

STATE OF THE CITY: JUNE 23

LEARN MORE, PAGE 5, 6

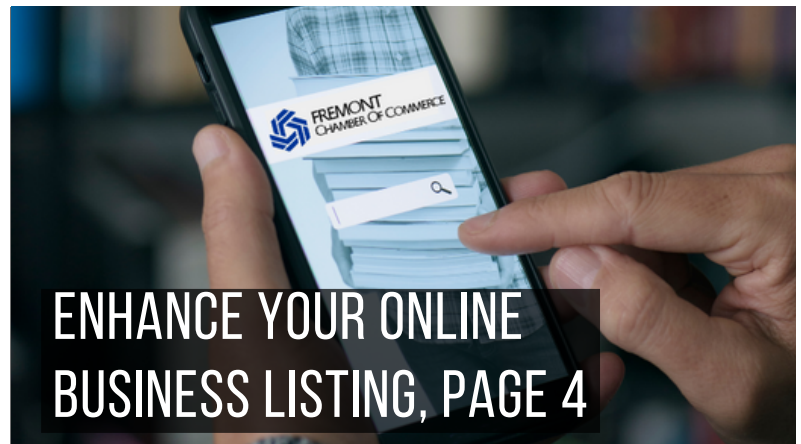


REFERRAL REPORT, PAGE 3
MARKETING THROUGH THE CHAMBER, PAGE 4
MEET LINDSEY KNIGHT, PAGE 4

BE PART OF THE FESTIVAL, PAGE 2



ENHANCE YOUR ONLINE
BUSINESS LISTING, PAGE 4



TIPS FOR A SUCCESSFUL BOOTH

Here are some tips for getting the most out of your Business Marketplace booth:

Set clear goals

What are you looking to do? Increase awareness, promote a certain product or service, gather leads? If you are gathering leads, how many leads?

Plan your booth in advance

You have a ten by ten foot space, lay it out now so you are not fumbling around during setup.

Promote your participation in advance

Tell your clients/followers ahead of time to meet you at the Fremont Festival. Have an offer that they can partake if they visit your booth.

Use a prize to draw a crowd

Prizes always draw crowds during events. Prize wheels are the most effective thing to gather a crowd.

Capture booth visitor information

Set up a tablet with a Google Form, or have your booth staff enter info directly into your CRS software, even a a clipboard with a paper form to gather names, emails, etc.

Give out promotional items

Bags, fridge magnets and other tchotchkes will promote your business long after the Festival. Tchotchkes are the little branded giveaways that businesses distribute during trade shows. Get yours from a fellow Chamber member.

Be active and train your booth staff

Your staff should engage festival attendees. It's easy to ignore a booth where the staff is all on their phones or otherwise not engaged. Bonus: have booth staff wear the same branded polos.

Most importantly: Follow up promptly

Follow up with the contacts and leads you made during the festival as soon as possible. The faster you send them out, the more your business will stand out from the rest.

DON'T JUST ATTEND THE FESTIVAL, BE PART OF IT!



A business marketplace booth is a member benefit.

The Fremont Chamber of Commerce invites you to participate in our premiere summer event, the Fremont Festival of the Arts. The Fremont Festival of the Arts will be held on Saturday, August 6 and Sunday, August 7, 2022, from 10:00 AM to 6:00 PM. This event features hundreds of top quality arts & crafts booths, artisanal prepackaged foods in the Gourmet Marketplace; food booths benefiting non-profit organizations; gourmet food trucks offering a variety of delicious street eats also benefiting non-profits; beer, wine, margaritas sold alongside keepsake glasses; continuous music featured on two stages; street performers, including face painters, henna tattoos, balloon artists, and more; Kid City filled with rides, games, and live performances just for the youngsters. We also feature Fremont Chamber members in the Business Marketplace section of the Fremont Festival of the Arts.

