

Council Economic Development Committee



July 6, 2020

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 July 6, 2020
Regular Meeting

VACANT PROPERTIES UPDATE

DEVELOPMENT SERVICES DEPARTMENT

CODE ENFORCEMENT DIVISION



ADOPTION OF VACANT PROPERTY STANDARDS

CHAPTER 10 ARTICLE 29



Site Maintenance

- Landscaping
- Parking Lots
- Accessory Structures
- General Cleanliness



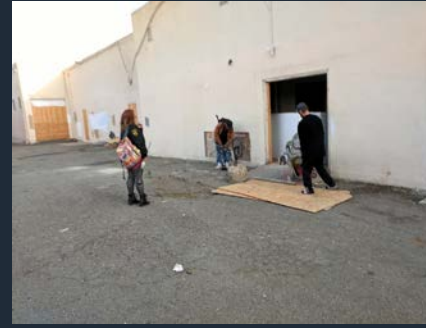
Building Maintenance

- Windows/Doors
- Exterior Paint/Siding
- Utility systems
- Walls and Structural Components
- General Maintenance



Fire Safety

- Operational fire protection
- Free of fire hazards or hazardous waste
- Maintained emergency access areas
- Identified Shatfway Markings



Security

- Restriction of Wood Boarding Material
- Use of "Clear boarding" if ongoing break-ins occur.
- Trespassing Prevention agreements filed with Hayward Police
- Continued Physical Monitoring

