



CITY MANAGER'S OFFICE

CITY HALL
10300 TORRE AVENUE • CUPERTINO, CA 95014-3255
TELEPHONE: (408) 777-3223 • FAX: (408) 777-3366
CUPERTINO.ORG

CITY COUNCIL INFORMATIONAL MEMORANDUM

Date: July 24, 2025

To: Cupertino City Council

From: Daniel Degu, Economic Development Manager

Re: Economic Development Update

Background

On April 22, 2025, Mayor Chao requested an updated informational memorandum on economic development efforts since April 2024. In response, staff has prepared this informational memorandum to highlight the Office of Economic Development's initiatives and achievements over the past year.

This memo is organized under three key categories: Business Attraction & Retention; Marketing & Outreach; and Internal & External Partnerships.

Business Attraction & Retention: The following initiatives focus on supporting the growth and sustainability of existing businesses while supporting new businesses to Cupertino. Efforts include targeted engagement with commercial real estate networks, permit streamlining and coordination, and expanding access to business support tools and services.

- **SVEDA Broker Breakfast:** In 2024, staff participated in the Silicon Valley Economic Development Alliance (SVEDA) regional commercial broker breakfast, alongside the cities of Mountain View and Sunnyvale. Staff presented the latest commercial real estate opportunities in Cupertino, with attendees including commercial real estate brokers and commercial property owners.
- **Strategic Communication Support for Businesses:** In 2024, staff undertook the development of brand messaging and narrative marketing that highlights Cupertino's value proposition to businesses. This

messaging is being used across digital platforms, print materials, direct and multimedia communications, and presentations to strengthen the Division's overall messaging.

- **Women in Business Symposium:** In 2024, staff relaunched and expanded this quarterly luncheon to support business retention, growth, and attraction in Cupertino. The events have been well attended and now feature business resource providers who offer on-site services and support. Key collaborators have included the Cupertino Chamber of Commerce, KeyPoint Credit Union, NOVAworks, Nirvana Soul, Mirapath, Access Small Business Development Center (SBDC), SCORE, and De Anza College.
- **Retail Theft Prevention Outreach & Webinar:** In 2024, staff hosted a webinar in collaboration with the Santa Clara County Sheriff's Office and Cupertino Chamber of Commerce to address retail theft, providing businesses with invaluable insights, actionable strategies, and best practices to strengthen store security.
- **Green Business Workshop:** In 2024, staff hosted an in-person workshop on green business rebates and incentives for local businesses and commercial property owners, in partnership with Silicon Valley Clean Energy, the County of Santa Clara, the Green Business Network Program, the Bay Area Regional Energy Network, and the Cupertino Chamber of Commerce.
- **New Economic Development Website:** In 2024, staff redesigned the Division's website (<https://rb.gy/2qsj33>) to support business attraction and retention efforts. The new website features updated content and branding, clear navigation, and easily accessible resources to help new and existing businesses connect with City services and business resources.
- **Applied Development Economics Market Study:** In 2024, staff completed research with Applied Development Economics on post-pandemic shifts in the local and regional economy, using data analysis, market research, and stakeholder engagement to gain insights into Cupertino's economic strengths and weaknesses.
- **Cupertino Business Outreach Program:** In 2024 and 2025, staff continued outreach to local businesses to foster dialogue and strengthen

relationships with major employers and key tax-generating sectors. Engagements over the past year included technology firms such as Apple, Amazon, Daxa AI, and Mirapath; retailers such as Target, Liang's Village, and Kong Tofu & BBQ; and shopping centers including Crossroads, Cupertino Village, Main Street, and Saich Way Station.

- **Small Business Workshop Series:** In 2024 and 2025, staff hosted in-person workshops focused on technical assistance for local businesses. Topics included business compliance, access to capital, customer acquisition strategies, digital tools, and artificial intelligence. Partners included the Cupertino Chamber of Commerce, Access Small Business Development Center (SBDC), NOVAworks, KeyPoint Credit Union, Comerica Bank, CDC Small Business Finance, NASA, Elevate Yourself, NAVAJO Company, West Coast Community Bank, Meriwest Credit Union, Marble Bridge Funding Group, and TMC Community Capital.
- **Grand Openings and Ribbon Cutting Ceremonies:** In 2024 and 2025, staff supported grand openings and ribbon cutting ceremonies for local businesses and development projects, sometimes in partnership with the Cupertino Chamber of Commerce. Examples include YogaSix, Starbird Chicken, Be Natural Music, Alan Row Homes, and Westport Senior Apartments.
- **Business Resource Hub:** In 2025, staff beta launched the Cupertino Business Resource Hub, a free online platform designed to support local businesses. The Hub is tentatively scheduled to go live later this fiscal year following the completion of a new business directory. Once fully launched, it will provide small businesses with centralized access to essential tools, resources, and support to help them grow and succeed in a competitive market.

