

# **CASTRO VALLEY / EDEN AREA CHAMBER OF COMMERCE**

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*Serving Ashland, Castro Valley, Cherryland, and San Lorenzo*

Presented by  
Ashley Strasburg  
Executive Director



# About Us

The Castro Valley/ Eden Area Chamber of Commerce is a member-driven associations that work together for the betterment of our communities through the promotion of economic and civic health.

Established in 1937, the Chamber serves the communities of Ashland, Castro Valley, Cherryland, and San Lorenzo.







# Our Mission

Advocate for businesses and help our community thrive through advocacy, economic development and building relationships.

Photo Credit: Bre slow Imaging



## CORE VALUES

### ADVOCATE

We are leaders in our community who advocate for a pro-business climate that will promote successful outcomes.

### COMMUNICATE

We are the local voice for businesses to amplify their message to local officials, County staff, and the community.

### COLLABORATE

We attract and support private and public partnerships that will enhance the quality of life in our community.

### SERVICE

We are dedicated to our community and believe that volunteering is an investment towards success.

### DIVERSITY

We recognize that diversity is a strength in our community.





Castro Valley/ Eden Area  
Chamber of Commerce



# 2020 CASTRO VALLEY/ EDEN AREA CHAMBER OF COMMERCE

Executive Board of Directors



David Ge hrke, KMC  
Cleaners  
President



Zelma Byrd ,SLZ  
Foundation- San Lorenzo  
Treasurer



Parvin Ahma di, Ca stro  
Va lle y Unifie d School  
District- Ca stro Valle y  
Vice Preside nt



# 2020 CASTRO VALLEY/ EDEN AREA CHAMBER OF COMMERCE

Executive Board of Directors



Marty Neidelfer, Alameda  
County Sheriff's Office -  
San Leandro

Vice President



James Phillips, Law  
Offices of Phillips &  
Phillips - Castro Valley

Vice President



Peter Rosen, Dynamic  
Designs - Castro Valley

Vice President



# 2020 CASTRO VALLEY/ EDEN AREA CHAMBER OF COMMERCE

Executive Board of Directors



Linda Tangren, Travel Key-  
Castro Valley

Vice President



Cindy Torres, Cherryland  
Community Association-  
Cherryland

Vice President



# 2020 CASTRO VALLEY/ EDEN AREA CHAMBER OF COMMERCE

Executive Board of Directors



Dr. Al Hearne, Redwood  
Christian School

Vice President/ Past Board President



Tim Castle, Castle IT  
Services

Immediate Past President

# 2020 CASTRO VALLEY/ EDEN AREA CHAMBER OF COMMERCE

## Board of Directors

|              |  |
|--------------|--|
| Todd Anglin  | Todd Anglin State Farm Insurance                     |
| Ian Bryzek   | Ian Bryzek, CPA- Castro Valley                       |
| Hans Cho     | Lake Cha bot Public Marke t-Ca stro Valle y          |
| Pat Hodge s  | Haywa rdArea Historical Society- Hayward             |
| Josh Hunter  | Crush Comics- Ca stro Valley                         |
| Finn Ma goon | BayArea Urban- Cherryland                            |
| Susa n McCue | Alameda County Community Development Agency- Hayward |
| Pa t Ryan    | Sutter Eden Medical Center                           |
| Julie Sumiki | Sta te Farm Insurance- Ca stro Valley                |



# MEET THE CHAMBERS STAFF



Ashle y Stra sburg

Executive Director



Jena Paulo

Jena Paulo Virtual Solutions



# Part of the Community

The Chamber works to be a visible, active, and a valuable part of the larger community through hosting or supporting annual events including:

- Castro Valley Fall Festival
- San Lorenzo Arts & Crafts Fair
- Cherryland Easter Egg Hunt
- Ashland's FamFest

Photo Credit: Breslow Imaging



# A Clear Voice for Business

New businesses often need an advocate and ally to navigate the corridors of local government and get smoothly through the start up process.

When commerce is potentially impacted by proposed legislation, the Chamber is able to speak as one voice on behalf of our members.

Photo Credit: Breslow Imaging







# CVEA Chamber of Commerce 2019

- 9 Ribbon Cuttings
- 51 Community Events
- 36 New Members
- 137 Newsletters Sent
- 2,376 Reached through Facebook per month
- 62,678 Website Directory Searches

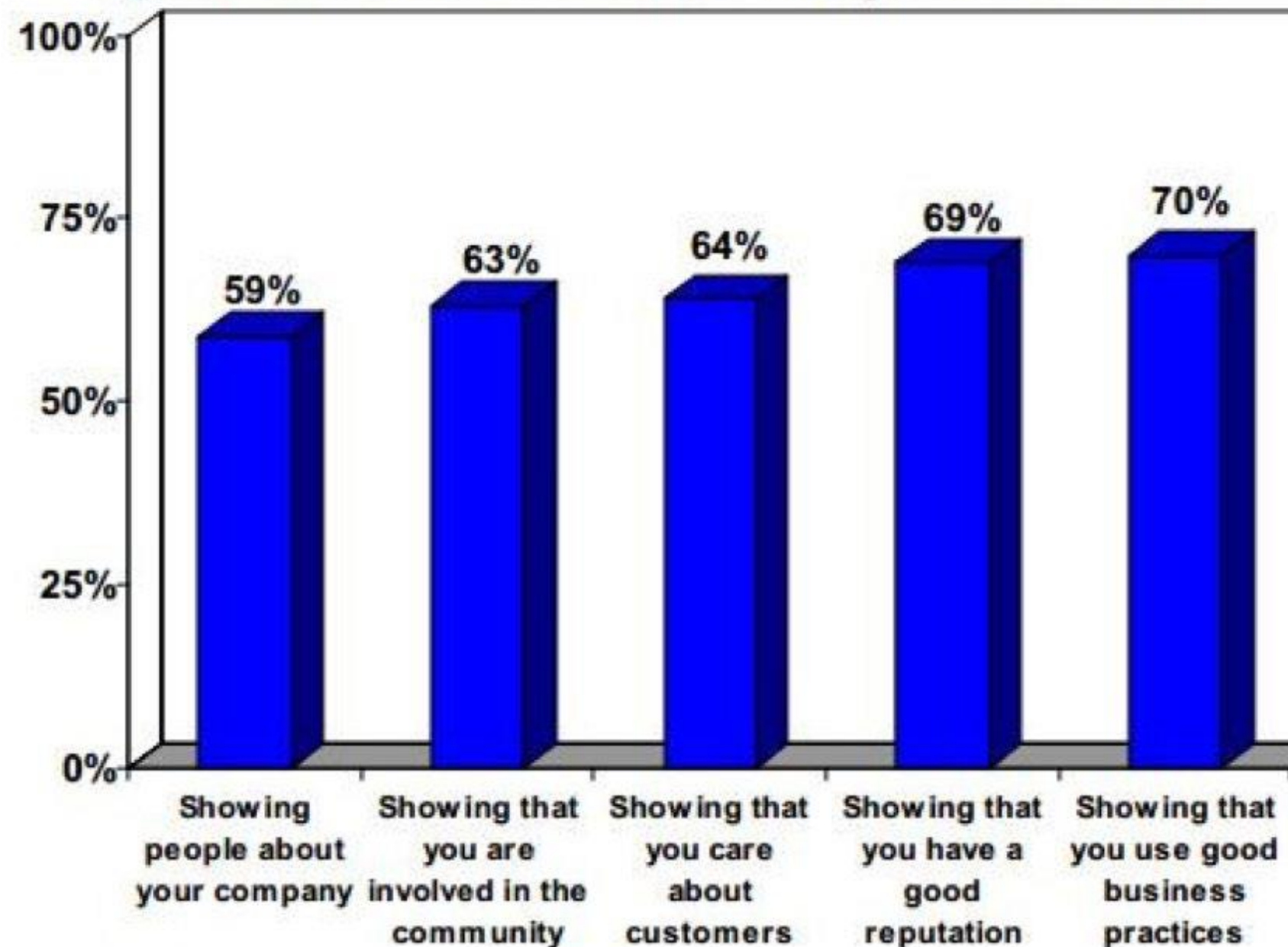


# CVEA Chamber of Commerce 2019

According to a research study by the Shapiro Group Inc. & Market Street Services, when customers know that a business/ organization is a part of their local chamber of commerce they are:

44 % more likely to think favorably of it

Figure 1: What a Local Chamber Membership Shows Consumers



# Additional Findings

When a consumer thinks that a company's products/ services stack up better against the competition because the company/ organization is highly involved with in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community and is an industry leader.

If a company shows that it's highly involved in the local chamber (e.g. sits on the Chamber board, sponsors community events), consumers are 12% more likely to think that its products/ services stack up better against its competition.