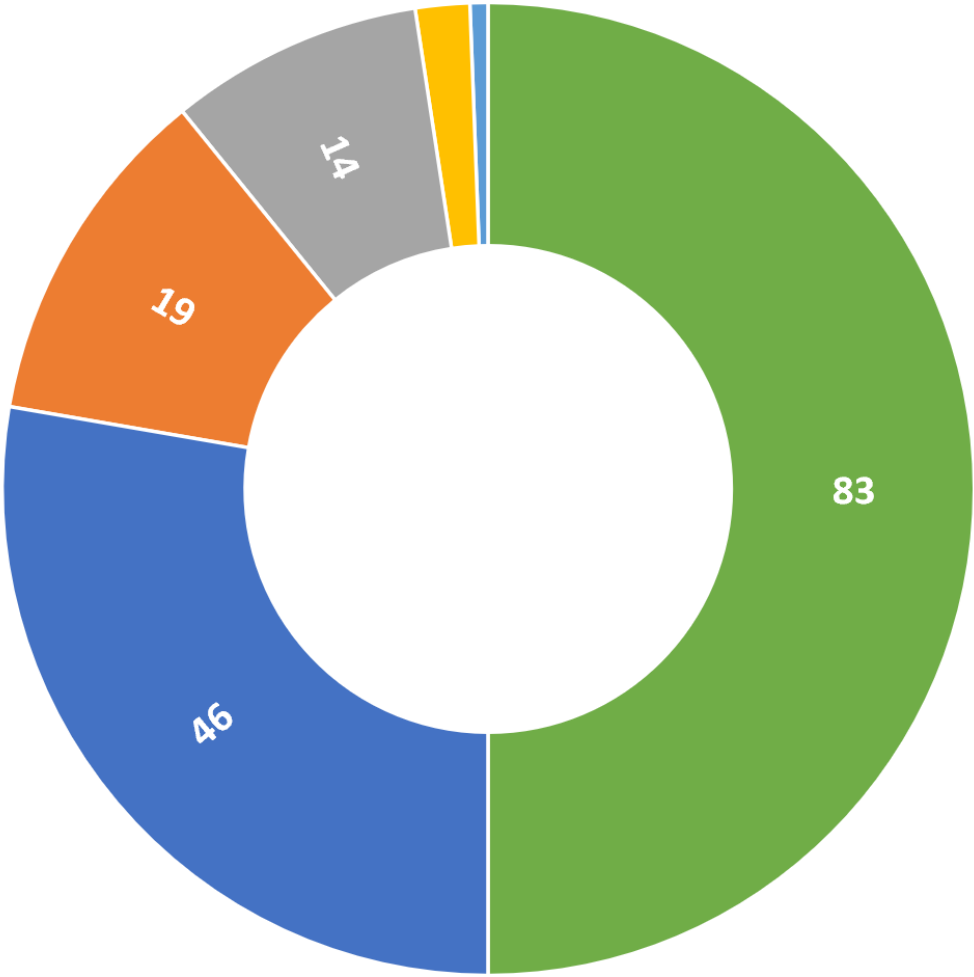


Emergency Boarding

Short term use of boarding for emergencies

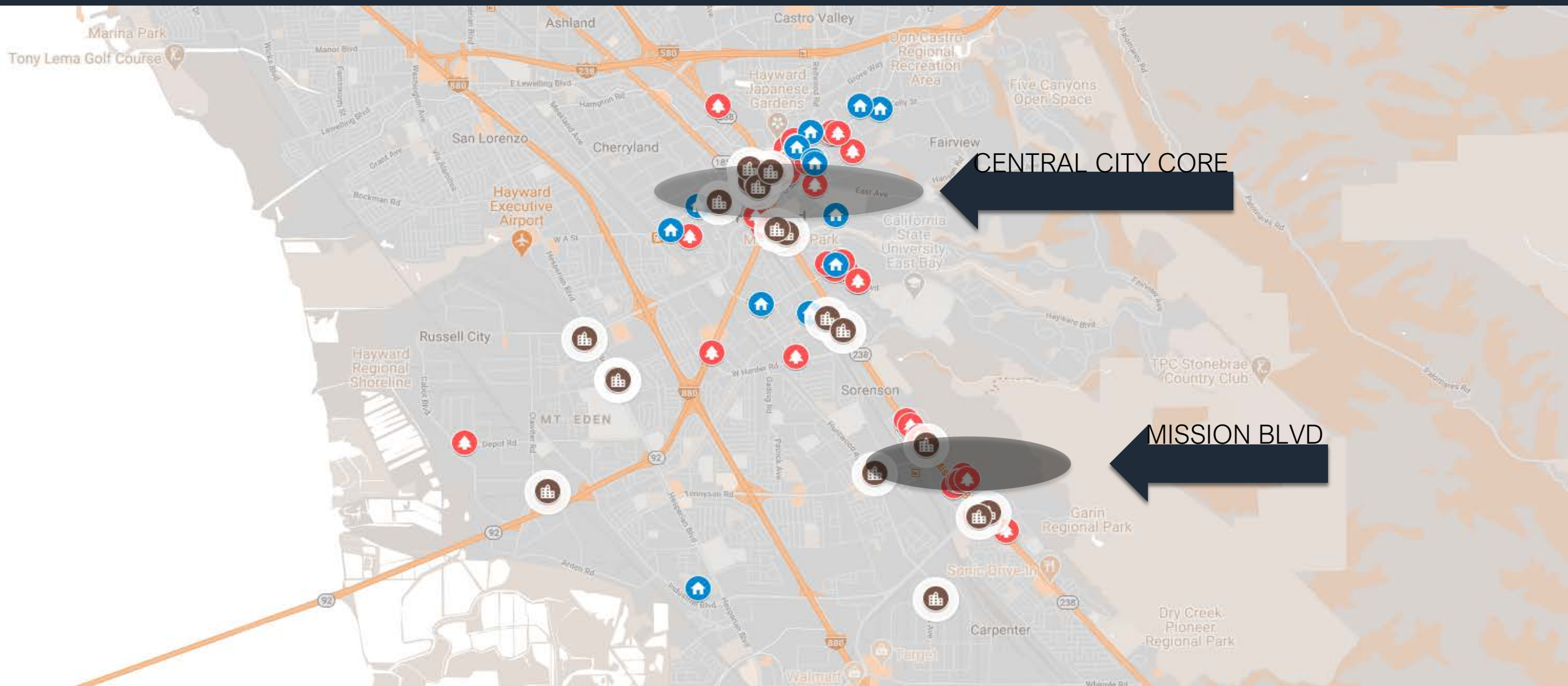
90 day provision to facilitate active building permits for structural rehabilitation

VACANT PROPERTIES BY TYPE 2020

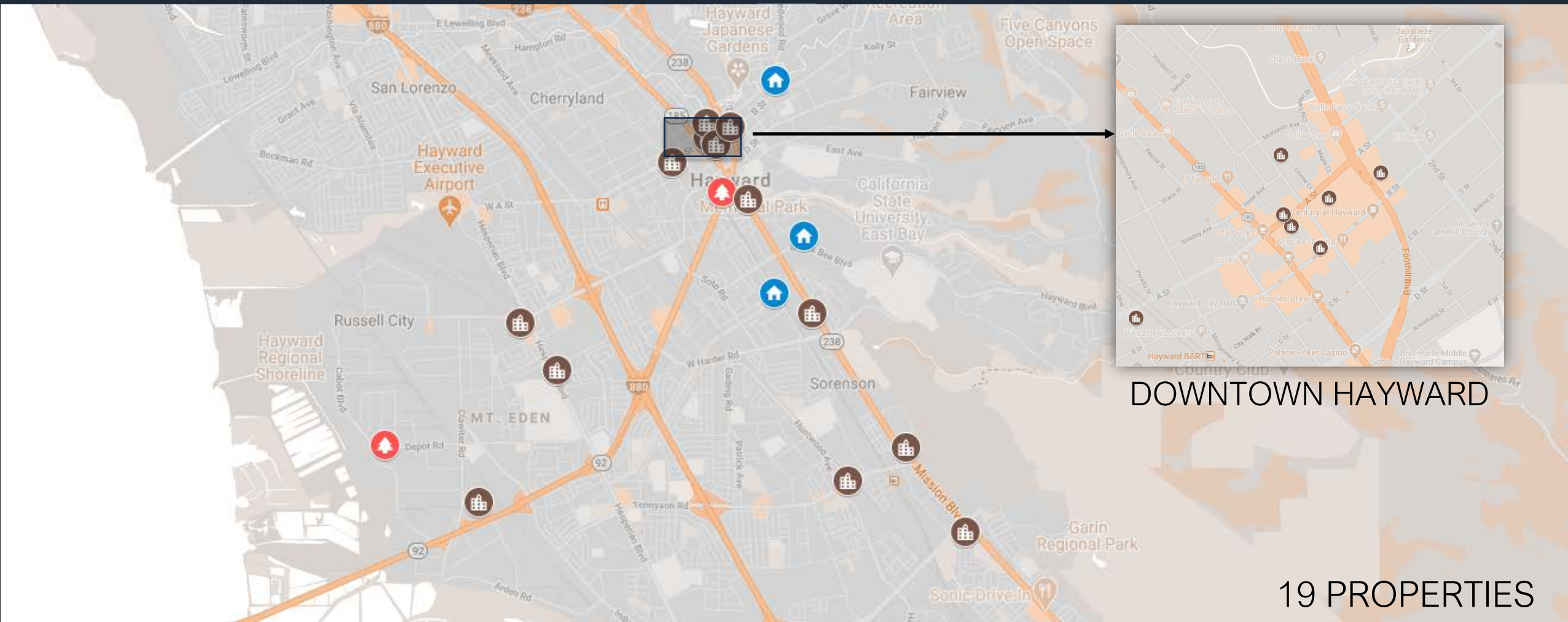


VACANT LOT	46
COMMERCIAL	19
RESIDENTIAL	14
DEMOLITION	3
FIRE	1
TOTAL	83

CONCENTRATION AREAS



INITIAL PROGRAM PRIORITY 2020



PROPERTIES RESOLVING



MAPLE AND MAIN



HOLIDAY BOWL



PROPERTIES ENTERING DUE TO COVID-19



TACOS EL GRULLENCE AT UPPER B ST



FIRESTONE AT MISSION BLVD

Program Registration and Fees



Registrations:
Active and Noticed

19



Registrations:
Pending Review and
Notification

64

Active Registration:\$48,450

Pending Registration Fees: \$163,200

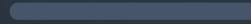
Anticipated full registration count: December 2020

