

FREMONT BUSINESS NOW

FREMONT
CHAMBER OF COMMERCE

VIRTUAL EDITION

A publication of the Fremont Chamber of Commerce

JULY 2022

THE FESTIVAL IS BACK!



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TIPS FOR A SUCCESSFUL BOOTH

Here are some tips for getting the most out of your Business Marketplace booth:

Set clear goals

What are you looking to do? Increase awareness, promote a certain product or service, gather leads? If you are gathering leads, how many leads?

Plan your booth in advance

You have a ten by ten foot space, lay it out now so you are not fumbling around during setup.

Promote your participation in advance

Tell your clients/followers ahead of time to meet you at the Fremont Festival. Have an offer that they can partake if they visit your booth.

Use a prize to draw a crowd

Prizes always draw crowds during events. Prize wheels are the most effective thing to gather a crowd.

Capture booth visitor information

Set up a tablet with a Google Form, or have your booth staff enter info directly into your CRS software, even a a clipboard with a paper form to gather names, emails, etc.

Give out promotional items

Bags, fridge magnets and other tchotkes will promote your business long after the Festival. Tchotkes are the little branded giveaways that businesses distribute during trade shows. Get yours from a fellow Chamber member.

Be active and train your booth staff

Your staff should engage festival attendees. It's easy to ignore a booth where the staff is all on their phones or otherwise not engaged. Bonus: have booth staff wear the same branded polos.

Most importantly: Follow up promptly

Follow up with the contacts and leads you made during the festival as soon as possible. The faster you send them out, the more your business will stand out from the rest.

MESSAGE FROM BOARD CHAIR JASMINE BASRAI



Welcome to July! As we celebrate our country's independence we have so much else to celebrate as well. We had a very successful state of the city event on June 23rd where I was sworn in as the Chair alongside the rest of the board and the executive committee. We welcomed Banter Bookstore with a very well attended ribbon cutting and we continue to expand membership. We also have a lot to look forward to August 6-7 we celebrate the long awaited return of the Festival of the Arts. We look forward to welcoming back everyone after a 2 year long hiatus. We expect to have back some of the things that everyone loved including the gourmet marketplace, business marketplace, artist booths and live performances. There's still time for you to sign up your business to be showcased at the biggest festival this side of the Mississippi.



THERE IS STILL TIME TO RESERVE SPACE AT BUSINESS MARKETPLACE

Participating in the Business Marketplace is an exclusive benefit of chamber members. With over 400,000 attendees, this is a great way to get your product or service in front of an attentive audience. The Fremont Chamber of Commerce invites you to participate in the Fremont Festival of the Arts, our premiere street festival. The Fremont Festival of the Arts is among the largest free street festivals and is attended by over 350,000 visitors each year. This event features over 400 artisan booths, live musical entertainment, rides and games for kids, and gourmet specialty food items.

NEW FOR 2022: BRING YOUR OWN CANOPY!

We are excited to announce that by popular demand, members will bring their own canopies to Business Marketplace. Their branded canopies will be among the first things that festival goers will see! Members, you can apply for this opportunity, it's not too late! Contact Cindy at cbonior@fremontbusiness.com. Space is limited. Don't miss this great opportunity to participate in one of the Bay Area's most prestigious events. Contact us today!


[RESERVE A SPACE! DOWNLOAD HERE](#)

NEW MEMBERS: JUNE 2022

Welcome to our newest members!

