

STREET EATS RETURNS



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2021 YEAR-END RECAP

Online
Referrals
& Presence

- REFERRALS
- Website Business Directory Referrals: 2,415,925
 - Average Member Referrals: 911.33
 - Average Referrals Per Day: 6,619
- PRESENCE
- Unique Visits: 22,108
 - Page Views: 44,293
 - Avg. Pages Per Unique Visit: 2.0899



YEAR END RECAP PAGE 7

Online

with Fremont Mayor and Assemblymembers Bill Quirk and Alex Lee, and Coffee Series with Supervisor David Haubert, Mayor, City

GETTING BACK TO BUSINESS WITH THE CHAMBER



BY CINDY BONIOR
PRESIDENT/CEO

Things are slowly beginning to return to normal. People are out and about more, in-person meetings and events are returning. And although we were all forced to find alternate means to promote ourselves and create awareness, nothing competes with being with others, in-person, making connections. Here's what's coming your way as we get back to business...

EVENTS, NETWORKING & PROGRAMS

Now more than ever, people want to see you face, in person! We all know that people like to do business with people they know and we have some exciting in-person events planned for you.

State of the City

The single largest gathering of business leaders we have in our city is at the State of the City luncheon. Returning to an in-person event in June of 2022, it's an extraordinary opportunity to connect with people you may otherwise find difficult to access. In addition to the Mayor's State of the City address, we honor our volunteers and those that have supported the Chamber in its mission. Look for more information to be available soon.

How to make this work for you: Attend the event and make the rounds to introduce yourself to as many people as possible. Use the opportunity to introduce yourself to the elected officials attending and voice your concerns. Sponsor the event and have your company recognized publicly.

Mixers & Ribbon Cuttings

Tried and true, mixers and ribbon cuttings shift focus squarely on your business and allow you the opportunity to educate potential clients. These events are being scheduled and are listed on the home page of the Fremont Chamber website under [Upcoming Events](#).
How to make this work for you: Host a mixer

and invite others into your professional life. Use the opportunity to shine a bright light on what you do by demonstrating your products and services.

Fremont Street Eats

Held every Friday in Downtown Fremont from May through October, Fremont Street Eats is a gathering of 10-12 gourmet food trucks with taste sensations to delight your palette. There are games for kids and DJ spinning music. Chamber members are invited to table at the event and expose their business to the Fremont community.

How to make this work for you: Table at the event and highlight your business, there is NO COST for members to take advantage of this opportunity. Provide a fun activity at your table to engage people or provide some small swag items for people to leave with to remember meeting you. Sponsor the event and have your company recognized publicly at the event as well as in promotional materials and posts. More information at [Fremont Street Eats](#).



Fremont Burger & Brew Fest

Back after a two-year hiatus, the Burger & Brew Fest will be held on May 21st in Downtown Fremont and will feature sampling from bay area breweries, mouthwatering burgers and sliders, gourmet snack vendors, local business booths, art and craft vendors, and live entertainment, including The Burger Throwdown - a burger cooking competition between local celebrity chefs. Attendance is approximately 9,000.

How to make this work for you: Participate in [Business Marketplace](#) and highlight your business. You may use this opportunity to demonstrate and educate, but most importantly, you may make retail sales during the event. It's always a good idea to have a fun, engaging activity at your booth and provide some small swag items. Sponsorship is also

available which includes a number of amenities including logo recognition on all printed and electronic promotions, and space at the event. Do you secretly long to be a great chef? Consider requesting to compete in the Burger Throwdown cooking competition. More information at Fremont Burger & Brew Fest.

Festival of the Arts

One of the largest two-day street festivals west of the Mississippi, the Fremont Festival of the Arts offers a wide variety of activities and entertainment for the entire family. Nearly 400 top-quality artisan booths, food vendors and trucks, kid's activities, and music on two stages.

How to make this work for you: Participate in [Business Marketplace](#) and highlight your business. You may use this opportunity to demonstrate and educate, but most importantly, you may make retail sales during the event. It's always a good idea to have a fun, engaging activity at your booth and provide some small swag items. Sponsorship is also available which includes a number of amenities including logo recognition on all printed and electronic promotions, and space at the event. By far, participating in the Fremont Festival of the Arts is the greatest bang for your marketing dollar and is sure to pay off. More information at Fremont Festival of the Arts.

Leadership Fremont

Leadership Fremont will once again begin in-person sessions in early fall. Leadership Fremont is a nine-month extraordinary program that has been building community leaders for more than 25 years by providing training in a variety of leadership skills and opportunities to build a vast network of important community contacts.

How to make this work for you: Apply to become a student in the [Leadership Fremont Class of 2023](#), which begins in September of 2022. It is an exceptional and targeted skill set for professional development. You will complete the program with stronger leadership skills, a greater appreciation, and a better understanding of your role in the community, and a large and varied set of valuable business contacts.

Chamber membership delivers an abundance of opportunities for businesses to re-connect with colleagues and customers. We encourage you to take advantage of these opportunities. Don't use just one of these opportunities, use a few, use them all and push your business into the next level of success. We're here to help you achieve success, let us know how we can help you.

NEW MEMBERS FEB 2022

Welcome to our newest members.



Auditor-Controller/Clerk Recorder of Alameda County

Sam Kang
1106 Madison St.
Oakland, CA 94607
📞 510-272-6659
✉️ sam.kang@acgov.org
🖥️ acgov.org/auditor/clerk

Gridscape Solutions

Vipul Gore
46711 Fremont Blvd.
Fremont, CA 94538
📞 510-894-6030
✉️ sales@grid-scape.com
🖥️ www.grid-scape.com



Mas Fuego Restaurant

Rudy Mena
43968 Pacific Commons Blvd.
Fremont, CA 94538
📞 510-400-8690
✉️ gm@masfuegorestaurant.com
🖥️ https://masfuegorestaurant.com

MedBill Consulting Services, Inc.

Sonia Basuroy
37756 Hickory St.
Newark, CA 94560
📞 510-272-8212
✉️ mbillconsulting@gmail.com

Palmia 55+ Apartments

Paul Santos
47207 Mission Falls Ct.
Fremont, CA 94539
📞 510-771-9834
✉️ palmia@legacypartners.com
🖥️ https://palmiaapts.com/

Sweet Home Team

William Sweet
39465 Paso Padre Pkwy. #1500
Fremont, CA 94538
📞 510-394-4875
✉️ william@sweethometeam.com
🖥️ https://sweethomes.kw.com/

Trident Society

Steve Crawford
4065 Mowry Ave.
Fremont, CA 94538
📞 925-200-9210
✉️ stephen.crawford@sci-us.com
🖥️ www.tridentsociety.com

MEMBER BENEFIT: REFERRALS 24/7

The Fremont Chamber maintains a website that works 24/7 for our members. Referrals from us means business for you! Even when the chamber is closed, our website at fremontbusiness.com is still working for our members. Referrals are generated when website visitors search the business directory.

Period: February 1 to February 28, 2022
A summary of referrals from the business directory on fremontbusiness.com.

Total number of referrals from the website business directory this period was 156,784. Each member averaged 69.37 referrals from the website. Each day this period there was an average of 5,599 referrals from the website.

Top 10 Business Categories This Period

Categories searched most often this period.

- Retail Sales
- Nonprofit Organizations
- Music Instruments-Retail
- Pharmacies
- Quilting and Supplies
- Automobile Accessory
- Book Stores
- Health & Diet Food Products-Retail
- Historical Sites
- Pet Supply Store

Website Analytics

February 1 to February 28, 2022

Unique visits:

1,855
+4% from last 28 days

Page views:

4,122
+12 from last 28 days

Average pages per unique visit:

2.3034
+12% from last 28 days

Most popular pages:

home page
events page
search
job bank

CHAMBER RESTARTS POPULAR FACE TO FACE SCORE SMALL BUSINESS COUNSELING PROGRAM

The Fremont Chamber of Commerce and East Bay SCORE have restarted in-person small business counseling at the Fremont chamber.

For the last 2 years, the Fremont Chamber and East Bay SCORE's in-person SCORE counseling was canceled due to the pandemic. We are happy to announce that face to face small business counseling is once again happening at the Chamber.

WHAT IS SCORE?

SCORE volunteers provide free mentoring to small business entrepreneurs on a wide range of business topics—everything from how to write a business plan, how to arrange funding and manage cash flow, to how to develop effective marketing and Web-based retailing. East Bay SCORE's experienced business mentors provide general business advice on every aspect of business planning, start-up, management and growth. All SCORE mentors honor the client's right to proprietary and confidential information. All discussions and documents remain confidential. The key qualification SCORE mentors bring is real-world business experience. They are working and retired business owners, executives and managers who have been through the same challenges and decisions that many entrepreneurs are facing today. In addition, SCORE business mentors offer valuable expertise in specific industries. All SCORE volunteers receive specialized training offered by the association.

HOW DO I BOOK AN APPOINTMENT?

