



**HAYWARD**

**ECONOMIC DEVELOPMENT INCENTIVE**  
**TIER 1 (FOR BUSINESSES) SMALL BUSINESS FAÇADE REBATE PROGRAM GUIDELINES**  
**(FY 2017-2018)**

In a continuing effort to promote economic revitalization in underserved retail corridors, the Economic Development Division has reestablished a Façade Rebate Program for the Tennyson Road and Downtown corridors. This program will offer up to \$10,000 in rebates for the Tennyson Corridor and \$5,000 in the Downtown Corridor to business and property owners for washing/painting the building, replacement awnings, sign repair and replacement, and property clean-up.

**GUIDELINES FOR THE SMALL BUSINESS FAÇADE REBATE PROGRAM ARE AS FOLLOWS:**

1. The property owner or tenant can apply.
2. If the tenant applies, they would be required to have written authorization from the property owner in order to participate.
3. Up to \$10,000 in rebates would be available to approved applicants for the following:
  - washing/painting the building;
  - replacement awnings;
  - sign repair and replacement;
  - property clean-up.
4. To be eligible for the rebate, paint, awnings, and signage must meet the City of Hayward Planning Division Design Guidelines.
5. Approved applicants for the Small Business Façade Rebate Program must submit copies of paid receipts for eligible work performed before the rebate will be issued.

**ELIBILITY**

Eligible business properties must be located within one of the following areas:

- Tennyson Business Corridor, on Tennyson Road, between Mission Boulevard and Hesperian Boulevard.
- Downtown Hayward, on B Street, between Foothill Boulevard and Watkins Street.

This program is not available to pay for work that has already been completed.

## **BUSINESS TYPE**

The focus of the Small Business Façade Rebate Program is retail/service businesses, but other business types (non-profit/cultural, office, etc.) may be considered on a case-by-case basis.

## **APPLICATION PROCESS**

Prior to submitting an application, the applicant would meet with Economic Development staff to review the project.

Small Business Façade Rebate Program applications are available at the City of Hayward, Economic Development Division, 777 B Street, 2<sup>nd</sup> Floor, Hayward, CA 94541.

## **REVIEW PROCESS**

Applications will be reviewed by the Economic Development Division staff.

## **NOTIFICATION AND NEXT STEPS**

After staff review is completed, applicants will be notified via email, if available, and postal mail about the decision.

## **Documents**

Applicant to submit a W-9 form which enables the City to process and provide rebate funding.

## **Reimbursement**

After the eligible work is completed, the approved applicant must submit the following to Micah Hinkle, Economic Development Manager, or Suzanne Philis, Senior Secretary, 777 B Street, 2<sup>nd</sup> Floor, Hayward, CA to receive reimbursement:

- Copies of paid invoices for work completed

## **GENERAL**

- The program is subject to funding approval by City Council each fiscal year.