

Brentwood Business eNewsletter

Issue: #30

January 2014

News of the Month

Revitalizing Contra Costa County's Northern Waterfront

On January 10th, the Contra Costa County Board of Supervisors and EC2 will host a major regional event to discuss the County's "[Northern Waterfront Initiative](#)." This initiative will set the vision for industrial growth along 50 miles of Contra Costa's northern shoreline, running from Hercules to Oakley - which could create significant business opportunities for Brentwood.



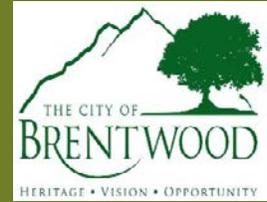
The event will take place: Friday, January 10, 2014, 10 A.M. to 3 P.M. (lunch provided), Antioch Community Center, 4701 Lone Tree Way.

Register today by visiting:

<http://events.r20.constantcontact.com/register/event?oeidk=a07e8mkp9qu997a73ec&llr=rrl48vmab>. For more information, please contact Rich Seithel at rich.seithel@dcd.cccounty.us or (925) 674-7869.

Fresh & Easy to Keep Name, Expand Hours

Recently, there were industry rumors that Fresh & Easy might be converted to a "Wild Oats Market" by the grocery chain's new owner (the private equity firm "Yucaipa"). Now, however, Yucaipa has stated that it will be keeping the Fresh & Easy name on all of its 167 stores. Brentwood's Fresh & Easy will have some minor changes, including: expanded hours (6 a.m. to midnight every day), more competitive pricing, fresher foods, and assisted checkout.



Visit us at:
BusinessinBrentwood.com

City of Brentwood Economic Development

150 City Park Way
Brentwood, CA 94513
(925) 516-5405

The Brentwood Business eNewsletter is the City of Brentwood's newsletter for the business community.

CONTACTS:

Planning:
(925) 516-5405

Business License:
(925) 516-5480

Public Works -
Engineering:
(925) 516-5420

Permit Center:
(925) 516-5405

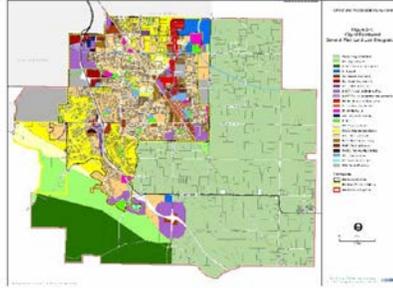
Police General
Information:
(925) 634-6911

Parks and Recreation:
(925) 516-5444



General Plan Update

December was another busy month with respect to the General Plan Update. The City Council met twice to review and discuss the Working Group's Draft Land Use Map, culminating on December 10th with the selection of a modified Land Use Map that will serve as the basis to conduct all remaining work on the General Plan Update, including preparation of the required environmental analysis.



On December 19th, the Working Group met to review the last set of draft goals and policies, including the following topics:

- Land Use
- Circulation
- Growth Management

This last set of draft goals and policies will be reviewed by the City Council and Planning Commission at a joint workshop on January 14th. Staff and the City's consultant will then spend the latter part of January putting together the entire Draft General Plan, which is set to be reviewed by the Working Group in early February.

For more details about the project, please visit: www.brentwood.generalplan.org. You may also contact Planning Manager Erik Nolthenius at (925) 516-5137 or enolthenius@brentwoodca.gov.

Business Tips of the Month

City Offering Grants for Marketing & Business Development

Applications are now being accepted for two City grant programs:

The [Economic Development Grant Program](#) provides grants to help fund public events and other activities that promote business activity in Brentwood. Grants are intended for projects and programs that help promote the entire city or commercial district, rather than a specific business. Applications are due **February 21, 2014**.

The [Agricultural Enterprise Grant Program](#) provides funding to assist local agricultural organizations with area marketing and business activities to promote Brentwood's Agricultural industry. Applications are due **February 14, 2014**.

For more information on either program, please visit www.businessinbrentwood.com (under "Local Business Assistance") or contact Peggy Trudell at (925) 516-5187 or ptrudell@brentwoodca.gov.

Free Small Business Training Seminars

The Contra Costa Small Business Development Center (SBDC) and the City of Brentwood will be providing FREE business training classes in Brentwood starting this month. Available classes are:

Training Class	Date
Grow Your Business with Social Media	Wed. - January 22, 2014 1 p.m. - 3 p.m.
First Steps to a Successful Start-up	Wed. - January 29, 2014 6 p.m. - 8:30 p.m.
Action Planning Workshop - Jump Start Your Business (2 day class)	Tues. - February 11, 2014 and Wed., February 12, 2014 9 a.m. - 12 p.m.
Creative Financing for Businesses	Wednesday, February 19, 2014 10:00 a.m. - 11:30 a.m.
First Steps to a Successful Start-up	Thursday, April 3, 2014 10:00 a.m. - 12:30 p.m.
Action Planning Workshop - Jump Start Your Business (2 day class)	Tuesday, April 8, 2014 and Wednesday, April 9, 2014 6 p.m. - 9 p.m.
Power of Email Marketing	Wednesday, April 16, 2014 1:00 p.m. - 3:00 p.m.
Creative Financing for Businesses	Thursday, May 1, 2014 6 p.m. - 7:30 p.m.

For further information or to register please visit www.ContraCostaSBDC.org or call (925) 602-6806.

Business Spotlight

Remember to Shop Brentwood!



BRENTWOOD

If you would like your business spotlighted in a future monthly eNews, please send an email to Peggy Trudell at ptrudell@brentwoodca.gov or call (925) 516-5187.

Events for the Month of January

- 1/2 - General Plan Update Working Group meeting
- 1/10 - Revitalizing Contra Costa County's Northern Waterfront
- 1/16 - General Plan Update Working Group meeting
- 1/22 - Grow Your Business with Social Media
- 1/29 - First Steps to a Successful Start-Up

For more information on any of the events listed above, or for a full listing of events, please visit the [Economic Development calendar](#).