Having a booth is a prime tool for promoting your business. Here are some reasons to have a booth at the Fremont Festival of the Arts:

- Gives you the opportunity to interact one on one and attain a comfort level with a potential new customer in a fun setting, leading to more successful leads.
- Increased community awareness of the programs and offerings that you provide to residents of the SF Bay Area.
- A great way for you to get out and meet the public, talk to families, answer questions and become better known.
- Gain access to nearly 300,000 potential customers.
- Acquire greater visibility within the community.
- Reach an audience to which you may not normally have access.

To apply for this event, please complete this application and return it to the Fremont Chamber of Commerce no later than 12:00 PM on July 25, 2022. Each applicant must fill out the General Info page, the Payment page, sign the Rules and Regulations, provide Resale License information, submit a Certificate of Insurance (and if applicable submit proof of their Health Permit application) before they can be accepted into the event. Don't miss this great opportunity to participate in one of the Bay Area's most popular events. Space is limited and sold on a first come, first served basis. Apply TODAY!

FREMONT FESTIVAL APPLICATION



NEW MEMBER: MAY 2022

Welcome to our newest member!

Jess The Bling Realtor
Real Estate - Residential

Jessica Williams
3100 Mowry Ave. #408
Fremont, CA 94538

510-203-9499

jessicawilliams.exp Realty.com



THE FREMONT CHAMBER LEADERSHIP PROGRAM IS NOW ACCEPTING APPLICATIONS

BY LINDSEY KNIGHT

FREMONT CHAMBER MEMBERSHIP DEVELOPMENT DIRECTOR

The Mission of Leadership Fremont is to empower diverse individuals with the knowledge, skills and inspiration to successfully assume or deepen a leadership role at their organization and in our community and to develop a collective resource to address business and community needs, today and in the future. Leadership Fremont is a 9 month (Sept. – May) training program designed to identify, nurture and develop emerging leaders within our community. The quality of the participants is the primary strength of the program; their diversity, leadership potential, commitment to community, and their commitment to learning. The curriculum is comprised of three components: Community Issues, Personal Leadership Skill Sets, and a Teamwork Project. During the 9 program participants will develop their leadership skills in the following

areas; communication, team building and group dynamics, consensus building, public speaking and presenting, conflict resolution, time management, and managing transitions and change. This program is designed for those who are currently in leadership roles, or have been identified as potential leaders within their business or non-profit organization, or through their active role in the community. It is also designed for the individual who wants to take that next step in their career or in civic life. Does this program seem like a wonderful opportunity for you or a colleague of yours? The Fremont Chamber of Commerce is now accepting applications for our next cohort. Request an application today by calling 510-795-2244 or emailing fmtcc@fremontbusiness.com. The cost to participate is \$1,000 if you work at an organization that is a current member of the Fremont Chamber and \$1,500 otherwise, scholarships are available.



The Leadership Fremont Class of 2020 raised money to purchase a mobile pantry for Bay Area Community Health

MEMBER BENEFIT: REFERRALS 24/7

The Fremont Chamber of Commerce maintains a website that works 24/7 for our members. Referrals from us means business for you! Even when the Chamber is closed, our website fremontbusiness.com is still working for our members. Referrals are generated when website visitors search the business directory.

Period: April 1 to May 31, 2022

A summary of referrals from the business directory on fremontbusiness.com.

Total number of referrals from the website business directory this period was 356,553. Each member averaged 163.56 referrals from the website. Each day this period there was an average of 5,845 referrals from the website.

Top 10 Business Categories in April & May

- Retail Sales
- Nonprofit Organizations
- Automobile Accessory
- Caterers
- Healthcare - Occupational Medicine
- Schools - Academic
- Apartments
- Coffee Dealers - Retail
- Grocers - Retail
- Nutrition - Health Food Products

Website Analytics

April 1 to May 31, 2022
Unique Visits: 5,035
+13% from last 61 days

Page Views: 10,060
+1% from last 61 days

Average Pages Per Unique Visit: 1.9858
-13% from last 61 days

Most popular pages:

- Home page
- Search page
- Events page
- Directory results
- Contact Us page
- Job Bank

