



Business News Update

June 2014

BUSINESS
ASSISTANCE

BUSINESS
INCENTIVES

BUSINESS
SEMINARS

SMALL BUSINESS
RESOURCES

BUSINESS
CALENDAR

Business in Brief

Enter Your Small Business Story to Win \$25,000 from Wells Fargo



Whether it's a new e-commerce website, a more efficient manufacturing process or world domination, taking a small business to the next level requires: a) more capital, and b) guidance from a seasoned mentor.

Wells Fargo is giving exactly that to five small business owners. Now through June 30, eligible business owners in the U.S. can enter the **Wells Fargo Works Project**, a contest in which five winners will receive \$25,000 plus business mentorship and 25 finalists will each win \$1,000.

The project celebrates the inspiring stories of business owners across the country from the "Aha!" moments, to the important missions that keep them going each day and even the bumps and snarls along the way. Acceptable entries include a video (up to 2.5 minutes long) or an essay (up to 600 words) and photo. The contest is free to enter.

Watch the video series, see the entries, and get full contest entry details and rules...

Save Money on Your Business' Energy Bill

A variety of programs are offered to businesses based in Alameda County to reduce energy costs incurred in the workplace:

- Through the **East Bay Energy Watch** program, PG&E customers are eligible for a no-cost comprehensive energy assessment of their building. Based on the assessment, Energy Watch professionals will make recommendations for cost effective retrofits and improvements that are designed to save money on utility bills.
- **SmartLights** is specially designed to help small businesses become more energy-efficient. This program offers free start-to-finish technical assistance and instant rebates (which typically cover 50%-70% of the project cost), to help defray the expense of upgrading and/or repairing existing equipment. SmartLights can help with comprehensive

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The Dublin **Business News Update** is a monthly publication from the City of Dublin, highlighting the latest news and events affecting the business community.

For more information or assistance, please contact Erin Steffen or Lori Taylor at (925) 833-6650. For other information, please use the contact list below:

CONTACTS:

General Information
(925) 833-6600

City Council
(925) 833-6600

City Manager
(925) 833-6650

Community
Development

lighting retrofits, refrigeration tune-ups, controls, and seals replacement, replacing domestic hot water heaters, and referrals to appropriate HVAC programs.

- Recognizing that energy can be a significant factor in the cost of doing business and may influence a location, PG&E has developed the **Economic Development Rate** to help large, energy-intensive businesses grow or maintain jobs in California. The program offers a reduced energy rate to eligible customers with high energy loads that are considering locating within California, relocating from California to other states or closing their existing California operations.

Census Bureau Offers Resources to Small Businesses



The US Census Bureau measures America's people, places and economy, and can provide a wealth of essential statistics and resources to help small businesses grow and succeed.

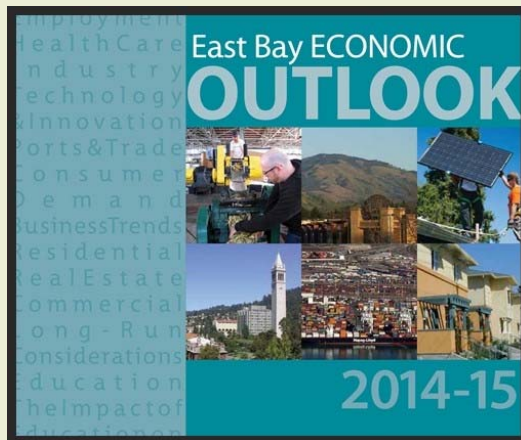
Some of the information available includes:

- statistics about business size
- statistics about U.S. businesses
- county business patterns
- economic census
- and more!

Learn more...

Business News Around Dublin

East Bay Economic Climate Given a Sunny Forecast



On May 29, the **East Bay Economic Development Alliance** (East Bay EDA) released the **2014-2015 East Bay Economic Development Outlook Report**, which states that economic recovery in the region is putting people back to work and improving the economic climate and the quality of life for many East Bay residents. Looking to the future, the East Bay's economy is projected to continue growing in 2014 and 2015.

"The opportunities in the East Bay for job creation, business growth and increased investment are bright. We need to be strategic in the way we work collaboratively across sectors to take advantage of the improving economic landscape," said Keith Carson, Alameda County Supervisor and East Bay EDA Chair.

(925) 833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6650

Finance &
Administrative Services
(925) 833-6640

Fire Prevention
(925) 833-6606

Human Resources
(925) 833-6605

Parks and Community
Services
(925) 556-4500

Police (non-emergency)
(925) 833-6670

Public Works
(925) 833-6630

City of Dublin
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DSRSD Board To Implement Water Rate Increases



In response to the ongoing drought conditions in the Tri-Valley, the Dublin San Ramon Services District (DSRSD) Board **voted in favor of emergency measures** to reduce water use.

