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Hayward pandemic recovery programs win statewide excellence recognitions

HAYWARD, Calif., Aug. 18, 2023—The City of Hayward Economic Development Division earned two prestigious awards from the California Association of Local Economic Development (CALED) for outstanding pandemic recovery initiative.

CALED, the premier statewide professional economic development organization with more than 800 members from cities, counties, state and federal entities, economic development corporations and the private sector, cited the Hayward Economic Development Division's forging of partnerships, particularly with California State University East Bay and Chabot College, as an outstanding feature of its work.

At CALED's annual conference June 22 in Los Angeles, the City of Hayward received an Award of Excellence for *Together for Hayward*, a set of six initiatives fostering economic development and recovery among small businesses and other affected industries, enhancing access to workforce training and skills development, and local business promotion.

Together for Hayward involved video promotion of local business adaptation to COVID-safe operations; activation of downtown through staging of live performances; a new shop-local e-gift card program; and an array of small grant programs to help local businesses close revenue gaps and reopen, retool, refurbish exteriors and adapt to post-pandemic consumer trends.

The City also received an Award of Excellence for its *Open for Business* video series, which involved a collaboration with Cal State East Bay's College of Business and the East Bay Small Business Development Center to amplify the City's vibrant and diverse business community by producing 12 promotional videos that showcase local enterprises.

To learn more about economic development at the City of Hayward, visit the Economic Development Division webpage [here](#) on the City of Hayward website.