



CITY OF CUPERTINO

BUSINESS BUZZ



**HAPPY
THANKSGIVING!**

Thank you for supporting our local businesses!



CUPERTINO

Business News & Updates

[Visit Our Website](#)



JOIN US FOR
SMALL BUSINESS SATURDAY
NOVEMBER 24

www.cupertino.org/SmallBusinessSaturday

CELEBRATE CUPERTINO BUSINESSES
on SATURDAY, NOV. 24
12:00 Noon - 3:00pm
at
Main Street Cupertino
Town Square
MAINst
CUPERTINO

First 200 attendees receive a free limited edition "Shop Small" canvas tote bag!

- Live music performances
- Balloon twister
- Craft activities
- Bicycle & Stroller Decorating

SHOP SMALL CUPERTINO

Celebrate Our Local Cupertino Businesses!

Shop Local and Celebrate Small Business Saturday on November 24

This year Small Business Saturday® will be on Saturday, November 24 - a day to celebrate and support local small businesses and appreciate all they do for our community. Please join the City of Cupertino, the Cupertino Chamber of Commerce, and organizations across the country in promoting shopping and dining at your local small businesses, especially this holiday season.

The City of Cupertino in conjunction with Main Street Cupertino will host its annual **Small Business Saturday Celebration** featuring free family fun activities at Main Street Cupertino's Town Square on Saturday, November 24 from 12:00 Noon to 3:00pm. Visitors will enjoy live performances by **The Big Dreamers** band and plenty of arts and crafts fun for the

entire family. The first 200 attendees will receive a free limited edition "Shop Small" canvas tote bag. Local businesses will be offering shoppers special discounts and offers to encourage shopping and dining locally.

Visit www.cupertino.org/SmallBusinessSaturday to see the complete line-up of activities!

Promote Your Local Cupertino Business at the Event for FREE!

As a local business you are encouraged to offer shoppers discounts or specials for that specific day, weekend, or throughout the holiday shopping season to encourage shopping and dining locally. If you have a coupon or flyer you would like to have distributed at the event, please deliver printed materials (any size and any amount) to the attention of:

Angela Tsui, Economic Development Manager
Cupertino City Hall

Materials must be received no later than Wednesday, November 21, 2018.

If you have any questions, please contact angelat@cupertino.org

Click [here](#) for more details.



Cupertino Minimum Wage to Increase on January 1, 2019

Starting January 1, 2019 the minimum wage in Cupertino will be \$15.00 per hour. Official Minimum Wage Notices were sent to all Cupertino business license holders last month.

The City has also updated its www.cupertino.org/wagewatch page with information on the upcoming increase.

This is a graphic notice for the minimum wage increase. It features a central circular graphic with the text 'CUPERTINO MINIMUM WAGE \$15.00 PER HOUR EFFECTIVE JANUARY 1, 2019'. To the right of this graphic, under the heading 'EMPLOYERS:', there are three bullet points: 'Post official notice in the workplace informing employees of the rate and their rights', 'Must document all hours worked and keep records for four years', and 'Retaliation against employees exercising their rights is unlawful'. To the left of the central graphic, under the heading 'EMPLOYEES:', there are three bullet points: 'Starting January 1, 2019 minimum wage in Cupertino is \$15.00/hour.', 'Minimum wage rate will be adjusted annually on January 1.', and 'Covered employees include anyone who performs 2 hours or more of work per week in Cupertino. Covered employees are entitled to these rights regardless of immigration status.' The graphic also includes three small photos: a man in a green shirt, a woman with a large floral lei, and a woman in a white shirt. At the bottom, there is a dark blue box with the Cupertino City Hall address and contact information, and the Cupertino logo.

FREE Workshops and Resources for Your Small Business

FREE WORKSHOPS

The Silicon Valley Small Business Development Center (SBDC) is offering a free class on "Basic Bookkeeping for Small Businesses" on Thursday, December 13 from 10:00am-12:00 Noon. To learn more or to register for this free class, please visit www.svsbdc.org or click [here](#).



SCORE Silicon Valley offers free and low-cost workshops and counseling sessions. Take advantage of its Free Entrepreneurs' Legal Advising Clinic - get answers to legal questions in a 30-minute private session with a qualified business attorney. Click [here](#) to register or visit www.siliconvalley.score.org



FREE ONLINE MARKETING RESOURCES

facebook blueprint Facebook Blueprint is an online learning and certification program. It helps agencies and small businesses like yours achieve your goals using Facebook's marketing tools and services. Click [here](#) to see a listing of online courses.



Small Business

Google offers livestream videos on different marketing topics. Its most recent holiday livestream, "Drive a Holiday Shopping Rush to Your Business" can be viewed [here](#). For more video resources and tips, please visit: <https://smallbusiness.googleblog.com/>

The Veterans In Business (VIB) Network is a nonprofit 501(c)3 organization that advocates for all Veteran Businesses including SDVOSBs and DVBEs. It provides FREE business resources, educational seminars, outreach opportunities, and a Veteran 2 Veteran Mentor/Protege Program. For more information, please visit: www.vibnetwork.org

Thank You: Veterans, Active Duty Military, and First Responders for Your Service

Cupertino will honor all Veterans, Active Duty Military, and First Responders with a special tribute to Iraq and Afghanistan Veterans on Sunday, November 11, 2018 at 11:00am at Memorial Park. Click [here](#) for more information.



Coming Soon to Cupertino!

Ippudo Ramen (Main Street)

Pacific Catch Westcoast Fish House (Main Street)

Pho Hanoi Cupertino (10100 S. De Anza Blvd.)

Rori Rice (19650 Stevens Creek Blvd., The Marketplace)

Somi Somi (Main Street)

Stouts Burgers & Beer (10088 N. Wolfe Rd., #100)

Welcome New Businesses!

GENTRY Bar & Eatery, Marriott Residence Inn, Main Street

Kumino China, 19634 Stevens Creek Blvd.

Nosh Bagel, 19700 Vallco Parkway

Radhe Chaat, 10251 S. De Anza Blvd.

Trail Head Cyclery, 20301 Stevens Creek Blvd.



Check out more local shopping and dining at www.cupertino.org/shopanddine



Photo courtesy of Trail Head Cyclery

Be Green.
Think Green.
Shop Green.

"We are a green business because every ounce of effort is important in keeping the world clean."

- Coffee Society

Certified California Green Businesses meet a verified set of standards that conserve resources and protect your community.



FOR MORE INFORMATION VISIT
WWW.CUPERTINO.ORG/GREENBIZ

Get Your Green Business Recognized!

Call for Applications: 2019 Acterra Business Environmental Awards



Acterra ACTION FOR A HEALTHY PLANET

Applications for 2019 Acterra Business Environmental Awards are now available at www.acterra.org/bea. The deadline to apply is **Friday, December 7, 2018**.

This year's categories are:

- Acterra Award for Sustainability
- Environmental Project
- Environmental Innovation Spare the Air Leadership Award
- (sponsored by the Bay Area Air Quality Management District)
- Sustainable Built Environment

For more information, please contact awards@acterra.org or visit www.acterra.org/bea



Build Your Business Through the Cupertino Business & Professional Women's Group Monthly Mixer

Join us at our next Cupertino Business & Professional Women's Group Monthly Mixer. Enjoy food and networking with local women business professionals who share a passion for success. For more information, please contact Cupertino Economic Development Manager Angela Tsui at angelat@cupertino.org.

We look forward to having you join us and please bring a friend!

Office of Economic Development | City of Cupertino | 408.777.7607 |
econdev@cupertino.org | www.InBusinessCupertino.com

STAY CONNECTED:

