



General Business News & Information
September / October 2022 Issue

City of Dublin Launches the Small Business Spotlight Program

In July 2022, the City of Dublin launched its **Small Business Spotlight Program** which features various small business establishments in Dublin. The Spotlight Program seeks to introduce the business to the community at-large, provide information on the services and products offered, share stories around the creation of their business, and why they chose Dublin.

Each month a small business will be featured on the City's website and social media channels. The July and August spotlights featured [BJ Jewellers](#) and [Dublin Boxing Club](#), and can be viewed on the City's Small Business Spotlight Program [webpage](#).



For more information or if you are interested in participating in the program, please visit [dublin.ca.gov/spotlight](#) or [email](#) the Office of Economic Development. There is no charge to participate in the program.

SavvyMoney Announces Headquarters in Dublin



SavvyMoney, a leading provider of innovative credit score solutions for financial institutions, recently moved its headquarters to a new office space at the Dublin Corporate Center to accommodate its quickly expanding team. The new headquarters is four times larger than the company's previous space. The state-of-the-art facility will feature collaborative meeting spaces, a demo studio, and a partner innovation lab.

Taste the World in Dublin Passport Campaign

The City of Dublin launched Taste the World in Dublin, CA, a food and beverage establishment passport event intended to provide continued

support to Dublin small businesses.

The event runs through October 28, 2022 and invites community members to sign up for a free mobile passport to take a geographical, culinary journey through Dublin. Passport participants have the ability to check in to select food and beverage businesses (categorized by cuisine) for a chance to win a \$25 gift card, while supplies last. Participants may also redeem promotional offers at select businesses if available.



For more information or to sign up for a free passport, visit discover.dublin.ca.gov.

City of Dublin Inaugural Holiday Gift Guide



To support local businesses, the City of Dublin is contributing to the overall cost of developing a local eight-page holiday gift guide to showcase the best Dublin has to offer this holiday season.

Local brick-and-mortar retail, restaurant, personal service, fitness, and entertainment small businesses are invited to purchase an ad at a significantly reduced rate. The City of Dublin Holiday Gift Guide is distributed to more than 34,000 households in the Tri-Valley through the Your Town Monthly December publication, and a digital version is used for multimedia reach. The City will also distribute 3,000 standalone gift guides with participating businesses and attendees at various City events.

Ad Pricing:

\$250 - 1/2 Page Ad
\$135 - 1/4 Page Ad
\$100 - 1/6 Page Ad
\$45 - Business Listing

If you are interested in purchasing an advertisement, please complete the [interest form](#) and a representative from Your Town Monthly will be in contact. The firm **deadline to participate in the print publication is October 14, 2022**. After that, only space in the digital guide will be available.

For inspiration and to get a sense of what the gift guide may look like, you can view a previous [example](#).

Welcome New Dublin Businesses!

- **Luxe Barber Studio** at 6635 Dublin Boulevard
- **Satvik Eggless Bakery** at Tralee, 6599 Dublin Boulevard, Suite J
- **Sleep Number** at 7944 Dublin Boulevard
- **Smile N Shine Family Dental** at 4530 Dublin Boulevard
- **Stratford School** at 6665 Amador Plaza Road
- **Teaspoon** at Shops at Waterford, 4640 Tassajara Road, Suite A
- **Two Hands Fresh Corn Dogs** at Fallon Gateway, 3742 Fallon Road



City of Dublin Business Anniversary Recognition Event



The City of Dublin values and appreciates the businesses located within the City.

Each year the **City celebrates milestone anniversaries of 20 years or more** by recognizing the businesses at a morning reception with the City Council.

This year's event was held on Tuesday, September 27, and photos from the event can be viewed [here](#).

Congratulations to the 2022 recipients listed below!

20-Year Anniversary

- 7-Eleven, Inc.
- All American Label
- Armadillo Willy's BBQ
- Avana Dublin Station
- Bank of the West
- Cafe Tapioca
- Cal Engineering & Geology, Inc.
- Dynetix Design Solutions, Inc.
- Envision Construction & Design
- Gateway Pacific LLC
- Heddy Consulting
- Hope Home
- Kim's Health Center
- Law Office Of Kim Wollenberg Burgess
- Law Offices Of Cynthia Campanile
- Live & Smile Dental & Orthodontics
- Mattress Firm, Inc.
- Metro PCS California
- Molinar Home Design
- Pacific Industrial Services Group, Inc.
- Panda Express
- Peet's Coffee
- R L Western, Inc.
- Safeway Inc.
- Sky Martial Arts Academy Corporation
- Supercuts
- Scoring Chix Enterprises
- Wells Fargo Bank
- White Cap Construction Supply