ADJUSTED PROGRAM TIMELINES





Questions



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



October 5, 2020

COVID-19 Business Resiliency Grant 2020

- Program utilized \$380,000 in General Fund dollars reallocated from other Economic Development programs
 - Issued \$5,000 grants to businesses meeting criteria
 - 25 or fewer employees, or independent restaurants regardless of employee count
 - Business can be located anywhere in Hayward
 - Demonstrated economic injury due to crisis
- 76 businesses received assistance
- 8 additional businesses received funding from the Relief Fund

COVID-19 Business Resiliency Grant 2020

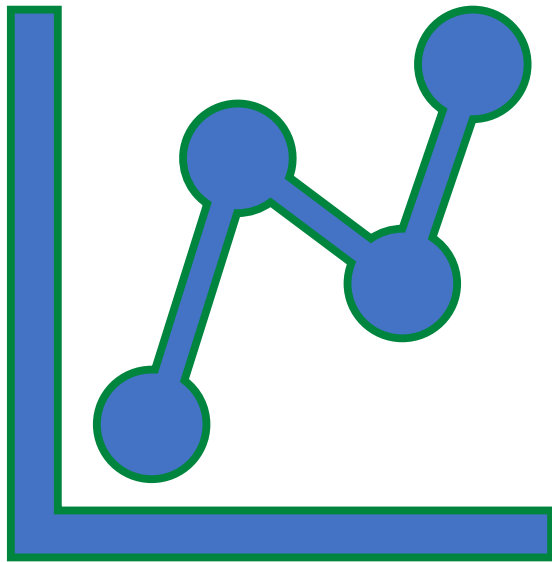
- Over 700 applications were received in the first day that the application was available (11 hours)
- The first 700 applications reported over \$43,000,000 in economic injury
- Over 1,600 applications were received in the first week.

Resiliency Grantee Highlights

- 20 different industry types are represented by the businesses that received grants including:
 - 3 bakeries, 8 Manufacturers, 27 Restaurants, 1 Grocery, 13 Retailers, 4 Cafes, 6 Barbershops/Beauty Salons, and 3 Entertainment uses
- The 76 grantees employ 649 people
- Some grantees responded with efforts to support the community:
 - Parkers Crazy Cookies, a commercial bakery, donated over 500 cookies to Hayward shelter
 - Yogurtland donated N95 masks to Hayward Fire

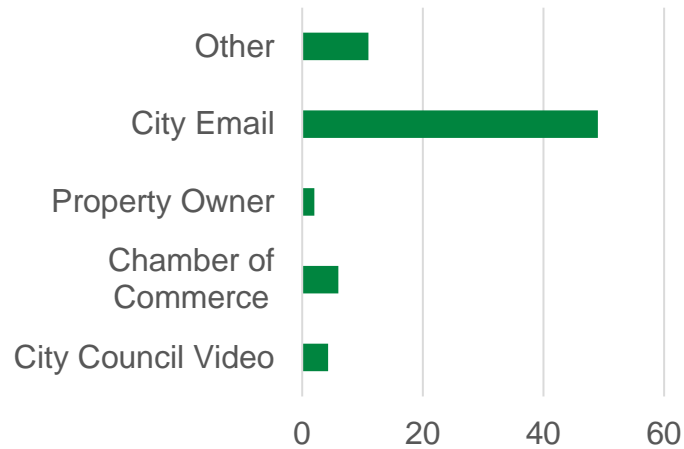
Follow-up Survey to all Grantees

- After Grant recipients received their funding, a survey was sent to each business seeking feedback and information on:
 - The grant program process
 - How the Business used the funds
 - Re-opening Plans

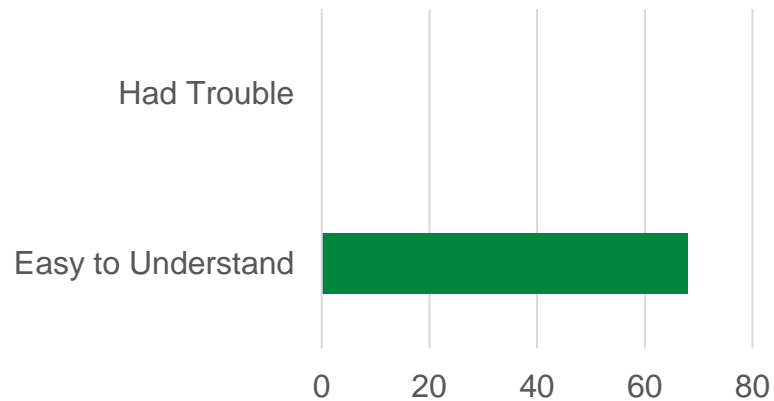


Grant Application Process

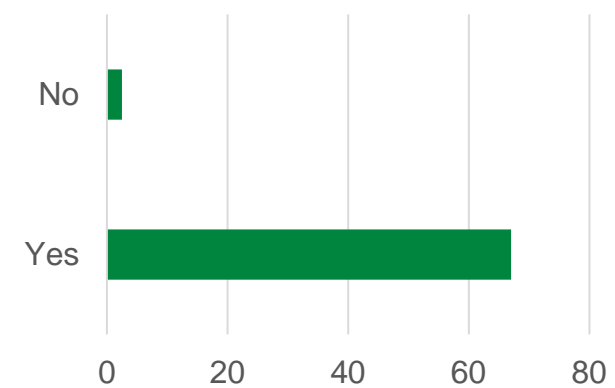
How did you find out about the program?



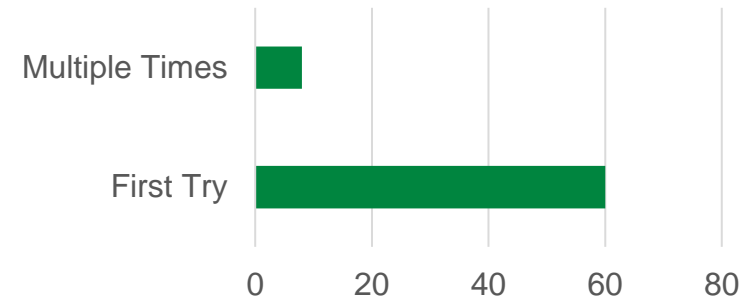
What did you think of the application forms?



