



## Business News Update

August 2014

BUSINESS  
ASSISTANCE

BUSINESS  
INCENTIVES

BUSINESS  
SEMINARS

SMALL BUSINESS  
RESOURCES

BUSINESS  
CALENDAR

### Business in Brief

#### Dublin Cyclery Named Small Business of the Year



In June, Assemblymember Joan Buchanan (D-Alamo) recognized Dublin Cyclery as the 2014 Small Business of the Year for the 16th Assembly District at an awards luncheon celebrating California Small Business Day. Dublin Cyclery was selected as a recipient of the award based on the business' success and its long-standing commitment to the Dublin community.

**Read more here...**

#### Registration Open for "Startup Dublin" Bootcamp

**Startup Dublin** is a new program geared towards entrepreneurs working to establish tech startups in the Tri-Valley region with a primary focus on Dublin. Over the 10-week program, subject matter experts will present on different topics vital to the success of a technology start-up, such as:

### In This Issue

[Business in Brief](#)

[Business News Around Dublin](#)

[Dublin Business Spotlight](#)

[Business Tip of the Month](#)

[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

- Financing and Investors;
- Legal Issues;
- Attraction of a Talented Workforce;
- Marketing; and More!

At the end of the program, select finalists will pitch their company to a panel of judges for a prize!



Visit the **Startup Dublin** webpage to learn more and submit your application.

### Registration Deadline Approaching for Commuter Program



Do you have 50 or more full-time employees? If so, you're required to register for the Bay Area Commuter Benefits Program and offer a commuter benefits plan for your employees by September 30.

Offering commuter benefits is good for your bottom line, and encourages your employees to take transit, vanpool, carpool, bicycle or walk rather than drive alone to work. The pre-tax dollars employees contribute to their transit benefit account aren't subject to employer matching FICA and Medicare, which means employers can reduce their payroll taxes by as much as \$18 per month for each employee. More employees taking transit means less demand for parking, and commuter benefits is a great way to offer a valuable new employee benefit at no net cost to you.

Visit the **Bay Area Commuter Benefits Program** webpage to register or learn more about the program. To request free assistance, click the "Needs Assistance" section for more information on your local county contact or call 511 and say "Commuter Benefits."

### Stopwaste Offers Reusable Transport Packaging Grant

For a limited time, grant funding is available for purchase of reusable transport packaging, such as: durable pallets, totes, bins, reusable pallet wrap or other reusable transport packaging solutions. Up to \$30,000 is available per project implemented between February 15, 2014 and February 15, 2015. The deadline to submit an application is August 15, 2014.

Download the **application packet** or view **Stopwaste's quick grants tutorial** to learn more about reusable transport packaging and the grant application process.



Grant applications submitted after August 15 will be considered as long as grant funding is still available. For more details and to get help with your application, please **contact Stopwaste**.

(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

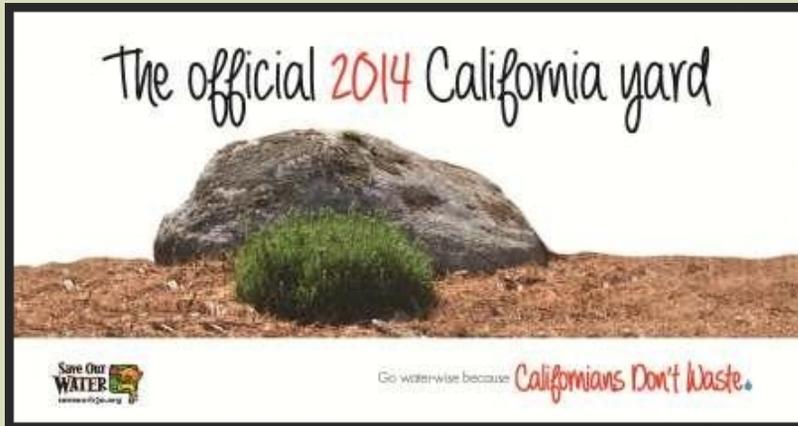
City of Dublin  
100 Civic Plaza  
Dublin, CA 94568

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

The "Use Reusables" campaign is a joint effort of **StopWaste** and the **Reusable Packaging Association** with support from U.S. EPA's **Climate Showcase Communities** program.

## Business Tip of the Month

(More) **Drought Tips for Businesses**



Continuing extreme drought conditions have prompted Zone 7's Board of Directors to set forth water demand reduction measures needed to achieve an overall 25% cutback in treated and untreated water deliveries for 2014.

In an effort to help local businesses meet this goal, Zone 7 has created a **handout detailing water conservation tips**. Please contact Zone 7 for more information on how businesses can reduce water use.

