Attachment II

31-Jan-2017

Vintage Alley
Car Show

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FEB 08 2017
ECONOMIC DEVELOPMENT

Funding Request
Vintage Alley Car Show 2017

We are already looking upon our 4th Annual Vintage Alley Car Show, it's amazing how time flies.
The funding requested will be used for this event to ensure a quality show that will benefit our community, the downtown area, and the City of Hayward.
Downtown Merchants from the prior Car Shows have claimed a raise in new business and new faces in their stores and restaurants. There was an estimated 6 to 7 thousand people that visited, or were part of the show in 2016. We are hoping to repeat or possibly even top that in 2017.

This Event makes the City of Hayward a destination point for the Bay Area and car enthusiast.
Last year we had approximately 200 Cars.
Vendors and Model car builders came from as far away as Los Angeles.

The request is for the amount of seven thousand dollars ($7,000.00) that will fund approximately 45% of The Vintage Alley Car Show. The Event will take place Saturday September 9th 2017. This fund is needed in order to have a successful show. A Show that's Great for our Downtown and our community, we hope to increase in quality and size in the years to come.

Thank You
Alfredo & Alicia Rodriguez
Vintage Alley
1037 B street
Hayward Ca.