Marketing & Outreach: The following initiatives are designed to support Cupertino businesses through year-round "shop local" campaigns that boost visibility and drive local spending. When individuals shop locally, the City receives one percent of sales tax proceeds from each transaction, helping fund essential public services. These efforts not only strengthen the local economy but also provide staff opportunities to engage with businesses, encourage participation, and share important resources and information.

- **Explore Cupertino Business Map:** In 2024 and 2025, staff promoted the Explore Cupertino Business Map, a searchable online map that helps the

community easily find and support local businesses. The map was featured across City channels, including social media, the Cupertino Scene Newsletter, and Cupertino Connect. View the map here:

<https://rb.gy/s5lkem>.

- **Small Business Saturday:** In 2024, staff produced the City's first-ever Small Business Saturday promotional video, highlighting local businesses in Cupertino to encourage community support and boost holiday shopping. The video received over 11,400 views on Facebook. View the video here: <https://rb.gy/hwoiv2>.
- **Holiday Shop Local Campaign:** In 2024, staff launched the City's first-ever Holiday Cupertino Shop Local campaign, with support from the Cupertino Chamber of Commerce. The campaign featured a four-part promotional video series, promoted through digital marketing to engage the community and encourage local shopping throughout the holiday season. Watch the videos here: Part 1 (<https://rb.gy/k7ebzi>); Part 2 (<https://rb.gy/1c7wk6>); Part 3 (<https://rb.gy/t1tu5c>), and Part 4 (<https://rb.gy/fv36o7>).
- **Business Connect Newsletter:** In 2024 and 2025, staff sustained outreach to local businesses through the City's email subscription system. From June 2023 through December 2024, the subscriber base expanded by 63%, growing from 6,000 to 9,752, while the number of messages sent per fiscal year increased over 500%, rising from 3 to 19.
- **National Small Business Week:** In 2024 and 2025, staff promoted National Small Business Week on social media to encourage the community to shop locally and support small businesses. Created by the U.S. Small Business Administration (SBA), this national campaign typically takes place the first week of May each year.
- **Dine Out for the 4th:** In 2025, staff launched the City's first-ever Dine Out for the 4th campaign, encouraging residents and visitors to support local restaurants during the Independence Day weekend. Visit the campaign here: <https://rb.gy/sp7xif>.

Internal & External Partnerships: These initiatives focus on fostering collaboration across City departments and outside partners to advance economic development opportunities.

- **Cupertino Chamber of Commerce:** In June 2023, the City Council approved a formal partnership between the City and the Cupertino Chamber of Commerce to support local businesses. While a leadership change at the Chamber initially delayed implementation, the agreement was officially signed in April 2024, and the partnership has since been actively moving forward. Attached to this memo are the quarterly reports submitted to the City as part of the agreement.
- **Cupertino Development Cabinet:** In 2024 and 2025, staff continued to convene an interdepartmental group to advance revenue-generating economic development projects by reducing red tape and coordinating major policies, and strategic initiatives. This initiative has been an excellent method to promote collaboration and permit facilitation for projects such as Apple CC05, Jade Tea Garden, 76 Gas Station, and the vacant office space at 10275 N. De Anza Boulevard.
- **Real Estate:** In 2024 and 2025, staff assisted the City Manager's Office with real estate-related tasks associated with lease agreements with the Rolling Hills 4-H Club and Friends of Stevens Creek Trail, deposition of City-owned property at 10301 Byrne Avenue, and the Stevens Creek Trail joint use agreement.
- **Project UnlockED:** In 2025, staff assisted students from Cupertino High School's Future Business Leaders of America (FBLA) chapter by helping them understand the permitting process, enabling the students to explore ways to streamline and improve it as part of their Project UnlockED initiative. Their project culminated in a third-place finish at the 2025 National Leadership Conference.

As outlined above, staff, working hand-in-hand with internal and external partners, continues to offer an extensive range of support to local businesses.

