REQUEST FOR PROPOSALS
FISCAL YEAR 2023-2024
COMMUNITY AGENCY FUNDING

This PDF version of the FY 2023-2024 applications materials is provided for informational purposes only, as applications for FY 2023-2024 funding must be submitted ONLINE at www.citydataservices.net.

Special Events applicants will complete the new Special Event Application.

All other applicants will complete the Common Application, regardless of the category in which funding is sought.

Applicants are strongly encouraged to read the instructions completely before starting the application.

Application Deadline: Friday, December 2, 2022, 5:00PM
Late applications will not be considered.

HOW TO ACCESS THE ONLINE APPLICATION

CURRENTLY-FUNDED AGENCIES
Agencies that are currently funded in FY 2022-2023 that wish to apply for FY 2023-2024 funding will find the application under the "Reports" tab when logged onto www.citydataservices.net.

NEW APPLICANTS
Agencies that are not currently funded should log onto www.citydataservices.net and use HAY2023 (case sensitive) as both their Username and Password. Applicants will be prompted for some basic information and then issued a unique Username and Password. By logging on with these new credentials, the FY 2023-2024 Common Application may be accessed.

This document can be made available in alternative accessible formats upon request, in accordance with the Americans with Disabilities Act of 1990. Please request the desired accommodation by calling:

City of Hayward
Community Services Division
Reception: (510) 583-4250
TDD: (510) 247-3340
FAX: (510) 583-3650

Electronic copies of these materials are available for download on the City of Hayward website: www.hayward-ca.gov.

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FY 2023-2024 FUNDING PROCESS CALENDAR

DATE	EVENT
September	
Fri., 9/30	30-Day Notice of Funding Availability Published in the Daily Review and City of Hayward website and emailed to Interested Parties
November	
Tues., 11/1	MANDATORY Bidder's Conference, 10:00am-11:00am Hosted Virtually Via Zoom
December	
Fri., 12/2	**Application Deadline - Applications are ONLY accepted online through City Data Services** Due 5:00PM, All Categories
January	
Sat., 1/21	Application Review Committee Interviews I
Sat., 1/28	Application Review Committee Interviews II
February	
Wed., 2/15	Draft Funding Recommendations made by CSC Preliminary Public Comment Period Begins for All Categories
March	
Wed., 3/15	Public Comment Period Closes for All Categories Final Funding Recommendations Established by Community Services Commission
April	
Tues., 4/4	City Council Work Session
Tues., 4/25	City Council Public Hearing

OVERVIEW OF THE CITY OF HAYWARD FUNDING PROCESS

In April 2023, the City of Hayward Community Agency Funding (CAF) Program will award federal Community Development Block Grant (CDBG) funds for eligible community and economic development activities in Hayward. Subject to available funding, the City may also allocate funds from its General Fund and for the provision of eligible services for low-income Hayward residents, including individuals experiencing homelessness, seniors, people who have disabilities, and youth. The Community Agency Funding process is highly competitive and not guaranteed. All programs are to be implemented between July 1, 2023 and June 30, 2024. All Common Application Applicants must be non-profit organizations and/or government organizations.

Prior to preparing and applying, applicants should be aware of the following eligibility guidelines:

1. Common Applications Applicants must be nonprofit entities or government organizations and meet the City of Hayward Minimum Contracting and Reporting Standards (page 3).

2. The Community Development Block Grant (CDBG) funds local community development activities with the goal of providing affordable housing, anti-poverty programs, and infrastructure development. CDBG is a federal funding source, and as such, has more complex reporting requirements and requires monthly invoices. To be eligible for CDBG funding, projects must meet at least one of the following HUD National Objectives:[1]
   A. Benefiting low- and moderate-income (LMI) persons (at or below 80% of the area median income);
   B. Preventing or eliminating slums or blight;
   Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.

3. CDBG-funded activities must also fall into one of the following Categories of Need:
   A. Affordable Housing (not construction costs)
   B. Economic Development
   C. Facilities Rehabilitation and Improvements
   D. Public Services

4. All projects must benefit exclusively low-income Hayward residents, seniors, people who have disabilities, or youth.

5. In January 2020, the Hayward City Council adopted a Strategic Roadmap that defines a shared vision for the City. In April 2022, Council refined the Roadmap and identified six core priorities required to achieve the vision: Preserve, Protect & Produce Housing, Grow the Economy, Confront Climate Crisis & Champion Environmental Justice, Invest in Infrastructure, Strengthen Organizational Health, and Enhance Community Safety & Quality of Life. Agencies are encouraged to reflect the City Council's vision in their application responses.

[1] City staff will verify that a project meets a national objective before CDBG funds are recommended.

6. In June 2022, The Hayward City Council affirmed the Community Services Commission's modifications to the CAF program as shown in the table below:

Services Funding Caps (per program)	$100,000 for Housing and Homelessness related projects $50,000 for other services
Funding allocation for new and innovative programs	Priority for funding 20-30% of applications for new and innovative programs
Arts and Music Funding Guidelines	**New Agencies** may receive up to $30,000 in financial support for one year **Signature Agencies**, up to $25,000 for programs that have been funded 1-5 year(s) **Classic Agencies**, (+5 years) up to $20,000 in grant funding, not to exceed 60% of the total estimated program budget
Audit Requirement	Increase audit requirement threshold to $20,000
Integration of Special Events into CAF Process, Including Guidelines	**New Events** may receive up to $10,000 in financial support for one year **Signature Events**, $5,000 for events that have taken place 1-5 year(s). Upon completion of the 5th consecutive year of an event, the event will then be classified as a Classic Event **Classic events**, (+5 years) up to $7,500 in grant funds to support growing the event into a larger, regional event Money granted to either a new or existing event cannot be more than 20% of the total estimated budget for the event

NOTE: All applicable federal and local regulations must be met before, during, and after a funded project is undertaken. Applicants that have not previously received an award are strongly encouraged to request a sample contract to become familiar with program requirements before applying.

MINIMUM CONTRACTING AND REPORTING STANDARDS: COMMON APPLICATION

Should your agency receive funding, please be advised that to execute a contract and receive the funding, your agency will be required to meet these minimum standards:

1. All applicants are required complete and submit a Common Application for City Funding, through City Data Services (www.citydataservices.net).

2. Complete agendas, minutes, attachments and reports from your agency's six most recent board meetings (leading up to July 1, 2023) are required to be submitted. Throughout the year complete board packets, including reports and attachments, must be provided to the City.

