



City of Hayward Business Concierge Program

August 14, 2019



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Program Origins

▶ Economic Development Strategic Plan goals:

- Develop an Ombudsman program to streamline applications and permits
- Ensure a timely and predictable permit process
- Recruit and assist new businesses in priority locations/industries that are a good fit for Hayward
- Establish comprehensive business attraction and retention program



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Business and Developer Needs

- ▶ Establish a single point of contact to help businesses and developers find solutions to their priority questions
- ▶ Customer service program that cuts across all City departments
- ▶ Makes development and permitting process predictable and streamlined



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Concierge Program

▶ The program facilitates enhanced customer service to assist in development activities



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- ▶ Provides businesses with the information they need to make location decisions
- ▶ Customized property and market reports
- ▶ Connections to brokers and property owners
- ▶ Timeline and fee estimates that feed into proforma analyses



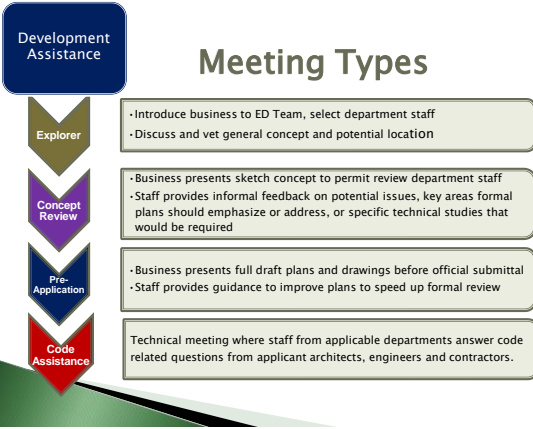
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- ▶ Supports businesses considering new construction or improvements
- ▶ Proactive efforts to explain requirements early speeds up project delivery
- ▶ Organize and facilitate meetings with departments to vet and identify issues



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Business & Workforce Assistance

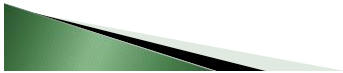
- ▶ Connects businesses with additional resources to support growth.
- ▶ Employee recruitment and training assistance through Workforce Investment Board, Small Business Development Center
- ▶ Connections to universities and trade schools to shape programs that meet skill set needs

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QUESTIONS?

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