



*We are thankful for your interest in and support of Cupertino businesses!*



CUPERTINO

## Business News & Updates

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### Celebrate Our Local Cupertino Businesses!

#### Shop Local and Celebrate Small Business Saturday on November 25

This year Small Business Saturday® will be on Saturday, November 25 - a day to celebrate and support local small businesses and appreciate all they do for our community. Please join the City of Cupertino, the Cupertino Chamber of Commerce, and organizations across the country in promoting shopping and dining at your local small businesses, especially this holiday season.

The City of Cupertino in conjunction with Main Street Cupertino will host its annual **Small Business Saturday Celebration** featuring free family fun activities at Main Street Cupertino's Town Square on Saturday, November 25 from 11:00am to 4:00pm. Visitors will enjoy live performances by **The Big Dreamers** band and plenty of arts and crafts fun for the entire family. The first 200 attendees will receive a free limited edition "Shop Small" reusable tote bag. Local businesses will be offering shoppers special discounts and offers to encourage shopping and dining locally.

Visit [www.cupertino.org/SmallBusinessSaturday](http://www.cupertino.org/SmallBusinessSaturday) to see the complete line-up of activities!

**Small Business Saturday** was launched by American Express in 2010 to encourage holiday shoppers to patronize small and local brick and mortar businesses. Small businesses help shape our community character, strengthen economic vitality, as well as develop strong partnerships among neighbors, residents, other small business owners, community leaders, and schools. In fact, small businesses drive much of the United States economy. How many small businesses are there in the United States you may be wondering? There are approximately 28.8 million small businesses, which accounts for 99.7% of US businesses ([Source: SBA GOV 2016](#)).

**Promote Your Local Cupertino Business for FREE!**  
Click [here](#) for more details on how to participate.



**MAIN<sup>st</sup>**  
**CUPERTINO**

## Cupertino Minimum Wage to Increase on January 1, 2018

Learn more at [www.cupertino.org/wagewatch](http://www.cupertino.org/wagewatch)

In September, the City Manager certified that current economic conditions support the next scheduled minimum wage increase to \$13.50 on January 1, 2018. Per Section 3.37.040 (f) of the Cupertino Municipal Code, this determination was made based on the change in state unemployment rate and sales and use tax (SUT) revenues. As reported by the California Employment Development Department, there was a slight decline in the unemployment rate for the 3-month and 6-month periods ending in June 2017 of -0.2 percentage points and -0.5 percentage points, respectively. The Department of Finance reported a 2.7% increase in state SUT revenue in FY 2017 compared to FY 2016.

Official Minimum Wage Notices will be sent to all business license holders in Cupertino on or before December 1, 2017. The City has also updated its [www.cupertino.org/wagewatch](http://www.cupertino.org/wagewatch) page with information on the upcoming increase.



### EMPLOYERS:

- Post official notice in the workplace informing employees of the rate and their rights
- Must document all hours worked and keep records for four years
- Retaliation against employees exercising their rights is unlawful

### EMPLOYEES:

- Starting January 1, 2018 minimum wage in Cupertino is \$13.50/hour.
- Minimum wage rate will be adjusted annually on January 1.
- Covered employees include anyone who performs 2 hours or more of work per week in Cupertino.
- Covered employees are entitled to these rights regardless of immigration status.

CUPERTINO CITY HALL  
10300 TORRE AVE CUPERTINO, CA 95014  
408.777.3212 | [PIO@CUPERTINO.ORG](mailto:PIO@CUPERTINO.ORG)  
[WWW.CUPERTINO.ORG/WAGEWATCH](http://WWW.CUPERTINO.ORG/WAGEWATCH)



## FREE Marketing Resources for Your Small Business

The U.S. Small Business Administration (SBA) has teamed up with Google to help small businesses get ready for the holidays. Google offers free online workshop and tutorials throughout the year to help your small business grow. Visit

[www.gybo.com](http://www.gybo.com) to take advantage of this free online resource.

Check out the most recent online video, "[Marketing Wonderland](#)," which shares insights on how to get your business holiday-ready.



Technology plays a central role in how businesses today start, operate, and grow. Yet the latest research shows that more than half of small businesses do not have a website, measure the results of their marketing, or have a social media account. Only about half use digital tools to help with their business accounting.

The Small Business Technology Coalition is committed to helping small businesses leverage technology as a core driver of growth and differentiation. That means increasing digital education and training to Launch, Grow, Manage, and Win their business. Click [here](#) to learn more about what resources the SBA offers.

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## Coming Soon to Cupertino!

**Boiling Point** (Nineteen800)

**Galpao Gaucho Brazilian Steakhouse**, 19780 Stevens Creek Blvd. (The Marketplace)

**HaiDiLao Hot Pot** (Main Street)

**Orangetheory Fitness**, 19409 Stevens Creek Blvd. (Main Street Cupertino)

**Power Pot** (McClellan Square)

**Stouts Burger** (Nineteen800)

**The Habit Burger**, 20735 Stevens Creek Blvd. (Bottegas Center)

**XLB Kitchen**, 10235 S. De Anza Blvd.

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## Welcome New Businesses!

**See's Candies Holiday Pop-up Shop**  
(Main Street Cupertino)



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### Build Your Business Through the Cupertino Business & Professional Women's Group Monthly Mixer

Join us at our next Cupertino Business & Professional Women's Group Monthly Mixer. Enjoy food and networking with local women business professionals who share a passion for success. For more

information, please contact Cupertino Economic Development Manager Angela Tsui at [angelat@cupertino.org](mailto:angelat@cupertino.org).

We look forward to having you join us and please bring a friend!



October Networking Lunch Mixer at Garlic Mediterranean Grill

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STAY CONNECTED:

