



CUPERTINO

Business News & Updates

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FREE Business Workshop: Using Data to Drive Business Growth

Join us for a special workshop with a Google expert to learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions. Get hands on help with using your online presence to achieve identified business goals, incorporating data into your marketing plan, and selecting tools to help you find the answers you need. This event is free, but registration is required.

Date: Wednesday, August 21, 2019
Time: 8:30am Check-in
 9:00am-10:00am Presentation and Workshop
Location: Cupertino Community Hall,
 10350 Torre Avenue



WEDNESDAY, AUGUST 21, 2019
 CUPERTINO COMMUNITY HALL
 COMPLIMENTARY BREAKFAST
 8:30 AM: CHECK IN AND NETWORKING
 9 AM - 10 AM: PRESENTATION AND WORKSHOP

Join us over breakfast for a special workshop with a Google expert where we will learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions. Get hands on help with using your online presence to achieve identified business goals, incorporating data into your marketing plan, and selecting tools to help you find the answers you need.

Pre-registration required on www.cupertino-chamber.org



Continental breakfast provided. Pre-registration is required at:
www.cupertino-chamber.org

This event is sponsored by: City of Cupertino Office of Economic Development, Cupertino Chamber of Commerce, Grow with Google, and Pacific Workplaces.



SMALL
BUSINESS
DEVELOPMENT
CENTER
SILICON VALLEY

Build a Business Workshop - Part I

Date: Saturday, August 10, 2019
Time: 9:00am-1:00pm
Location: Silicon Valley SBDC, 1887 Monterey Road, 2nd

Floor, San Jose

This Business Acceleration Program Workshop allows participants to advance their business idea or existing business through the following:

- *Business model design through visual thinking / viztoolz
- *Bootstrapping techniques and methods
- *How to create value and build a team

*How to reach target customers

*Go-to-market strategies that produce revenue and avoid the need to traditional fundraising

*Opportunity to compete in 2019 Start Up Cup and possibly to receive funding for your business

For more information, please click [here](#).

EDD Provides Free Tax Seminars

To support and educate employers about their rights and responsibilities, the Employment Development Department (EDD) provides no cost payroll tax seminars, guidance on employee or independent contractor issues, and other employment resources. Check out these upcoming free seminars:



Friday, September 6

Federal/State Basic Payroll Tax Seminar

JobTrain, 1200 O'Brien Drive, Menlo Park

This seminar will be conducted by a representative from the EDD and an enrolled agent representing the Internal Revenue Service (IRS) on: California payroll reporting requirements, forms, employer obligations, reporting and payment requirements; independent contractor reporting requirements; electronic filing and payment requirements and options; and Federal payroll reporting requirements, including Forms 940, 941, 1099, W-2, W-4, W-9, and alternative filing.

For more information or to register, please visit www.edd.ca.gov/Payroll_Tax_Seminars/

Tuesday, September 17

State Labor Law and Payroll Tax Seminar

Silicon Valley SBDC, 1887 Monterey Road, Suite 215, San Jose

9:00am-3:30pm

At this free seminar you will receive information on: recordkeeping, reporting requirements, employer obligations, payment requirements, common wage and hour law application, employer and employee rights and responsibilities, and how to distinguish between an employee and an independent contractor. This seminar is sponsored by the Employment Development Department (EDD) and the Division of Labor Standards Enforcement (DLSE).

For more information or to register, please visit www.edd.ca.gov/Payroll_Tax_Seminars/

Wednesday, December 11

Employee or Independent Contractor Tax Seminar

Alfred E. Alquist Building, 100 Paseo de San Antonio, San Jose

9:00am-12:30pm

At this free seminar you will learn: common misconceptions about independent contractors, ways to combat payroll tax fraud, how to distinguish between employees and independent contractors, statutory and exempt employment, and resources to help classify workers. This seminar is sponsored by the Employment Development Department (EDD).

For more information or to register, please visit www.edd.ca.gov/Payroll_Tax_Seminars/

Get Help Starting or Growing Your Business

The City's Economic Development staff is available to help you realize your dreams of starting a business or growing your existing business in Cupertino! We can assist by providing a wealth of resources, including a step-by-step guide on how to start a business, demographic data and traffic counts, listings of available properties that meet your needs, as well as assistance through the City's permitting process.



Learn more by visiting: www.InBusinessCupertino.com or by contacting Economic Development Manager Angela Tsui at (408) 777-7607 or angelat@cupertino.org

Check out our new "[Featured Commercial Properties](#)" webpage.



The City of Cupertino has created this open data portal to allow our Geographic Information Systems (GIS) data to be as transparent, discoverable, and usable by the public as possible.

To check out the GIS Open Data Portal, please click [here](#).

Welcome New Businesses!

- **Cupertino Family Eye Care Optometry**, Marketplace, 19766 Stevens Creek Blvd.
- **DesiAdda**, 10251 S De Anza Blvd, Allario Center
- **El Greco Grill**, 20080 SCB #101, Biltmore
- **HSBC**, Nineteen800, 19900 Vallco Pkwy.
- **I Chef Restaurant**, Loree Center, 19058 Stevens Creek Blvd.
- **Pho Ha Noi Cupertino**, 10100 S. De Anza Blvd.
- **Tasty Indian Pizza**, 21000 Stevens Creek Blvd., #200
- **Ume Tea**, Cupertino Village, 10887 N. Wolfe Rd.
- **Xiang Home Kitchen**, Marketplace, 19634 Stevens Creek Blvd.



Check out more local shopping and dining at www.cupertino.org/shopanddine



Photo courtesy of El Greco Grill



Photo courtesy of Pho Ha Noi Yelp page



Coming Soon to Cupertino!

- **AFURI Ramen + Dumpling** (Saich Way Station)
- **Code Ninjas** (Marketplace)
- **Ippudo Ramen** (Main Street)
- **Lash Lounge** (Main Street)
- **Pacific Catch Westcoast Fish House** (Main Street)

Pho Hoa Noodle Soup (Homestead Square)

Pineapple Thai (Main Street)

Sleep Number Mattress (Saich Way Station)

Stouts Burgers & Beer (10088 N. Wolfe Rd., #100)

**It's Back! Enjoy Cupertino's
Annual Food & Wine Stroll on
August 29**

The third annual Cupertino Food & Wine Stroll invites the work-hard, play-hard people in the area for a night of food, wine, and live entertainment hosted by Cupertino restaurants. This event is produced and coordinated exclusively through the Cupertino Chamber of Commerce.



Date: Thursday, August 29, 2019

Locations: Main Street Cupertino and Nineteen800

Time: 5:30pm-8:30pm

For more information or to purchase tickets, please click [here](#).



**Build Your Business Through the Cupertino Business
& Professional Women's Networking Group**

Join us at our next Cupertino Business & Professional Women's Networking Group Monthly Mixer scheduled for Thursday, September 26 at 12:00 Noon. 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.

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

Office of Economic Development | City of Cupertino | 408.777.7607 |
econdev@cupertino.org | www.InBusinessCupertino.com

STAY CONNECTED:

