COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

April 4, 2016

Approval of Minutes of March 7, 2016

Hayward Programs Report

**Hayward City Council
Economic Development Committee**

**Alameda County
Small Business Development Center**

April 4, 2016

OBDC | SMALL BUSINESS FINANCE

AMERICA'S **SBDC** CALIFORNIA NORTHERN CA NETWORK | SMALL BUSINESS DEVELOPMENT CENTER ALAMEDA COUNTY

Seminar Program

- The Alameda County SBDC was retained by the City of Hayward to produce business education seminar programs

- Presented at various times/dates:
  - Mornings and evenings
  - Council Chambers and Conference room 2A

- Hayward Staff and Hayward Chamber have been partners with publicity and logistics for the seminar events

Seminar Topics (Past Two Years)

- Successful Business Plans
- Using Census Data for Market Research
- Merchandising for the Holiday Season
- Top Ten Tools for Online Marketing
- Meet the Lenders
- Starting Your Own Food Business
- Social Media Strategies for Success
- Maximize Your Website Effectiveness
- Business Law for Entrepreneurs
- Getting Certified for Government Business
- Accessing Capital
- eMarketing to Create New Customers

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Seminar Attendance (Past Two Years)

Attendance: 279 verified sign-ins over 12 events
Average: 23.25 persons/session

Most popular:
➢ Starting Your Own Food Business (42)
➢ Getting Certified for Government Business (29)
➢ Maximizing Website Effectiveness (29)

Overall Ratings:
➢ 6.5 on a 1.0-7.0 Scale (7.0 is highest)

Seminar Program Benefits

➤ Nurture the local small business community

➤ Improve the branding of the City as a business friendly and supportive area

➤ Bring expert training to the City to offer to businesses at no charge

➤ Make business supportive resources more accessible to the local small business community: the seminars make people aware of our business consulting program.

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SMALL BUSINESS DEVELOPMENT CENTER
ALAMEDA COUNTY

Business Consulting Program

➢ We also serve Hayward under our SBA and State of California Go-Biz Grants

➢ These grants pay for one on one business consulting at no chare to the business owner

➢ Director plus 18 contract consultants are available to serve businesses with a wide range of expertise

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ACSBDC Consultants

Ron Barrett
Loan Specialist

David Bokash
Web Technology

FJ Cava
Generalist

Deb Doyle
Branding

Deagon Williams
Food & Restaurants

Ed Duarte
Construction

David Gray
Food & Restaurants

Tara Lynn Gray
Crowdfunding

Lee Lambert
Director

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ACSBDC Consultants

Maria Mejia
Finance

Bob Komoto
Export/Import

Mari Lovalvo
Human Resources

Dorian Webb
Operations

Mary Passarella
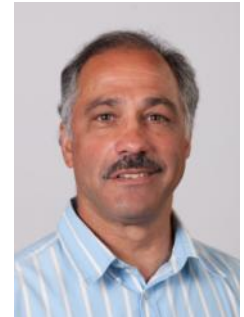Accounting

Paula
Mattisonsierrra
Retail

Carolyn Johnson
Operations

Tom Yeh
Strategy

David Mitroff
Social Media

Tom Camerato
Financial Modeling

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Hayward Business Services

January 1, 2015 through March 31, 2016:

- ➤ 31 Hayward-based companies
- ➤ 93 sessions
- ➤ 203 hours

Hayward Client Story

BioLogic Environmental Services

Albert Chavez & Armin Vaziri

Management, transport and disposal of medical waste

➢ Initial Business Plan

➢ Investor Pitch

➢ Raised $150,000

Hayward Client Story

Magic Detailings – Ryan Woodlee

Auto detailing for high-end automobiles

- ➤ Business Plan
- ➤ Marketing Plan
- ➤ Customer Analytics

THANK YOU

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ALAMEDA COUNTY

Economic Development Strategic Plan:

Branding & Marketing Work Tasks Update

EDSP Update Process

▶ Updating the EDSP to reflect and address strategic approaches and identified priorities

▶ Sections of the EDSP will be revised and presented to CEDC for feedback

▶ Goal is to obtain direction on policy and goals identified by staff

Marketing & Branding Update

- ED Team helped craft and test marketing identity, content and materials
- Tested at meetings, events and tradeshows
- Goals:
  - Compare Hayward materials against other communities and
  - Create interest or get "looks" at the City for business investment

EDA Innovation Awards

International Council of Shopping Centers – Monterey Idea Exchange

- ▶ ED Team scheduled meetings with brokerages, manned a table using new logo, marketing materials
- ▶ Received strong interest from multiple developers, retailers
- ▶ Received praise for quality of materials and visibility

Next Steps

▶ Feedback and inquiries show marketing and branding efforts generated the "looks"

▶ Now Hayward must deliver and evolve

▶ Four new focus areas:

1. New Marketing Material for Targeted Sectors
2. Quality of Life Marketing Materials for Decision-Makers
3. Presence at Targeted Events
4. Increase Media Engagement & Coverage

Committee Member/Staff Announcements and Referrals

Adjournment