City's list of businesses
- Guided the contents and preparation for the video for each business including
 - Research each business's background
 - Conduct marketing analysis
 - Interview the business owner
 - Prepare a storyboard for the video

Hayward Open for Business Project

Justyn Nieto, Marketing Student

- Jointed one of the Five Teams of 2 students each
- Work on several businesses assigned
- Each team conducted research for each business's background
- Meet and interview the owners
- Prepared marketing analysis and storyboard
- Assist with the video shoot

Hayward Open for Business Project

Bryce Root, Marketing Strategist, Small Business Advocate & SBDC Advisor

- Marketing plan
- Work with Dr. Mangold, Professor Fedorenko and student teams on the research and storyboard
- On site video shoots
- Production of videos

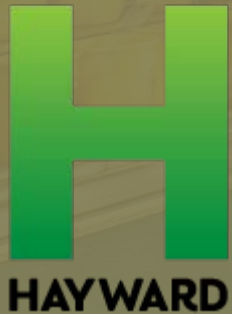
Show 2 Videos

1. City of Hayward Trailer 1
2. Favorite Indian Restaurant

Questions?

NEXT STEPS

- ED staff collaborating with Community & Media Relations Division to launch program in February:
 - Webpage
 - Video release schedule
 - Social media marketing campaign
- Contemplating promotional giveaways to encourage social media engagement, including a gift card contest
- Will solicit feedback from featured businesses to inform future programs



TOGETHER FOR HAYWARD GIFT CARD PROGRAM

PAUL NGUYEN

Economic Development Manager

CATHERINE RALSTON

Economic Development Specialist

GIFT HAYWARD

A SHOP LOCAL GIFT CARD PROGRAM

- Assists businesses with setting up platform to accept gift cards and credit cards - Point of Sale Grant System
- Rewards Patrons for supporting Hayward small businesses
- Customers receive reward incentives to encourage gift card purchases
- Similar programs offered in communities across the country and locally in Fremont, Livermore and Concord

Allocated Budget - \$250,000





POINT OF SALE GRANT PROGRAM

- Businesses eligible to receive up to \$800 towards the purchase of a new Point of Sale (POS) system
- Allows customers to use credit cards, including the Together for Hayward Gift Card
- 19 businesses have utilized this program

FIRST ANNIVERSARY



A YEAR OF SUPPORTING OUR LOCAL BUSINESSES

- Launched November 1, 2021 – 35 participating businesses
- Over 2075 gift cards were distributed totaling over \$135,000
- Gift cards were used at 63+ businesses

YEAR 2 — OUTREACH AND SIGN-UPS

Focused on commercial areas not currently represented by other participating businesses

Outreach to businesses inviting those not participating to sign-up

- New businesses that have opened since last year
- Businesses that have received assistance through other COVID recovery programs
- Businesses located in centers with other participating businesses

Currently 109 Businesses are participating!

NEW BONUS CARD PROMOTION FOR THE HOLIDAYS

Your dollar goes further and stays local with a

TOGETHER FOR HAYWARD GIFT CARD

Get up to 2x the spending power at your favorite local businesses with the Together for Hayward gift card!

BUY: **GET:**

\$100 gift card	another \$100 bonus card!
\$75 gift card	a \$40 bonus card!
\$50 gift card	a \$25 bonus card!

Learn more and buy your gift card:




Limit three per purchaser. Offer good while supplies last. Bonus card must be used within 90 days of purchase.

BUY: **GET:**


\$100 gift card	another \$100 bonus card!
\$75 gift card	a \$40 bonus card!
\$50 gift card	a \$25 bonus card!

NEW PROMOTIONAL CONTEST

- Beginning November 1 through December 31, anyone who purchases a gift card will automatically be entered into a weekly drawing to win an additional \$50 gift card!
- Drawing will take place each Monday at noon and winners will be notified via email.
- There is no limit to the number of entries a person can have each week.




ENTER TO WIN A \$50 GIFT CARD!