Was the City Webpage easy to find?

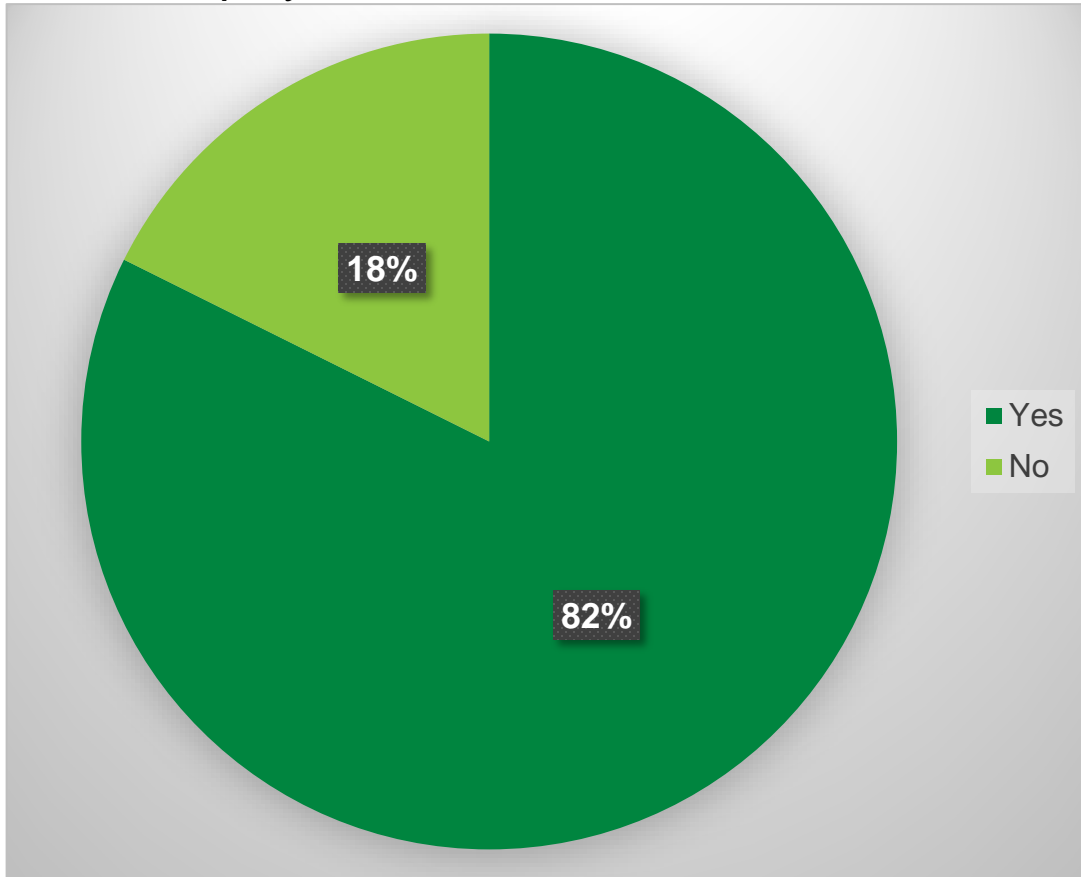


Were you able to submit your application on the first try or did it take multiple tries?

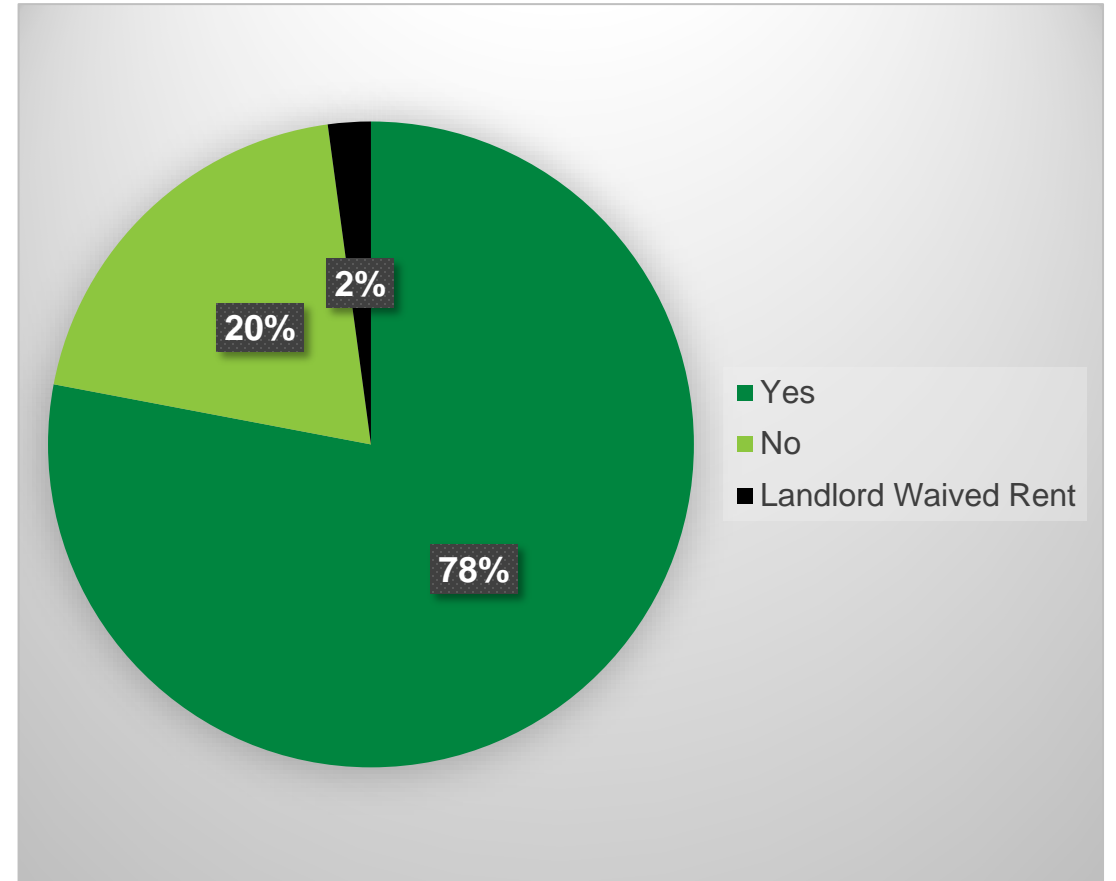


How did the Business use the Grant Funds

Did you use the funds to keep your employees?