---

## Sign up for the next Dublin Business Seminar



**Wednesday, September 24 | 9 AM - 11 AM**  
**Dublin Library Community Room**  
**Free for Dublin Chamber of Commerce members**  
**\$25 for non- Chamber members**

With the holidays coming up, what are ways that you can use search engine optimization (SEO) to increase local traffic to your business? What tried and true tactics can a small business owner, an artisan, an entertainment business, and a retail store all deploy to get folks to shop local? This workshop will look at basic social media tools and offer easy-to-execute tips and techniques which will be put to work right in class.

Learn how Facebook, Twitter and other social media and SEO tools can help you increase revenue during the 2014 holiday season. The seminar will end with an overview of Dublin's Shop Local Holiday Campaign, which is open to all Dublin businesses as a free marketing tool to help drive customers to your doors. **Register**

today!

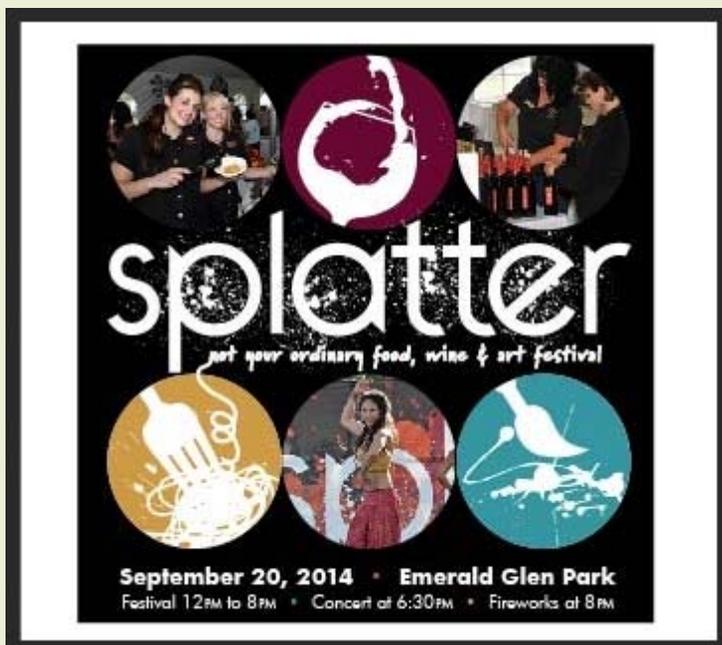
Learn more...

## Business News Around Dublin

### Market Your Business at "splatter"

Limited opportunities are now available to market your business at "**splatter**," an unconventional celebration of the outstanding wine, diverse cuisine and unique creative culture of the Tri-Valley region.

Now in its third year, "splatter" will take place on Saturday, September 20 in the beautiful outdoor setting of Emerald Glen Park in Dublin. The event is equal parts food and wine with a heavy dose of spectacular art. More than two dozen of the Tri-Valley region's finest wineries and restaurants will be featured in a unique Tasting Pavilion. The event will also include two stages of live musical entertainment, an Arts and Culinary Marketplace, Mobile Food Trucks, themed Carnival Games and much more. This unconventional flavor fest of food and wine will also be complimented by works of art created in produce, bubbles, words and textiles.



Event marketing at "splatter" provides a unique opportunity for your business to actively engage with the event audience of 15,000 people, and create a unique connection of your brand to potential customers. To provide the highest quality experience for our business partners, on-site event marketing will be limited to sponsors at the \$2,500 level or higher. Businesses who wish to contribute to the success of "splatter" at the \$500 or \$1,000 level will receive the benefits of advertising exposures in select media used to promote the event.

Don't miss out on a marketing opportunity as unique as this event. For more information please contact Greg von Schottenstein **via email** or at (925) 556-4504.

## Dublin Business Spotlight

### Welcoming New Businesses to Dublin

The City of Dublin would like to introduce one of its newest businesses, **Evident.io**.

Founded in 2013 by two former Adobe security employees, Evident.io uses **Evident Security Platform** (ESP) software to provide continuous security monitoring of cloud infrastructures owned by businesses of all sizes - from startups to enterprises and government organizations.

The automated software tests for clients' online vulnerabilities and provides a report as well as instructions on how to address possible security risks, thus protecting themselves from online hackers and attacks.



**Evident.io** currently maintains offices located at 11501 Dublin Blvd.

## Business Seminars & Events

- 8/14: Kitchen Technologies of the Future (12949 Alcosta Blvd, San Ramon)
- 8/19: Research Meets Reality: Case Studies in Dishroom Efficiency (12949 Alcosta Blvd, San Ramon)
- 9/24: Search Engine Optimization / Shop Local Holiday Campaign (Dublin Public Library)
- 10-24-26: Startup Weekend Tri-Valley (i-GATE facility, Livermore)

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](#).