



CUPERTINO

Business News & Resources

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Sales Tax Increases Throughout California

The California State Board of Equalization (BOE) reminds Californians that new sales and use tax rates will take effect on Saturday, April 1, 2017, as a result of voter-approved initiatives in several cities and counties. The rates for cities within Santa Clara County will increase 0.5% - Cupertino's sales and use taxes will increase from 8.5% to 9.0%. For more information, please click [here](#) to visit the BOE website.

BAY AREA SALES TAX INCREASES

A number of sales tax increases will take effect April 1:

Santa Clara County	Old rate	New rate
All unincorporated areas and cities*	8.5%	9.0%
*except: Campbell and San Jose	8.75	9.25
Santa Cruz County		
All unincorporated areas and cities*	8.0	8.5
*Capitola, Santa Cruz, Scotts Valley	8.5	9.0
*Watsonville	8.75	9.25
Other cities		
East Palo Alto (San Mateo County)	8.75	9.25
Martinez (Contra Costa County)	8.25	8.75
Newark (Alameda County)	9.25	9.75
Pleasant Hill (Contra Costa County)	8.25	8.75

BAY AREA NEWS GROUP

Have a Good Business Idea? Join the Silicon Valley StartUp Cup Business Competition!

StartUp Cup is a locally driven, business model competition open to any type of business idea. Through StartUp Cup, entrepreneurs learn how to create a viable business



Silicon Valley StartUp Cup

model and pitch their idea through a 7-month judging, coaching and mentoring process. Entering the competition is free. *To learn more, please attend the 2017 Kick Off Event on Thursday, April 13, 2017 from 5:30pm-7:30pm at the Cupertino Senior Center located at 21251 Stevens Creek Blvd., Cupertino.*

For more information and details, please visit: siliconvalley.startupcup.com or click [here](#) to register to attend for free.



SMALL BUSINESS DEVELOPMENT CENTER

SILICON VALLEY

FREE WORKSHOP: How to Start a Business in Silicon Valley

The Silicon Valley Small Business Development Center (SBDC) will host, "How to Start a Business in Silicon Valley" on Thursday, April 13, 2017. Potential entrepreneurs will learn how to get started, what special permits or licenses their business may require, which federal and state taxes apply to their business operations, insurance and risk management basics, the importance of your Business Plan, hiring employees, and other resources for your business. Click [here](#) to learn more and to register for free.



- Unemployment Mortgage Assistance
- Mortgage Reinstatement Assistance Program
- Principal Reduction Program
- Transition Assistance Program

\$2 Billion available to help struggling California homeowners avoid foreclosure
Find out if you qualify.

Keep Your Home California Offers Free Assistance to Homeowners

The California Housing Finance Agency (CalHFA) wants you to **Keep Your Home**, and can help with unemployment mortgage assistance and other programs. The Unemployment Mortgage Assistance Program provides mortgage payment

assistance to eligible homeowners who have experienced an involuntary job loss and are receiving California EDD unemployment benefits.

Benefit assistance through UMA can be up to \$3,000 per month and can last up to eighteen (18) months. The maximum assistance per household is \$54,000. Click [here](#) to learn more.

Welcome New Businesses!

Atlas Health, 19600 Vallco Pkwy., #170

Acides, 19622 Stevens Creek Blvd.

Round Table Pizza, 20080 Stevens Creek Blvd.



Coming Soon...

Boiling Point, Nineteen800

Coconut's Fish Cafe, 20010 Stevens Creek Blvd.

Gogigo, Cupertino Village

Hai Di Lao Restaurant, Main Street

Jin Tea Shop, Nineteen800

Nosh Cafe, Nineteen800

Pet Club, Homestead Square

Poke Works, Cupertino Village

Steins Beer Garden, Nineteen800

Stouts Burger, Nineteen800

The Crab Lover, 10275 S. De Anza Blvd.

Friday Farmer's Market Opens at Creekside Park

Hundreds of shoppers attended the grand opening and first day of the Friday Farmer's Market at Creekside Park on March 24. The Pacific Coast Farmer's Market Association (PCFMA) has operated in Cupertino for over 14 years, previously at Vallco Shopping Mall. The Friday Farmers' Market is operated by the PCFMA and will be held year-round at Creekside Park. Free parking is available at the adjacent First Baptist Church of Cupertino.

The West Coast Farmers Market continues to bring fresh food and produce offerings every Sunday, year round. This market is located at The Oaks Shopping Center.





Build Your Business Through the Cupertino Business & Professional Women's Group Monthly Mixer

Join us at our next Cupertino Business & Professional Women's Group Monthly Mixer. 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.

March Networking Lunch Mixer

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

This group is proudly supported by the City of Cupertino Office of Economic Development and *The C Magazine*, a lifestyle magazine covering the heart of Silicon Valley - for Cupertino, from Cupertino, about Cupertino.

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