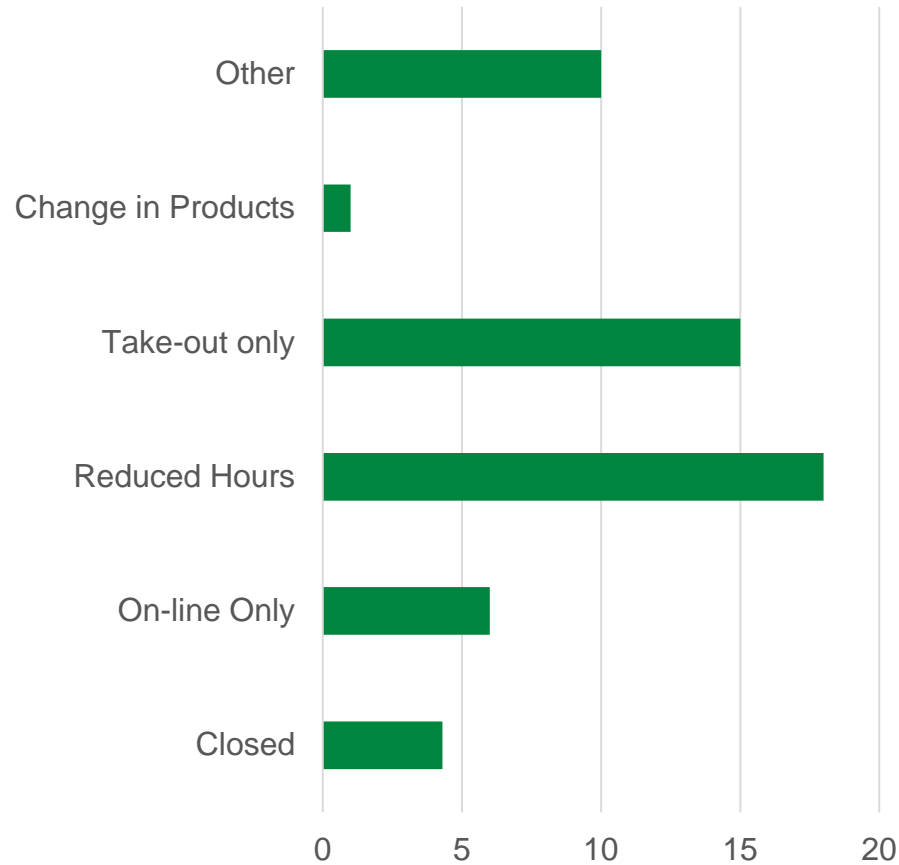


Did you use the funds to pay your rent?

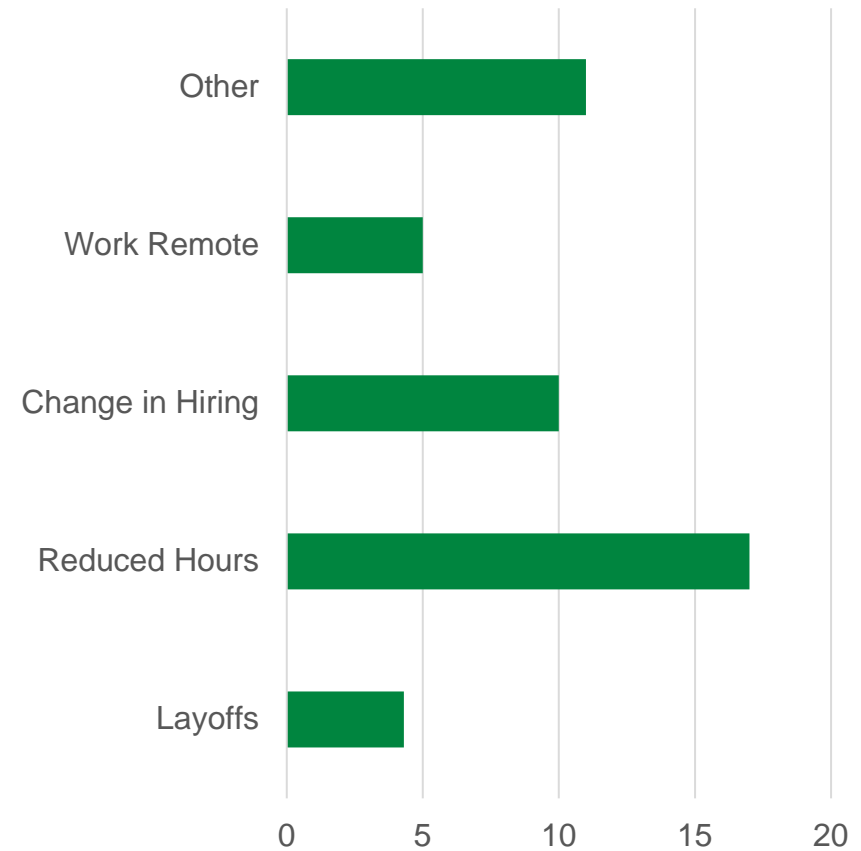


How has the business changed operations due to COVID

What changes in operations has your business had to make?