3. A copy of the Board of Directors roster and meeting schedule for FY 2023-2024, and the location of where those meetings will be conducted, must be on file at the City.

   Board of Director's Requirements:

   Each funded agency is required to have at least three members of its Board of Directors residing in and/or working in the City of Hayward. As an alternative, the agency may choose to form an Advisory Committee separate from the Board of Directors. This Committee shall provide input and recommendations to the administration of the agency. The purpose of this requirement is to ensure that agency staff is aware of, and responsive to, the interests and needs of the Hayward residents they serve. It is required that the Committee meets at least quarterly.

   In order to verify that each agency meets this requirement, a list of its Board of Directors and/or Advisory Committee members must be submitted. The list must include each member's name, city of residence, city of employment, and term dates. Any membership changes must be submitted to the City within thirty calendar days of implementation.

4. A copy of the board-approved, balanced FY 2023-2024 agency-wide budget that includes sources and uses **- OR -** a budget and an allocation schedule for FY 2023-2024 must be on file at the City.

5. A copy of the organizational chart, with number of years with the organization, and the resumes of the Executive Director and other Program Manager level staff must be on file at the City.

6. To execute a FY 2023-2024 contract, each agency awarded over $20,000 in funding must have completed an independent fiscal audit for FY 2021-2022 (or calendar year 2021). Submission of the management letters that accompanied the audits is also required. If there were any findings in the audits, a letter from the Board of Directors explaining the corrective measures taken to resolve the problem(s) must be provided.

   Agencies that do not have a current audit as described above can apply for up to $20,000 in partnership with another agency that can meet this standard serving as fiscal administrator. The fiscal administrator must apply for the funding, and if granted, the fiscal administrator may utilize up to 10% of the grant for its own expenses.

7. The City requires general liability insurance (usually a minimum of $1,000,000, but this depends on the funded activity) with an endorsement policy listing the City as additionally insured, in addition to other types of insurance policies that the proposed project may require.

8. Agencies with an allocation over $25,000 must follow Hayward Living Wage Ordinances, with current rate earnings provided at $15.55 per hour with health coverage or $17.98 per hour without health coverage. If an employee opts out of health coverage, the agency may offer the lower rate ($15.55) only if the employee can provide proof of third-

party coverage. The Living Wage Ordinance applies to regular, contract and temporary employees. The living wage determination may be subject to change for effective July 1, 2023.

9. If this would be the first time your agency received funding from the City, you will be required to submit a copy of the data collection tool you would use to meet City reporting requirements.

A sample contract is available upon request. Funds will be forfeited if a contract is not executed by September 30, 2023. Technical assistance is available upon request. Please call or email City staff as follows:

CDBG ED/Infrastructure	Amy Cole-Bloom	510-583-4252	amy.cole@hayward-ca.gov
CDBG Public Services	Carol Lee	510-583-5343	carol.lee@hayward-ca.gov
Paratransit	Alejandro Mora	510-583-4248	abel.mora@hayward-ca.gov
Social Services/Arts & Music	Alejandro Mora	510-583-4248	abel.mora@hayward-ca.gov
Special Events	Rick Rivera	510-583-4003	rick.rivera@hayward-ca.gov

City of Hayward
Special Event Support and Grant Program Guidelines

I. Program Purpose

As identified in the Commitment for an Inclusive, Equitable, and Compassionate Community (CIECC) document, the City of Hayward **will support community events designed to encourage inclusion and celebrate diversity in the Hayward community.**

To continue to encourage special events in the City, a Special Event Support and Grant Program has been established to support qualified events through an annual application, review and funding process. The purpose of the Special Event Support and Grant Program (herein referred to as the "Program) is to provide funding support for qualified special events and to assist with the City fees associated with executing a special event in the City of Hayward. The Program is conducted once each fiscal year to align with the annual budget process. The Program in not intended to fund the entirety of a special event and Grant Awards shall not be awarded for the purpose of covering all a special event's associated costs. The Program will result in a granting process that provides equal opportunity for all interested event organizers, and a reporting process that demonstrates transparency and accountability for public funds.

II. Program Overview

Funding for the Program is determined through the Community Agency Funding process and is subject to annual budget allocations. Based on the limited amount of funding available, applications will be reviewed in consideration of all application submissions, and the submission of a complete application does not guarantee funding. The City reserves the right to accept or reject any or all applications received. Successful applicants will receive grant funds not to exceed a set amount based on the criteria established below. The Community Services Commission will consider proposed community impact as part of grant award recommendations.

A Special Event is defined as any planned activity that requires the use of public property which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses or the community as a whole than would have occurred had the activity not taken place, including but not limited to, parades, gatherings, arts and crafts shows/fairs, festivals, and athletic events, car shows, musical or cultural events.

III. Funding

The City expects to receive more applications and/or requests for grant support amounts in excess of what it can provide. There is no guarantee that the City will be able to provide all, part, or any of the financial support requested by each applicant. Applicants should not make commitments based on the expectation of receiving City support. Recurring events do not automatically receive funding each year; event organizers of recurring events must apply each year to be considered.

The City of Hayward Special Event Support and Grant Program provides financial support to three categories of events. Events meeting the requirements listed below may receive funding for the identified category up to the identified category amount. Grant award amounts should not exceed 20 percent (20%) of the total estimated event cost.

1. **New Events** – Up to $10,000 cash Grant may be awarded to an event.

    a. A new event may receive the new event amount for one year. This increased grant amount recognizes the need for a new event to have expanded marketing and promotion to attract attendees to the first-year events

    b. A "New Event" is defined as an event that has been newly established and had been initially developed within no more than three years of the date of the first grant request to the City. An event previously located outside the City of Hayward but moving to a location within the City for the first time is considered a new event. A change of location within the City does not classify the event as "new" for the purposes of eligibility for this grant.

2. **Classic Event** – Up to $7,500 cash Grant may be awarded to an event.

    a. A "Classic Event" is defined as an event that has previously taken place at least five consecutive years from the current year of grant request.

3. **Signature Event** – Up to $5,000 cash Grant may be awarded to an event.

    a. A "signature Event" is defined as an event that has taken place less than five years from the current year of grant request.

    b. Upon the completion of the 5th consecutive year of an event taking place, a Signature event will be reclassified as a Classic Event.

Fee Waivers – All events that are awarded funding through the Special Event Support and Grant Program will receive a fee waiver for the event.

