



City of Hayward

Special Event Support and Grant Request Application

For Events scheduled from January 2020 – July 2021

APPLICATION DEADLINE – MARCH 31, 2020

Purpose:

The City of Hayward Special Event Support and Grant program provides funding support for qualified special events and assists with City fees associated with executing a special event in the City of Hayward. The purpose of this program is to provide seed money for Special Events that provide cultural enrichment, promote economic vitality, and enhance 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.

Deadline and Submission Instructions:

Please submit a completed application and accompanying information on or before 5:00 PM, March 31, 2020 to:

City of Hayward Economic Development
Attn: Catherine Ralston
777 B Street
Hayward, CA 94541

Process:

1. Application is completed and turned into Economic Development staff by March 31, 2020
2. City staff review and evaluate applications
3. City staff makes a recommendation to the Hayward City Council
4. City Council makes final approval

The number and extent of each grant funded will be dependent upon the availability of designated funds. There is no guarantee that the City will be able to provide all, part or any of the financial support requested by each applicant. Thus applicants, should not make commitments on the expectation of receiving City support. Recurring events do not automatically receive funding. **In no case will grant award amounts exceed 20% of the total estimated costs.**

All applications received by the deadline will be evaluated based on the eligibility, qualification and evaluation criteria and requirements outlined below. Recommendations will be forwarded to the City Council for final review and approval. The City Council can approve, amend or deny any recommendation.

SPECIAL EVENT SUPPORT AND GRANT REQUEST APPLICATION FORM

Event Information:

Title of Event:

Sponsoring Organization of Event:

Primary Contact Person:

Contact Phone:

Contact Email:

Mailing Address:

Website Address:

Non-profit Tax I.D. # (if applicable):

Proposed Event Date(s):

Start Time:

End Time:

Proposed Event Location:

Does this event charge an entrance fee to attend?

Yes

No

Narrative Description and Purpose of the Event:

Describe how 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:

Event Classification:

- **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.

How many years has this event taken place at the current proposed location? (Check one, definitions above)

_____ New Event _____ 2 – 5 years (Signature Event) _____ 6 or more years (Classic Event)

Funding and Fee Waivers (See budget and funding requirements on next page before filling out this section)

How much financial support is the event seeking from the City of Hayward? _____

Funding Maximums:

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

Is the event requesting the waiver of the Street Event Permit fee? _____ Yes _____ No

Previous Support Information

- Has this event received a City of Hayward grant in past? _____ Yes _____ No
- If Yes, include amount, and year received:

Amount	Year Received
\$	
\$	
\$	

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.

Application Submittal Packages shall include the following information for **all** Special Events:

1. Performance Measurement Plan

Provide the following information on how event performance will be evaluated, including:

- A. Anticipated Attendance –For New Events, provide an estimate for attendance, for Classic and Signature events, include past event attendance information as well as anticipated attendance:

- B. Anticipated Number of Hotel Rooms booked – these are rooms both directly booked by event organizers and potentially booked by event attendees if the event has a regional draw:

- C. Number of Volunteers and Volunteer hours (if applicable):

- D. Description of how the event meets the City of Hayward’s Commitment for an Inclusive, Equitable and Compassionate Community Policy:

2. Promotional/Marketing Plan:

Please describe your plan on 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.

3. Notification Plan:

Please describe how residents and businesses located within and near the event enclosure will be notified. Include when the notification will take place.

4. Statement of Certification

Please complete the Statement of Certification below and sign and date application.

I, _____ (primary contact's name), hereby certify that the above information is true and correct to the best of my knowledge.

I certify, that _____ (name of Organization planning event) 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.

Signed: _____ Date: _____

Print: _____