

# Council Economic Development Committee



June 5, 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 May 1, 2023  
Regular Meeting

## Approval of FY24 CEDC Regular Meeting Schedule

# FY 2024 Regular Meeting Schedule

- ~~July 3, 2023~~ Cancelled
- ~~August 7, 2023~~ Cancelled
- ~~September 4, 2023~~ Cancelled
  - October 2, 2023
  - November 6, 2023
  - December 4, 2023
- ~~January 1, 2024~~ Cancelled
  - February 5, 2024
  - March 4, 2024
  - April 1, 2024
  - May 6, 2024
  - June 3, 2024
  - July 1, 2024

# Hayward Upward Economic Recovery Plan Update: Restaurant Relaunch





# HAYWARD UPWARD COVID ECONOMIC RECOVERY PLAN

**PAUL NGUYEN**

Chief Economic Development Officer

**CATHERINE RALSTON**

Economic Development Specialist

**DANIEL MAO**

Economic Development Specialist



# AMERICAN RESCUE PLAN ACT 2021

\$65 Billion in Direct Federal Relief to cities

City of Hayward received approximately \$38 Million

\$2 Million allocated to Economic Recovery Efforts  
supporting local businesses and the workforce





## RESTAURANT RELAUNCH & OUTDOOR DINING

Create permanent parklets  
for outdoor dining

Assist with costs for furniture,  
heaters, umbrellas, planters  
and more

Technical Assistance -  
updating menus, on-line  
presence, marketing and  
loyalty programs

Approved Budget - \$250,000

# HAYWARD RESTORE AND REOPEN

A FAÇADE IMPROVEMENT  
PROGRAM



- Allocate dollars for grants
- Funds to be used for repairs and exterior improvements
  - Lighting
  - Signage
  - Windows
- Combat blight and Activate Centers

Approved Budget - \$200,000





## BUSINESSES ASSISTED IN EACH PROGRAM

- Restaurant Relaunch – 12 Restaurants
- Restore and Reopen – 19 Businesses:
  - 12 restaurants
  - 2 Drinking Establishments,
  - 1 Retail,
  - 1 Grocery Market and
  - 1 Family Entertainment

