



CITY MANAGER'S OFFICE

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CITY COUNCIL INFORMATIONAL MEMORANDUM

Date: April 25, 2024

To: Cupertino City Council

From: Pamela Wu, City Manager

Re: Economic Development Update

Background

On April 3, Council directed staff to prepare an informational memo outlining the ongoing efforts of the Economic Development Manager. Specifically, Council is interested in learning about programs in place to support local businesses in Cupertino and along key commercial corridors.

In the wake of the COVID-19 pandemic, businesses have undergone significant transformations. The retail sector, in particular, is still evolving after taking a major hit due to the shutdowns and the growth of online shopping. These factors prompted the Economic Development Manager, in conjunction with other departments, to embark on several initiatives aimed at fostering small business and retail revitalization within Cupertino.

Serving as the conduit between city government and the private sector, Economic Development plays a crucial role in understanding the needs of our local businesses and tailoring programs to support them. Based on outreach conducted, the top needs often highlighted by businesses include marketing, technical assistance, and permit support. Below is a detailed overview of the City's efforts to tackle these needs categorized by outreach, programs, and partnerships.

Local Business Outreach & Engagement

Through strategic avenues such as personalized business visits, informative newsletters, and interactive online business maps, Economic Development creates robust platforms to provide exposure to businesses, and offer an opportunity for them to collaborate, share insights, and access essential resources. Some notable business engagements include Sun Design Center, WOW! Tea, Wei's Fish, Mirapath, and House of Miracles. Furthermore, Economic Development leverages networks within the commercial real

estate industry to bolster recruitment and fill vacancies along key commercial corridors. Below are a few examples of programs that promote outreach and engagement:

- [Cupertino Business Outreach Program](#)
- [Economic Development E-Newsletter](#)
- [Online Searchable Business Map](#)
- Promote events such as National Small Business Week and Small Business Saturday to remind our community to shop local.
- Attend networking events to stay apprised of the latest trends in the retail industry such as the International Conference of Shopping Center.

Business Assistance Programs & Events

To further support the startup and growth of local businesses in Cupertino, the Economic Development Manager connects businesses to a broad portfolio of technical assistance programs. These programs are typically facilitated through workshops and webinars. Additionally, the Economic Development Manager facilitates events to foster networking and collaboration among local business owners, aiming to equip them with the knowledge, resources, and connections vital for their growth and prosperity. Below is an overview of recent and upcoming business assistance programs and events:

- ADA Webinar
- Retail Theft Prevention Webinar
- Small Business Workshop Series
- Commercial Real Estate Broker Breakfast
- Professional Women's Luncheon
- Green Rebates Workshop

Working with City Departments and Outside Partners

Partnerships are integral to the City's economic development efforts and facilitate collaboration, efficiency, and resource optimization. This includes inter-departmental collaboration in areas like permit facilitation, ensuring local businesses can navigate the regulatory processes smoothly. Notably, local businesses along key commercial corridors like Shane Company, Di Vittorio Enterprises, Toby's Boardgame, 76 Gas Station, and Apple have benefited from shorter review cycles, expedited plan reviews, and faster permit issuance due to this collaborative approach. Additionally, partnerships with outside organizations enable staff to offer robust programs and services to local businesses in need of additional assistance and resources. There are a variety of partnerships listed below which support the City's economic development initiatives.

- Inter-Departmental Collaboration and Permit Facilitation
- Cupertino Chamber of Commerce
- Cupertino Business Connect Platform

- Applied Development Economics Market Study
- Native Digital Strategic Communication Support

As outlined above, the Economic Development Manager, working hand-in-hand with internal and external partners, offers an extensive range of support to foster business revitalization along key commercial corridors and citywide.

Looking ahead, Economic Development will continue to engage with the business community by introducing new outreach, programs, and partnerships. To further boost retail recruitment and tackle ground-floor vacancies, the City's future efforts could focus along major commercial corridors, including the "Heart of the City" area, where most of the City's shopping centers are located. These proactive approaches will be vital as local businesses continue to adapt to today's dynamic economic environment.

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Approved for Submission by: Pamela Wu, City Manager

Attachments: None