



CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov

Cover Memo

File #: RPT 19-360, **Version:** 1

DATE: November 4, 2019

TO: Council Economic Development Committee

FROM: Deputy City Manager

SUBJECT

Economic Development Marketing Program Needs Assessment and Work Plan

RECOMMENDATION

That the Council Economic Development Committee reviews this informational report detailing the economic development marketing work plan and provides feedback to staff at the November 4th meeting.

SUMMARY

Economic Development staff are the primary marketers of the City of Hayward to prospective businesses and investors. With the filling of the vacant Economic Development Manager and one of two Economic Development Specialist positions, resources are now available to update the Economic Development work program. The first phase of this effort involves conducting a thorough assessment of the existing marketing program and formulating a workplan, which is detailed in this report.

This workplan is designed to continue the evolution of Hayward's economic development marketing program by: 1) taking stock of existing work and available tools; 2) identifying areas of improvement based on experience and gathering feedback from end-users; and 3) systematically updating existing and creating new materials to further the City's goals of business attraction, retention, and expansion.

ATTACHMENTS

Attachment I	Staff Report
Attachment II	Marketing Material Inventory