Chicken and The Farm


Food Vendor

Lyndsey Edwards 

chickenandthefarm.com

Crystal Love Wellness Center

Specialty Retail

Ceci Lopez 

etsy.com/LunesConCeci

facebook.com/lunesconceci

LFBA Fremont

Fitness

Gabby Ortanez 

1710 Berryessa Rd

San Jose, CA 95133

(408) 320-8436

lagreefitnessbayarea.com

Cogir of Fremont

Senior Apartment Community

Christine Hernandez 

2860 Country Dr


Fremont, CA 94536

(510) 790-1645

cogiroffremontseniorliving.com

Embark Apartments

Apartments

Robyn Nazario 

44762 Old Warm Springs Blvd

Fremont, CA 94538

(510) 600-0126

embarkapartments.com

ING Creative Studio

Art Education

Irina Newman 

(510) 677-4877

ingcreativestudio.com

New York Life - Oscar Amezquita

Insurance

Oscar Amezquita 

2633 Camino Ramon, Suite 525

San Ramon, CA 94583

(510) 427-4373

Real Smart Properties

Real Estate - Commercial & Residential

Denis Uorris 

50 Edgewood Rd

Redwood City, CA 94062

(650) 363-2808

realsmartproperties.com

Jack's Brewing

Restaurants

Tricia Sparling 

39176 Argonaut Way

Fremont, CA 94536

(510) 796-2036

jacksbrewing.com

Trends Careers

Consultant

Narda Mamou 

39159 Paseo Padre Pkwy, Suite #204

Fremont, CA 94538

(510) 304-7252

trendscareers.com

workABLE Career Trends

Nonprofit Organizations

Narda Mamou 

39159 Paseo Padre Pkwy, Suite #204


Fremont, CA 94538

(510) 304-7252

workablecareers.org

Origami Owl

e-Commerce

Shirley Ehrlich 

(510) 938-5533

thinkgoodness.com

MEMBER BENEFIT: REFERRALS 24/7

The Fremont Chamber of Commerce 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.

BUSINESS DIRECTORY REFERRALS

Period: June 1 to June 30, 2022

Total number of referrals from the website business directory this period: 109,678.

Each member averaged 51.88 referrals from the website. Each day this period there was an average of 3,656 referrals from the website.

TOP 10 BUSINESS CATEGORIES - JUNE

Retail Sales

Nonprofit Organizations

Family Recreation

Historical Sites

Grocers - Retail

Pharmacies

Places of Worship

Banquet Facilities

Coffee Dealers - Retail

Entertainment

WEBSITE ANALYTICS

Unique Visits

3,072

+32% from last 30 days

Page Views

5,919

+34% from last 30 days

Average Pages Per Unique Visit

1.8490

-1% from last 30 days

MOST POPULAR PAGES

Home page

Community Calendar

Event: State of the City

Job Bank, Job Listings

Contact Us page

JOIN THE CHAMBER!
fremontbusiness.com

CHECK OUT GOURMET MARKETPLACE!



SHARE YOUR BEST PICS!

We are social! Share your favorite pictures on Facebook, Instagram, or Twitter and tag us. You can also use our hashtag #fremontfestival. We will always reshare, repost, or retweet your fun and family friendly photos!

Follow us and we will follow you back!

Facebook

facebook.com/fremontfestival

Instagram

instagram.com/fremontfestival

Twitter

twitter.com/fremontfestival



BY MATT SENEKEREMIAN
DIRECTOR OF GOVERNMENT AND COMMUNITY AFFAIRS

There are so many fun and creative things to do at the Festival of the Arts. Did you know that you can purchase prepackaged foods at the Festival?

Visit Gourmet Marketplace and tour the many vendors on hand promoting their products that you won't find anywhere else! Items include chocolates, jerky, spices, honey, condiments, pies, and many other items. Attend the festival and support the many entrepreneurs who will be selling their products onsite.

Here is a list of vendors:

- Golden State Snacks
- All Star Dips
- Hinkle's Honey
- Chef Josef's Seasoning Blend
- Jerky Hut
- Dominique & Bees
- A Green Zone C
- Nature's Candy
- Mike & Nikis Honey Company
- Small Batch Jam Co
- Primo's Gourmet Foods
- Skylake Ranch
- Nan's Gourmet Foods
- Munch N Grub
- Beyond the Olive
- Macs By Icky LLC
- Farm Fresh to You





FOOD TRUCKS AT THE FESTIVAL

Saturday, August 6, 2022

Wonder Philly - American Classics: Cheese steak sandwiches, loaded nachos, Philly dog

Mr. Andrews - Asian: chicken katsu, fried shrimp, fried wontons, spring rolls, boba, milk tea, honey green tea

Halal Bites of Chicago - Mediterranean: gyro, grilled chicken, lamb

Cali Cruisin - American classics: cheesesteak, popcorn shrimp po-boy, bacon cheese fries

Crazy Empanadas - Colombian: empanadas, arepas, patacones, Colombian soda

Bizuri Ice Cream - Dessert: Ice cream, frozen yogurt

Treats by the Bay - Sandwich/Dessert: Vietnamese sandwich, Vietnamese iced coffee, mini donuts, soft serve ice cream

Sunday, August 7, 2022

Wonder Philly - American Classics: Cheese steak sandwiches, loaded nachos, Philly dog