Looking ahead, staff will advance several priorities from the Fiscal Year 2025-27 City Work Program. Efforts will focus on streamlining permitting; retention and recruitment of retail and small businesses; placemaking; and providing staff support to the recently reinstated Economic Development Committee.

Additionally, as part of Cupertino's 70th anniversary celebration, staff will launch the City's first-ever Restaurant Week in October, complementing existing holiday campaigns like Small Business Saturday in November and Holiday Shop

Local in December. Together, these efforts will expand opportunities for community engagement and economic growth during the peak shopping season.

Sustainability Impact

There are no sustainability impacts associated with this update.

Fiscal Impact

There are no fiscal impacts associated with this informational memorandum.

City Work Program (CWP) Item/Description

None.

Council Goal

Public Engagement & Transparency.

Prepared by: Daniel Degu, Economic Development Manager

Reviewed by: Kirsten Squarcia, Interim Deputy City Manager/City Clerk

Approved for Submission by: Tina Kapoor, Interim City Manager

Attachment:

A – Cupertino Chamber of Commerce Quarterly Reports

Cupertino Chamber of Commerce
Quarterly Report - April through June 2024

Events, Meetings & Campaigns

(List and summarize all events, business seminars, CBOP meetings, campaigns, etc.)

- LAC - Mayor Mohan - April 5, 2024
 - The Mayor provided an update to the State of the City and made some comments on what to expect with the upcoming City budget
- Retail Theft Seminar - April 25, 2024
 - Provided marketing campaign for the virtual seminar, tracked registration, and attended the seminar that was conducted by members of the Santa Clara County Sheriff's Office - West Valley
- National Small Business Week - April 28 - May 4, 2024
 - Coordinated some activities in recognition of National Small Business Week including attending a City Council meeting where recognition was given
- Westport Ribbon Cutting - May 6, 2024
 - Provided Westport personnel with overall structure for the event and coordinated with City Staff to have City Council and members of the Chamber Board present there for ribbon cutting event
 - Emceed event for Westport host
- Public Safety Roundtable Exercise - May 9, 2024
- SBDC In-Person Seminar on HR Regulations in CA - May 20, 2024
 - Emceed event, monitored registration and attendance, distributed speaker materials to attendees post presentation and continued communications as appropriate with attendees
- CBOP - Mirapath - May 22, 2024
 - Toured business's facility and participated initial technical discussion on incubators and other ideas for the use of space and future programming ideas
- SBDC In Person Panel on Access to Capital - June 18, 2024
 - Obtained a couple of the panel members
 - Emceed event, monitored registration and attendance, distributed speaker materials to attendees post presentation and continued communications as appropriate with attendees
- Broker's Breakfast - June 20, 2024
 - Performed marketing campaign and attended the event held at the Sunnyvale City Hall

- Encouraged and assisted small business to attend and market a business mixer related to construction

Technical Assistance

Types of Businesses Served:

- Big Box Retail
- Small Retail
- Information Technology
- Construction
- Real Property Development
- Hospitality
- Business/Financial
- Health and Wellness

Metrics and KPIs

Estimated Number of Businesses Assisted: 25

Total Events: 9

Total RSVPs: 62

Total Attendees: 37

Total Social Media Engagements: 61

Total Social Media Reached: 2,074

Total Social Media Impressions: 2,074

Total Social Media Views: 1,076

Ad-Hoc Requests

(List and summarize all ad-hoc requests. Such requests may include outreach efforts around new city policies, rules, and regulations.)

- Distribution or posting of new county tobacco ordinance
- Various business license inquiries

Key Successes

(Key successes achieved during the period.)

- The SBDC in-person seminars seems to be catching the attention of a good number of business owners in the area given the interactions during the sessions, not just the numbers of people in attendance

Recommendations

(Recommendations for future endeavors that advance the common goals of the agreement, if needed.)

Cupertino Chamber of Commerce
Quarterly Report - July - September 2024

Events, Meetings & Campaigns

(List and summarize all events, business seminars, CBOP meetings, campaigns, etc.)

