



Business News Update

December 2014

BUSINESS
ASSISTANCE

BUSINESS
INCENTIVES

BUSINESS
SEMINARS

SMALL BUSINESS
RESOURCES

BUSINESS
CALENDAR

Business Tip of the Month

Join the 2014 Discover Dublin Shop Local Holiday Campaign



With the holiday shopping season already underway, it's not too late to participate in this year's Discover Dublin Shop Local Holiday campaign! Now in its fourth year, the program, sponsored by the Dublin Chamber of Commerce and the City of Dublin, aims to teach Dublin residents the importance of shopping at local businesses. Every taxable dollar spent in Dublin benefits you, the business owner, as well as the Dublin community through services such as public safety, enhanced programs for our seniors and children, and City beautification.

The campaign is driven through social media. Your business can receive free publicity on the **Discover Dublin Facebook page**, promoting your services and any promotions you have going on through the holiday season.

To participate, contact Shari Jackman at (925) 556-4555, or **via e-mail**. We look forward to helping you grow your business.

Business News Around Dublin

Shop Local Goes Year-Round in Dublin

In 2015, the "Discover Dublin!" Shop Local campaign will re-focus its message to promote local commerce for the entire year, targeting a broader variety of Dublin merchants and residents. The campaign will continue to utilize social media platforms such as the Discover Dublin! Facebook page and will seek other opportunities to encourage citizens to shop locally.

Plans for 2015 include:

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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
(925) 833-6650

Community
Development

- promotion of January's statewide "Restaurant Month" program, focusing on Dublin restaurants and dining options;
- participation in Visit Tri-Valley's "Romancing the Arts" campaign to encourage commerce in Dublin throughout February;
- a "Spring/Graduation" focused promotion and a late summer "Back to School" shopping program; and
- the return of "Discover Dublin for the Holidays" during the busy holiday shopping season.

Opportunities for local merchants to actively advertise their business through the Discover Dublin program will be made available closer to the planned promotions.

For more information, contact Shari Jackman at the City of Dublin **via email** or at (925) 833-6650.

Dublin Business Spotlight

Welcoming New Businesses to Dublin

Recently the City of Dublin has seen a spike in new businesses opening their doors. This month, we would like to welcome two new businesses to town: Lazy Dog Restaurant & Bar and Three Sheets Craft Beer.



Lazy Dog Restaurant and Bar is a spacious chalet-style restaurant with a menu that mixes comfort food, such as burgers and fish & chips, with internationally-inspired plates. The eatery also features a full bar that carries several craft and house brews. As the name suggests, Lazy Dog is a pet-friendly establishment and encourages patrons to bring their furry friends to the large outdoor patio, complete with fire pits. This is the second Bay Area location that Lazy Dog has opened and the 15th since the chain launched in Southern California in 2003.

Lazy Dog's location in the Hacienda Crossings shopping complex, tasty menu, and high-quality service have quickly made it a popular dining destination in Dublin. Since its grand opening on November 6, Lazy Dog has gathered **91 reviews on Yelp and a 4-star rating.**

Lazy Dog Restaurant & Bar is open 7 days a week, from 11 AM to midnight (Saturdays and Sundays from 10 AM to midnight).



Open as of November 22, **Three Sheets Craft Beer** is a beer bar that serves a wide variety of unique craft brews from the Bay Area and across America. Operated by two self-described "craft beer nerds," Three Sheets boasts an impressive 27 taps as well as a variety of bottles for purchase.

In addition to their lengthy list of local and specialty beers, Three Sheets offers patrons the chance to watch NFL and MLB games on

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Economic Development
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Environmental Services
(925) 833-6650

Finance &
Administrative Services
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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

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several TVs or to participate in brewery events, game nights and cornhole tournaments. Like Lazy Dog, Three Sheets welcomes "four-legged family members" at its establishment, which is located at 7046 Village Parkway.

Three Sheets Craft Beer is open 7 days a week until 10 PM, with Happy Hour specials running 3 PM to 7 PM, Tuesday through Thursday (please **check the website** for opening times).

Welcome to Dublin!

Business in Brief

City of Dublin "Green Shamrock Program" Now Underway



The City's "Green Shamrock Program" is off to a great start, motivating local businesses to work toward environmental sustainability and providing them with Citywide recognition for their environmental stewardship. Since the program's introduction to

Dublin's business community in October, the City is proud and delighted to recognize the following businesses as Green, Silver, or Bronze level Green Shamrock Program members:

- Green:
 - Carl Zeiss Meditec
 - City of Dublin
 - Kahler's Werkstatt
 - SAP
- Silver:
 - IBEW
 - Rahma Mediterranean Market
- Bronze:
 - Big O Tires
 - Cornerstone Environmental Group, LLC
 - Dublin Corners Dental
 - REI

A list of the businesses' environmental achievements and profiles can be found on the City's **Green Business Directory**. To learn more about this free program, **visit the Green Shamrock Program webpage**, which also contains all application paperwork.

Please contact Environmental Services via phone at (925) 833-6630, or **via email** with any questions regarding the program.

Business Seminars & Events

- 12/9: PG&E Presents "Case Studies of Energy Efficient Restaurant Upgrades That Save Money" (Pacific Energy Center, San Francisco)
- 1/14: Successful Business Plans (Berkeley Public Library)
- 1/22: Starting a Successful Business (Castro Valley Library)
- 1/26: Legal Issues for Entrepreneurs (Fremont Public Library)

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](#).