



CITY OF HAYWARD

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Cover Memo

File #: RPT 22-093, **Version:** 1

DATE: January 26, 2023

TO: Council Economic Development Committee

FROM: Economic Development Manager

SUBJECT

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

RECOMMENDATION

That the Council Economic Development Committee receives updates on 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 Council Economic Development Committee in June 2021, the Together for Hayward e-Gift Card program was launched in November 2021. This e-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