



City of Hayward
Economic Development Division
Hayward Amplified Grant Application

Dear Business Owner,

The City of Hayward's Economic Development Division is pleased to introduce **Hayward Amplified**, a new grant program designed to support local businesses in hosting activations that attract customers, increase foot traffic, and contribute to vibrant commercial corridors across the city.

This program is offered through a **competitive application process** open to businesses throughout Hayward. Applications will be evaluated based on both completeness and the strength of each proposal, including the quality of the activation concept, clarity of the budget, and overall potential to generate meaningful customer engagement.

We encourage applicants to be thoughtful and detailed in their responses, as each section of the application will be reviewed and scored.

Our team is committed to supporting you throughout this process. Economic Development staff are available to answer questions, provide guidance, and help you develop a strong application. We will also be hosting informational workshops and providing recorded resources to assist applicants.

We look forward to reviewing your proposal and exploring how we can support your business in creating impactful activations in Hayward.

If you have any questions or need assistance, feel free to reach out to my colleague, Daniel Mao at Daniel.Mao@hayward-ca.gov.

Sincerely,

Paul Nguyen, Chief Economic Development Officer



Hayward Amplified Grant Application

To be eligible businesses must be located in Hayward, have a physical customer facing storefront, hold a valid business license, and be in good standing with the City of Hayward.

Business Information
Business Name:
Business Address:
Owner's Name:
Email:
Phone Number:
Type of Business (Restaurant, Retail, Service, Other):
Years in Operation:
Number of Employees:
Website:
Social Media Handle(s) (If applicable):
Please Provide a brief description of your business, including what you offer and your target customers. (2-4 sentences)



Activation Proposal

This section is the core of your application and should clearly describe your proposed activation(s). The goal of Hayward Amplified is to support business-led events and experiences that attract customers, increase foot traffic, and contribute to the overall vibrancy of Hayward’s commercial corridors. Strong proposals will demonstrate a clear and creative activation concept, a realistic plan for execution, and a thoughtful approach to engaging customers and promoting the event. Applicants are encouraged to provide specific details on what they plan to do, how they will implement it, and the impact they expect to achieve.

Activation Type (select all that apply)

- Live music/DJ
- Community event or meet-up
- Food or product collaboration
- Influencer or social media event
- Art or creative experience
- Themed event or pop-up
- Watch parties for major sporting events, championship games, or trending shows that create a shared viewing experience
- Other:

Brief description: In 2 – 4 sentences, describe your activation. (What will happen? What will customers experience?)

Where do you plan to host the event or activation? (Inside the business, patio, parking lot, etc.)

How many activations do you plan to host?

When do you plan to host your activations? (General timeframe. No exact date required)

Who are you hoping will come to your activation?



What makes your activation interesting or unique?
How could your activation also bring people to nearby businesses or the surrounding area?
Are you planning to partner with any other businesses or organizations?
What support would you need to successfully host this activation? (check all that apply) <input type="checkbox"/> Marketing/promotion <input type="checkbox"/> Finding performers/DJs <input type="checkbox"/> Permitting guidance <input type="checkbox"/> Equipment/setup <input type="checkbox"/> Other:
Use of Funds & Budget
Use of funds Describe how you plan to use the grant funds. Please provide a general breakdown of major expenses (e.g., entertainment, marketing, equipment, etc.).
How do you plan to promote your activation(s)? Please include social media, partnership, marketing, or other outreach efforts.
Where do you currently promote your business? (Check all that apply) <input type="checkbox"/> Instagram <input type="checkbox"/> TikTok



<input type="checkbox"/> Facebook <input type="checkbox"/> Email/newsletter <input type="checkbox"/> In-store promotion <input type="checkbox"/> Other:
Do you currently work with influencers or content creators? <input type="checkbox"/> Yes <input type="checkbox"/> No
Experience and Capacity
Past Activations Have you hosted events or activations before? If yes, please describe and include any known results (e.g., attendance, increase in customers, social media engagement).
Why do you feel prepared to successfully host these events/activation(s)?
Are you open to hosting additional activations beyond the grant period? <input type="checkbox"/> Yes <input type="checkbox"/> No
Goals and Outcomes
What are your goals for participating in this program? (increased foot traffic, attract new customers, build brand awareness, increase sales, etc.)
Supporting Materials (Optional) These may be provided to enhance your application. <ul style="list-style-type: none">• Photos of your space• Past event photos/videos



City of Hayward
Economic Development Division

- Links to social media content



Acknowledgement and Submission

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that any false or misleading information may result in disqualification from consideration for the Hayward Amplified grant program.

Completed applications and any supporting documentation may be submitted to **EconomicDev@hayward-ca.gov**. Applicants will receive confirmation of receipt within 1–2 business days.

For questions regarding the application, please contact:
Daniel Mao
Economic Development Specialist
Daniel.Mao@hayward-ca.gov

Print Name

Signature

Date