25-Year Anniversary

- Avalon Dublin Apartments
- Debut Salon
- Diversity of Dublin
- Dublin Glass Company
- Heating & Cooling Supply
- Ironhorse Vetcare
- Jeff's Performance Automotive
- John F. Johnson, Sr.
- Leinaala Yee Gray & Associates
- Mancini's Sleepworld
- Music Connection
- Theresa A. Herrera, DMD

30-Year Anniversary

- Dr. Roger S. Chan
- Dublin Nails Corporation
- El Monte RV
- Joseph E. Gordillo, CPA
- My Space To Grow
- Park Wood Apartments
- Turbo Spas
- Yonemoto & Associates

35-Year Anniversary

- Justin Michael's
- T & C Auto Wholesale & Detail
- T.J. Maxx
- Target Stores
- The ICEE Company

40-Year Anniversary

- Baskin Robbins
- China Village
- Dublin Creek Kennels

45-Year Anniversary

- Challenge Dairy Products
- Dublin Honda
- Dublin Mini Storage
- Earl Anthony's Dublin Bowl

50-Year Anniversary

- Harvey's Cleaners

New Village Parkway Street Banners



The street banners on Village Parkway, between Dublin Boulevard and Amador Valley Boulevard, have been refreshed with a new design that continues the tradition of establishing this area as "The Village."

"The Village" contains a mixed variety of food and beverage establishments, retail shops, and service providers.

Take a stroll down "The Village" to see what it's all about!

City of Dublin Small Business Webinars



The City of Dublin is hosting several free small business webinars to provide relevant and useful information and resources to our business community. Past topics include staffing challenges, funding opportunities, and marketing and social media support.

Upcoming webinars will be announced on our social media channels, website, and listed on the City's online [Business Calendar](#). Upcoming topics include holiday prep, supply chain challenges, business development, and taxes.

Past webinars are listed below with a link for online viewing:

- [Labor Challenges: Hiring, Retaining & Developing Talent](#)
- [Successful Social Media](#)
- [Business Financial Resources](#)

Tri-Valley Life Sciences Summit 2022



This keynote summit event, hosted by Startup Tri-Valley, is a fireside chat with Ben Hindson, CSO, co-founder, and president of 10x Genomics, discussing the various personal and company transitions going from 10x Genomics' foundation to its current state as a publicly traded company.

The program begins with James Langford, Principal at Tri-Valley Ventures, sharing information on the investment landscape and venture capital activity for life sciences companies in the Tri-Valley, and concludes with a panel discussion by Tri-Valley life sciences entrepreneurs and ecosystem leaders about how they overcame or corrected course as they faced challenges while building their companies.

For more information and to register, visit [Startup Tri Valley](#).

Daybreak Labs is Accepting Applications



Daybreak Labs has moved to a new facility in Livermore and offers a residency and incubation program to help companies defray some of their initial startup costs. To learn more, apply for space, or apply to the residency program, visit [daybreaklabs.io](#).

Tri-Valley & Manufacturing Day



MFG Week starts on National Manufacturing Day - October 7 and runs through October 14. The City of Dublin has partnered with other Tri-Valley cities in the creation of a Tri-Valley Manufacturing webpage to showcase all manufacturing businesses in the cities of Dublin, Livermore, and Pleasanton. The webpage will go live on October 7 in honor of MFG Day. In addition, the City will be spotlighting manufacturing businesses on our social media channels throughout the month of October.

For more information, visit the City's MFG Day [webpage](#).

Grow with Google

Grow with Google and Google Tools will be offering a number of classes and workshops in the coming months that can help provide your business with valuable resources. Take a look at the following classes and sign up today or watch videos on demand.

Increase Your Holiday Sales with Google Tools

Learn quick ways to promote your products online using Google Tools as consumers shop during the holiday season. You will learn how local brick-and-mortar businesses can list products on a Google Business Profile. In addition, this workshop will cover Google Merchant Center, a no-cost tool that allows both e-commerce and brick-and-mortar businesses to create free Product Listings on Google. This workshop is most beneficial to small business owners and entrepreneurs who want to drive holiday sales.

- Date /Time: October 12, 2022, 9:00 - 10:00 a.m.

For more information and to register, visit [Grow with Google](#).

Launch Your Business with Customer-Focused Marketing

In this workshop, you will learn about the marketing funnel and how to guide consumers through the stages of awareness, consideration, conversion, and loyalty. This workshop is most beneficial for small businesses and entrepreneurs establishing a brand identity that builds and connects with an audience.

For more information and to watch on demand, click [here](#).

Boost Your Business Growth Through a Brand Building

When you hear the word "Brand," what do you think of? Is it just a compelling logo or tagline? How does your brand impact your business bottom-line? This Partner Digital Series workshop hosted by Google and Canva during explores what makes a strong brand, why it's important for your business and how to create a style guide and brand kit to build better brand consistency and attract more customers.

