

Economic Development Committee

Cupertino Sustainability Commission

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CUPERTINO

Division Overview

- City Manager's Office
- Outreach and Marketing
- Understand Business Needs
- Partnerships
- Regional Perspective
- Cross Department Collaboration
- Permit Facilitation

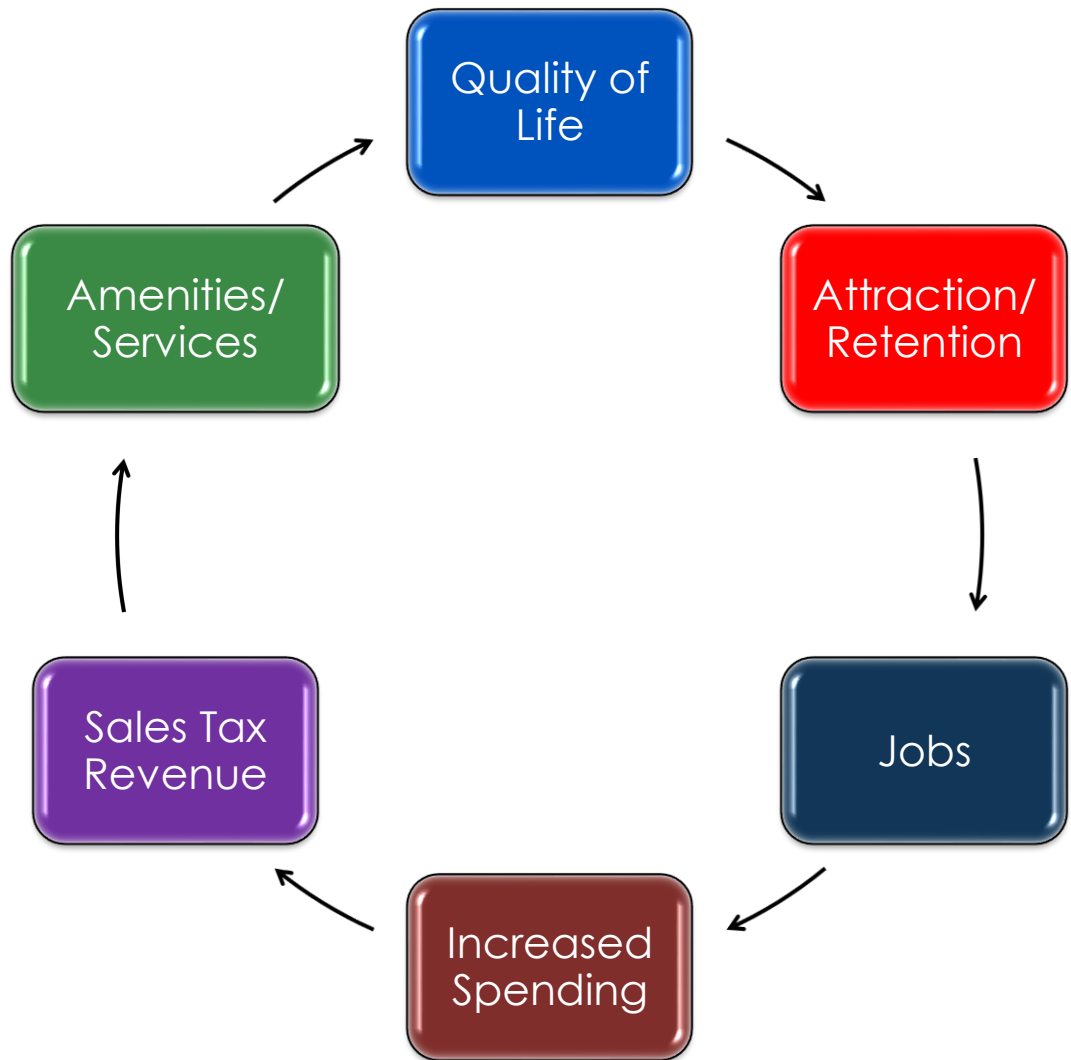


- Champion for Local Businesses
- Marketing Arm for the City
- Public/Private Sector
Facilitation

“Vitality and Vibrancy”



Importance of Economic Development



Economic Development Committee



Composition

The Committee consists of **NINE** members appointed by the Council to overlapping four-year terms, comprised of:

- Two Councilmembers (2)
- One representative from each of the following industry sectors (5):
 - Technology
 - Retail
 - Hospitality
 - Education
 - Commercial Real Estate
- One member who is currently serving on the Technology, Information, and Communications Commission (1)
- **One member who is currently serving on the Sustainability Commission (1)**

Purpose

The Economic Development Committee advises the City Council to provide expertise and guidance on policy related to economic development including promoting Cupertino as a location of choice for current and prospective businesses. Specifically:

- Make recommendations on a broad range of strategic matters broadly applicable to the City's economic development goals (Champion for Local Businesses)
- Serve as an ambassador to shed a positive light on the City by sharing economic development resources and information to prospective businesses and stakeholders (Business Attraction/Retention, Marketing Arm)
- Encourage public/private partnerships to further the City's economic development goals by identifying potential resources (Public/Private Sector Facilitation)

Next Steps

July 2022: EDC codified

- **October 2022:** Recruitment Open; Outreach begins
- **November 2022:** Applications Due on 11/10/22
- **Late November 2022:** Council interviews and selects members
- **Early 2023:** First EDC meeting

Thank you!



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