Anyone who purchases a Together for Hayward Gift Card from Nov. 1 through Dec. 26 will be automatically entered into our weekly raffle to win an additional \$50 gift card!

Scan the code to buy your gift cards and enter:



Fine print and other legal language...



MARKETING CAMPAIGN

Updated Commercial on City website

Social Media Marketing Campaign

880 Billboard Campaign

Email to all Business License Holders

Stack Newsletter Article



Your gift-giving dollar goes further with
Hayward e-gift card program starting Nov. 1



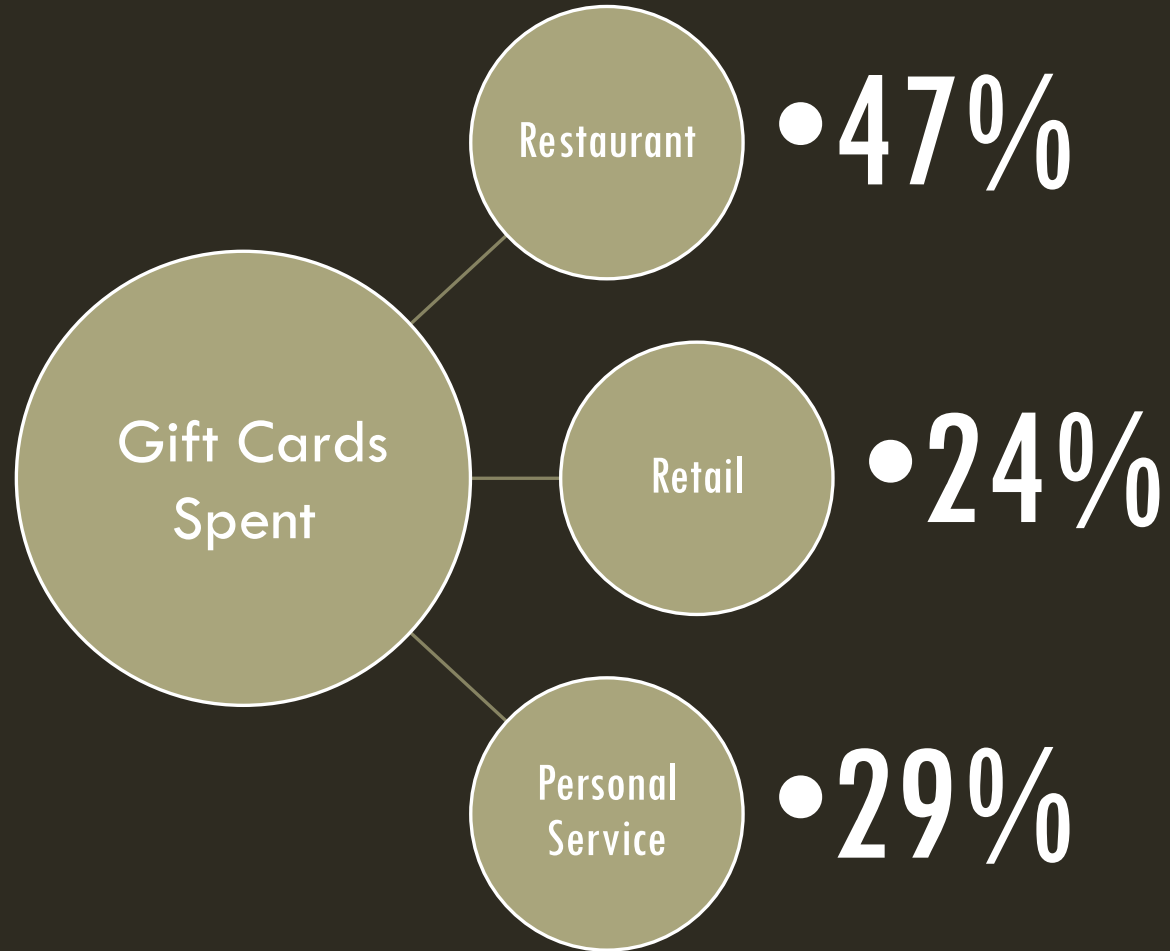
The Together for Hayward e-gift card program is turning one-year-old and is celebrating by introducing bigger BOGO (Buy-One-Get-One Free) promotions and a new promotional contest.

[Read the full article](#)

IT WAS A SUCCESS!

- ❑ In November and December, 1,687 gift cards were purchased by customers with a value of \$166,742
- ❑ When combined with the bonus cards, over \$333,000 of funds were added to circulation within our local business community
- ❑ Over \$222,000 of the cards purchased during Nov. And Dec. have been redeemed, \$339,000 over the life of the program
- ❑ Final infusion of \$50,000 occurred on Monday, December 5 and was dispensed by Dec 17. At this time, no additional bonus cards are available.
- ❑ Customers will still be able to purchase new gift cards and use their previously purchased cards

WHERE THE MONEY HAS BEEN SPENT





FISCAL IMPACTS

- Total Proposed Budget - Gift Card Program - \$250,000 ARPA funds
- \$75,000 initial influx to Yiftee to fund bonus cards and pay for fees associated with gift card purchases
- \$45,000 used during the first year
- Additional \$150,000 allocated and spent during November and December. All funds have been depleted

THOUGHTS FROM THE BUSINESSES

- Survey sent to participating businesses for feedback about the Gift Card program
- 55% of Participating businesses indicated the program boosted their sales 5 – 25%
- 80% of businesses indicated the program brought them new customers each month
- Some Comments Shared by Businesses
 - "This was my first year in business, but I saw a very large increase in revenue when the \$100 bonus gift card was offered. Over 100% increase."
 - "Customers loved the program and came from all over to spend money in Hayward that they would not have spent otherwise. They were impressed with the support the city was offering to it's small businesses and many of them were hoping that the program would come back this year."



OTHER RECOVERY PROGRAMS

Program	Year 1	Year 2	Year 3
HAYWARD OPEN FOR BUSINESS - A MARKETING CAMPAIGN – UNDER WAY	X		
GIFT HAYWARD - A SHOP LOCAL GIFT CARD PROGRAM - COMPLETE	X		
GET DIGITAL - AN E-COMMERCE ASSISTANCE PROGRAM	X	X	
RESTAURANT RELAUNCH & OUTDOOR DINING – UNDER WAY		X	
RESTORE AND REOPEN - A FAÇADE IMPROVEMENT PROGRAM – UNDER WAY		X	X
SMALL BUSINESS ASSISTANCE GRANTS 6 – 20 EMPLOYEES - COMPLETE	X	X	
HIRE HAYWARD - LOCAL HIRE SUBSIDY PROGRAM		X	X
TUITION ASSISTANCE			X
EARN AND LEARN - ADVANCED MANUFACTURING JOB TRAINING AND EMPLOYMENT PROGRAM			X



**Council Economic Development Committee
Future Meeting Topics as of January 26, 2023**

RESPONSIBLE STAFF	FUTURE MEETING AGENDA ITEMS	PRESENTATION DATE*
Economic Development	Economic Impacts of COVID-19 & Trends	Standing Item
Economic Development	Downtown Activation Pilot Programs	February
Economic Development	Tour of Downtown with Retail Expert	Spring/Summer
Economic Development	Southland Mall Update	2023
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following update to CIC)	2023
Economic Development	Impact of Cannabis Industry on Economic Development*	2023
Planning Staff	Update on Status of Issued Cannabis Permits*	2023

*Subject to change and data availability

Committee Member/Staff Announcements

Retail Round-up

Look what's coming soon!

CURRY PIZZA HOUSE

Hayward Center (K-Mart)
26231 Mission Blvd

VIVÖZ

Downtown
236 B Street

VIRGELINA 

Downtown
22415 Foothill Blvd

**the
Habit**
BURGER GRILL

Lincoln Landing
22301 Foothill Blvd



Downtown
1007 B St


crumbl
cookies

Hayward Center (K-Mart)
26231 Mission Blvd


ARTEAGA'S
FOOD CENTER

236 A Street

Adjournment