1. Fee waivers apply to the Street Event Permit fee only.

2. Direct costs including but not limited to staff time such as required Police presence, City Maintenance crews, etc. outside of the normal amount required for an event are not eligible for fee waiver or reduction under this policy.

IV. Eligibility Criteria

To be eligible to receive City of Hayward support, applicants must:

1. Submit a complete application by the deadline stated, in the format required. Applications that are late, incomplete, or do not fully comply with the instructions will not be considered.

2. Application submittal packets shall include the following:

    a. Include a copy of the complete event budget with an explanation of projected income and expenses. i. Total estimated event costs shall not include valuations for volunteer hours for planning or implementing the event or in-kind city services and may not include payment or reimbursement for applicant-provided resources, such as office space, staff and other operational

expenses. Total costs shall include expenses to be paid directly by the organizer to third party vendors.

b. Include Performance measures for the event such as:

i. Anticipated Attendance

ii. Description of how the event meets the goals of the CIECC Commitment policy

c. Event Organizers must demonstrate:

i. Event takes place within the City of Hayward

ii. The event is not financially dependent upon receiving City of Hayward support. In no case will a City Grant award exceed 20 percent (20%) of the total estimated event costs.

iii. The event is accessible to the community/public.

iv. The event is a free event. Ticketed events will not receive City event grant support.

v. The event is scheduled to take place between the Fiscal Year granting period (July 1 – June 30) and the date(s), time(s) and location with the City have been determined.

3. Include non-profit name and tax ID number if event is organized by a non-profit.

4. Certify that the organization requesting funding does not discriminate on the basis of a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.

V. Ineligible requests

The City of Hayward will not provide support to:

1. Ticketed Events
2. Individuals
3. Events that benefit for-profit enterprises
4. Events that serve a political purpose or are sponsored by political organizations.
5. Events that serve a religious purpose or are sponsored by religious organizations.
6. Invitation-only events that are not open to the general public.

VI. Application Process

All Special Event applicants are required complete and submit a Special Event Application for City Funding, through City Data Services (www.citydataservices.net). Special Event funding will be awarded in accordance with the Community Agency Funding process.

VII. Evaluation criteria

Eligible applications in this category will be reviewed and evaluated based on the criteria below. Application will be ranked dependent upon how event organizers address these criteria in the submitted application.

1. The event directly or indirectly benefits the City of Hayward community, cause-related or non-profit organizations, offering educational, cultural or arts experiences, or providing recreational or social activities.
2. The event addresses the goals of the CIECC Commitment Policy

3. The event benefits a City of Hayward based non-profit organization or community or neighborhood association/organization.
4. The event serves, involves, call attention to and promotes the City of Hayward, its residents, youth, non-profits, schools and/or organizations.
5. The event enhances the quality of life within the City of Hayward with cultural, social, recreational or educational activities of interest to the community.
6. The event attracts visitors to the City of Hayward.
7. The event budget for the event is included. Indicate the percentage of requested city funding in relation to other sponsors supporting the event. Include Event attendance numbers for past events (if applicable).
8. Include Event attendance numbers for past events (if applicable)
9. Indicate performance measures to be collected and included in the post event report, such as attendance, incident logs, economic impact, hotel occupancy, local business feedback.

VIII. Other requirements

1. Grant Agreement if funding is awarded – If an event is awarded a Special Event Grant, the sponsoring organization will be required to enter into a Grant Agreement with the City of Hayward.

    a. The payment schedule of grant awards will be stated in the Grant Agreement. i. All Grant awards will include a minimum of a 10% hold back that cannot be issued until grantee has meet all post event requirements as listed in the Grant Agreement.

    b. All grant agreements will include a requirement for grantees to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required.

    c. Applicants must obtain all other necessary permits including but not limited to business license, health permit, fire permit and liquor license.

    d. Grant Awardees that do not meet the requirements and are not submitted within the specified deadlines as laid out in the Grant Agreement risk forfeiting their City Special Event Support and Grant.

    e. Should the event not be held, all grant money received from the City of Hayward for the event must be returned immediately.

2. Please note that integration of the City's logo and the City's support of the event are required in all marketing in order to receive grant funding. Grantees will be required to coordinate with the City's Community and Media Relations Division regarding use of the City's logo and to collaborate on marketing the event through City social media outlets.

3. The event applicant, if approved to receive funding and/or support from the City of Hayward, must provide a detailed post event reports within 30 days after the event for analysis by the City of Hayward. Analysis elements may include economic/and or social impact on the community, incident logs, financial summary with specifics on actual revenue and expenditures and the number of spectators attending the event. These requirements of the post event analysis will be identified in the Grant Agreement.

4. Support for a special event may be revoked at any time if it is determined that the event does not fit within the Eligibility Criteria, or the event applicant falsified information provided to the Program.

CITY OF HAYWARD

FY2023-2024 COMMON APPLICATION FOR CITY FUNDING

SECTION I. ADMINISTRATION AND FINANCIAL INFORMATION	
1. Applicant Name	*Provide Agency/Organization Name*
2. Program Name	*Provide the name of the Program if different from the Applicant Agency name*
3. Program Address	*Provide the local address where services are provided. This may be different than the Applicant mailing address.*
4. Contact Name	*Provide the name of the person authorized to speak with City representatives regarding the proposal. The person identified as the authorized designee regarding the proposal should be able to speak knowledgeably and specifically about the application and organization.*
5. Title/Position	*Provide title/position of authorized designee regarding the proposal in question 4.*
6. Contact Phone	*Provide a phone number where the authorized designee regarding the proposal in question 4 may be reached.*
7. Contact Email	*Provide the email address for the authorized designee regarding the proposal in question 4. Please double-check for typos; email is the most common way the City will contact Applicants.*
8. EIN Number	*Provide the EIN (Employer Identification Number) of the Applicant Agency.*
9. SAM/UEI Number	*Provide the Unique Entity ID (SAM) of the Applicant Organization. A SAM/UEI number is a unique nine-character number used to identify your organization. The federal government uses this number to track how federal money is allocated. Most large organizations, libraries, colleges, and research universities already have a SAM or UEI number. You should contact your grant administrator, financial department, chief financial officer, or authorizing official to identify your organization's SAM or UEI. For more information, or to obtain a SAM or UEI number, you can visit the sam.gov website here.*
10. Is the Applicant a fiscal administrator for another organization? If YES, please provide the name of that organization.	☐ Yes ☐ No _____
11. Is Applicant currently an IRS-approved non-profit entity? If YES, what type? 501c(3), etc.	☐ Yes ☐ No *Check Yes if the Applicant is an IRS-approved non-profit entity and provide the type of nonprofit entity (501c3, 501c6, 501c7, etc.).*
12. Is Applicant currently a State of CA-approved nonprofit entity?	☐ Yes ☐ No *Check Yes if the Applicant is a non-profit entity registered with the Office of the Secretary of State.*

13. Has Applicant completed a fiscal audit within the past 12 months? (Attach a FY 2021-2022 independent fiscal audit)

☐ Yes ☐ No

Check Yes if the Applicant has completed a fiscal audit within the past 12 months.