For more information and to watch on demand, click [here](#).

Drive Traffic to Your Website with Search Engine

Anyone with a website or business presence online can benefit from search engine optimization (SEO), the process of helping search engines find and display your site in search results. Presented by one of Google's internal SEO experts, this workshop will give you insights into how Google approaches SEO for its own sites. You will learn practical strategies that you or your web development team can implement to help drive traffic from Google Search to your site.

For more information and to watch on demand, click [here](#).

Get Your Local Business Online with Google Search and Maps

Showing up when customers are searching online is more important than ever. Ensure customers can find accurate, updated information about your local business on Google Search and Google

Maps, no matter which device they use. In this workshop, you will learn how to create and manage a Google Business Profile from start to finish.

For more information and to watch on demand, click [here](#).

NBCUniversal's 'Open Doors' Offers Support to Businesses



NBCUniversal's Open Doors, presented by State Farm® – is a new initiative that supports all small businesses across the country. It ensures that all small businesses have access to a playbook, filled with downloadable resources, tips and strategies, advertising tutorials, and best-in-class business practices. In addition to the handy resources, you will also find a variety of insightful content relevant to small business owners.

For more information, visit [Open Doors](#).

GO-Biz "STEP" Now Accepting Applications

The Governor's Office of Business and Economic Development (GO-Biz) designed the California **State Trade Expansion Program** "STEP" to offer financial assistance for exporting activities to eligible California small businesses in pre-selected International Trade Shows, Trade Missions, or the STEP Export Voucher which reimburses for eligible export-promotion-related expenses. To be eligible for STEP funding, California small businesses must meet specific [eligibility criteria](#). Applications are currently being accepted.

For more information, visit [STEP](#).



City of Dublin Business Concierge Services

Dublin's Business Concierge Program offers fully personalized assistance for new and existing businesses for every phase of the business development process. The complimentary service brings together the City's Office of Economic Development, Community Development, Fire, and Public Works Departments. Our goal is to help businesses thrive in the New American Backyard!

We can provide:

- Individualized assistance to open or expand a small business in Dublin.
- A partner inside City Hall to guide you through the development process for tenant improvements or new construction.
- Connections to informational programs and resources for businesses.

For more information, visit [dublin.ca.gov/businessconcierge](#).



Funding & Growth Resources and Opportunities

The following **funding and business growth opportunities** are currently available. Please take advantage of these resources while they are available.



Click the link provided for more information about each program.

- **[The Alibaba.com Manifest Grants Program](#)** - This program provides \$10,000 cash grants plus up to \$5,000 logistics support to 50 small businesses that have innovative product idea strategies. The Alibaba.com Manifest Grants Program is currently accepting applications through October 31, 2022 at 3:00 p.m.
- **[Negotiate Like a Pro](#)** - Negotiation can be a powerful tool in many situations. In this Grow with Google workshop, you will learn why negotiation is important, when it's useful, and how to negotiate effectively.
- **[Social Media Marketing](#)** - Learn to use social media to help increase sales of your product or service, offered by the U.S. Small Business Administration.
- **[Get Your Local Business Online with Google Search and Maps](#)** - Showing up when customers are searching online is more important than ever. In this workshop, you will learn how to create and manage a Google Business Profile from start to finish.
- **[Digital Skills for Everyday Tasks](#)** - Learn how to manage work and life tasks more effectively using Google tools. Whether you want to create a to-do list, meeting agenda, or presentation, these best practices will boost your productivity.
- **[Make Better Business Decisions with Analytics](#)** - Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions.

City of Dublin Business Calendar



The City's website includes additional upcoming business events and classes, including many webinars to help businesses recover from the impacts of the COVID-19 pandemic.

For more information, please visit the City's online [Business Calendar](#).

We Are Here for You

The City of Dublin appreciates our business community and remains committed to being your source for reliable and accessible information and resources.

For business recovery information and resources for the business community, visit our Business Impacts [webpage](#).

For up-to-date information and resources about the pandemic, visit the City's COVID-19 [webpage](#).

The Office of Economic Development is also available via [text messaging](#) at 925-496-8256, [email](#) or by calling 925-833-6650. Language assistance is available over the phone by request.

The Dublin Business Brief is a bi-monthly publication highlighting the latest news and events affecting the business community. For more information or assistance, please contact the Office of Economic Development via [email](#) or by phone at (925) 833-6650.

General Information
(925) 833-6650

City Manager
(925) 833-6650

Community Development
(925) 833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6630

Administrative Services
(925) 833-6640

Fire Prevention
(925) 833-6606

Human Resources
(925) 833-6605

Parks and Community Services
(925) 556-4500

Police (non-emergency)
(925) 833-6670

Public Works
(925) 833-6630



City of Dublin Office of Economic Development | 925-833-6650 | www.dublin.ca.gov

