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## Grant applications now being accepted for Hashtag Hayward local small business promotion program

**HAYWARD, Calif.**, Dec. 6, 2024—The City of Hayward is thrilled to announce the second round of its Hashtag Hayward Grant Program, designed to help local small businesses harness the power of social media to build their brands, engage with customers and boost revenue.

Following a successful first round, which generated over three million views across participating businesses' social media platforms and significantly enhanced visibility and customer engagement, the City Council approved funding for a second round. Applications are now open and will be accepted until 5 p.m. on Jan. 10, 2025.

The Hashtag Hayward Grant Program provides businesses with funding of up to \$10,000 to transform their storefronts into visually engaging, social-media-friendly destinations. Participating businesses have seen improvements in foot traffic, customer retention and social media presence. Grant funds can be used for:

- Interactive murals and sculptures: Working with local artists to create unique, selfie-ready artwork.
- Window lighting and façade enhancements: Adding bold lighting or creative murals to make your storefront stand out.
- Corner building district identity: Highlighting your district's character with vibrant murals.
- A-frame or blade signs: Attracting pedestrian traffic with eye-catching signage.
- Seating, wayfinding and center lighting: Enhancing the overall experience for customers visiting your commercial area.
- Social media and website improvements: Upgrading your digital presence to build your brand and connect with more customers online.

Additionally, grant recipients will have access to the City of Hayward Economic Development team's network of local social media influencers and muralists, providing promotional and design support to ensure their businesses shine on social platforms.

For more information, including how to apply to participate, go online [here](#) on the City of Hayward website or contact the Economic Development Division directly at [econdev@hayward-ca.gov](mailto:econdev@hayward-ca.gov) or (510) 583-5540.