All applications requesting more than $20,000 are required to submit a complete fiscal audit. Agencies that do not have a current audit as described above can apply for up to $20,000 in partnership with another agency that can meet this standard serving as fiscal administrator. The fiscal administrator must apply for the funding, and if granted, the fiscal administrator may utilize up to 10% of the grant for its own expenses.

A. PROGRAM DESCRIPTION

14. What is the proposed program or service your organization seeks funding for? *Agencies should provide a clear description of the specific program or service they seek funding for and the critical need that the program or service addresses. Describe if the program or service is preventative and/or responsive.*

15. This application requests funding for an activity in the following category (check only one category). City staff may reassign the selected category to a different category should staff determine that such reassignment is needed and warranted.

☐ Economic Development
☐ Infrastructure
☐ Services
☐ Arts & Music

Check only ONE category box that best represents the funds requested in your application. If your agency is submitting more than one application (e.g., one for Services, and one for a Facilities Improvement), each application must be submitted separately. Consult with City staff if you are unsure of which Category you should apply.

***Services**, Check this box if the application requests funds to provide the following types of services:*
food pantries, information and referral systems, or case management for vulnerable populations,
after-school programs, adult literacy, or tutoring,
events and services that promote health and wellness, mental health counseling, or other therapeutic services, rental assistance, fair housing services, legal services, landlord and tenant mediation, information workshops, rapid rehousing, homelessness prevention, street outreach, or shelter services,
Services to seniors or people with disabilities, including transportation related services to eligible low-income seniors or people who have disabilities

***Infrastructure**: Check this box if the application requests funds to provide the following types of projects:*
acquisition of real property to be used for services to low-income Hayward residents,
rehabilitate or repair an existing local facility. This includes but is not limited to the rehabilitation of and non-profit facilities,

***Economic Development**: Check this box if the application requests funds to support the following types of local economic development and/or the job creation:*
skill building activities for employees or potential employees (requires placement in employment),
placing individuals into paid full-time, stable employment, activities designed to foster the development, support, and expansion of a microenterprise (defined as a business that has five or fewer employees, one or more of whom owns the enterprise).

Arts and Music: *Check this box if the application request operational/programmatic funds to support art, music, or cultural programs or activities including but not limited to educational assemblies, curriculum development and distribution, and art galleries.*

Special/Cultural Event*: A Special Event is defined as any planned activity that requires the use of public property which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses or the community as a whole than would have occurred had the activity not taken place, including but not limited to, parades, gatherings, arts and crafts shows/fairs, festivals, athletic events, car shows, and musical or cultural events. (Please use Special Event Application)*

16. The Community Development Block Grant (CDBG) funds local community development activities with the goal of providing affordable housing, anti-poverty programs, and infrastructure development. CDBG is a federal funding source, and as such, has more complex reporting requirements and requires monthly invoices. Are you applying for CDBG funding?

    ☐ Yes ☐ No

    In order to be eligible for funding, every CDBG-funded activity must qualify as meeting one of the three national objectives of the program.
    - *Benefiting low- and moderate-income persons,*
    - *Preventing or eliminating slums or blight, or*
    - *Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.*

17. CDBG APPLICANTS ONLY: Which National Objective does your program support?

    ☐ Benefits to low- and moderate- income (LMI) persons
    ☐ Aid in the prevention or elimination of slums or blight
    ☐ Meet a need having a particular urgency (referred to as urgent need)

18. CDBG APPLICANTS ONLY: Describe how your program supports the National Objective selected above.

B. AGENCY PERFORMANCE

19. What is your organization's mission? *Agencies should provide a clear and succinct mission. The mission should provide a clearly stated purpose of who the organization is, what they do, and how they benefit the Hayward community.*

20. How many years has the service organization been providing services in Hayward? _____

21. How many years has the service organization been providing the *proposed* services in Hayward? _____

22. Describe how program performance is assessed and maintained. *The City is interested in learning how data driven outcomes are used in your program management and planning? How do you track outcomes? How do you use data to improve upon your service delivery?*

23. Use this space to share anything that the City should know. *Did you have any organizational changes in the past year that may have impacted your organization's performance?*

24. CDBG APPLICANTS ONLY: Describe how the Applicant would verify, document and report that the clients benefiting from the City's funding would be low-income Hayward individuals, households, or businesses. *The City requires that CDBG funded programs serve 100% low-income. How would your agency verify and document low-income status?*

25. CDBG APPLICANTS ONLY: Describe how the organization plans to expand or enhance services in comparison to existing services with proposed funds. *Will this funding allow you to provide a new service or expand your service delivery?*

C. FUNDING

26. What is the total organizational/agency budget? (Attach a board-approved, line-item, agency-wide budget) _____

27. What is the total cost of the proposed program or project? (Attach a DETAILED program budget to include expenditures and anticipated revenue sources.) _____

28. Of that total on line 26 what amount is being requested from the City of Hayward? (Minimum grant amount is $10,000) _____

D. FUNDING SUSTAINABILITY

29. Describe your efforts to diversify funding and other revenue sources you have sought. *The City of Hayward has limited funding to distribute through the Community Agency Funding process. City funding should not be an agency's sole funding source. We are interested to hear how you leverage City funding through diversifying your funding stream.*

30. Describe the impact funding would have for your agency and program. *The City is interested to hear how this funding impacts your agency. What does funding allow you to accomplish? Should partial funding be awarded, how would this impact your organization and program? The City is interested to hear how your organization would adapt should you receive less funding than in previous years.*

SECTION II. CITY STRATEGIC ROADMAP & COMMUNITY ALIGNMENT, INCLUDING RACIAL EQUITY

A. CITY STRATEGIC ROADMAP ALIGNMENT

31. Describe how the proposed program or service aligns with greater City priorities. *The City is interested in learning how the specific program or service aligns with the priorities identified in the City's strategic plans (Strategic Roadmap, Let's House Hayward! Strategic Plan, Economic Development Strategic Plan, etc.)*

