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PRESS RELEASE

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City Council Revives Economic Development Committee to Shape Cupertino's Future and Renew Commitment to Business Vitality and Community Prosperity

Cupertino, CA — September 18 - The City of Cupertino is proud to announce the official launch of its Economic Development Committee, a strategic initiative aimed at promoting sustainable economic growth, fostering innovation, and strengthening public-private partnerships within the community.

The City is committed to marketing itself as a top Silicon Valley business location for businesses and entrepreneurs, while also attracting and retaining companies across key sectors. It actively collaborates with local businesses to identify and eliminate barriers to growth and fosters public-private partnerships to strengthen both community and economic ties. Committee members will advise the City Council on strategic economic development goals that enhance the overall quality of life for residents, workers, and visitors.

Interim City Manager Tina Kapoor stated, "The Economic Development Committee supports the City Work Program by advising the Council on small business and retail needs, with a focus on revitalization and continued growth."

The Economic Development Committee is comprised of nine appointed members serving overlapping four-year terms. The committee brings together diverse perspectives from across the city.

Mayor Liang Chao shared, "For many years, Cupertino had only an informal EDC that eventually stopped meeting. In 2022, the Council formally established the committee to ensure inclusive participation and broad representation, but it was later abandoned by the 2023 Council. I am proud that, following the 2024 election, this Council has revived the committee and renewed Cupertino's focus on economic development—especially at a time when we are facing a projected \$10–20 million reduction in sales tax revenue due to state reallocation. This is especially timely as we

prepare to boost tourism for events like the 2026 FIFA World Cup and Super Bowl LX. The EDC will play a critical role in shaping Cupertino's economic future, ensuring our businesses thrive and our community prospers."

Committee meetings will take place quarterly. Community members and local businesses, and those interested in opening a business in Cupertino are encouraged to participate and share their perspectives via the new hybrid commission meeting schedule, available both in person and online. To receive automatic notifications when agendas are posted, sign up at cupertino.gov/edc.

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