

## Business News Update

March 2015

BUSINESS  
ASSISTANCE

BUSINESS  
INCENTIVES

BUSINESS  
SEMINARS

SMALL BUSINESS  
RESOURCES

BUSINESS  
CALENDAR

### Business News Around Dublin

#### Chamber to Host Mayoral "State of the City" Address

On Wednesday, March 25, Mayor David Haubert will deliver a "State of the City" address, highlighting recent and upcoming local development, during the **Dublin Chamber of Commerce luncheon** at the Shannon Community Center.

Reservations to attend must be received by the Dublin Chamber of Commerce no later than Friday, March 20; tickets are \$40 per person.

To submit your reservation, fax (925) 828-4247 or **email** the **reservation form** to the Dublin Chamber of Commerce.

#### Business Expo / Taste of Dublin a Success



On Thursday, February 26, the City of Dublin and the Dublin Chamber of Commerce co-hosted the annual "Dublin Business Expo / Taste of Dublin" at the Shannon Community Center.

Approximately 250 attendees attended the free, public event to network, learn about a wide variety of products and services available from over 50 local and regional vendors, register for dozens of raffle prizes, and sample food and drink from local eateries, wineries, and breweries.

#### Dublin: "The New American Backyard"

Last year, the Dublin City Council identified a need to develop a comprehensive marketing and branding plan for the community of

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

#### CONTACTS:

General Information  
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(925) 833-6600

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(925) 833-6620

Dublin. More than a slogan or a logo, a "brand" focuses on sending out a cohesive message and consistent feel that expresses the unique identity of Dublin, both to members of the Dublin community and to people located outside of the City's borders.



The new brand - "The Bay Area's New American Backyard" - was recently selected by the City Council to reflect Dublin's unpretentiously ambitious, casually sophisticated style. The brand explores several Dublin qualities including a diverse, thriving population; close proximity to major urban centers; and a robust network of recreational opportunities and community parks.

In the coming months, the "New American Backyard" brand will be used to create interest in Dublin as a destination for visitors, families, businesses, and events. Residents can expect the initial phase of implementation to incorporate the brand into City publications, such as the **City Report**, and an updated City website.

## Business in Brief

### Whole Foods Market Accepting Applications to Small Producer Grant Program

One of the many stores slated to open in Dublin during 2015, Whole Foods Market, has announced that it is currently accepting applications from local vendors for the **2015 Small Producer Grant Program**.



Each year, the program distributes grants totaling approximately \$5,000 to 38 food/body care/lifestyle product producers who are looking to grow and need a little capital, are based in Northern California and whose companies are currently making less than \$150K annually. A recipient is selected for each store in Whole Foods Market's Northern California & Reno region.

The winner for the upcoming Dublin store will be selected by the public via the **Whole Foods Market Dublin Facebook page**. Whole Foods Market strongly encourages Dublin vendors to apply for the program.

Applications are due March 11 - **submit yours today!**

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### Commuter Benefits Program Tutorials Now Available



If your company or organization has 50 or more employees, registration for the Commuter Benefits Program is mandatory and your company must offer its employees one of the four program options outlined below. If you are not sure which option is right for your company, **watch the new video tutorials** now available.

Option 1: Allow employees to exclude their transit or vanpool costs from taxable income, to the maximum amount as allowed by federal law (currently \$130 per month).

Option 2: Provide employees with a transit subsidy (or transit pass) or vanpool subsidy up to \$75 per month.

Economic Development  
(925) 833-6650

Environmental Services  
(925) 833-6650

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](http://www.dublin.ca.gov)

Option 3: Provide employees with free or low cost bus, shuttle or vanpool service operated by or for the employer.

Option 4: Provide employees with an alternative commuter benefit that is as effective as reducing use of single occupant vehicles as options 1-3.

For more information or to stay up to date with program information, [visit the Commuter Benefits webpage](#).

## Business Tip of the Month

### 2015 Tri-Valley Small Business Assistance Series



In collaboration with the US Small Business Administration, the Tri-Valley Cities of Dublin, Livermore and Pleasanton and their respective Chambers of Commerce are joining forces to offer local businesses the 2015 Tri-Valley Small Business Assistance Series.

Over the course of the year, each city will host a regional event featuring a variety of resources, subject matter experts and networking opportunities to support existing and aspiring business owners. Over 30 business resource partners will attend each event.

Registration will open two months prior to each part of the series. Mark your calendars!

- May 2015: Small Business Resource Fair (Livermore)
- July 2015: Tech Talk for Small Business (Pleasanton)
- October 2015: Meet the Lenders (Dublin)

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

## Business Seminars & Events

- 3/11: Navigating Your Business in an Ever Changing Economic Climate (Village Theatre and Art Gallery, Danville)
- 3/11: Starting Your Own Food Business (Hayward City Hall)
- 3/19: Starting a Successful Home-Based Business (Oliver Hall, Hayward)
- 3/24: Greener Restaurants (Food Service Technology Center, San Ramon)
- 3/25: Dublin Chamber of Commerce "State of the City" Luncheon (Shannon Community Center, Dublin)
- 4/1: Successful Restaurants: Strategies to Help You Survive and Grow (Berkeley Public Library)
- 4/2: Dublin Chamber of Commerce Economic Development Committee Meeting (Dublin Civic Center)
- 4/23: Access to Capital (Unitek College, Fremont)

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](#).