B. COMMUNITY NEED

32. Describe how the proposed program or service meets a community need. *The City is interested in learning how the specific program or service addresses needs within the Hayward community. Does the proposed program or service provide a unique service or address an unmet need?*

33. Describe the indicator(s) that gave rise the proposed program or service. *The City is interested in learning what motivated your agency to implement the proposed program or service. Provide data to support the basis for the proposed program or service.*

34. Describe how the proposed activities strengthen community collaboration to the benefits of clients served. *List organizations you partner with and the services provided. The City is interested in how agencies work with other agencies to strengthen collaboration and impact in the community.*

C. IMPACT

35. How many units of service did you provide in FY 2021-2022? (i.e., meals provided, classes taught, etc.)

_____

36. Describe specific the goals, outcomes and impacts of the proposed program or service. *Describe the program goals, intended outcomes, and impacts on the Hayward community. What is this program or service intending to accomplish in Hayward?*

37. Does your organization provide:

Service Type	% of total services
Prevention Services: services intended to prevent something from happening. For example, health education to prevent spread of illness.	
Responsive Services: services intended to respond to something that has already happened. For example, medical treatment for persons with a medical condition.	

D. PERFORMANCE MEASURES AND GOALS:

Performance Measures and Goals: Answer the criterion/criteria for the Category of funds requested in the application.

A. FOR SERVICES AND INFRASTRUCTURE PROJECTS: Indicate the number of unduplicated low-income Hayward individuals the proposed program would directly benefit during FY 2023-2024 from the proposed program. Please do not provide the number of households assisted as the response to this question (use EITHER household or individuals).

B. FOR HOUSING SERVICES PROJECTS: Indicate the number of unduplicated low-income Hayward households the proposed program would directly benefit during FY 2023-2024 from the proposed program (for projects focused on housing related services).

C. FOR ECONOMIC DEVELOPMENT PROJECTS ONLY: Estimate the number of permanent, full-time jobs for low-income individuals that would be created by the proposed program.

OR

D. FOR ECONOMIC DEVELOPMENT PROJECTS ONLY: Estimate the number of businesses that would be assisted. Please only fill out C or D if you are applying under the economic development category.

38. How many unduplicated low-income **individuals** living in Hayward would directly benefit in FY 2022-2023 from the proposed program? _____

39. How many unduplicated low-income **households** living in Hayward would directly benefit in FY 2022-2023 from the proposed program? _____

E. RACIAL EQUITY DATA

40. In alignment with the City's Racial Equity Action Plan, we are collecting the demographic make-up of applicant agencies. Please enter the demographic make-up of your agency leadership and staff.

Ethnicity	Agency Demographics *Provide agency specific demographics.*			
	Leadership *Indicate the number of individuals in leadership roles within the appropriate ethnicity.*	Hispanic *Of the number of leaders within each ethnicity, indicate the number of individuals who identify as Hispanic. This number should not be greater than the total in the leadership column.*	Total Employees *(Including Leadership) Indicate the number of individuals (including those in leadership roles) within the appropriate ethnicity. This number should be greater than the totals in the leadership column.*	Hispanic *Of the number of employees within each ethnicity, indicate the number of individuals who identify as Hispanic.*
White				
Black/African American				
Asian				
Chinese				
Filipino				
Asian Indian				
Vietnamese				
Korean				
Japanese				
Other Asian (e.g. Pakistani, Cambodian, Hmong, etc.)				
Amer. Indian/Alaskan Native				
Native Hawaiian/Pacific Isl.				
Native Hawaiian				
Samoan				
Chamorro				
Amer. Indian/White				
Asian/White				
Black/White				
Amer. Indian/Black				
Other Multi-Racial				
Total				

Gender of Employees

Gender	Leadership	Total Employees
Female		
Male		
Other		
Total		

41. Client Demographics Data (data from FY 2021-2022)
    Provide client specific demographics.

Ethnicity	Client Demographics	
	# Served *Indicate the number of individuals served in FY 2021-2022 within the appropriate ethnicity.*	Hispanic *Of the number of clients within each ethnicity, indicate the number of individuals who identify as Hispanic. This number should not be greater than the total in the # Served column.*
White		
Black/African American		
Asian		
Chinese		
Filipino		
Asian Indian		
Vietnamese		
Korean		
Japanese		
Other Asian (e.g. Pakistani, Cambodian, Hmong, etc.)		
Amer. Indian/Alaskan Native		
Native Hawaiian/Pacific Isl.		
Native Hawaiian		
Samoan		
Chamorro		
Amer. Indian/White		
Asian/White		
Black/White		
Amer. Indian/Black		
Other Multi-Racial		
Total		

Gender	Clients Served
Female	
Male	
Other	
Total	

42. Describe efforts your organization is undertaking to address Racial Equity, including any integration of Racial Equity into Strategic Planning and Implementation processes. *The City is interested in learning how your agency uses a racial equity lens in program delivery. If your agency has a Racial Equity Plan, please upload a copy.*

F. ADDITIONAL FACTORS – *Staff Use Only*

Does this applicant provide basic safety net services?
Is this applicant Hayward based?
Is this program/service new or innovative?

CITY OF HAYWARD

FY2023-2024 SPECIAL EVENT APPLICATION FOR CITY FUNDING

***Special/Cultural Event**: A Special Event is defined as any planned activity that requires the use of public property which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses or the community as a whole than would have occurred had the activity not taken place, including but not limited to, parades, gatherings, arts and crafts shows/fairs, festivals, athletic events, car shows, and musical or cultural events.*

