

# BUSINESS FIRST

## CITY OF CAMPBELL ECONOMIC DEVELOPMENT NEWSLETTER



JUNE 2024



## Letter from the Economic Development Manager

Summer is here and our newsletter is arriving a few weeks early to ensure that you don't miss out on these business opportunities.

This month the City of Mountain View Economic Development Division is hosting a free storefront window display webinar to help businesses leverage summer foot traffic. The Bay Area Host Committee is starting to prepare for the 2026 FIFA World Cup and has put out a call out for local businesses interested in providing services for the Bay Area events. Lastly, a new State law regulating advertised pricing takes effect July 1st. Check out the new FAQ from the California Department of Justice for more information.

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Visit us online:



# Stay In the KNOW:

## **Senate Bill 478 takes effect July 1st**

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.

The State of California Department of Justice has issued guidance addressing frequently asked questions (FAQ) to help business owners better understand how this new law will impact their business. Visit [oag.ca.gov/hiddenfees](https://oag.ca.gov/hiddenfees) to access the FAQ.

This new law is intended to ensure that the price displayed is the price that the customer will have to pay. For example, ticketing site processing fees or mandatory restaurant service charges must be included in the advertised price. It is important that all businesses review their advertised prices to ensure they are in compliance with the new state law.



## 2nd Annual Historic Downtown Campbell Car Show

**June 29th from 9:00am-3:30pm**

After a well received inaugural show in 2023, the Historic Downtown Campbell Car Show is back for its second year. Campbell Ave. in the Downtown will be closed all day until the show ends. Come see classic cars, eat great food, and explore downtown shops. The Campbell Car Show for all ages.

This event is produced by the Downtown Campbell Business Association. For more information visit [downtowncampbell.com](https://downtowncampbell.com).





## Spotlight: A Friendly Reminder

### **Please Do Not Trim Public Street Trees**

The City regularly trims street trees to ensure safe clearance for vehicles and pedestrians and occasionally prunes them to improve their structure, appearance, and safety. It is important to note that private businesses and property owners are prohibited from trimming or removing public street trees. Please leave this important work to the City to maintain the health and safety of our urban canopy.

To report a need for trimming or pruning, call (408) 866-2145 or send an email to [publicworksmaint@cityofcampbell.com](mailto:publicworksmaint@cityofcampbell.com)

## Become a vendor for the 2026 FIFA World Cup

The Bay Area Host Committee (BAHC) is bringing six FIFA World Cup matches to the Bay Area in 2026. BAHC and FIFA are looking for experienced companies to help deliver temporary infrastructure for the 16 tournament match locations. The FIFA World Cup 2026 Stadium & Infrastructure Team has engaged BaAM Productions to facilitate this process. Infrastructure needs include, but are not limited to accommodation, modular buildings, tents, lighting, audio, engineering and permitting services.

While BAHC is not involved in the FIFA selection process, it may have similar vendor needs for companion events in the Bay Area. BAHC will receive a list of Bay Area vendors that respond to the interest form. Local firms are encouraged to apply.



If you think your business can help deliver temporary infrastructure for FIFA World Cup 2026, please fill out the interest form linked here.

[Apply Here](#)

# Build Your Skills:

## Virtual Storefront Window Display Workshop on June 26th

Join the City of Mountain View Economic Development Division for an exclusive Storefront Window Display Workshop, a FREE webinar on visual merchandising designed for local businesses. Learn the art of creating captivating storefront displays from VM Works CEO, Rose Balderian.

Discover expert tips to make your windows stand out, attract customers, and boost the overall appeal of your storefront. Don't miss this opportunity to enhance your business's visibility and charm. Registration is required.



Date: Wednesday, June 26th

Time: 10 AM to 11:15 AM

Location: Zoom

[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](mailto:EconomicDevelopment@campbellca.gov).