



CITY OF HAYWARD

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

Cover Memo

File #: RPT 22-010, **Version:** 1

DATE: January 27, 2022

TO: Council Economic Development Committee

FROM: Assistant City Manager

SUBJECT

Hayward Upward Economic Recovery Plan Update: Together for Hayward e-Gift Card Program

RECOMMENDATION

That the Council Economic Development Committee (CEDC) receives updates on the progress of the Hayward Upward Economic Recovery Plan initiatives, including the Together for Hayward e-Gift Card Program.

SUMMARY

As part of the City of Hayward COVID-19 economic recovery plan that was reviewed by the CEDC in June 2021, the Together for Hayward e-Gift Card program was launched in November 2021. This gift card program is designed to encourage customers to shop and dine at Hayward brick and mortar businesses rather than spending money outside of the City or online. As part of the program, the City of Hayward infused American Rescue Plan Act (ARPA) funds into the program for marketing, bonus gift cards, and business support to participate in the program. The following report provides a summary of those efforts and results to date.

ATTACHMENTS

Attachment I Staff Report