SECTION I. ADMINISTRATION AND FINANCIAL INFORMATION

1. Applicant Name	*Provide sponsoring Organization/Organization Name*
2. Event Name	*Provide the name of the Event if different from the Applicant name*
3. Event Date	*Provide Proposed Event Date*
4. Program Address	*Provide the local address where services are provided. This may be different than the Applicant mailing address.*
5. Contact Name	*Provide the name of the person authorized to speak with City representatives regarding the proposal. The person identified as the authorized designee regarding the proposal should be able to speak knowledgeably and specifically about the application and organization.*
6. Title/Position	*Provide title/position of authorized designee regarding the proposal in question 4.*
7. Contact Phone	*Provide a phone number where the authorized designee regarding the proposal in question 4 may be reached.*
8. Contact Email	*Provide the email address for the authorized designee regarding the proposal in question 4. Please double-check for typos; email is the most common way the City will contact Applicants.*
9. EIN Number	*Provide the EIN (Employer Identification Number) of the Applicant Organization.*
10. SAM/UEI Number	*Provide the Unique Entity ID (SAM) of the Applicant Organization. A SAM/UEI number is a unique nine-character number used to identify your organization. The federal government uses this number to track how federal money is allocated. Most large organizations, libraries, colleges, and research universities already have a SAM or UEI number. You should contact your grant administrator, financial department, chief financial officer, or authorizing official to identify your organization's SAM or UEI. For more information, or to obtain a SAM or UEI number, you can visit the sam.gov website here.*
11. Is Applicant currently an IRS-approved non-profit entity? If YES, what type? 501c(3), etc.	☐ Yes ☐ No *Check Yes if the Applicant is an IRS-approved non-profit entity and provide the type of nonprofit entity (501c3, 501c6, 501c7, etc.).*

A. PROGRAM DESCRIPTION

12. What is the proposed purpose of the event that your organization seeks funding for? *Applicants should provide a clear description of the specific event they seek funding for and the purpose of the event.*

B. EVENT CLASSIFICATION

13. How many years has this event taken place at the current proposed location? *Check only ONE Classification box per the descriptions below.*

☐ New Event
☐ 2-5 Years (Signature Event)
☐ 6+ Years (Classic Event)

New Events – Defined as an event that has been newly established and had been initially developed within no more than three years of the date of the first grant received from the City. An event previously located outside the City of Hayward but moving to a location within the City for the first time is considered a new event. A change of location within the City does not classify the event as "new" for the purposes of eligibility for this grant.

Signature Event – Defined as an event that has taken place less than five times from the current year of grant request. Upon completion of the 5th year of an event taking place, a Signature event will be reclassified as a Classic Event.

Classic Event – Defined as an event that has previously taken place for least five years from the current year of grant request.

C. PERFORMANCE MEASUREMENT PLAN

All the following information must be submitted with the application form for the event to be considered for financial or fee waiver support by the City of Hayward. Applications which are late, incomplete, or do not fully comply with the instructions will be disqualified and will not be considered.

14. Anticipated Attendance
    For New Events, provide an estimate for attendance. _____
15. Past Attendance
    For Classic and Signature events, include past event attendance information as well as anticipated attendance. _____

16. Use this space to share anything that the City should know.

D. FUNDING

17. What is the total cost of the proposed event? (Attach a line-item expense budget) *Projected Expenses - Total costs shall include expenses to be paid directly by the organizer to third party vendors. Costs shall not include valuations for volunteer hours for planning or implementing the event or in-kind city services. Costs shall not include payment or reimbursement for applicant-provided resources, such as office space, staff and other operational expenses.*

Item	Amount
Total	$

18. Of that total indicated in question 18, what amount is being requested from the City of Hayward?

    Funding Maximums:
    - New events – Up to $10,000
    - Signature Event – Up to $5,000
    - Classic Event – Up to $7,500

19. Has this event received a City of Hayward grant in past? ☐ Yes ☐ No

    If Yes, include amount, and year received:

Year Received	Amount
	$
	$
	$

E. FUNDING SUSTAINABILITY

20. Describe your efforts to diversify funding and other revenue sources you have sought. *The City of Hayward has limited funding to distribute through the Community Organization Funding process. City funding should not be an organization's sole funding source. We are interested to hear how you leverage City funding through diversifying your funding stream.*

21. Describe your plan for promoting and marketing this event. A focus of the plan should include driving visitors and tourists to the City of Hayward. How will the event promote the City of Hayward as a highly desirable place to live, visit, work, play and do business.

SECTION II. CITY & COMMUNITY PRIORITIES ALIGNMENT, INCLUDING RACIAL EQUITY

A. CITY PRIORITY ALIGNMENT

22. Describe how the event directly or indirectly benefits the City of Hayward Community, how the event provides cultural enrichment, promotes economic vitality, and enhances community identity. *As identified in the Commitment for an Inclusive, Equitable, and Compassionate Community (CIECC) document, the City of Hayward will support community events designed to encourage inclusion and celebrate diversity in the Hayward community.*

B. RACIAL EQUITY DATA

23. In alignment with the City's Racial Equity Action Plan, we are collecting the demographic make-up of organization applying for funding. Please enter the demographic make-up of your organization leadership and staff.

Ethnicity	Organization Demographics *Provide organization specific demographics.*			
	Leadership *Indicate the number of individuals in leadership roles within the appropriate ethnicity.*	Hispanic *Of the number of leaders within each ethnicity, indicate the number of individuals who identify as Hispanic. This number should not be greater than the total in the leadership column.*	Total Employees *(Including Leadership) Indicate the number of individuals (including those in leadership roles) within the appropriate ethnicity. This number should be greater than the totals in the leadership column.*	Hispanic *Of the number of employees within each ethnicity, indicate the number of individuals who identify as Hispanic.*
White				
Black/African American				
Asian				
Chinese				
Filipino				
Asian Indian				
Vietnamese				
Korean				
Japanese				
Other Asian (e.g. Pakistani, Cambodian, Hmong, etc.)				
Amer. Indian/Alaskan Native				
Native Hawaiian/Pacific Isl.				

Native Hawaiian				
Samoan				
Chamorro				
Amer. Indian/White				
Asian/White				
Black/White				
Amer. Indian/Black				
Other Multi-Racial				
Total				

Gender of Employees

Gender	Leadership	Total Employees
Female		
Male		
Other		
Total		

24. Describe efforts your organization is undertaking to address Racial Equity, including any integration of Racial Equity into Strategic Planning and Implementation processes. *The City is interested in learning how your organization uses a racial equity lens in program delivery. If your organization has a Racial Equity Plan, please upload a copy.*

C. STATEMENT OF CERTIFICATION

By submitting this application, I hereby certify that the above information is true and correct to the best of my knowledge. I certify that applicant does not discriminate on the basis of a person's race, color, religion, ethnicity, national origin, age, sex, sexual orientation, marital status, political affiliation, disability or medical condition.
I understand that this Special Event Support and Grant Application is for review only and does not guarantee that my event will be approved to receive any funds.

