



BUSINESS BUZZ



Learn Ways to Grow Your Cupertino Business!



CUPERTINO

Business News & Updates

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Promote Your Business at Cupertino's 10th Annual Earth Day & Arbor Day Festival

Cupertino will celebrate its 10th Annual Earth Day & Arbor Day Festival on Saturday, April 21 from 11:00am to 3:00pm in Civic Center Plaza. This is an interactive community event that invites community members of all ages to learn about environmental issues and solutions in a family-friendly, interactive and fun atmosphere. Consistently attracting over 7,000 attendees throughout the day, it is an ideal event at which to promote your local

business and/or goods to the community. Click [here](#) to see the complete line-up of activities!

BOOTH OPPORTUNITIES

Cupertino invites your business to join us in supporting this event through one of our sponsorship opportunities. No matter your budget there is a chance for your company or organization to be involved. All sponsors receive a free display booth at the event, as well as a variety of other marketing benefits. Email Environmental Programs Specialist Lauren Dickenson at Laurend@cupertino.org for more information about becoming an Earth Day & Arbor Day Festival sponsor.

Promote your business at this year's Annual Earth Day & Arbor Day Festival!

Click [here](#) for guidelines and details on how to register.

Envision Vallco

Learn more at www.envisionvallco.org

The City of Cupertino, in partnership with consultants Opticos Design Inc., is working on a community-driven design process to create a specific plan for the Vallco Special Area. These plans will establish development standards and land use patterns for the 58 acres at the northwest corner of Wolfe Road and Stevens Creek



Boulevard and southeast of Wolfe Road and 280. On February 5, 2018, the City and Opticos hosted

a project kick-off meeting at Community Hall for the Vallco Special Area Specific Plan. The kick-off meeting is only the first of many planned opportunities for community members to stay involved with the process, including design charrettes in April and May.

The City's General Plan requires that a specific plan be prepared for the Vallco area, not only for the mall property, but for the entire plan area. A specific plan establishes the rules of development, including the desired vision for an area through a framework of objective standards for land use, site layout, streetscape, open space, buildings, and more. The specific plan will provide a high level of predictability for how the project is developed.

For more information and to view recordings of past workshops, please visit: www.envisionvallco.org. You can also sign-up to receive e-notifications related to this project by clicking [here](#) and choosing "Vallco" in the News section.

Looking to Open/Expand Your Business? Find Out What the Silicon Valley SBDC Can Do For You!

SPRING WORKSHOPS:

How to Start a Business in Silicon Valley/Business Startup

April 12, 2018

- *Getting started
- *Special permits & licenses
- *Federal & state taxes
- *Options for starting a business
- *Legal structures
- *Insurance and risk management
- *Market research
- *Importance of the business plan
- *Employees



How to Write a Business Plan

May 10, 2018

- *Reasons to write a business plan.
- *What goes into a business plan?
- *Structuring your business plan for the target audience planning and feasibility studies.

All courses take place the second Thursday of the month from 10:00 am to 12:00 Noon. Workshops are FREE of charge and held at:

SBDC Silicon Valley Center
1887 Monterey Rd., Ste. 215
San José, CA 95112
(408) 385-9800

For more information or to register, please visit: www.svsbdc.org

Let's grow your business in 2018!

Welcome New Businesses!

Galpao Gaucho Brazilian Steakhouse (The Marketplace)

HaiDiLao Hot Pot (Main Street)

Orangetheory Fitness (Main Street)

Pokeholics (19929 Stevens Creek Blvd.)

Pokeworks (Cupertino Village)

Power Pot (McClellan Square)

Residence Inn by Marriott (Main Street)

The Habit Burger, 20735 Stevens Creek Blvd. (Bottegas Center)

XLB Kitchen, 10235 S. De Anza Blvd.



Coming Soon to Cupertino!

Boiling Point (Nineteen800)

Stouts Burger (Nineteen800)

Koja Kitchen (Nineteen800)

Rori Rice (The Marketplace)

Jin Tea Shop (Nineteen800)

COMING SOON

Stouts Burgers & Beer (Nineteen800)

BEING Onstage: Acting for Entrepreneurs



Would you like to make your pitch more passionate? Join award winning actor, entrepreneur and teacher Keith Torgan in a FREE workshop designed to help you unblock the psychological and physical obstacles that prevent you from connecting with potential clients and investors.

Date: Thursday, April 19, 2018

Time: 7:00pm-8:30pm

Location: Cupertino Community Hall, located at 10350 Torre Avenue, Cupertino

This event is free of charge and generously sponsored by the Friends of the Cupertino Library.

Click [here](#) to learn more or visit the Library website at: www.sccd.org/cupertino



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 |
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