

City be Nimble, City be Quick: Tools for Attracting and Retaining Businesses

September 23, 2026



Why Communities Invest in Economic Development



Dublin, Incorporated 1982



- Located in Northern California's East Bay
- Part of the Tri-Valley region in Alameda County
- Approximately 35 miles east of San Francisco
- Positioned at the crossroads of Interstates 580 and 680
- Served by two BART stations



Dublin Snapshot: Community

- 71,728 population
- 23,643 households
- Diverse community
 - White – 24%
 - Black – 4%
 - American Indian – 1%
 - Asian – 60%
 - Other – 3%
 - Two or more races – 8%
- 50% speak a language other than English at home
- 69% of population 25+ have a Bachelor's degree or higher



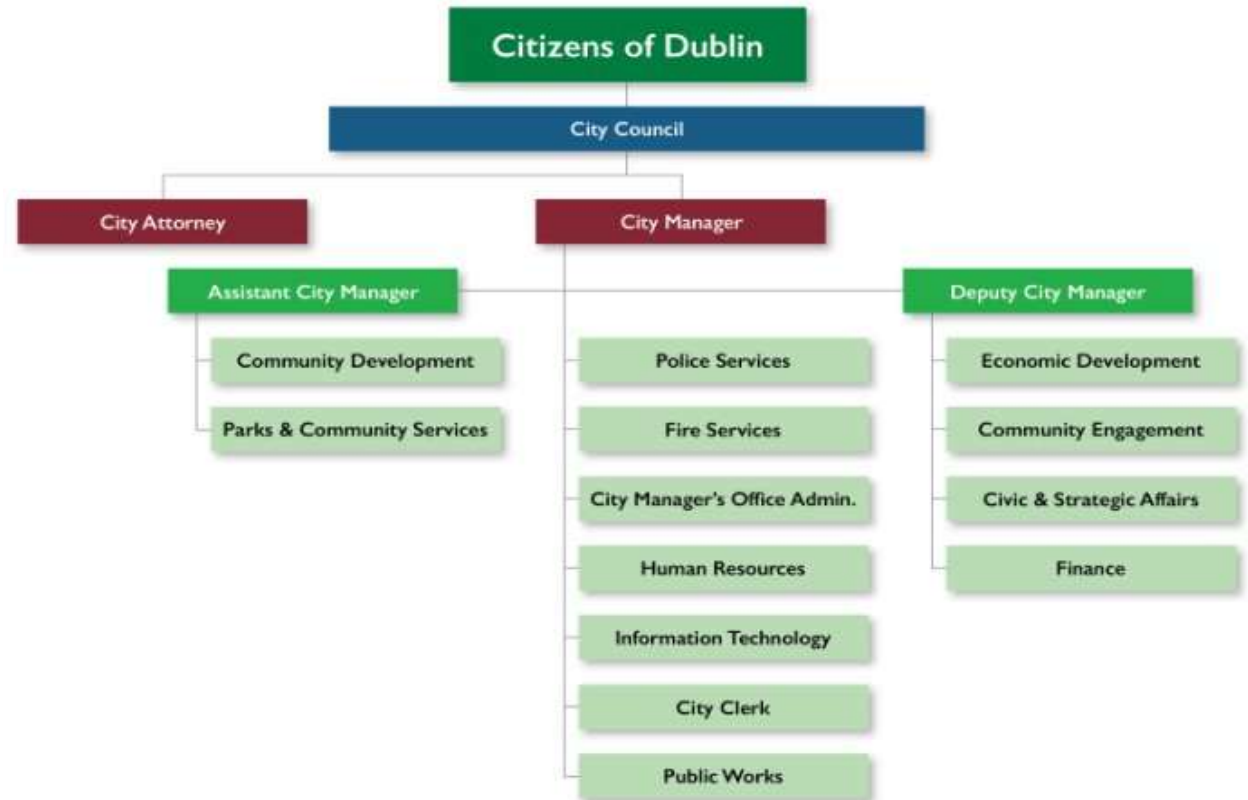
Dublin Snapshot: Business

- 2,100+ businesses
- 36,000+ jobs
- Leading industries
 - Government
 - Health Care
 - Other Services
 - Accommodation and Food Services
 - Retail Trade