I also certify and acknowledge that if our event is awarded a Special Event Grant, our organization will be required to enter into a Grant Agreement with the City of Hayward. Under that Grant Agreement, requirements will be established in which our event and organization must apply. If those requirements are not met per the Agreement, our organization risks forfeiting the Special Event Grant and all funds must be returned to the City of Hayward. Award of the Special Event Grant is contingent on obtaining an approved Special Event permit or fully executed Facilities Rental Agreement in advance of the event.

D. ADDITIONAL FACTORS – *Staff Use Only*

Is this applicant Hayward based?
Is this event new or innovative?

FY 2022 Income Limits Documentation System

FY 2022 Income Limits Summary

Selecting any of the buttons labeled "Click for More Detail" will display detailed calculation steps for each of the various parameters.

FY 2022 Income Limit Area	Median Family Income	FY 2022 Income Limit Category	Persons in Family							
	Click for More Detail		1	2	3	4	5	6	7	8
Oakland-Fremont, CA HUD Metro FMR Area	$142,800	Very Low (50%) Income Limits ($) Click for More Detail	50,000	57,150	64,300	**71,400**	77,150	82,850	88,550	94,250
		Extremely Low Income Limits ($)* Click for More Detail	30,000	34,300	38,600	**42,850**	46,300	49,750	53,150	56,600
		Low (80%) Income Limits ($) Click for More Detail	74,200	84,800	95,400	**106,000**	114,500	123,000	131,450	139,950

NOTE: Alameda County is part of the **Oakland-Fremont, CA HUD Metro FMR Area**, so all information presented here applies to all of the **Oakland-Fremont, CA HUD Metro FMR Area**. HUD generally uses the Office of Management and Budget (OMB) area definitions in the calculation of income limit program parameters. However, to ensure that program parameters do not vary significantly due to area definition changes, HUD has used custom geographic definitions for the **Oakland-Fremont, CA HUD Metro FMR Area**.

The **Oakland-Fremont, CA HUD Metro FMR Area** contains the following areas: Alameda County, CA; and Contra Costa County, CA.

* The FY 2014 Consolidated Appropriations Act changed the definition of extremely low-income to be the greater of 30/50ths (60 percent) of the Section 8 very low-income limit or the poverty guideline as established by the Department of Health and Human Services (HHS), provided that this amount is not greater than the Section 8 50% very low-income limit. Consequently, the extremely low income limits may equal the very low (50%) income limits.

Income Limit areas are based on FY 2022 Fair Market Rent (FMR) areas. For information on FMRs, please see our associated FY 2022 Fair Market Rent documentation system.

For last year's Median Family Income and Income Limits, please see here:

FY2021 Median Family Income and Income Limits for Oakland-Fremont, CA HUD Metro FMR Area

Select a different county or county equivalent in California:

Alameda County
Alpine County
Amador County
Butte County
Calaveras County
Colusa County

Select county or county equivalent

Select any FY2022 HUD Metropolitan FMR Area's Income Limits:

Oakland-Fremont, CA HUD Metro FMR Area

Select HMFA Income Limits Area

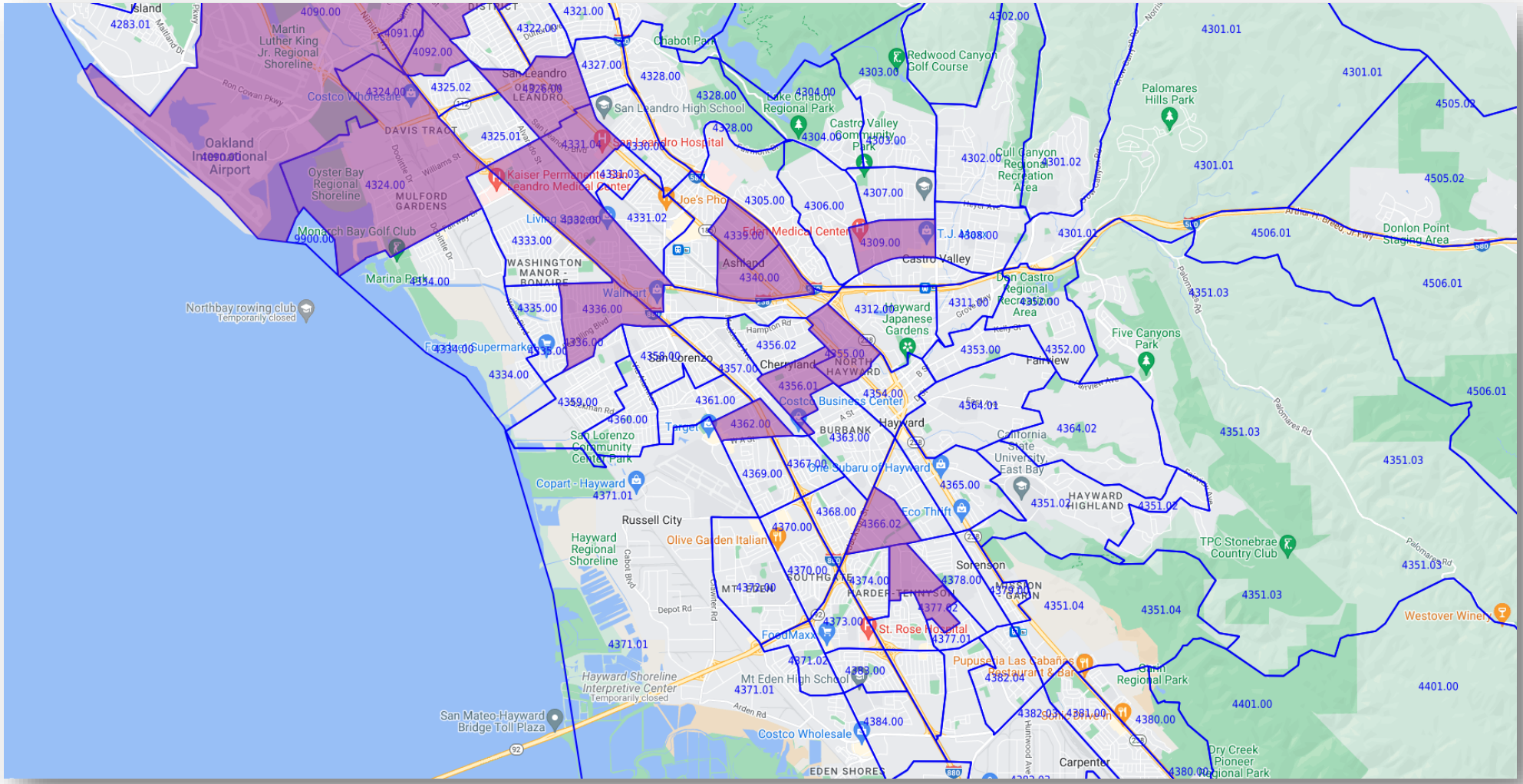
Or press below to start over and select a different state:

Select a new state

Update URL For bookmarking or E-Mailing

Prepared by the Program Parameters and Research Division, HUD.

