



CITY OF HAYWARD

Hayward City Hall
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Cover Memo

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DATE: January 26, 2023

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

Hayward Upward Economic Recovery Plan Update: Hayward Open for Business Marketing Campaign
(Oral Report Only)

RECOMMENDATION

That Council Economic Development Committee (CEDC) members receive the presentation from the Cal State East Bay College of Business and Economics team, who will provide an update on the “Hayward Open for Business” marketing campaign.

SUMMARY

Following an extensive business engagement initiative, CEDC review in June 2021, and Council approval in July 2021, the City’s Economic Development Division established a three-year economic recovery strategy called the “Hayward Upward Economic Recovery Plan.” This plan includes nine different programs designed to aid businesses as they adapt in the post-COVID-19 marketplace. One of the nine programs included a “Hayward Open for Business” marketing campaign. This program seeks to entice consumers back to shop and dine in Hayward brick and mortar businesses.

In April 2022, the City entered an agreement with the Cal State University East Bay (CSU East Bay) College of Business and Economics to design and implement this program, which includes the development of 12 videos highlighting Hayward businesses’ stories of resilience, health and safety adaptation and unique product and services. This approach not only supports small business economic recovery efforts, but also builds upon the City’s efforts to engage with CSU East Bay students. This is also consistent with implementation of General Plan Economic Development Goal Number 4, which directs staff to foster a robust college-town economy through “town-gown” and “communiversity” partnerships.

At the October CEDC meeting, the CSU East Bay team will provide a detailed overview of the program’s purpose, their technical approach to engaging and filming businesses, and provide a preview of the work-in-progress video series trailer and a draft featured video. Representatives of this team will include:

- **Dr. Nancy Mangold:** Dr. Mangold serves as the Principal Investigator for this project. She currently is an Accounting Professor with CSU East Bay and serves as the Executive Director of the newly formed East Bay Small Business Development Center (East Bay SBDC);
- **Dr. Ivan Fedorenko:** Dr. Fedorenko is a Professor of Marketing with the CSU East Bay MBA

Program. He teaches course on marketing principals, marketing management and consumer behavior. He is a leading educator in digital and social media analytics.

- **Justyn Neito:** Mr. Neito is a marketing student in the CSU East Bay MBA Program. He currently is a member of five teams of MBA students researching businesses, developing storyboards for videos and facilitating video shoots.
- **Bryce Root:** Mr. Root is a marketing consultant & small business advisor with the East Bay SBDC. He is providing videography and video editing for the project.