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## COUNCIL ECONOMIC DEVELOPMENT COMMITTEE

October 3, 2016



# Approval of Minutes of the Special CEDC Meeting Sept. 7, 2016



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## Update of Hayward High Speed Fiber Optic Network Grant



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## Economic Development Strategic Plan Industrial Sector Work Tasks Update

# Overview



- ▶ EDSP Update Process
  - Marketing and Branding
  - Retail
  - Industrial
  
- ▶ Feedback from CEDC on industrial activities, work tasks, and staff recommendations

# Marketing through Events





# Print Advertising

A woman in a white lab coat and clear safety goggles is working in a laboratory. She is holding a test tube with a red liquid inside. The background is a bright blue gradient. There are three white rectangular boxes overlaid on the image: one on her face, one on her hand holding the test tube, and one on her lab coat.

Business visionaries see the world differently. They aren't impressed by trends that have already peaked. They don't say things like, "Me too." Visionaries look deeper. They see through both time and space. A "business friendly" location isn't enough; they're looking for a shared trajectory. To all the entrepreneurs, dreamers, opportunity-seekers and visionaries out there, we have just two things to say:

## Welcome to Hayward. Welcome home.

[haywardupward.com](http://haywardupward.com)  
#HaywardUpward

**H HAYWARD**

A black and white microscope is visible in the bottom right corner of the image.

# Business Attraction

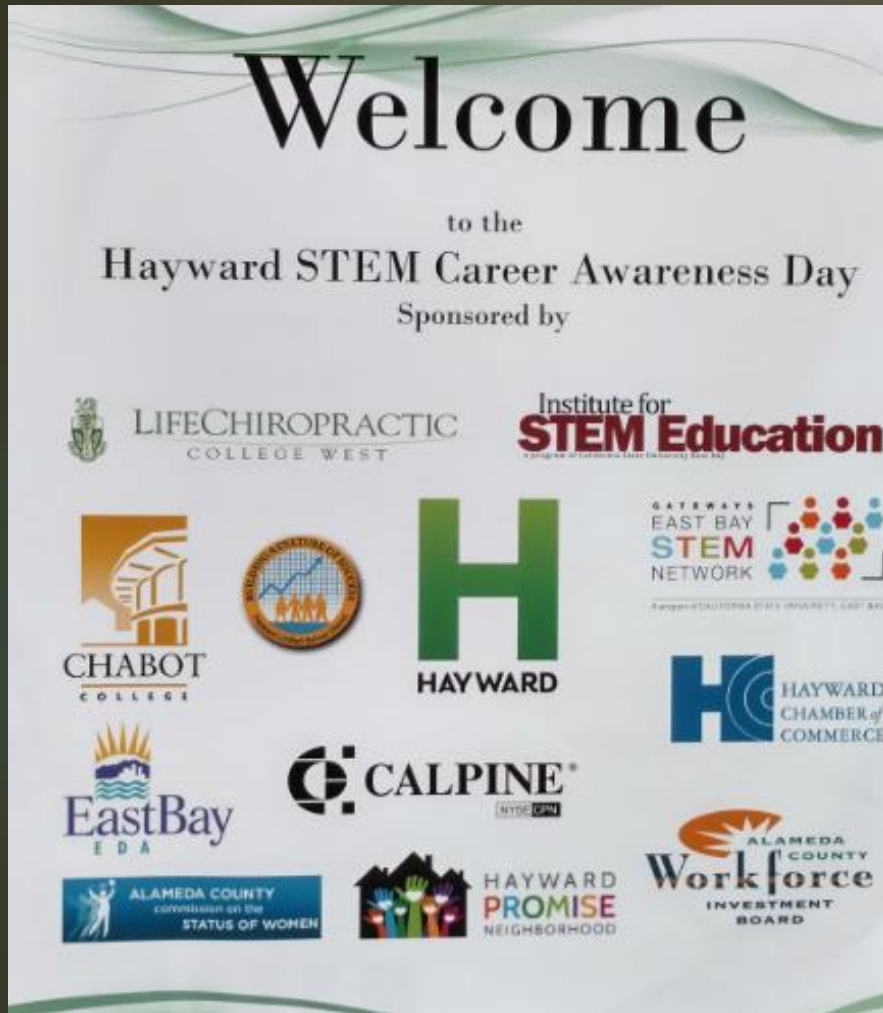




# Retention & Expansion



# Workforce Development



# Real Estate Development



## Hayman Distribution Center

- 280,000 SF
- 32' Clear Height
- ESFR Sprinklers
- Preleased to LA Specialty

## Hayward 92 Industrial Center (Baumberg Avenue)

- 333,365 SF
- 32' Clear Height
- ESFR Sprinklers
- Preleased to FedEx



# Real Estate Development



## Shea Center Hayward

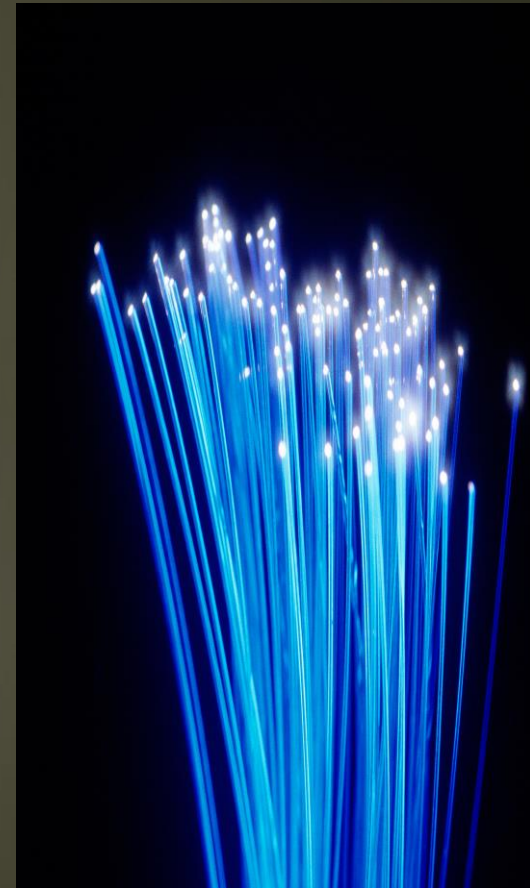
- 275,000 SF Campus
- 4 Buildings
- 32 to 112K SF
- 26,' & 32' Clear Height
- ESFR Sprinklers
- Targeting Advanced Industries



# Fiber Optic Network



- ▶ EDA awards \$2.74M grant
- ▶ Installation of approx. 11 miles of conduit and fiber optic cable
- ▶ Details on the grant and the Fiber Master Plan to be presented in Nov/Dec





# Recommendation Highlights



1. Expand Business Visitation Program
2. Expand Marketing to Advanced Industries
3. Develop Place-Making Program
4. Revise Zoning to Encourage Advanced Industries Growth
5. Expand Support to Hayward Workforce Development & STEM Initiatives

# Questions & Discussion





## Future Agenda Items



# Committee Member/Staff Announcements and Referrals



# Adjournment