Dublin Snapshot: Organization

- \$173.1 million in revenue
- \$148.3 million in expenditures
- 112.5 full-time equivalent employees
 - Economic Development Division within the City Manager's Office
 - Two full-time employees supporting business retention, attraction, development, permitting, licensing, incentives, and business resources
- Contracted maintenance, police, and fire services



Dublin Values

- Business
- Customer Service
- Diversity
- Environmental Sustainability
- Equity
- Finances
- History
- Inclusivity
- Innovation
- Living an Active Lifestyle
- Safety



Dublin Strategic Plan Priorities

- Public Safety, Health, and Welfare
- Fiscal Sustainability
- Technology Innovation
- Housing Affordability
- City Infrastructure
- Downtown Dublin
- Fallon East Economic Development Zone
- Enhanced Customer Experience



Economic Development Strategic Plan

- **1 INNOVATION GROWTH**
Grow businesses and employment in innovation-oriented and professional services industries matching Dublin's strengths and opportunities—especially computer technology, professional services, biomedical devices, and other R&D/advanced manufacturing — through business attraction and marketing programs.
- **2 PROMOTE INFILL INVESTMENT**
Promote infill development and reinvestment in older retail, office, and industrial areas — including establishing Downtown Dublin as a vibrant community gathering space with a mix of modern employment, retail, dining, and entertainment uses serving residents and workers.
- **3 GREENFIELD DEVELOPMENT**
Ensure development of major greenfield opportunity sites with modern commercial and light industrial employment uses by supporting infrastructure needs and reducing cost barriers.
- **4 RETAIL VITALITY**
Sustain and strengthen the health of Dublin's shopping, dining, and entertainment businesses through strategic planning and promotional efforts.



Economic Development Strategic Plan, 2

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5 HOSPITALITY EXPANSION
Work with regional agencies to expand and highlight Dublin's potential as a regional hotel and hospitality destination through hotel attraction efforts and advocacy for attracting a multiuse venue to Dublin.


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6 SMALL BUSINESS SUPPORT
Strengthen startup and growth opportunities for small businesses by pursuing improvements to City processes and maintaining and marketing supportive services and programs.


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7 WORKFORCE OPPORTUNITIES
Enhance Dublin's workforce support and development systems to create opportunities for all members of the workforce through collaboration with regional organizations.





Key Economic Development Programs

Incentives

- Sales Tax Reimbursement
- Commercial Façade Improvement Grant Program
- Fee Deferral Program
- Permit Expediting
- Small Business Assistance Grant Program
- Sewer Capacity Assistance Grant Program

Support Programs

- Small Business Navigator Program
- Business Concierge Program
- Text Program
- Dublin Business Brief publication
- Resource Guides
 - Inclusive Business
 - Entitlement Process
 - How to Start a Business
 - Outsmart Disaster

Outreach and Recognition

- Business Anniversary Recognition Event
- Business Visitation Program
- Open Office Hours
- Small Business Night at the Farmers' Market
- Small Business Spotlight Videos
- Now Open Posts
- Dining Guide



