



The Hayward Chamber of Commerce Working for Downtown Businesses

It has been a busy summer for the chamber and its work on behalf of downtown businesses.

BAY CARD WILL BRING BUSINESS DOWNTOWN. The chamber and student government at Cal State East Bay developed a discount 'Bay Card' program to encourage thousands of students and staff to shop in Hayward, particularly downtown. We're planning on a winter quarter launch, with marketing materials still in development.

DOWNTOWN STUDENT BUS SHUTTLE. The chamber brought together the directors of transportation for the city and Cal State East Bay and we arranged for shuttle service every 30 minutes Thursday through Sundays from the 1,400-student campus residence halls and AC Transit stops downtown. One Saturday we had more than 500 ride!

SENIOR HOUSING DOWNTOWN. The chamber worked hard on in support of a 60-unit senior housing project that will be located on A Street, just north of the Lucky supermarket. Our bankers, retailers, restaurant owners and others are excited at the prospects of neighbors who will seek services downtown. Our support helped us get the project approved in September by a narrow 4-3 vote of the Hayward City Council.

MARKETING HELP FOR DOWNTOWN BUSINESSES. Working with the city's Economic Development Department, we identified 10 downtown businesses that got free marketing and business plans developed by teams of business students at Cal State East Bay.

DOWNTOWN RESTAURANT WALK OCT. 17. This annual sold-out event will be held from 5 to 9 p.m. at 14 downtown establishments and bring hundreds into restaurants where they may have never been before. It's a partnership of the chamber, the library and the city.

HAPPY HOUR APPROVED FOR RESTAURANTS. The chamber worked for nearly two years with our members and the city and the result was last month's vote to end Hayward's ban on happy hour and live music at full-service restaurants downtown and elsewhere.

PLANS FOR THE MERVYN'S SITE. The chamber called dozens of downtown businesspersons for briefings on this proposed project, which calls for 194 townhouses with residents that will help rejuvenate the downtown economy. We go before the City Council in November and will need downtown support to get the plan by Integral Communities approved.

SUMMER STREET PARTIES DRAW THOUSANDS With nearly 7,000 in attendance at each of our June, July and August street parties, downtown businesses told us that families discovered their shops and restaurants wonderfully convenient, generating return. Our partners were the City of Hayward and the Downtown Business Improvement Area Advisory Board.

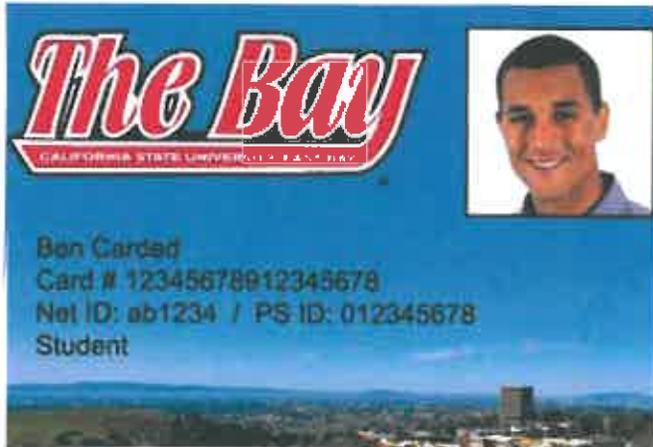
AND HERE COMES 'LIGHT UP THE SEASON.' Watch for Santa, a dozen performing groups along B Street, and the traditional tree-lighting in the City Hall rotunda, brought to you by the chamber and the City of Hayward on the evening of Dec. 5.

Watch for more developments on behalf of downtown businesses by your Hayward Chamber of Commerce.



Discount Program

OPEN TO ALL HAYWARD BUSINESSES



PROGRAM BENEFITS

1. Exposure to thousands of CSUEB Students, Faculty, and Staff
2. Easy program that only requires Bay Card ID to be shown
3. Increased foot traffic
4. Exposure through campus social media outlets

REQUIREMENTS TO PARTICIPATE

1. 10% discount or other equivalent on a typical meal, product, or service
2. Must place sticker on exterior window and poster in prominent place
3. Approval* of discount program planning team

*Some product restrictions will apply based on University policy.



HELPING
TO GROW
HAYWARD
BUSINESSES



To Register for the discount program, or receive more information, contact:
Margaret Daniel, margaret.daniel@csueastbay.edu | (510) 885-4843

For chamber businesses who need more information, contact:
The Chamber at 510-537-2424 or info@hayward.org



Sponsored by:

Associated Students, Inc., Parking & Transportation Services, & The Hayward Chamber of Commerce



HAYWARD CHAMBER OF COMMERCE &
CITY OF HAYWARD



28th Annual

BUSINESS

EXPO

RESTAURANTS
PRIZES
NEW CARS
NETWORKING
LOCAL BUSINESSES
FINE WINES

ST. ROSE HOSPITAL'S GRAND WHITE TENT

27200 Calaroga Avenue, Hayward CA 94544

MONDAY, OCTOBER 7, 2013 · 4:30 PM - 7:30 PM

Booth Fee: \$250 Chamber Members
\$395 Non-Members

Entry: Free to Chamber Members
\$10 Non-Members

SPONSORSHIP OPPORTUNITIES AVAILABLE

WWW.HAYWARD.ORG

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• Initial Sponsors •



4th ANNUAL

MARIACHI FESTIVAL

HAYWARD, CA



DANCING ♦ **FOOD** ♦ **VENDORS** ♦ **FUN**

FRIDAY, OCTOBER 11, 2013 ♦ 4:00 PM - 9:00 PM

HAYWARD CITY HALL PLAZA (B ST & WATKINS)

MARIACHI MEXICANISIMO, MARIACHI JUVENIL DE HAYWARD & MANY MORE!

FREE!

DON'T FORGET YOUR LAWN CHAIR & BLANKET!

¡GRATIS!

Brought to you by:

Latino Business Roundtable of the Hayward Chamber of Commerce
Hayward City Council Member Francisco Zermeno, Hayward City Council Member Mark Salinas
United States Congressman Eric Swalwell, Alameda County Supervisor Richard Valle
Guy Sandoval, Pearl Losoya, Mass Mutual, Torres Law Group, Armas Consulting





downtown Hayward RESTAURANT WALK

OCTOBER 17, 2013
5 - 9pm

Enjoy pre-selected items at the following downtown Hayward dining hot spots:
Bijou · Buffalo Bills · Buon Appetito · Century Theatres · Julian's BBQ
Kupe · Los Pericos · Shark Shack · Snappy's Cafe · Something Sweet
Swiss Delices · The Bistro · Turf Club · Yogurt Hill

Purchase Tickets at:

Hayward Main Library
Hayward Chamber of Commerce

Cash or Checks made payable to: Hayward Chamber of Commerce

tickets
\$20



For More Information:
(510) 537-2424
www.hayward.org

Net proceeds will benefit the Hayward Public Library's After School Homework Support Center and Leadership Hayward