Cousins Maine Lobster Truck - Maine Lobster: lobster rolls, lobster grilled cheese, bisque/chowder, lobster tots

Mr. Andrews - Asian: chicken katsu, fried shrimp, fried wontons, spring rolls, boba, milk tea, honey green tea

Halal Bites of Chicago - Mediterranean: gyro, grilled chicken, lamb

Cali Cruisin - American classics: cheesesteak, popcorn shrimp po-boy, bacon cheese fries

Crazy Empanadas - Colombian: empanadas, arepas, patacones, Colombian soda

Bizuri Ice Cream - Dessert: Ice cream, frozen yogurt

Treats by the Bay - Sandwich/Dessert: Vietnamese sandwich, Vietnamese iced coffee, mini donuts, soft serve ice cream



SUPPORT NONPROFITS

What if you could indulge in all your favorite festival foods – from kettle corn to funnel cakes – and help your community at the same time? At the Fremont Festival of the Arts, you can.

Since the Festival's inception in 1982, the Fremont Chamber has made supporting local non-profit organizations one of the Festival's main goals. At the Fremont Festival, we invite local non-profit organizations to provide food at the Festival as an opportunity to raise money for their organizations.

Some cook the food themselves, while others choose to partner with a local restaurant to provide delicious treats. This year, we are pleased to welcome back the Food Truck Mafia and their gourmet food trucks to the Festival. Food trucks also share profits with local organizations, so whatever you eat, local non-profits will benefit! In the 38 years of the Festival, it's estimated that non-profits have raised nearly \$2,000,000 to support local programs and services.

So as you chow down on your favorite fried foods or enjoy an icy dessert, know that your dollars will be feeding the spirit and soul of our community.

Nonprofit food booth list:

Tri-City Ecology Center serving lemonade


Knights of Columbus Council #2692 serving linguica sandwiches

Temple Beth Torah/Gaspachos serving fruit gaspacho

Tri-City Band Corps serving funnel cake

Stage 1 Theatre/Kettletopia serving kettle corn, caramel corn

FOOD BOOTHS AT THE FREMONT FESTIVAL

 =non-profit org

All food booth vendors support our community by donating a portion of their sales to our community organization.

Aromas Concessions

Chicken Kabobs, Smoked Turkey Legs, Garlic Fries, Fried Artichokes/Zucchini

Bruster's Ice Cream

Ice Cream

California Corn

Corn on the Cob, Corn in a Cup, Bacon Wrapped Hot Dog

Carmen's Taqueria

Tacos, Burrito, Super Nachos, Fruit Cup, Mango on a Stick

Chicken and the Farm

Chicken Wings, Loaded Fried, Salads, Fried Chick. Sandwich

Cotton Candy Cowboy

Cotton Candy

Dippin' Dots

Dipping Dots Ice Cream

The Empanadas King

Argentinean Empanadas, Argentinean Sausage Sandwich

Temple Beth Torah/Gaspachos

Fruit Gaspacho, Mangonada, Fruit Smoothies, Fruit Cups

Gourmet Faire

Crab Roll Sandwich, Crab Garlic Fries, Beer Battered Fries, Homemade Corn Dogs

Howard

Seafood Gumbo, Shrimp Creole, Cornbread

Knights of Columbus Council #2692

Linguica Sandwich



The Lemonade Bar

Fresh Squeezed Lemonade, Frozen Lemonade

Lin's Dim Sum

Chinese Dim Sum

Papas Tornado

Asada Fries, Chicken Taquitas, Salchi Pulpo, Agua Fresca

Porchetta Toscana

Porchetta Sandwich, Lasagna, Parmigiana

Stage 1 Theatre/Kettletopia

Kettle Corn, Caramel Corn

Sonoma Teriyaki

Teriyaki bowls, Lumpia, Fries, Zucchini

Tri-City Band Corps

Funnel Cake

Tri-City Ecology Center

Lemonade

Tropical Hut

Non Alcoholic Pina Colada

Twisted K's Soft Serve Ice Cream

Soft Serve Ice Cream

Uncle Mike's Giant Badazz Sausages

Sausage, Corn Dogs, Curly Fries, Zucchini

BUSINESS MARKETPLACE VENDORS



Cutco - American made knives. Guaranteed forever.
cutco.com

Kissed By My Lou - Quality beauty products, natural ingredients
kissedbymylou.com

