City of Hayward
Business Concierge Program
August 14, 2019

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

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

Concierge Program

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

Market Analysis & Site Selection

- 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

Development Assistance

- 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
Meeting Types

- Introduce business to ED Team, select department staff
- Discuss and vet general concept and potential location

Concept Review
- Business presents sketch concept to permit review department staff
- Staff provides informal feedback on potential issues, key areas formal plans should emphasize or address, or specific technical studies that would be required

Pre-Application
- Business presents full draft plans and drawings before official submittal
- Staff provides guidance to improve plans to speed up formal review

Code Assistance
Technical meeting where staff from applicable departments answer code related questions from applicant architects, engineers and contractors.

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

QUESTIONS?

Catherine Ralston
Economic Development Specialist
catherine.ralston@hayward-ca.gov
510-583-5542