Effective June 1, 2014, DSRSD is implementing Stage 3 Water Shortage Rates, targeting a 35% reduction in water use. The rates will remain in effect until the Drought Emergency is no longer in effect.

Commercial Customers	Baseline (per 100 cubic ft)	Stage 3 35% Reduction (per 100 cubic ft)
Winter (Nov - April)	\$1.03	\$1.55
Summer (May - Oct)	\$1.23	\$2.16
Potable Irrigation Customers	\$1.44	\$4.02

Additionally, a prohibition will be placed on serving water in restaurants unless requested by customers; commercial customers are also asked to post water conservation signs in bathrooms. Conservation signs and table tent cards are available for free at **DSRSD**.

"The drought is serious and it's hitting the Tri-Valley especially hard," says Operations Manager Dan Gallagher who is spearheading DSRSD's drought response. "We need people to **reduce their water use** now, so together we can survive this drought."

DSRSD serves 157,000 people, providing potable and recycled water service to Dublin and the Dougherty Valley area of Sam Ramon, wastewater collection and treatment to Dublin and south San Ramon, and wastewater treatment to Pleasanton (by contract). More information about the declared drought can be obtained on the **DSRSD website**.

Dublin Business Spotlight

Alexander Chiropractic



Located at 7950 Dublin Blvd, **Alexander Chiropractic** uses unique methods to relieve clients of back pain, neck pain, headaches, or sciatica. Previously known as Downey Chiropractic, the practice opened its doors in Dublin in 2008 and was re-named in 2013 by Dr.

Alexander.

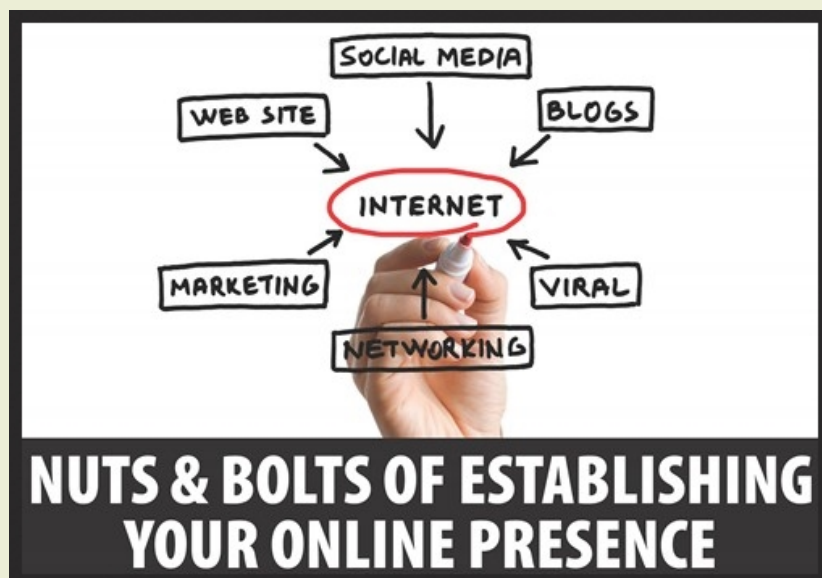
Services offered by the practice include full body traditional and gentle chiropractic treatments. Dr. Alexander also provides deep tissue massage and a doctor-supervised rapid fat loss program. Consistently receiving **5-star ratings on Yelp**, Alexander Chiropractic is now offering a "new patient" special which includes an exam, x-ray, and adjustment for \$79.

Dr. Alexander remains involved in the Dublin community by serving as an ambassador with the Dublin Chamber of Commerce.

To schedule an appointment, call (925) 875-1459.

Business Tip of the Month

Register for Dublin's next Business Seminar



Wednesday, June 25 | 9 AM to 11:30 AM

Dublin Library (200 Civic Plaza)

Free to attend

This seminar will cover how to get started and improve your website's effectiveness, web marketing, and the role of social media as part of a total internet-based marketing program. The class will integrate the use of the internet into your total business plan for maximum effectiveness in driving sales and increasing profits. **Register today!**

Learn more...

Business Seminars & Events

- 6/4: E-Marketing for Small Businesses (Berkeley Public Library)
- 6/5: How Commuter Benefits Benefit Your Company (Dublin Civic Center)
- 6/6: Online Marketing Tool Kit Workshop (DeVry University, Oakland)
- 6/18: Using Census Data for Market Research and Funding (Berkeley Public Library)
- 6/25: Nuts and Bolts of Establishing Your Online Presence (Dublin Library)

For more information on any of these events listed above, or for a full listing of events, please visit the [Business calendar](#) or subscribe to [Notify Me](#) alerts on the [City's website](#).