BUSINESS FIRST

CITY OF CAMPBELL ECONOMIC DEVELOPMENT NEWSLETTER

City of Campbell — The Orchard City

AUGUST 2024

Letter from the Economic Development Team

Exciting things are happening in Campbell this Fall. The Community Development Department is working to get additional resources online for businesses, residents and developers. This includes the City Maps Gallery where you can look up a new development project anywhere in the city. A second round of downtown parklet grants was opened at the end of August. Two additional downtown restaurants had the opportunity to apply for funding to support the construction of a parklet. The grant closes at 5pm on August 30th. For more information check out the program website: www.campbellca.gov/1304/Semi-Permanent-Parklet-Program-and-Const. Lastly, City staff met with local brokers this past month to better understand the needs of our local businesses and commercial property owners in Campbell.

Contact **Economic Development Staff** at EconomicDevelopment@Campbellca.gov

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Helpful resources and links

Visit us online:

Stay In the KNOW:

City Council adopts updates to the affordable housing impact fee and a new commercial linkage fee.

Based on the affordable housing nexus study by BAE Urban Economics, City Council approved changes on August 20th to the affordable housing impact fee and a new commercial linkage fee. One of the most significant changes in the new ordinance is housing developments with 5 units or more will now be subject to the affordable housing impact fee. Starting next year all new commercial developments will be subject to a $9 per foot commercial linkage fee. There are several other changes included in the ordinance which are explained in the City staff report. The purpose of these fees is to promote additional affordable housing units and raise up to $537,000 per year in funding to support new housing projects and further the goals outlined in the City's 2023-2031 Housing Element.

Learn More: Solid Waste Compliance

Senate Bill 1383 was put in place in 2016 to divert organic waste from California's landfills. This means all commercial businesses are required to separate organics, recyclables, and landfill by providing the appropriate bins for their employees and customers. To learn more about SB 1383 and ensure your business is in compliance sign up for a free webinar hosted by the Campbell Chamber and City Public Works Department.

West Valley Recycles (WVR) also offers free technical assistance including right sizing support, educational materials and trainings, and assessments to increase your business's recycling and ensure compliance with state regulations. Contact customerservice@westvalleyrecycles.com.

Date: Tuesday, Sept. 17th
Time: 9:00 AM to 10:00 AM
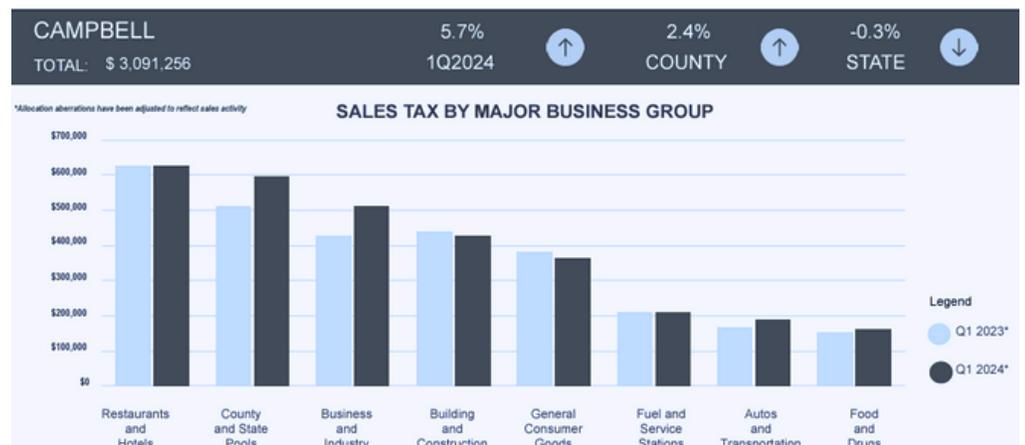Location: Virtual Webinar

Register Here

Spotlight: City Maps Gallery

If you are a GIS nerd or interested in planning, zoning and land use, you can now view all of the City's interactive land use maps on one site.

This tool is meant to help inform businesses, property owners, and developers about the allowed uses on all properties in the City. Its also a great tool for residents to find out about current planning and building permits. If you are curious about a specific project or just interested in potential allowed uses on your property all you need to have is an address. Visit: www.campbellca.gov/1424/City-Maps-Gallery

2023 Q4 City Sales Tax Update

The City of Campbell's January - March sales tax numbers have just been released by HdL. Sales are up 5.7% compared to the same period from 2023. This is a larger increase than the State sale tax revenue which was down -0.3% and the Bay Area which was down -2.3% overall.

| CAMPBELL TOTAL: $ 3,091,256 | 5.7% 1Q2024 ↑ | 2.4% COUNTY ↑ | -0.3% STATE ↓ |

*Allocation aberrations have been adjusted to reflect sales activity

SALES TAX BY MAJOR BUSINESS GROUP

Legend
- Q1 2023*
- Q1 2024*

The following businesses, listed in alphabetical not rank order, were the largest sales tax generators in the City of Campbell during the last quarter of 2023: America's Tire, Andros Rostilij, Argonaut Window & Door, Chargepoint, Chevron, Dasher Technologies, Economy Lumber, Gardenland Power Equipment, Hayward Lumber, Home Depot, Imperative Care, Joe Escobar Diamonds, Kohl's, Luna Mexican Kitchen, Marshalls, Murray Window & Door, Ross, Rotten Robbie, Safeway, Safeway Fuel, Shell, Sierra Pacific Turf Supply, Sports Basement, Trace3, Whole Foods Market.

Build Your Skills:

Financial Resiliency Roundtable Discussion: How to Access Capital for Emergencies

Join the City of Newark for a discussion on how to access capital during and after emergencies. Learn from industry experts and gain valuable information to help your business stay resilient in times of crisis.

Topics include:

- Loans, insurance claims, and other funding options
- Navigating the application process
- Open discussions with experts

Date: Monday, Sept. 17th
Time: 6 PM to 7:30 PM
Location: 37101 Newark Blvd.
 Newark, CA 94560

[Register Here]

Helpful Resources & Links

SBDC — Local Small Business Technical Assistance

California Governor's Office of Business and Economic Development — California State Resources and Licensing

CAMPBELL CHAMBER — Local Resources and Networking

novaWORKS — Workforce Development

SBA — Federal Small Business Resources

Downtown Business Association

work2future — 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.