- Federal Procurement Tech Assistance with MiraPath - July 12, 2024
- Incubator/Accelerators Tech Assistance for MiraPath - July 23, 2024
- CBOP - KeyPoint - August 2, 2024
- Shop Local Campaign - August 17 2024
- SBDC Seminar - Using AI Effectively in your Business - August 1, 2024
- CBOP - Local Kitchens - August 2, 2024
- Green Business and Incentives Planning Meeting - August 12, 2024
- Quarterly Women's Business Luncheon - August 14, 2024
- XLB Kitchen Tech Assistance Visit - August 27, 2024
- Incubator/Accelerators and Hackers Dojo Expansion Tech Assistance @ MiraPath - September 10, 2024
- SBDC Seminar - How to Build Your Brand Workshop - September 19, 2024

Technical Assistance

Types of Businesses Served:

- Information Technology
- Restaurants
- Municipal Government
- Federal Government
- Non-Profit

Metrics and KPIs Report

Estimated Number of Businesses Assisted: 42

Total Events: 3

Total RSVPs: 178

Total Attendees: 67

Total Social Media Engagements: 114

Total Social Media Reached: 2,631

Total Social Media Impressions: 2,631

Total Social Media Views: 1,464

Ad-Hoc Requests

(List and summarize all ad-hoc requests. Such requests may include outreach efforts around new city policies, rules, and regulations.)

- Outreach to businesses for City's health fair
- Building Electrification Focus Group - September 10/11, 2024

Key Successes

(Key successes achieved during the period.)

- Very large attendance at the Women's Business luncheon and lots of demand for the next one planned for November

Recommendations

(Recommendations for future endeavors that advance the common goals of the agreement, if needed.)

Cupertino Chamber of Commerce
Quarterly Report - October - December 2024

Events, Meetings & Campaigns

(List and summarize all events, business seminars, CBOP meetings, campaigns, etc.)

- SBDC Workshop - October 24, 2024
- Holiday Shop Local Campaign - Small Business Saturday video - November/December 2024
- Women's Networking Luncheon x SBDC Workshop - November 21, 2024
- Cupertino Green Business Rebates and Incentives Workshop - December 5, 2024
- Alan Row Home Ribbon Cutting - December 9, 2024
- La Pizzeria technical assistance meeting - December 17, 2024
- Starbird Chicken Ribbon Cutting - December 20, 2024

Technical Assistance

Types of Businesses Served:

- Information Technology
- Restaurants/Food
- Construction/Utilities
- Non-Profit

Metrics and KPIs Report

Estimated Number of Businesses Assisted: 38

Total Events: 6

Total RSVPs: 111

Total Attendees: 84

Total Social Media Engagements: 4,346

Total Social Media Reached: 2,736

Total Social Media Impressions: 2,736

Total Social Media Views: 1,610

Ad-Hoc Requests

(List and summarize all ad-hoc requests. Such requests may include outreach efforts around new city policies, rules, and regulations.)

Key Successes

(Key successes achieved during the period.)

- Growing attendance for the Women's Luncheon in November with a request for more time for networking.

Recommendations

(Recommendations for future endeavors that advance the common goals of the agreement, if needed.)

Cupertino Chamber of Commerce
Quarterly Report - January - March 2025

Events, Meetings & Campaigns

(List and summarize all events, business seminars, CBOP meetings, campaigns, etc.)

- De Anza CBOP Meeting - January 21, 2025
- Minimum Wage Change posting - February 3, 2025
- LAC Mayor Chao - February 6, 2025
- SBDC Workshop - February 20, 2024
- State of the City Promotion - February 21, 2025
- Be Natural Ribbon Cutting - February 22, 2025
- Incubator Discussion Mirapath - March 4, 2025
- Quarterly Women's Networking Luncheon - March 20, 2025

Technical Assistance

Types of Businesses Served:

- Technology
- Restaurants/Food
- Hospitality
- Construction/Utilities
- Art/Music

Metrics and KPIs Report

Estimated Number of Businesses Assisted: 53

Total Events: 4

Total RSVPs: 161

Total Attendees: 107

Total Social Media Engagements: 66

Total Social Media Reached: 5,557

Total Social Media Impressions: 5,557

Total Social Media Views: 1,331

Ad-Hoc Requests

(List and summarize all ad-hoc requests. Such requests may include outreach efforts around new city policies, rules, and regulations.)

- Minimum wage increase information posted

- Support for the Cupertino Business Resource Hub

Key Successes

(Key successes achieved during the period.)

- Continuing growth for Women's Networking Lunch and now it includes De Anza students seeking internships with local employers in various fields of study

Recommendations

(Recommendations for future endeavors that advance the common goals of the agreement, if needed.)