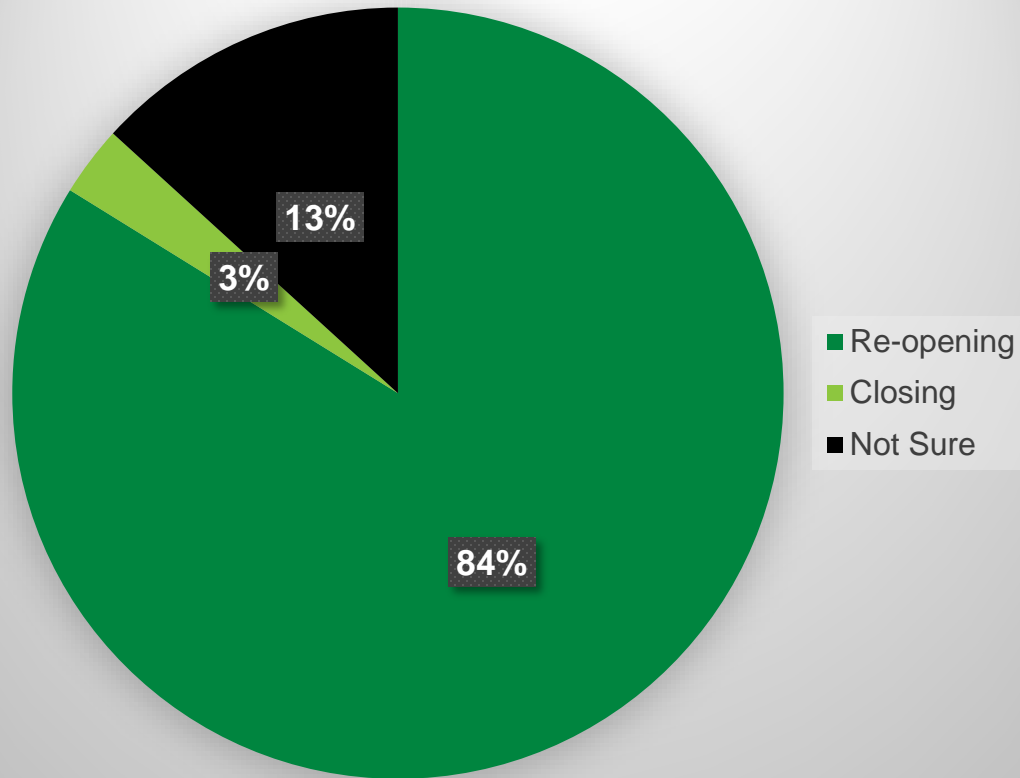


What changes in workforce has your business had to make?

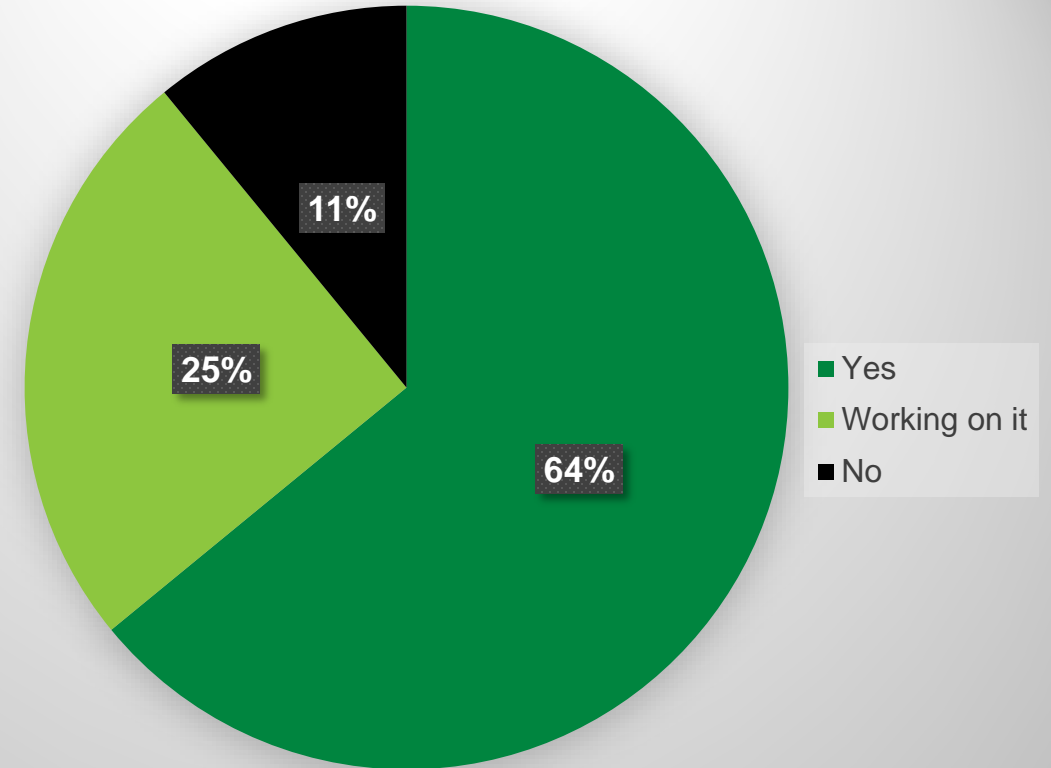


Re-opening Plans

Will you be re-starting operations?