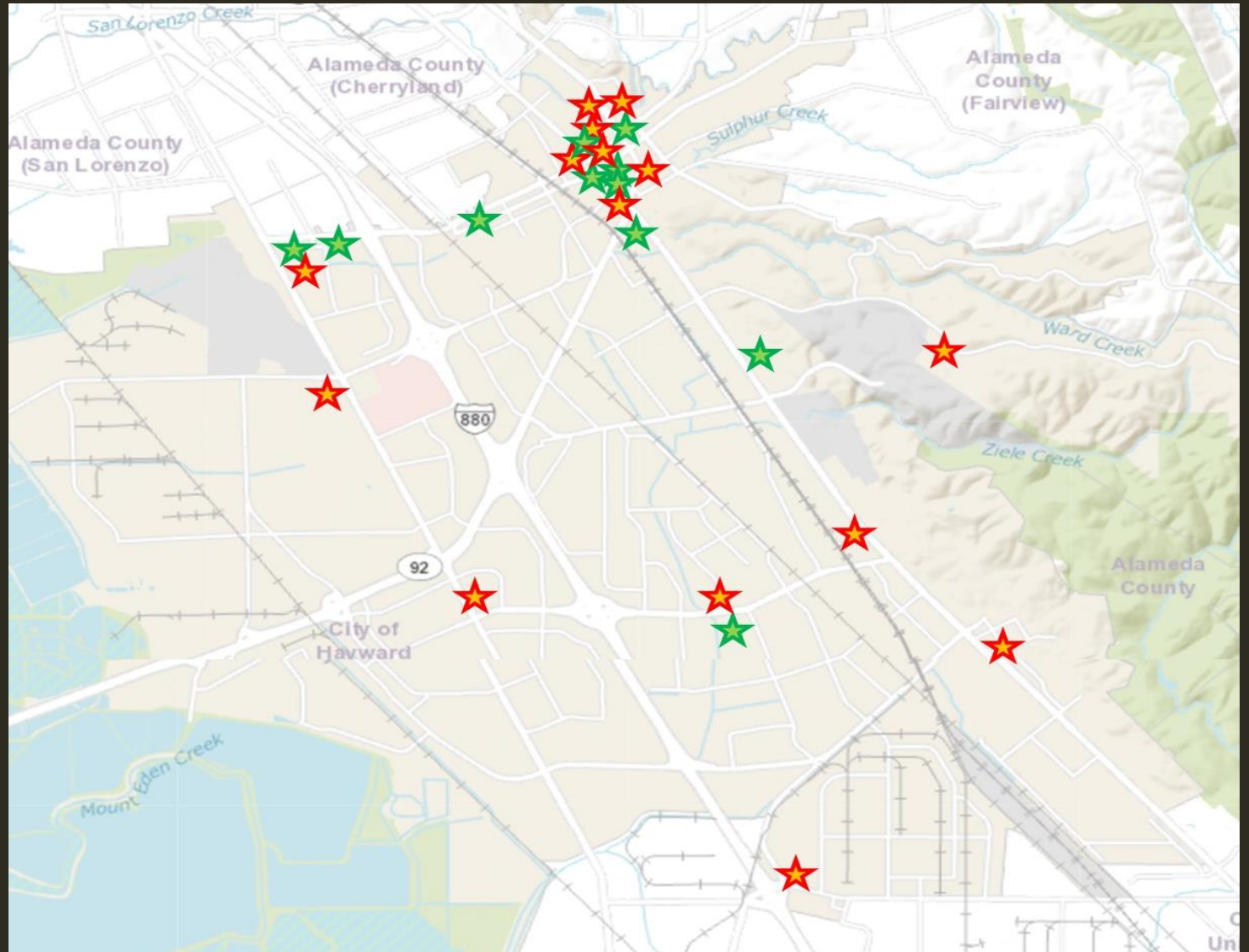


# BUSINESSES ASSISTED IN EACH PROGRAM

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★ Restaurant Relaunch

★ Restore and Reopen

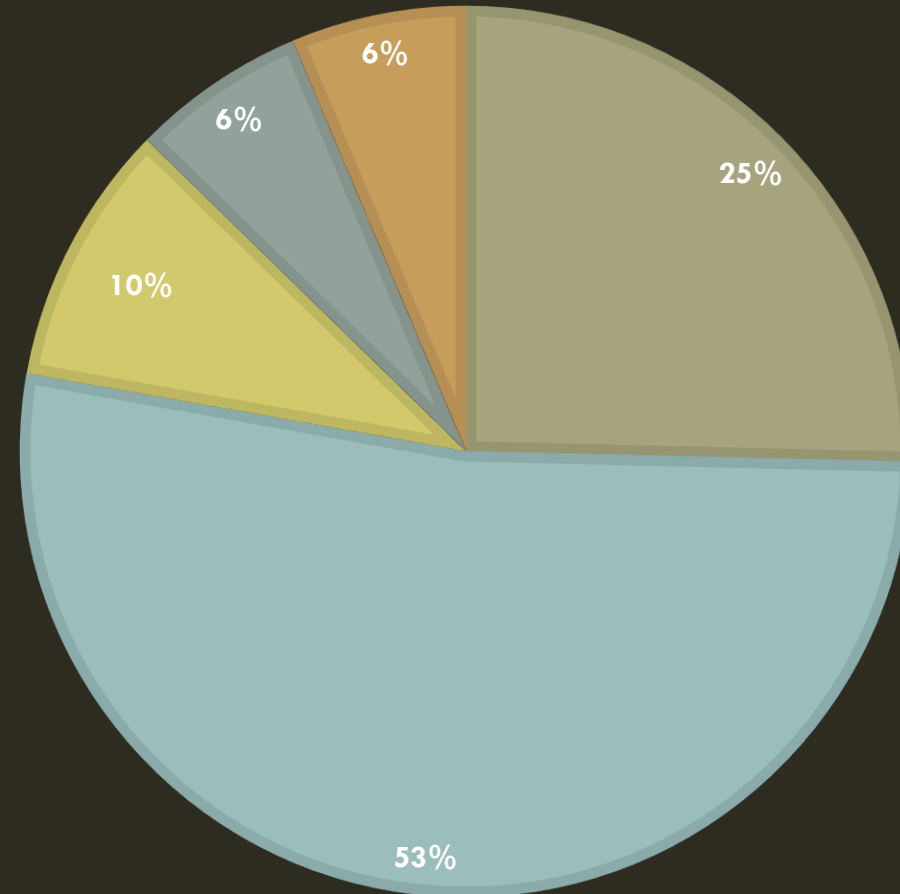


# SUPPORTING OUR DIVERSE BUSINESS COMMUNITY

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ETHNICITY OF BUSINESS OWNERS

■ Hispanic   ■ Asian   ■ Black/African American   ■ Caucasian   ■ Arab



# HEARING FROM THE BUSINESSES





- Finishing out the approval of a couple of more businesses that will utilize the remaining funds in each of these programs.
- All funds will be allocated and spent by December 2023 for these two programs per federal requirements

## NEXT STEPS



**QUESTIONS?**



## Future Meeting Topics as of June 5, 2023





**Council Economic Development Committee  
Future Meeting Topics as of June 5, 2023**

<b>RESPONSIBLE STAFF</b>	<b>FUTURE MEETING AGENDA ITEMS</b>	<b>PRESENTATION DATE*</b>
Economic Development	Hayward Upward Economic Recovery Program Updates	Standing Item
Economic Development	Tour of Downtown with Retail Expert	October 2023
DSD/ Code Enforcement	Update on Vacant Property Registration Ordinance	October 2023
Economic Development	Update on Mission Plaza Shopping Center	TBD
DSD/Planning	Update on Status of Issued Cannabis Permits & Discussion on Restorative Justice	November 2023
Public Works/ Information Technology	Update on City Fiber/Broadband Initiatives (Following update to CIC)	December 2023
Economic Development	Update on Hayward Live! – Pilot Downtown Activation Program	December 2023

\*Subject to change

## Committee Member/Staff Announcements

- May 11 Grand Opening
- Biotechnology company developing and manufacturing biotherapeutics for treatment of degenerative, genetic deficiency and chronic diseases
- Investment includes 20,000 sq.ft. state-of-the-art facility at 25503 Whitesell - laboratories, testing laboratories and production suites
- Selected Hayward because our real estate affordability and central location, which provides access to potential clients and supplies; connections to universities; and well-trained workforce







- Construction technology company that manufactures homes using innovative processes and materials
- Motto is to “Build better homes, faster”
- Company raised nearly \$650 million to date
- Consolidated Bay Area R&D and manufacturing operations to Hayward
- 250,000 SF factory at @ 2701 W. Winton
- “Digital Fab” Grand Opening May 17, 2024
- Business featured in SF Business Times
- Business Concierge client since 2022. ED staff led:
  - Site Selection for the lease transaction
  - 15+ multi-department meetings to streamline permitting and manage schedule expectations
  - Plans to connect to Hayward education for job opportunities

Adjournment