



Business News Update

January 2015

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Business News Around Dublin

St. Patrick's Day Festival Preparations Underway

Plans are now underway for the **32nd annual St. Patrick's Day Celebration** on Saturday and Sunday, March 14 - 15 at the Dublin Civic Center. Attendance at last year's event was a record-breaking 83,000!



Featured this year will be three stages of authentic Irish entertainment, plenty of Irish food and beverage, an Irish Marketplace along with over 250 craft and commercial vendors, carnival rides for all ages, and an authentic Irish Tea Cottage serving freshly brewed tea with scones and shortbread. Admission and parking are free!

Local businesses are encouraged to participate and to take advantage of this unique marketing opportunity. Applications are now being accepted for **Festival Sponsors**, for **Shamrock 5K Race Sponsors**, for **Dublin Business Booths** and for **Parade Entries**. Applications and more information can be found on the **event website**.

For more information, please contact the Parks and Community Services Department **via email** or at (925) 833-6645.

Business Tip of the Month

2015 Business Expo and Flavor of Dublin

Take advantage of the opportunity to promote your business, network with other local entrepreneurs and reach the public by participating in the annual Business Expo and Flavor of Dublin on Thursday, February 26! This event is co-hosted by the City of Dublin and the Dublin Chamber of Commerce. Sponsored this year by Kaiser Permanente, the Expo showcases Dublin-based businesses and the many great dining opportunities offered in Dublin.

From health care providers, to saving on electricity, to the newest in technology, the latest products and services will be touted by local and regional companies at the Annual Business Expo & Flavor

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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 Lori Taylor or Erin Steffen 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

of Dublin. This year, the Expo will take place from 5 PM to 7 PM at the Shannon Community Center, 11600 Shannon Avenue. The event is open to the public, and there is no charge to attend.

Although space is limited, there are booths available for businesses who wish to promote their products and services while networking at the event. Contact the Dublin Chamber of Commerce at (925) 828-6200 for more information.

Dublin Business Spotlight

Welcoming New Businesses to Dublin

The City would like to welcome one of the newest businesses in town, Menchie's Frozen Yogurt.



According to the **Menchie's website**, the frozen treat eatery prides itself on its use of "innovative yogurt flavors, unique and fresh toppings, and exceptional guest service." Menchie's opened its Dublin doors on December 20 and is already generating positive buzz on Yelp, serving up 16 different flavors of frozen yogurt (made from California milk) and sorbet, fresh waffle bowls, and dozens of toppings.

Located in the bustling Fallon Gateway shopping center on Fallon Road between Dublin Blvd and I-580, Menchie's has already established ties to the Dublin community by hosting a donation drive for Dublin Unified School District's Kolb Elementary School.

Menchie's Frozen Yogurt is open 7 days a week, from 12 PM to 10 PM (Fridays and Saturdays until 11 PM).

Welcome to Dublin!

Business in Brief

"Live Healthy Dublin" Program To Return This Spring



The City of Dublin is here to help community members keep their "living healthy" New Year's resolutions! Once again Dublin is offering the ACTIV-8 Challenge, a wellness program that empowers teams of families, friends, and co-workers to motivate one another, get active and achieve optimal health through a customized fitness

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Economic Development
(925) 833-6650

Environmental Services
(925) 833-6650

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
100 Civic Plaza
Dublin, CA 94568

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program.

The ACTIV-8 Challenge will last for eight weeks, kicking off at Dublin's St. Patrick's Day 5K Fun Run/Walk on Sunday, March 15, and concluding with an awards ceremony at the Dublin Farmers' Market on Thursday, May 14. Registration opens February 1.

Teams are comprised of 2-10 individuals, including a team captain. In exchange for a one-time fee of \$10 per team member, participants will be given a free T-shirt, a personal online tracking page and journal, and access to a wellness portal that includes daily recording, calorie tracker, meal planner, goal tracking, shopping lists, and more. Throughout the program, participants will learn about energy boosting foods, activity-increasing workouts, and stress-reducing social activities.

To learn more about this year's challenge, visit the **Live Healthy Dublin webpage**.

For more information regarding the "ACTIV-8 Challenge," contact (925) 556-4506.

Discover Dublin Shop Local Campaign Updates Logo, Celebrates Restaurant Month



The City of Dublin kicked off the expanded Discover Dublin Shop Local 2015 campaign with the following activities:

- A new, revised Discover Dublin Shop Local logo has been created to emphasize the program's year-round timeline (see above);
- The City of Dublin is celebrating California Restaurant Month throughout January by promoting its diverse local eateries. Dublin restaurants and restaurant-goers are encouraged to join in Restaurant Month festivities by liking the **Discover Dublin Facebook page** and by sharing images of their favorite Dublin restaurants and delectable dishes online under the hashtag, #DiscoverDublinCA; and
- To help diners get in the Restaurant Month spirit, the City of Dublin is supporting **Visit Tri-Valley's "Secret Somm" series**: every Friday and Saturday throughout the month, a Secret Sommelier will stop by a Tri-Valley restaurant and gift an unsuspecting table with Livermore Valley wine. Clues as to which restaurants are about to be visited by the Secret Somm will be tweeted by @SecretSommCA.

Next month, Discover Dublin will shift its promotional efforts to romance in support of Visit Tri-Valley's **Romancing the Arts** campaign.

To learn more about how your Dublin business can get involved in the Discover Dublin Shop Local campaign, please contact Shari Jackman **via email** or (925) 833-6650.

Business Seminars & Events

- 1/22: Starting a Successful Business (Castro Valley Library)
- 1/22: Build Your Marketing Toolkit (Cal State Center, Oakland)
- 1/26: Legal Issues for Entrepreneurs (Fremont Public Library)
- 2/4: Marketing Strategies for Artists (Berkeley Public Library)
- 2/11: Meet the Business Lenders (Hayward City Hall)
- 2/18: Website Development for Small Businesses (Fremont Public Library)
- 2/26: Dublin Chamber of Commerce Business Expo & Flavor of Dublin (Shannon Community Center)

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](#).