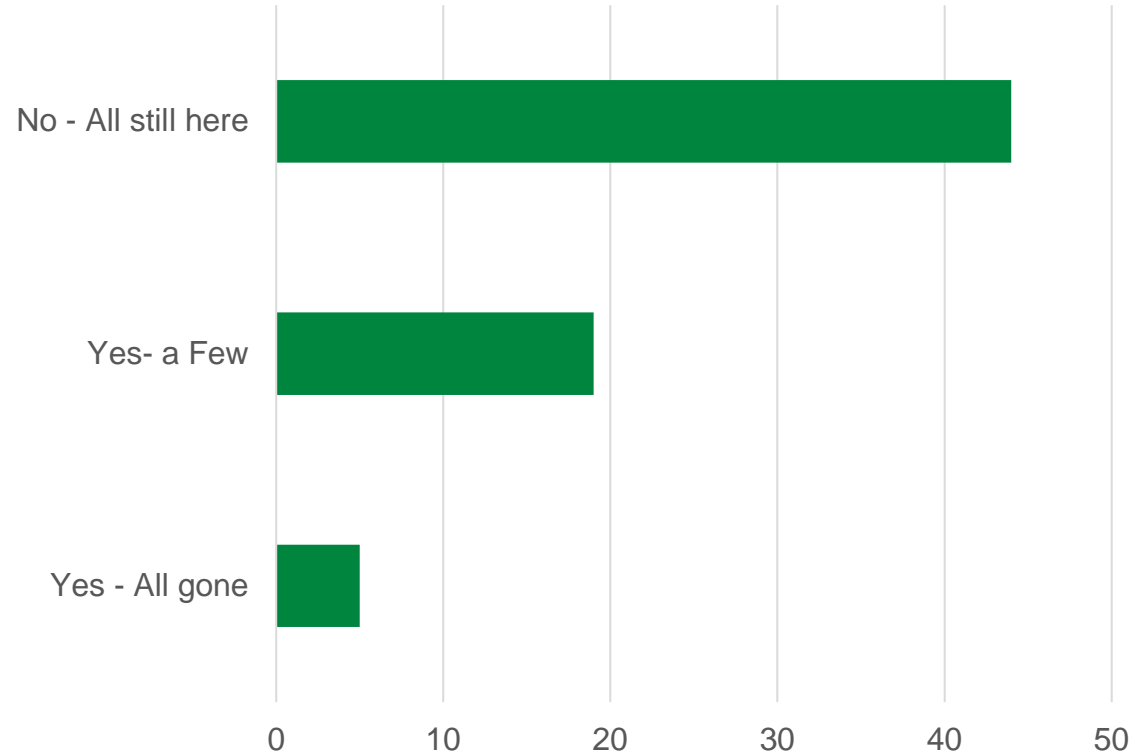


Have you created a re-opening plan?

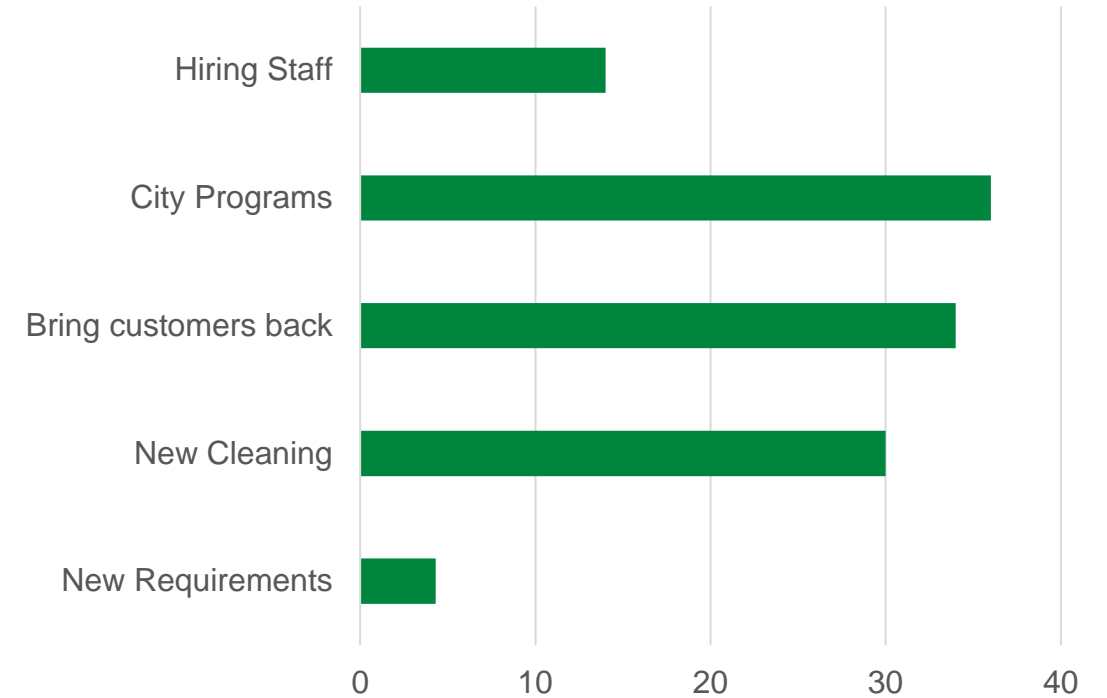


Re-opening Plans

Will you need to hire new staff?