2022 Hayward HUD Low-Income Census Tracts Map



Program Budget - Period of July 2023 through June 2024

*Insert additional rows as necessary	Hayward Request	Total Funding Other Sources	Total Program Budget
City of Hayward Funding Request	$15,000.00		$15,000.00
Other Government Revenue Sources (please list individual sources)*			
Other Grants e.g., foundation, corporate (please list individual grants)*		$1,500.00	$1,500.00
Private Donations			
Total Revenue	**$ 15,000.00**	**$1,500.00**	**$16,500.00**
Staff Salaries (40 Musicians)*	$ 15,000.00		
Staff Benefits (Social Security, Medical, Workers Comp, State Unemployement)*			
Maintenance			
Service Contracts			
Utilities			
Services and Supplies		$1,500.00	
Consumable Office Supplies			
Field Supplies			
Rent			
Special Services			
Organizational Dues and Publications			
Insurance			
Mileage			
Staff Training (Must be Specific to Program Delivery)			
Communications			
Professional Services			
Administrative Overhead (Cost Allocation Plan Required)			
Total Expenditures	**$15,000.00**	**$1,500.00**	**$16,500.00**

City of Hayward Community Agency Funding Common Application Scoring Rubric			
Category	0-2 pts	3-5 pts	6-10 pts
ADMINISTRATIVE AND FINANCIAL ASSESSMENT			
Agency Performance (capacity, efficacy, ability to provide quality services)	Applicant submitted an incomplete application, set unrealistic goals, lack the necessary staffing, experience, and organizational capacity to ensure Program success, and/or has historically been unable to meet goals or requirements	Applicant has submitted a complete application with realistic goals, but lack the necessary staffing, partnerships, and/or experience with similar types of grants to make the Program successful.	Applicant has submitted a complete application that sets achievable goals and demonstrates that they have the staffing, partnerships, and track record of strong grant performance to ensure Program success.
Funding	Program budget is unrealistic and is not an appropriate use of City Funds	Funding Request is reasonable but will not reduce demands on other City resources and/or there are other types of funding sources that would be a better fit for this Program/Service	Funding Request is a reasonable amount and Program budget is feasible and balanced
Funding Sustainability	Grant request is the only source of funds for applicant's proposed Program/Service. Applicant does not demonstrate ability to leverage funds	Applicant has identified more than one funding source to support the proposed activity/service but this grant request would be the main source of funds and the long-term sustainability of the Program/Service is questionable	Applicant has identified multiple funding sources to support the proposed activity/service and ensure sustainability or is leveraging funds to increase impact
CITY STRATEGIC ROADMAP & COMMUNITY ALIGNMENT, INCLUDING RACIAL EQUITY			
City Priority Alignment	Program/Service does not align with City Priorities (identified in Strategic Roadmap, LHH, etc.)	Program/Service generally aligns with at least one City Priority (identified in Strategic Roadmap, LHH, etc.)	Program/Service aligns with one or more City Priorities (identified in Strategic Roadmap, LHH, etc.)
Community Need	Applicant does not articulate a clear need for the Program/Service in their application and is unlikely to address that need	Applicant identifies a clear need but it is not a critical service need and/or the applicant does not demonstrate a high likelihood of addressing that need	Applicant identifies a critical need in Hayward and demonstrates a high likelihood of effectively addressing that need
Impact	Funding Request is unreasonably high; Applicant demonstrates a low number of low-income Hayward clientele/households served per dollar requested, and/or the application fails to identify any outcomes or quantitative goals	Applicant demonstrates a moderate number of low-income Hayward clientele/households served per dollar requested, and/or application identifies outcomes, but they are unclear or unlikely to demonstrate Program/Service impact	Applicant demonstrates a high number of low-income Hayward clientele/households served per dollar requested, and the application identifies clear and quantifiable outcomes to demonstrate Program/Service impact
Racial Equity	Program does not provide equitable services and agency demographic do not reflect the Hayward community and no steps are being taken to address it	Program does provide equitable services	Program provides equitable services and agency is taking additional steps to build a culture of equity to meet the needs of all residents

Additional Considerations:
Safety Net Service
Hayward based (Operates in Hayward)
New and Innovative

GLOSSARY OF TERMS

Agency-wide Budget
Budget showing the agency's income and expenses for the entire organization for a fiscal or calendar year.

Organizational Budget
Same as Agency-wide Budget. Budget showing the agency's income and expenses for the entire organization for a fiscal or calendar year.

Fiscal Administrator
A non-profit organization that applies on behalf of an organization or group. The fiscal administrator accepts responsibility to serve as a fiscal conduit for a City of Hayward-funded project, receiving and disbursing funds related to the grant, and administering the requirements throughout the City of Hayward grant process. The sponsored organization or group completes the project activity.

Fiscal Audit
The verification of the financial statements provided by an objective and independent accountant, with a view to express a financial audit opinion. The audit opinion is intended to provide reasonable assurance, but not absolute assurance, that the agency's financial statements are presented fairly, in all material respects, and/or give a true and fair view in accordance within generally accepted accounting principles.

Low-Income Residents
Residents that fall within the City of Hayward's most recently published income limits, specifically earning 80% or below the local median income. See Page 8 for FY 2021 income limits.

Program/Project Budget
A budget showing income and expenses of a specific project within an organization. This is different from the Agency-wide or Organizational Budget.

Special Event
Any planned activity that requires the use of public property which is not within the normal and ordinary use of the property or which, by nature of the activity, may have a greater impact on City services or resources, neighborhoods, businesses or the community as a whole than would have occurred had the activity not taken place, including but not limited to, parades, gatherings, arts and crafts shows/fairs, festivals, and athletic events, car shows, musical or cultural events

Unduplicated Clients
A participant who is counted only once during the funding year, no matter how many direct services the client receives during a funding year. A participant who receives services throughout the year should be counted and reported no more than one time.

Please consult City staff if there is a term in the Request for Proposal in which you are unfamiliar.