

Inventory of Economic Development Marketing Material

1. **“Look Deeper, Discover Something Different” Packet**– This stylized blue envelope contains the following elements:
 - a. **“Window of Opportunity”** booklet that serves as an eye-catching brochure expressing Hayward’s brand identity and vision.
 - b. **“You are Here. So is Everything Else”** flyer that details Hayward’s demographics and local economic characteristics.
 - c. **Business Concierge Program Brochure** – This brochure outlines the suite of the ED program’s suite of services.
 - d. **Development Pipeline Brochure** – See below description.

ED Team members regularly place other material into this packet to meet the needs of whoever we are meeting or distributing it to.

2. **Development Pipeline Booklet & Development Activity Webpage** – This booklet presents a summary of all major real estate development projects in process, approved or under construction. It is the most requested and well received material in our inventory. The [Development Activity webpage](#) containing this information on the City’s website.
3. **Façade Incentives Program Booklet** – This booklet details the City’s façade grant program and includes an application.
4. **Small Business Assistance Grants Booklet (CDBG Micro-enterprise Grant Program)** – This booklet details the City’s grant program targeted at businesses with five or fewer employees. It comes in both English and Spanish language versions.
5. **Hayward Promotional Videos:** Hosted on Youtube.com and disseminated via the City’s social media channels, the City has the following economic development-oriented videos:
 - a. **“Hayward: Present and Future”** – a brief introduction to Hayward’s vision and branding identity. This video is often used at the beginning of business workshops and training presentations held at City Hall and is included in ED Team cold email introductions to business prospects.
 - b. **“Hayward Made”** - consisting of two episodes, this video series was a pilot project that sought to highlight innovative businesses in Hayward.