Book online by visiting our Booking Page: tinyurl.com/fmtcc-book

1. Select a Service: Choose SCORE small business counseling session
2. Select Staff: Fremont Chamber of Commerce
3. Choose Date: Fridays
4. Time: 10 am or 11 am
5. Add your details
6. BOOK!

SMALL BUSINESSES AND THE PANDEMIC



BY MATT SENEKEREMIAN
DIRECTOR OF GOVERNMENT & COMMUNITY AFFAIRS

The Coronavirus Pandemic has impacted the way we have lived. Businesses of all sizes were impacted and needed to change their way of operating. We started hearing about businesses downsizing or closing altogether. As businesses started to reopen, we continuously heard about labor shortages and "The Great Resignation." While those stories represent the realities business owners, another story has also developed in response to the pandemic. Americans are pursuing entrepreneurship.

According to the [US Census Bureau's Business Formation Statistics](#), nearly 5.4 million new business applications were submitted nationwide from January through December of 2021. To put that in perspective, in 2019, 3.5 million business applications were submitted. In 2020, 4.3 million business applications were submitted. This positive trend is not going unnoticed.

In a recent [NBC News story](#), about this business trend, a new business owner shared the following realization "You realize you're working overtime every week. If you're doing it, you may as well be doing it to make your own company." In this same NBC News story, Frank LaMonaca, a certified instructor for SCORE, said the

pandemic opened an unexpected "window of opportunity" for people hungry to go into business for themselves. "What it did give them was the time to reassess the future of work in their life." SCORE is a program that offers executive mentoring for entrepreneurs.

[Vox published a report](#) stating "While business applications have increased in almost every industry since the start of the pandemic, the highest jumps were in retail, especially for stores that only sell things online." The information from the Census shows increases in new businesses in the transportation and warehousing sectors, as well as new professional services businesses including accounting, graphic design, as well as construction.

That same positive trend is seen in California. According to a [CalMatters story](#) from February of 2021, 442,324 business applications were filed in California in 2020, a 21.7% increase from 2019.

At the Fremont Chamber, we work tirelessly to support the entrepreneurs and business owners with their dreams. Through our various programs, we provide the tools to establish and grow their businesses. Whether it be advocacy, networking, or business fundamentals, the Fremont Chamber is here to help you take charge of your business.



GETTING CERTIFIED AS A GREEN BUSINESS IS GOOD FOR BUSINESS

SUBMITTED BY THE ALAMEDA COUNTY GREEN BUSINESS PROGRAM

The Alameda County Green Business Program helps businesses follow best practices for energy and water conservation, waste management, and more. Hundreds of Alameda County businesses and public agencies have been certified as green businesses.

Becoming a green business and letting your customers know translates directly to the bottom line. Customers prefer doing business with companies who protect the environment.

Piloted by the Alameda County Environmental Health Department, green business programs have been adopted across California. The Alameda County Green Business Program is overseen by a coalition of jurisdictions and utilities and staffed through a partnership with the California Green Business Network.

Being a Certified Green Business is the clearest way to show your community and customers that you care about sustainability. It shows them that you are committed to taking action to conserve resources and prevent pollution in both the facility and operations. It means that your business complies with environmental regulations in the areas of waste, energy, water, pollution prevention, and air quality.

WHY GET CERTIFIED?

There has never been a better time to go green! Below are some of the biggest reasons to become a California Green Business Partner.

It's good for the environment. You'll be doing your part to fight climate change by saving your company's valuable resources as well as the environment.

Save money. Green Businesses implement practices that lead to cost savings in energy, water, and garbage bills. Going through the Green Business Program is free in most regions or requires a small processing fee.

Improve employee wellness and productivity. By using less toxic products, staff members benefit. And who in California doesn't want to work for a cutting edge environmentally-conscious business?

Enjoy a marketing edge over the competition. Customers increasingly want to patronize businesses that are doing their part for the environment. According to a recent survey of California Green Businesses, 42% reported an increase in business since receiving their recognition.

Receive recognition as environmental leaders by your local city or county. California Green Businesses are promoted on websites, in e-newsletters, in the press, in online and print advertising, at promotional events and mixers, and by displaying the window decal and program seal on marketing materials.

STEPS TO BECOME A GREEN BUSINESS

Becoming a certified Green Business is great for local business, the environment and the community. And it's easy to do. Go green in three simple steps.

STEP 1

Register & Apply - Starting is easy. [Register here and fill out the application.](#) We ask some basic questions about your business. Take your time! There's no rush.

STEP 2

Get Assistance - We'll review your application, help you with items that might prove more challenging, and put you in touch with potential rebates and free technical assistance. Once you have completed the process, we'll schedule a final evaluation.

