

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.)

Cupertino Chamber of Commerce
Quarterly Report - April - June 2025

Events, Meetings & Campaigns

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

- National Small Business Week - May 12, 2025
- SBDC Workshop Access to Capital - May 15, 2025
- Dine Out 4th and EDC/Housing media blasts - June 2025
- Women's Networking Lunch - June 26, 2025

Technical Assistance

Types of Businesses Served:

- Technology
- Hospitality
- Construction/Utilities
- Art/Music
- Education

Metrics and KPIs Report

Estimated Number of Businesses Assisted: 69

Total Events: 2

Total RSVPs: 185

Total Attendees: 153

Total Social Media Engagements: 739

Total Social Media Reached: 2,073

Total Social Media Impressions: 2,073

Total Social Media Views: 61

Ad-Hoc Requests

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

- Support for Dine Out 4th and EDC/Housing campaign

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.)

- City support of the business community for Super Bowl and World Cup 2026 readiness
 - Temporary expansion of the Shuttle to and from hotels
 - Push for marketing of Cupertino activities ahead of the Super Bowl and World Cup 2026

Cupertino Chamber of Commerce
Quarterly Report - July - September 2025

Events, Meetings & Campaigns

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

- Economic Development Committee Promotion - July 2025
- Restaurant Week Promotion - September 2025
- CREST Award Promotion - September 2025

Technical Assistance

Types of Businesses Served:

Metrics and KPIs Report

Estimated Number of Businesses Assisted: 0

Total Events: 0

Total RSVPs: 0

Total Attendees: 0

Total Social Media Engagements: 0

Total Social Media Reached: 0

Total Social Media Impressions: 0

Total Social Media Views: 0

Ad-Hoc Requests

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

- Request for EDC recruitment announcement and Active Transportation Plan
- Request for Restaurant Week announcement and CREST Award nominations

Key Successes

(Key successes achieved during the period.)

Recommendations

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

Cupertino Chamber of Commerce
Quarterly Report - October - December 2025

Events, Meetings & Campaigns

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

- October 2, 2025 - Technical Assistance Workshop
 - How to Build Your Brand - Attract and Retain Customers
- October 22, 2025 - Joint Taiwanese Chamber Mixer
- December 18, 2025 - Women's Networking Luncheon

Technical Assistance

Types of Businesses Served:

- Technology
- Hospitality
- Construction/Utilities
- Art/Music
- Education

Metrics and KPIs Report

Estimated Number of Businesses Assisted: 126

Total Events: 3

Total RSVPs: 93

Total Attendees: 126

Total Social Media Engagements: 9

Total Social Media Reached: 329

Total Social Media Impressions: 1,592

Total Social Media Views: 1,592

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.)

Recommendations

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