MEET LINDSEY KNIGHT, MEMBERSHIP DEVELOPMENT DIRECTOR

The Fremont Chamber of Commerce is delighted to share with our membership and community that we have a new team member. We are excited to welcome Lindsey Knight as our new Membership Development Director. Lindsey grew up just south of us in Monterey County. After graduating high school, she attended Cabrillo College in Santa Cruz and then completed her higher ed at San Jose State University to receive a Bachelor's Degree in Sociology. After completing her degree she moved to Portland, OR and spent the next few years working as an Early Childhood Educator. Being raised by entrepreneurial parents who founded and owned a outdoor recreation/lifestyle retail shop and a father who became a business development rep for recreation and toy companies, Lindsey wanted to try her hand at business development work that supported small and medium sized businesses in the area so she transitioned into a position with the Better Business Bureau of Oregon, Washington, and Alaska. During the rest of her time in Oregon Lindsey worked in avionics sales, specialty retail customer service, and 501c3 nonprofit development. When she was accepted into the Council for the Advancement and Support of Education (CASE) North America Fundraising Residency Program she relocated to Illinois to support the fundraising, events, and communications department at Elgin Academy for the 2018-2019 school year. After deciding it was time to return home to California she landed a position in her hometown managing the community engagement and events for the nonprofit AIM Youth Mental Health. Due to the COVID-19 pandemic she was laid off, but fortunately she quickly landed a position as the Membership Development Director with the Salinas Valley Chamber of Commerce. From July of 2020 to March of 2022, Lindsey oversaw the growth of membership and revenue by enrolling and engaging with new members and enhancing their benefits and services and overseeing the execution of revenue generating marketing opportunities for all members. Lindsey recently moved to Fremont and joined our team on June 1st. "I am grateful and excited for this new opportunity. I look forward to serving our current members and the greater community and I am enthusiastic about connecting with prospective members to learn about their business's needs and discuss the benefits of being a Fremont Chamber member", said Lindsey. If you are interested in learning more about how the Fremont Chamber can support your business Lindsey can be contacted at lknight@fremontbusiness.com.

REACH YOUR TARGET AUDIENCE TODAY THROUGH FREMONT CHAMBER DIGITAL MARKETING TOOLS

BY LINDSEY KNIGHT
FREMONT CHAMBER MEMBERSHIP DEVELOPMENT DIRECTOR

Are you a member of our Chamber of Commerce, or have considered becoming one, and want to promote your business's products and services or your organization's events and programs to residents in Fremont and the greater East Bay? The Fremont Chamber of Commerce can help you do just that. Our members are given exclusive opportunities to promote themselves through our communication channels. These electronic channels include our [website](#), our weekly [Fremont Business Brief](#) eblast, and our monthly [Fremont Business Now](#) newsletter. Reach your target audience where they will find you, on their phones and computers. Whether a banner ad on our website that has over 2,500 visitors a month or a digital ad in our electronic communications that gets sent to over 500 email subscribers and is hosted on our website for hundreds more viewers to read, your message will get in front of business owners, residents, parents, electeds, and

other decision makers. When your message is sent through our channels it enhances your visibility and credibility! Every month new consumers move to Fremont, new businesses open in our community, and new opportunities arise to grow your business. We offer competitive pricing on our marketing opportunities, that's just one of the many benefits of membership. So, make your marketing dollars go further and start advertising through your Fremont Chamber today. Through the end of summer we are offering a special opportunity to our current members and to new members who sign up by the end of August. Thanks to the generosity of our [Ad Bank](#) Sponsors Facebook, Kaiser Permanente, Washington Hospital, and Robson Homes, our current members and all new members who join our Chamber this summer will be awarded \$750 in free marketing to start getting the word out about their business products and services or their organizations events, mission, and more. To learn more contact us at lknight@fremontbusiness.com or call 510-795-2244 and ask for Lindsey Knight.

