

BUSINESS FIRST

CITY OF CAMPBELL ECONOMIC DEVELOPMENT NEWSLETTER



MARCH 2024



Letter from the Economic Development Manager

The City of Campbell is launching the Business First newsletter as a regular line of communication for local businesses. The newsletter will be sent bi-monthly to provide resources and important updates for businesses operating in the City. Each newsletter includes information on local, state and federal business resources, new regulations that apply to businesses and other newsworthy events and programs. We are building our business contact list so please share this newsletter with other businesses and stakeholders who care about Campbell as a place to do business. Lastly, take the one-question survey to help us learn about your needs, and call or email me if you have any questions or feedback.

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Helpful resources and links

Let us know what you think, take our survey!



Visit us online:



Stay In the KNOW:

Senate Bill 478 – State Ban on Hidden Fees

In October 2023, Governor Newsom signed Senate Bill 478. This bill will affect how businesses can display and advertise prices. If you are a business owner, starting July 1, 2024, your advertised prices for goods and services will need to include all additional charges or service fees except for taxes and shipping. This new law ensures that the price displayed is the price that the customer will have to pay. For example, ticketing site processing fees or restaurant service charges must be included or indicated in the advertised price.

What should you do as a business owner to prepare for this change? Review all your pricing to ensure that any charges, other than taxes and shipping fees, are included on all advertised prices and restaurant menus.



The Campbell Police Department is rolling out an upgraded Camera Registry

This program is part of the Police Department's initiative to establish the first Real Time Information Center (RTIC) in Santa Clara County. This RTIC empowers Campbell's first responders by leveraging technology to enhance public safety. A portal has been developed for an enhanced camera registry that allows business owners and community members to share the locations of their security cameras, aiding officers in accessing footage for criminal investigations and emergencies.

Local businesses have the option to purchase supplementary devices. These devices enable, at the owner's discretion, the sharing of live video feeds with the department during emergencies, such as organized retail theft. For more information visit campbellca.gov/cameraconnect.



The Police Departments is hosting a **community meeting** for local business owners to provide more information about this program and address any questions.

Date: Thursday, April 11th from 11:00 AM – 12:00 PM

Location: Campbell Community Center, Room Q80 at 1 W. Campbell Ave.

Campbell's New Building Safety Check Program

At the request of the business owner, City building inspectors can conduct a quick scan of the store/office space to note any issues that may pose safety concerns. A typical inspection could identify life-safety items such as missing exit signs or fire extinguishers, or accessibility features such as signage, restroom accessories, or path of travel. The objective is to flag existing conditions that could create liabilities for the business owner. This service is especially helpful for those about to sign a lease.

The Safety Check is a requirement for new tenants that take over existing businesses with the same or a different Occupancy Classification, where no Tenant Improvement work will take place. If there are major concerns, a Safety Check permit will become a Tenant Improvement permit that requires correction before a business licenses can be issued. The safety check fee is \$218.

To set up an appointment call the Building Inspection Division at (408)866-2130 or visit campbellca.gov/120/Building-Inspection-Division.



Spotlight: Dell Avenue

Did you know that the Dell Avenue light industrial area, located at the southern end of the City, is the highest-producing economic center in the City of Campbell? The area encompasses almost 150 acres, with more than 160 businesses along the Dell Avenue corridor offering various services and manufactured goods.

Although residents often do not view industrial areas as community assets the businesses located on Dell Avenue provide the community with good-paying jobs and tax revenue which funds critical city services.

For more information on the City's economic centers visit:
Campbellca.gov/EconomicCenters

Build Your Skills:

Interested in learning about the Small Business Administration's (SBA) loan programs? The Silicon Valley Small Business Development Center (SBDC) is hosting a webinar on 7a, 504, Community Advantage, and Microloans all available through the SBA.

This webinar will provide you with a comprehensive understanding of eligibility criteria, application processes, and benefits of each program. The event will also include an interactive Q&A session, allowing you to ask any questions you may have.



Business Financing, Business Start-up/Preplanning

Date: March 20th

Time: 3PM - 5PM

Location: Online Meeting (Live)

[Register Here](#)

Helpful Resources & Links



Local Small Business
Technical Assistance



California State Resources
and Licensing



Local Resources and Networking



Workforce Development



Federal Small Business Resources



Downtown Business Association



Workforce Development

Contact Us:

The City of Campbell's economic development team is dedicated to helping existing businesses grow and thrive, attracting new businesses to join the Campbell community, and creating a vibrant economy for all to call their home.

Economic Development staff can assist businesses through City processes as well as help promote business opportunities. Please contact us by emailing EconomicDevelopment@campbellca.gov.

Let us know what is important to you!

Please take a minute to provide us with some feedback on the City of Campbell's new Economic Development Newsletter - Business First.

[Take the Survey](#)