The Dublin Team



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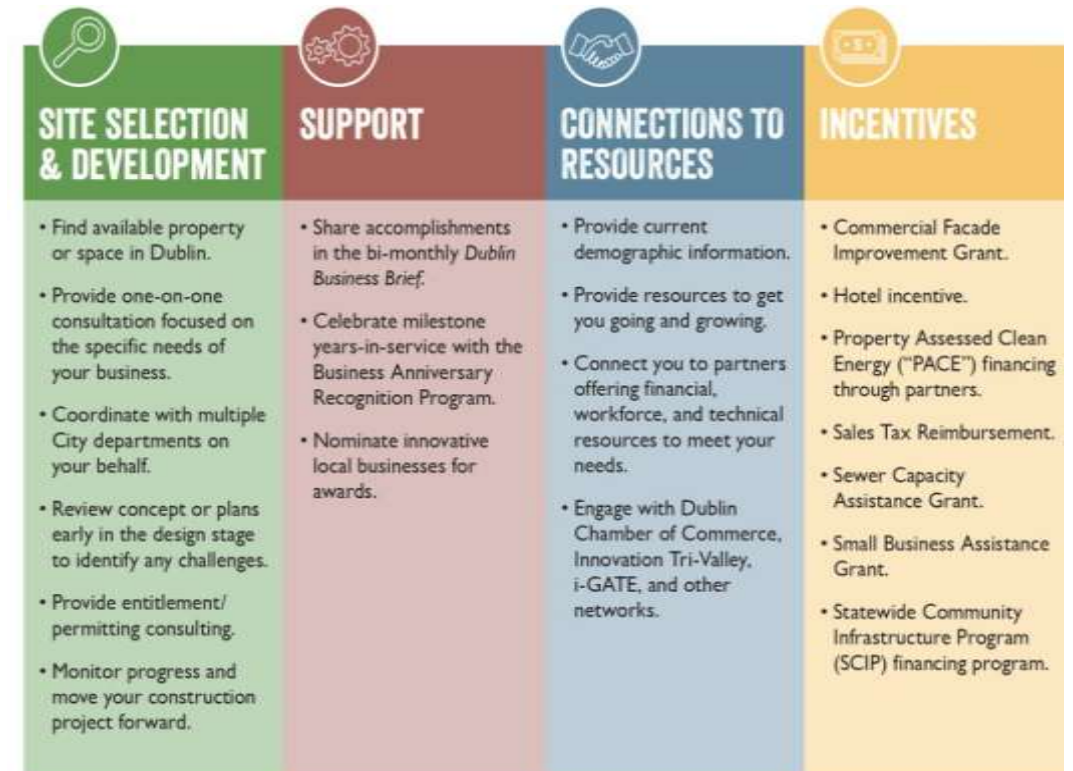
Business Concierge Program

Intake

- Email
- In-person
- Text
- Phone
- Online Form
- Internal Referrals

Approach

- Proactive
 - Tenant improvements
 - New
 - Existing
- Cross-Departmental and Cross-Agency
- Hands-On
- Responsive – 24-hour turnaround max



550+ Concierge Responses in Fiscal Year 2025-26



Small Business Navigator Program

- Program established in 2023 in response to business feedback
 - To date, more than 90 projects have been completed for 33 businesses
- Free technical support for eligible businesses up to \$5,000 or three projects, whichever comes first
- Consulting areas:
 - Marketing
 - Business planning and financials
 - Space design



Small Business Assistance Grant Program

- Provides grants of up to \$75,000 to eligible Dublin small businesses.
- Helps existing businesses relocate to another commercial location within Dublin.
- Supports improvements needed to address building, fire, accessibility, health, or other code requirements.
- May assist with eligible design, permitting, construction, and tenant improvement costs.
- Funded through the City's exclusive solid waste and recycling services agreement with AVI.
- Designed to retain local businesses, support reinvestment, and reduce barriers to opening or expanding.



Grant Recipient: The Sand Trapp



Grant Recipient: AVA Jiu Jitsu



Commercial Façade Improvement Grant Program

- Provides grants of up to \$70,000 to eligible Dublin small businesses.
- Helps existing businesses relocate to another commercial location within Dublin.
- Supports improvements needed to address building, fire, accessibility, health, or other code requirements.
- May assist with eligible design, permitting, construction, and tenant improvement costs.
- Funded through the City's exclusive solid waste and recycling services agreement with AVI.
- Designed to retain local businesses, support reinvestment, and reduce barriers to opening or expanding.

Before: Vacant 5+ Years



After: Vets for Pets



Business Resource Handout

- Handout on the table, or
- Scan QR code



Q&A Time



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