

Business Assistance & Subsidized Commercial Space for Former Business Owners and Russell City Descendants

Summary of the Reparative Justice Recommendation: Provide a variety of supports and services to re-establish or establish businesses in Hayward owned by former Russell City residents and their descendants. Use a mix of methods including 1) Subsidized business space, 2) Tax and/or permit breaks (including expedited processing and no cost permits), 3) Linkage to federal and regional small business resources, 4) Linkage to City of Hayward grants for businesses providing services to low to moderate income communities, and 5) Concierge-style support with opening new business provided to a limited number of randomly selected former residents or descendants.

Reparative Justice Description and Justification: Provide a variety of supports and services to re-establish or establish businesses owned by former Russell City residents and their descendants.

1. Develop subsidized (if not free) commercial space in Hayward that prospective business owners (formerly in Russell City or descendants of any Russell City resident) can own in perpetuity.
2. Create tax and permit breaks for former residents and descendants to establish tax revenue-generating businesses in Hayward. This could potentially include expedited processing of permits and no cost permits for a ten (10) year period starting in Fiscal Year 2025 – 2026.
3. Link and refer prospective business owners (formerly in Russell City or descendants of any Russell City resident) to Small Business Administration and East Bay Small Business Development Center resources.
4. Link and refer former residents and descendants to City of Hayward Community Block Development Program for funding of services low to moderate income communities in Hayward.
5. Conduct annual lottery for a limited number of businesses or prospective business owners to receive intensive support and case-management to open businesses in Hayward. This support focuses on legal, compliance, and other standard operations support and would include promotion of the business launch and would be for a ten (10) year period starting in Fiscal Year 2025 – 2026.

Eligibility Criteria: To qualify for the business development opportunities from the Russell City Reparative Justice Project, beneficiaries must:

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1. Be a former resident of Russell City who can prove they lived there between 1950 and 1967 with valid documentation ⁱ, or
2. Be a descendent (born by December 31, 2024) who has at least one ancestor who lived in Russell City between 1950 and 1967. You must provide proof of your ancestor's residency and that that you are related to them, ⁱⁱ and
3. Be opening or currently operating a business in Hayward, California.

Reparative Justice Objectives

- **Objective 1:** Make a list of living Russell City former residents using City of Hayward records, County of Alameda documents, and research with the Russell City community.
- **Objective 2:** Hire professional genealogists to create family trees of Russell City former residents and descendants. They will also help find the public records needed to make the list of former residents and descendants.
- **Objective 3:** Initiate partnerships with academic departments at California State University, East Bay and Chabot College to get student support with researching relevant public records held by the County of Alameda, Hayward Unified School District, and City of Hayward (e.g. Birth certificates, school records, marriage records, tax documents, etc.).
- **Objective 4:** Identify thresholds (quantity and duration) for other methods of business support to determine the maximum number of eligible beneficiaries per business benefit.
- **Objective 5:** Request authorization of commercial space development(s) from relevant federal and regional bodies. This is required and needs to be approved by decision-making bodies to create business parcels for Russell City residents and descendants.
- **Objective 6:** Upon approval and authorization, develop commercial business space that can be given to prospective businesses owners. (In the event that ownership is not approved, these spaces will be developed for free, if not, subsidized leases for businesses).
- **Objective 7:** Identify the maximum number of City of Hayward-operated Business License Fees and permits (Business, Sewer, and Water) that can be waived for businesses opened by Russell City residents and descendants for a ten (10) year period starting in Fiscal Year 2025 – 2026.
- **Objective 8:** Confirm and authorize a maximum number of fiscal years that the City of Hayward can provide local tax and permit waivers/breaks for businesses opened by Russell City residents and descendants within the City of Hayward. This would include no-cost permits and expedited processing of City of Hayward permits.



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- **Objective 9:** Confirm and approve the maximum number of prospective businesses that can receive support and case-management from the City of Hayward Economic Development Division to open businesses in Hayward. (Estimated to be between 2 and 5 businesses per fiscal year for a ten (10) year period starting in Fiscal Year 2025 – 2026).
- **Objective 10:** Notify Russell City former residents and their descendants on business development opportunities.
- **Objective 11:** Make a list of prospective business owners interested in the lottery for brick-and-mortar business space, case management from Economic Development, permit breaks, and /or local tax breaks.
- **Objective 12:** Conduct a list of prospective business owners interested in the lottery for brick-and-mortar business space, case management from Economic Development, permit breaks, and /or local tax breaks.

ⁱ Documentation to verify eligibility may include, but is not limited to, deeds, leases, rental agreements, tax documents, birth certificates, marriage certificates, school records, utility bills, bank statements, and/or insurance documents.

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