STEP 3

Create Your Profile - Congratulations! You're now a green business. Use our online tool to create your company profile and let everyone know who you are! We look forward to promoting your business!

APRIL 22, 2022 IS EARTH DAY, HOW WILL YOU CELEBRATE?

Your business doesn't need to be certified as a green business to participate in Earth Day. Earth Day is an annual event that happens on April 22 to commemorate the start of the modern environmental movement in 1970.

Earth Day provides an opportunity for businesses to promote themselves or as a reason for a team building experience.



PROMOTE

Give away branded reusable mugs or water bottles. Reusable coffee mugs or water bottles reduce the strain on the environment by decreasing the burden of waste in our landfill. If the mugs have your business logo on it, that's even better! They will promote your business long after Earth Day is over. Need help with branded items? Contact our chamber members who [specialize in promotional items.](#)



BUILD TEAM WORK

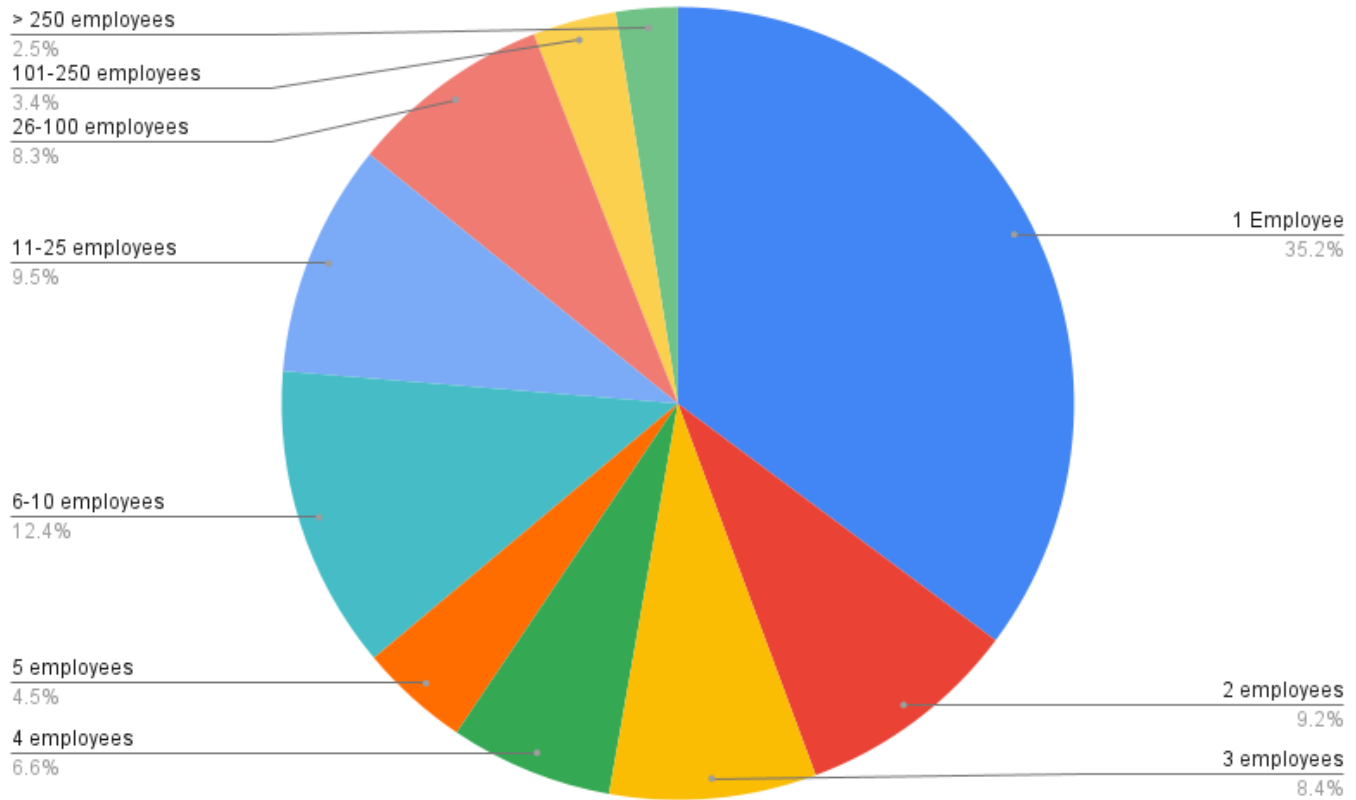
Get your team together to: clean a local park or shoreline, or creek. Wear T-shirts with your company name on it. Invite some of your clients or partners to join in the cleanup effort. Take pictures and share on social media.



