



Business News Update

October 2014

BUSINESS
ASSISTANCE

BUSINESS
INCENTIVES

BUSINESS
SEMINARS

SMALL BUSINESS
RESOURCES

BUSINESS
CALENDAR

Business News Around Dublin

'Tis the Season to Shop Local:

Discover Dublin Holiday Campaign Kicks Off



On September 24, the Chamber, in partnership with the City of Dublin, kicked off the annual "Discover Dublin for the Holidays" shop local campaign with a presentation to local businesses. The free program is designed to teach Dublin citizens that every taxable dollar spent in Dublin benefits both the City and the local business community.

The annual campaign is driven through social media like the **Discover Dublin Facebook page**, where businesses are given the opportunity to post information or ongoing promotions in order to attract local consumers. Events such as Small Business Saturday, a nationwide shopping event held the Saturday after Thanksgiving, are also a growing part of the shop local campaign.

New this year for participating businesses is the opportunity to pick up from Dublin City Hall a limited quantity of custom "Discover Dublin" shopping bags for use during the busy holiday shopping season (first come, first served).

To participate in the program, contact Shari Jackman at the City of Dublin **via email** or at (925) 833-6650.

In This Issue

[Dublin Business Spotlight](#)

[Business News Around Dublin](#)

[Business Tip of the Month](#)

[Business in Brief](#)

[Business Seminars & Events](#)

The Dublin **Business News Update** is a monthly publication from the City of Dublin, highlighting the latest news and events affecting the business community.

For more information or assistance, please contact Erin Steffen or Lori Taylor at (925) 833-6650. For other information, please use the contact list below:

CONTACTS:

General Information
(925) 833-6600

City Council
(925) 833-6600

City Manager

Dublin

CHAMBER OF COMMERCE

Cars, Coffee and Cards

Thursday, October 23 | 8 - 9 AM

Dublin Toyota: 4321 Toyota Drive

Free to All

Come meet fellow business people, learn what they do, and share what you do! The **Dublin Chamber of Commerce** and the Business Referral Networking Group are organizing this brief, informal mixer. Contact the Dublin Chamber of Commerce **via email** or phone (925) 828-6200 to RSVP.

Business Tip of the Month

Green Business Pride in Dublin: The Green Shamrock Program



The City of Dublin invites you to apply for the new **Green Shamrock Program**, an environmental recognition program for businesses. The Green Shamrock Program celebrates local businesses for their environmental efforts and motivates Dublin-based professionals to implement environmentally sustainable practices.

Benefits of implementing practices recognized by the Green Shamrock program include:

- Reduction of costs over a long term period as you become more sustainable;
- Attraction of environmentally-minded customers to your business;
- Recognition of your efforts as a leader in sustainable practices; and
- Reduction of your impact on the environment by minimizing your business' carbon footprint.

Based on the number of sustainable practices implemented, participating businesses can achieve one of the program's three tiers: bronze, silver, and green.

Businesses that qualify for the program will receive:

- a full-page listing on the City's Green Shamrock Program directory;
- a decal to proudly display your achievement on your window front; and
- formal recognition by the Dublin City Council at a City Council meeting (for those that achieve the silver or green level).

Businesses that are interested in becoming a part of the **Green Shamrock Program** should fill out the **Business Pledge Form** and

(925) 833-6650

Community
Development
(925) 833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6650

Finance &
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
100 Civic Plaza
Dublin, CA 94568

www.dublin.ca.gov

complete the **Recognition Checklist**. For more information, **contact Environmental Services**.

Dublin Business Spotlight

Welcoming New Businesses to Dublin

The City of Dublin is pleased to highlight one of its newest businesses, **Guns, Fishing & Other Stuff**, which held a grand opening ceremony on September 26.



As the name suggests, **Guns, Fishing & Other Stuff** offers a wide array of products including: new and used guns (for purchase, sale or trade); ammunition and other gun supplies; fishing equipment, such as poles, rods, reels, and electronics; and miscellaneous hunting clothing and supplies.

The Dublin location also includes a 12-lane indoor gun range as well as a variety of classes on hunting education, handgun safety, and fishing. Operating as the largest volume firearm dealer in Northern California, this is **Guns, Fishing & Other Stuff's** second location.

Guns, Fishing & Other Stuff is located at 6705 Amador Plaza Road in Dublin (between Dublin Blvd and St. Patrick Way) and is open for business 7 days a week, 9 AM to 9 PM (on Sunday, the business closes at 6 PM). Feel free to contact Guns, Fishing & Other Stuff via phone, (925) 828-4867.

Business in Brief

Nominations Open for CoolCalifornia Small Business Awards

Presented by the **California Air Resources Board**, the **CoolCalifornia Small Business Awards Program** recognizes leadership and innovation among small businesses that take action to reduce greenhouse gas emissions, promote climate friendly practices, and integrate sustainability throughout their operations.



Since 2009, the program has recognized California businesses and organizations for exemplary environmental leadership. Applications will be accepted between September 2 and November 3, 2014.

To learn more about the **CoolCalifornia Small Business Awards Program**, read **information about last year's winners**, or to **apply for an award**, visit the **CoolCalifornia website**.

"California Competes" Tax Credit Workshops Coming Soon



This fiscal year, the State of California will use the **California Competes Tax Credit Program** to provide \$151 million in tax credits to small, medium and large companies across California. In order to help local businesses apply for the program, the **Governor's Office of Business and**

Economic Development (GO-Biz) is

hosting a series of free workshops and webinars, running now through late October.

The California Competes Tax Credit is an income tax credit available to businesses that want to locate in California or stay and grow in the state. Tax credit agreements will be negotiated by the Governor's Office of Business and Economic Development and approved by the California Competes Tax Credit Committee. Each fiscal year, 25% of the available credits are reserved for small businesses. **Applications are accepted online** and there is no fee to apply.

Please contact a program representative via **email** or phone (916) 332-0694 with any questions regarding the California Competes Tax Credit.

Register today for a webinar or free workshop!

Business Seminars & Events

- 10/14: Crowdfunding/Alternative Financing for Your Company (East Bay MUD Boardroom, Oakland)
- 10/15: Building an Online Presence, Part 5: Facebook for Customer Engagement (Oakland City Hall)
- 10/21: PG&E Presents: Smart Refrigeration (Food Service Technology Center, San Ramon)
- 10/21: Getting Certified and Doing Business with the Government (East Bay MUD Boardroom, Oakland)
- 10/22: Building an Online Presence, Part 6: Yelp to Manage Your Reputation (Oakland City Hall)
- 10-24-26: Startup Weekend Tri-Valley (i-GATE facility, Livermore)
- 10/28: Successful Restaurants: Strategies to Help You Survive and Grow Smarter (East Bay MUD Boardroom, Oakland)
- 10/29: Top Ten Tools for Online Marketing (Hayward City Hall)
- 10/29: Building an Online Presence, Part 7: YouTube Videos Change Everything (Oakland City Hall)

For more information on any of these events listed above, or for a full listing of events, please visit the [Business calendar](#) or subscribe to [Notify Me](#) alerts on the [City's website](#).