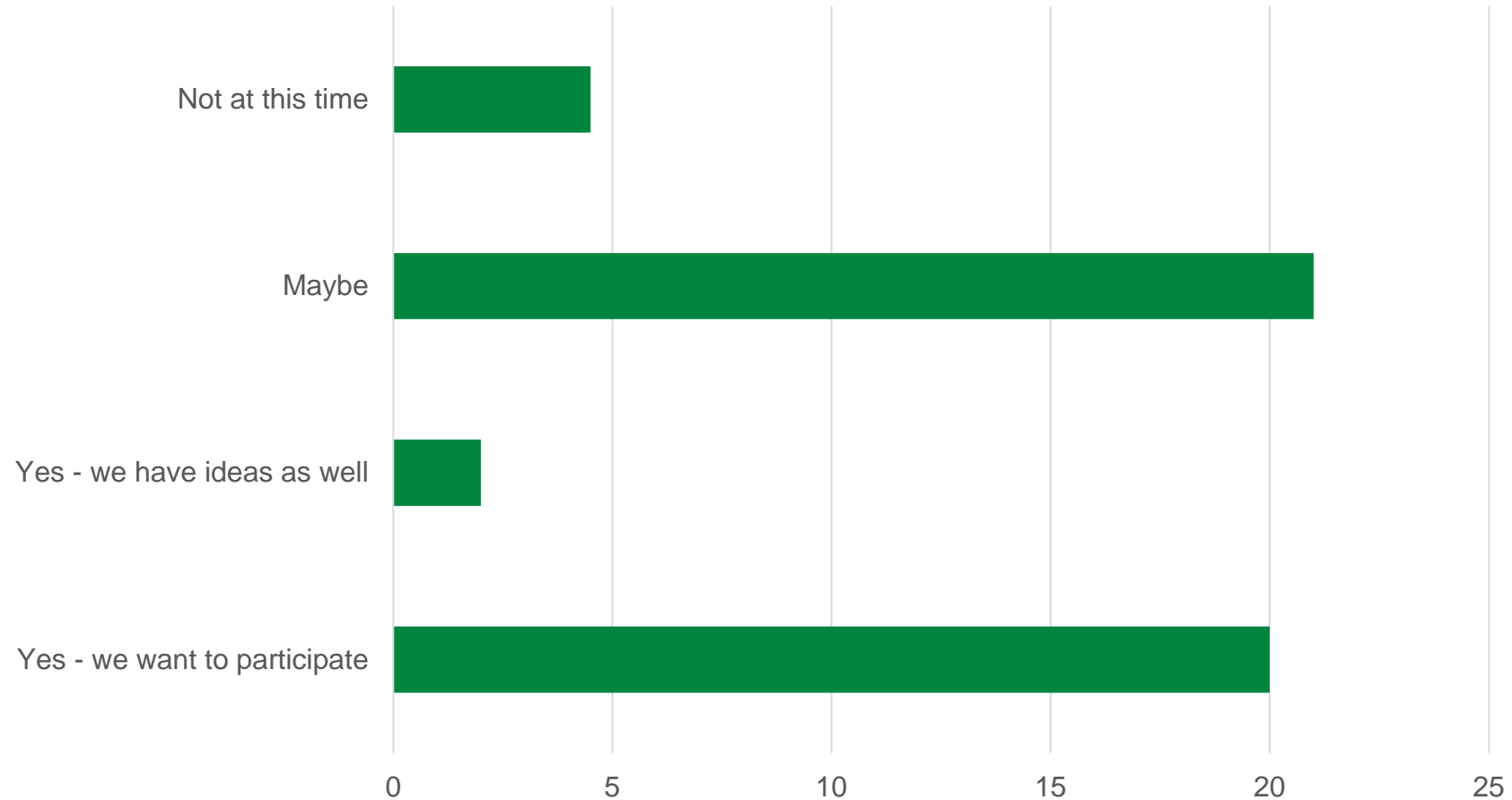


What help do you need to plan for re-opening?



Re-opening Plans

For Restaurants – Are you interested in participating in City activities to bring customers back?

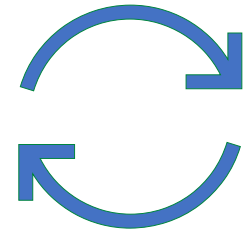


Any other comments you would like to share?

“Thank you so much for the City’s support! We may have not survived without the grant.”

“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 it forward back to the Hayward community.”

“More than just the money, receiving the Hayward grant gave us confidence and hope at a time when it was really, really needed.”



Small Business
Assistance
Program
2021 Funding Cycle



Small Business Assistance Grant Program

- \$100,000 – CDBG Funding
- \$50,000 – CARES Act Funding from Community Services Division
- Issue \$5,000 grants to businesses meeting criteria
 - 5 or fewer employees
 - Business can be located anywhere in Hayward
 - Have a brick and mortar location
 - Have a valid business license
- 30 Businesses will be able to be served this year

Eligible Expenses for Reimbursement

Same as Previous Years

- Inventory
- Equipment
- Furniture
- Signage
- Websites

Additional Items - 2021

- Masks
- Gloves
- Sanitizer
- Plexiglass dividers
- Outdoor dining related infrastructure or other items needed for the business to operate in accordance with new industry guidelines

Selection of Businesses



Initially identify businesses from the database of Resiliency Grant Applications



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



Expect to have the 30 businesses identified and selected by the end of December to allow businesses adequate time to submit receipts for reimbursement.

Next Steps



Update Application forms in both English and Spanish



Review List of Businesses from Previous Grant Process

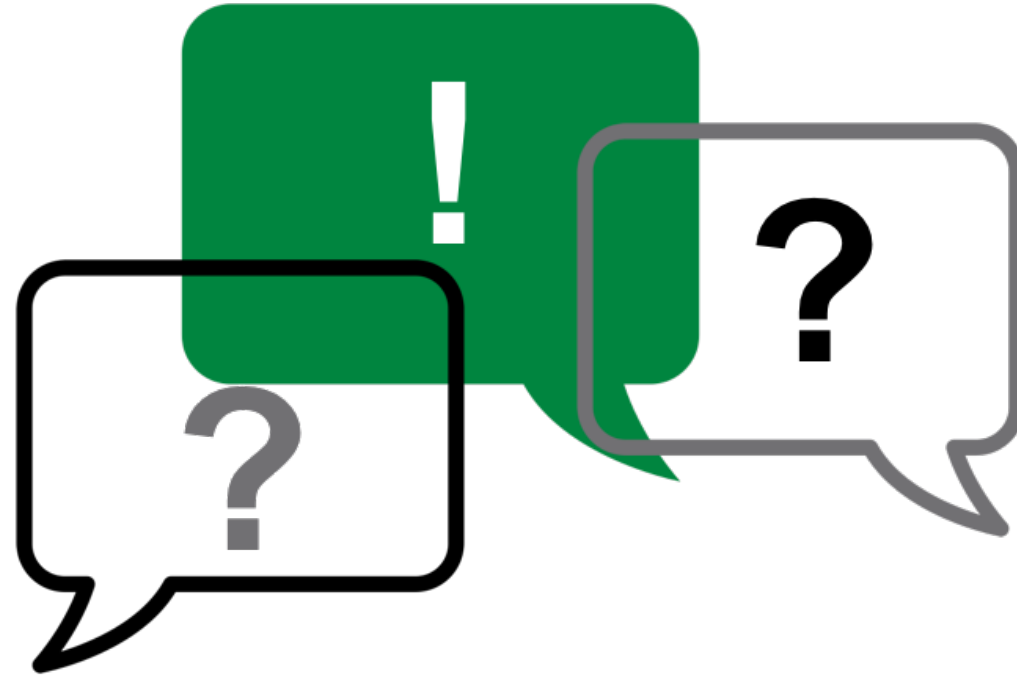


Contact Businesses and Confirm Interest in Participating in Program



Report back to CEDC on Grantees and Impacts of program

Questions



Future Meeting Topics

Committee Member/Staff Announcements

Adjournment