Origami Owl - Jewelry and watches
socialshirleyorigamiowl.com

LFBA Fremont - Lagree Fitness is coming to Fremont!
lagreefitnessbayarea.com

Core Performance Chiropractic - New patient special offer
coreperformancechiro.com

State Farm - Christina Zeng - Helping our customers protect their assets
czsfagent.com

Trident Society - Gain peace of mind with us
tridentsociety.com

Pleasanton Police Dept. - We are hiring, be part of a community that supports you
cityofpleasantonca.gov

San Jose Police Dept. - We are hiring qualified candidates
sjpdyou.com

Bay Area Community Health - Serving the community
bach.health

Niles Candle Company - Scented candles and more
instagram.com/nilescandleco

Massage Envy - Your body works overtime, let's fix that
massageenvy.com

Joly Chiropractic - Serving the community for over 15 years
jjgotyourback247.com

RealSmart Properties - Providing expert guidance to our clients
realsmartproperties.com

Legacy Real Estate - Your home for home search
legacyrea.com

Half Price Books - Located in the Fremont Hub, committed to the community
hpb.com

LeafFilter Gutter Protection - Avoid water damage to your home - special summer pricing
leaffilter.com

Farmers Insurance - Tammi Aqueche - Coverage you can personalize
farmers.com

Bass Pro Shop - Fishing tackle and outdoor equipment
basspro.com

Jess the Bling Realtor - Specializing in 5 star service
jessicawilliams.exprealty.com



Kid City



SATURDAY, AUGUST 6 - Kid City Performance Area - Paseo Padre near Raley's

10	Hula Ohana	Hula
12	Dream Achievers Band/FCSN	Band
1	DJ Alex Reyes	Deejay

SUNDAY, AUGUST 7 - Kid City Performance Area - Paseo Padre near Raley's

10	DJ Alex Reyes	Deejay
11	Hula Ohana	Hula
12	Dream Achievers Band/FCSN	Band
1	DJ Alex Reyes	Deejay



HULA OHANA

KID CITY BOOTHS

Girls Scouts
Arts and Crafts

Safe Moves for kids
Bicycle Safety Rodeo

Bay Aerials Gymnastics
Ninja Warrior course for kids



FREMONT FESTIVAL OF THE ARTS

MUSIC LINEUP - SATURDAY

PASEO PADRE STAGE - Paseo Padre near the courthouse

11-11:45 am	Evan Thomas	Blues
12:15-1:45 pm	Surf Monster	Surf
2:15-3:45 pm	Garage Land Rodeo	Rock
4:15-5:45 pm	Pop Fiction	Rock



WALNUT STAGE - Walnut Avenue near Liberty Street

11-12:15 pm	Michael McNevin & the Spokes	Folk/ Americana
12:45-1:45 pm	Hawaiian Royalty Music	Hawaiian
2:15-3:45 pm	One More Time	Oldies
4:15-5:45 pm	The Mundaze	R&B Groove

MUSIC LINEUP - SUNDAY

PASEO PADRE STAGE - Paseo Padre near the courthouse

11-11:45 am	Jinx Jones	Rockabilly
12:15-1:45 pm	Rachel Steele	Country
2:15-3:45 pm	Dan Ashley	Classic Rock
4:15-5:45 pm	Soucano	Latin Rock



WALNUT STAGE - Walnut Avenue near Liberty Street

11-11:45 am	Taphandles	Rock
12:15-1:45 pm	Idea Band	Pop Rock
2:15-3:45 pm	Chrome Deluxe	Blues
4:15-5:45 pm	Alameda All-Stars	Tribute

MAKING YOUR FESTIVAL VISIT ENJOYABLE OR, DO THIS, DON'T DO THAT

DO:

- Wear sunscreen and wear comfy shoes
- Charge your phone beforehand
- Plan your visit by looking at our map [link here]
- Meet your friends
- Drink responsibly
- Take BART, it's 2 blocks away!
- Keep a close eye on your child, even in Kid City
- Bring your picture ID, we card anyone who looks younger than 35
- Pace yourself when you stroll around the Festival - it's 4 walking miles!