ENGAGE THE COMMUNITY

Sponsor a booth at the City of Fremont's [Earth Day event.](#) [Volunteer](#) at a community garden. Host an educational event. Local organizations are looking for your help!

CHAMBER MEMBER SNAPSHOT: MARCH 2022 - MEMBERS BY EMPLOYEE COUNT



Note that almost 2/3 of our membership consists of businesses with 5 or fewer employees.

DOLLARS FOR SCHOLARS: MAKING EDUCATION POSSIBLE - THE CHAMBER'S SCHOLARSHIP PROGRAM. APPLICATIONS ARE NOW BEING ACCEPTED



In support of the Fremont Chamber of Commerce's commitment to education, the Fremont Chamber of Commerce Dollars for Scholars has established a fund that awards scholarships to students pursuing a postsecondary education. Scholarships are available to those students in the communities of Fremont, Milpitas, Newark, Sunol and Union City.

Organized under Scholarship America, the Fremont Chamber of Commerce

Dollars for Scholars is a 501(c)(3) organization. Although affiliated with the Chamber, the Fremont Chamber of Commerce Dollars for Scholars organization is a separate entity that operates independently with its own tax status, and is run by its own board of directors.

The Fremont Chamber of Commerce Dollars for Scholars also assists the Fremont Chamber of Commerce in its mission to build a better-educated

workforce and provide life-long learning opportunities by granting scholarships to students of Leadership Fremont.

This website provides resources from our chapter to our volunteers, community and students. You can learn more about our history, goals and volunteers through the "About Us" link, and find out what's new by clicking on "News and Events." Volunteers -- and those who are interested in becoming volunteers -- can click on "Volunteer Login" to get connected.

Application deadline: May 2, 2022
Scholarships awarded: May 30, 2022

VISIT THE WEBSITE
<https://fremontcc.dollarsforscholars.org/>



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Online
Events

- Hosted virtual events with State Senator Bob Wieckowski and Assemblymembers Bill Quirk and Alex Lee; and Coffee Series with Supervisor David Haubert, Mayor, City Council Members, Police Chief, and City Manager.
- State of the City Address
- Webinars
- Board, Committee, and Council Meetings



In Person
Events

RIBBON CUTTINGS

- Alameda County Supervisor David Haubert's Fremont Office
- Vitality Bowls
- Grand Reopening for Grocery Outlet
- Downtown Event Center Grand Opening Celebration

OTHER EVENTS

- Fremont Street Eats
- Mixers
- Job Fair



Government
Affairs

- Hosted Fremont Tours with CA Lt Governor Eleni Kounalakis, CA State Treasurer Fiona Ma, and SBA Region IX Administrator Elmy Bermejo.
- Member of 4 advocacy coalitions
- Took action on over 45 pieces of legislation at the local, state, and federal levels
- Advocacy visits to Sacramento & Washington DC



CALFEST 2022: THE FREMONT CHAMBER'S LEADERSHIP IN EVENT PLANNING IS RECOGNIZED

Cindy Bonior, CEO, Fremont Chamber of Commerce led a panel discussion to the importance of reimagining your event to keep it fresh and relevant for today's audience at the 27th Annual Cal Fest Convention, held in Santa Clara, April 6-8. She was joined by Dirk Lorenz, Chair, Fremont Festival of the Arts ; Kathy Kimberlin, Secretary, Fremont 4th of July Parade ; Leslie King, Marketing and Events Manager, Mountain View Art & Wine Festival ; and, Angel Moore, Vice President of Business Development, Alameda County Fairgrounds.

These seasoned professionals discussed adding new amenities, changing traditional structures, engaging technology, and implementing trends in events to ensure relevance and resiliency.

In an intensive pre-conference workshop, Fremont Police Department Captain Matt Snelson, presented a session on the preparation required in securing an event and the critical importance of a strong alliance between the police and event organizers. Cindy

Bonior joined Captain Snelson to share experiences on how they work closely to assure a safe environment and have come to develop a "gold standard" team.

The California Festivals and Events Association, better known as Cal Fest, is a professional organization that informs, educates, and provides networking opportunities to local state-wide festival organizers. It is widely supported by the festival industry in California and the northwest.



Clockwise, from top left: Cindy Bonior leads a panel discussion; Leslie King and Cindy Bonior; CalFest registration; panelists Leslie King, Mt. View Chamber/Mt. View Art & Wine Festival, Dirk Lorenz, Fremont Festival Chair, Angel Moore, Alameda County Fairgrounds, Cindy Bonior, Kathy Kimberlin, Fremont 4th of July parade.