ENHANCE YOUR ONLINE BUSINESS LISTING TODAY



Did you know that if you are a member of the Fremont Chamber you are listed on our website in our business directory? Our website is visited by roughly 2,500 people a month! That's a lot of potential clients and supporters, even possible future employees or investors. Help them better understand what your organization does. Whether your company provides a

business to business service, is a retail shop, in the food and beverage sector, or is a nonprofit organization, it's essential to market to your target audience through your Chamber of Commerce. That's why you should enhance your business listing today. There is no additional cost. People visit the Chamber website to find reputable, trustworthy, and community minded businesses. Stand out in our online directory by telling the story about what you do and why you do it. Enhance your profile by adding your logo, your social media handles, and a description of your goods and services, mission and vision, or the story about why you started your company and what you're passionate about. If you are not yet a member but you want to be listed in our online business directory at web.fremontbusiness.com/search contact us for membership rates. We look forward to hearing from you, we can be reached at 510-795-2244 and fmtcc@fremontbusiness.com.



FREMONT
CHAMBER OF COMMERCE



FREMONT STATE OF THE CITY Annual Meeting & Breakfast

EVENT INCLUDES:

- Continental Breakfast -
- Presentation of the Chairman's Award -
- Installation of the Chamber Board of Directors -
- Recognition of Chamber volunteers -
- Mayor Lily Mei's State of the City address -



JUNE 23, 2022 | 8 AM - 10 AM

**DOWNTOWN EVENT CENTER
3500 CAPITOL AVENUE, FREMONT**

Registration Required: tinyurl.com/fremontsotc2022

Masks are required regardless of vaccination status



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THE STATE OF THE CITY IS AN OPPORTUNITY FOR SPONSORS TO CONNECT TO THE FREMONT BUSINESS COMMUNITY

The Fremont Chamber of Commerce is pleased to return to the in-person presentation of the State of the City address on June 23rd from 8 a.m. to 10 a.m. at the new Fremont Downtown Event Center. The event includes a Continental Breakfast, Presentation of the Chairman's Award; Installation of the Fremont Chamber Board of Directors; Recognition of Fremont Chamber volunteers; and Mayor Lily Mei's State of the City address. The Fremont Chamber of Commerce State of the City event is the premier business networking event in Fremont attended by business and community leaders.

Hosts



Sponsors



SPONSORSHIP OPPORTUNITIES:

Presenting Sponsor—\$3,500 (limited to one sponsor)

Includes:

- Reservations for ten people
- Opportunity to make welcome address at event
- Recognition as Presenting Sponsor at event and other sources (website, e-newsletter, social media, etc.)
- Logo in event program
- Banner ad in Fremont Business Brief for 8-week block
- Banner at event in premier location
- Banner ad on Fremont Chamber of Commerce website for 8-week block.

Event Sponsor—\$1,200

Includes:

- Reservations for ten people
- Recognition as an Event Sponsor at event and other sources (website, e-newsletter, social media, etc.)
- Logo in event program
- Banner at event
- Large side ad in Fremont Business Brief for 8-week block
- Large side on Fremont Chamber of Commerce website for 8-week block.

Team Sponsor—\$750

Includes:

- Reservations for ten people
- Recognition as a team sponsor at event and other sources
- Recognition at event

Individual Reservation—\$45 members; \$90 non members

Includes:

- Continental breakfast reservation

SPACE IS LIMITED, MAKE YOUR RESERVATIONS SOON!

Contact Cindy Bonior to learn more about sponsorship at the State of the City. Email cbonior@fremontbusiness.com or call (510) 795-2241

STATE OF THE CITY QUICK FACTS

WHO

Fremont Mayor Lily Mei & the Fremont Chamber of Commerce

WHAT

State of the City Annual Meeting & Breakfast

WHERE

Down Town Event Center (DTEC)
3500 Capitol Avenue
Fremont, CA 94538

WHEN

Thursday, June 23, 2022
8:00 a.m. - Registration & Continental Breakfast
8:30 a.m. - 10:00 a.m. - Main Program

WHY

Mayor Mei will give a presentation on the current situation in Fremont and the Fremont Chamber will present their Chairman's Award as well as install a new Board of Directors

HOW

In-person, you must be registered to attend. Register here <https://tinyurl.com/fremontsotc2022>