DON'TS:

- Don't bring offsite alcohol - per Fremont City ordinance **12.25.140**
- Don't bring a pet - Per City ordinance **12.25.080** it's hot and crowded! Even a normally well-behaved dog can freak out in an extremely large crowd
- Don't ignore **ROAD CLOSED & DETOUR** signs
- Don't park illegally - you will be towed. For towed cars, call (510) 790-3800
- Don't bring a cooler - it will be viewed as suspicious by the police department, besides there are plenty of beverages available for purchase at the festival.



PROTECT YOUR PET THIS SUMMER

We are big fans of all four legged friends and that's why we ask that you please put their health first and protect them by leaving them at home this year when you head over to the 2022 Fremont Festival of the Arts.

On a mild 77°F day, the black asphalt that your pet is walking on can reach up to 125°F. Can you imagine how hot it must be for their unprotected paws when the air temperature hits mid-90°F! An egg can fry in 5 minutes on a 131°F surface; please don't let your best friend's feet fry this summer.

"Pets can get sunburns, pad burns, and heat stroke before people show any signs of discomfort," says Dr. Raj Salwan, Medical Director of the American Animal Care Center in Fremont. "Large crowds and heat can disorientate and upset a normally docile pet. Pets and the heat, sun, and crowds don't mix." So while we are out having a great time, we might not even realize what we are putting our four legged friend through.

And don't forget that a car on a hot day can quickly become an unbearable environment for your pet. The interior temperature of a car can increase from 75°F up to 94°F in just 10 minutes. We love our pets as much as you do and will call for police help if we see an abandoned animal in a hot car at the Festival.

So please, protect your pet this summer by making arrangements to keep them safe at home when you head out.

Per Fremont City Ordinance 12.25.080 "It shall be unlawful for any person to bring an animal to a special event, regardless of whether the animal is leashed or otherwise restrained"

ESA, Service Animals, and Law Enforcement Animals are allowed at the 2022 Fremont Festival of the Arts.



SEEKING VOLUNTEERS FOR THE FESTIVAL

BY LINDSEY KNIGHT
DIRECTOR OF MEMBERSHIP DEVELOPMENT

We are so excited to resume our Annual Fremont Festival of the Arts, happening on the weekend of August 6th & 7th from 10am - 6pm. The Festival takes place on closed sections of downtown Fremont including Paseo Padre Pkwy, Walnut Ave and Liberty Street. Over 350,000 attendees from the East Bay and beyond attend the festival to enjoy music, kids' activities, arts and crafts, beer/wine/margaritas, food, and more. This event is the premier street festival of the West Coast. The Fremont Chamber of Commerce is honored to organize this event, but as they say "it takes a village". So, if you are interested in helping out, now is the time to let us know. We need your support and it is

greatly appreciated. There are Friday late afternoon and evening shifts to help setup and there are Sunday night shifts to break it all down and clean up. If you are a high school student looking for community service opportunities we can sign off on your volunteer hours. If you are a business that would like to sign up your team and promote your organization as a community-involved supporter of the Chamber please let us know. You can wear company branded attire to enhance your visibility as a volunteer in the event. If you have any questions please email Lindsey Knight at lknight@fremontbusiness.com. If you would like to sign up to help out please do so here <https://tinyurl.com/22festvol>. Thank you for considering supporting the Chamber of Commerce and your community.

THANK YOU TO OUR SPONSORS & PARTNERS

A heartfelt thank you to our wonderful sponsors, partners, volunteers, and committee. We could not produce this event without you!

SPONSORS



Safeway
Robson Homes
Star One Credit Union

Pacific Commons Shopping Center
ACE - Altamont Corridor Express
Pony ai

PARTNERS



COMMITTEE



Festival Committee
Dirk Lorenz
Cindy Bonior
Matt Senekeremian
Jennifer Bonior
Lindsey Knight

Napoleon Batalao
Harriett Whitney
Len Gasiorek
Joyce McFarland
Kayden McFarland
DJ Alex Reyes

Dave Lowman
Terry Allie
Jim Douglas
Lt. Jared Morrison

CELEBRATING 11 YEARS

FREMONT STREET - EATS -



EVERY FRIDAY
MAY 6th through OCTOBER 21st, 2022
DOWNTOWN EVENT CENTER
3500 CAPITOL AVENUE

www.FREMONTSTREETEATS.com



Only ten remaining dates after the festival!

August 12	August 19			
September 2	September 9	September 16	September 23	September 30
October 7	October 14	October 21		

Join us on Friday!
fremontstreeteats.com