# Reasons/ Benefits of Joining

- Networking opportunities and referrals
- Member pricing at special events
- Exposure and visibility generated from ribbon cutting
- Increased credibility, inclusion in advocacy efforts and educational seminars
- Investment in community and economic development/ community building activities
- Marketing and advertising opportunities

Photo Credit: Breslow Imaging







# Benefits of the Chamber

## COMMUNICATION & ADVERTISING

- Email blasts
- Sharing events through social media
- Public announcements
- Community newsletter
- Business resource list



# Benefits of the Chamber

## ADVOCACY & COLLECTIVE EFFICACY

The Castro Valley Eden Area Chamber of  
Commerce...

- Acts as the "go to" entity for questions/ support in unincorporated areas
- Supports development projects
- Helps businesses through regulatory processes
- Maintains a Business Resource List
- Promotes small and medium businesses through ribbon cuttings
- Works with law enforcement to maintain in safe communities
- Provides opportunities for community service and encourages civic engagement
- Advocates for community members to solve problems (i.e. fixing potholes)
- Collaborates with other chambers



# Benefits of the Chamber

## EVENTS & SERVICES

- Fall Festival
- Street Eats
- Eggstravaganza in Cherryland
- Eden Awards
- San Lorenzo Arts & Crafts Faire
- Community Alliance activities
- Ribbon Cuttings & Mixers
- Outdoor Movies
- Showtime in San Lorenzo
- San Lorenzo Summer Series
- Student Citizen Awards
- FamFest
- Networking & Business Expo
- Lunch & Learns/ Seminars

Photo Credit: Breslow Imaging



# CVEA Chamber of Commerce's Response to Covid 19



- We have responded to the crisis very quickly with the below social media efforts
- Immediately developed a survey to identify the hardships and effects of Covid-19 on their business
- Distributed information about the SBA Loans & Payroll Protection Programs
- Started and maintain a Google doc of restaurants that are open and their hours
- Through our partnership with the Alameda County Sheriff's we help support their JAG grant and work closely with their Business Development Liaison for combined efforts in the business community of Ashland
- Created a Covid-19 resource page on our website
- Multiple times a week collaboration meetings with Alameda County Economic and Civic Development
- Multiple times a week collaboration meeting with other Chamber's of Commerce to keep up on business resources and brainstorming
- We have setup a weekly business round table



# Response to Covid 19

- In partnership with Alameda County ECD we will have a monthly webinar with an expert to help our businesses take advantage of resources available
- FB LIVE Q+A with board members
- Member FB LIVE 'takeover' where members share their biz + deals
- Monthly Zoom happy hour
- FB LIVE member 'interview' where members share their biz + deals



# Benefits of the Chamber

## SOCIAL MEDIA IMPACT



Castro Valley/ Eden Area Chamber of  
Commerce FB Business page

@edenareachamber

2,632 Followers (300+ increase in the last  
15 days)



Castro Valley/ Eden Area Chamber of  
Commerce Instagram page

@cvea\_cc

307 Followers (1,023 impressions over the  
last week)

# Benefits of the Chamber

## SOCIAL MEDIA IMPACT



SHOP Eden Area

[www.facebook.com/groups/shopedenarea](https://www.facebook.com/groups/shopedenarea)

148 members, 556 posts,  
comments & reactions in the  
last 28 days

Eden Area Take Out

[www.facebook.com/groups/edenareatakeout](https://www.facebook.com/groups/edenareatakeout)

1,360 members, 14.3K posts,  
comments & reactions in the  
last 28 days

Eden Area Health & Fitness

[www.facebook.com/groups/edenareafitness](https://www.facebook.com/groups/edenareafitness)

110 members, 208 posts,  
comments & reactions in the  
last 28 days



# Chamber Membership Infographic







How can you  
partner with the  
CVEA Chamber?



# Committees & Business Groups

- Ambassador Committee
- Ashland Cherryland Business Community
- Economic Development Committee
- San Lorenzo Business Alliance

# Ambassador Committee

Meets the first Thursday of the Month

- Ambassadors are our outreach group
- Check-in with members on their membership
- Build relationships with businesses
- Vital part of our events
- Organize ribbon cuttings to welcome new businesses



## Castro Valley/ Eden Area Chamber of Commerce





# Ashland Cherryland Business Community

- Committee is made up of members from the business community, Alameda County ECD, RCD (Resources for Community Development), Chamber leaders and the Alameda County Sheriff's Office
- Identify and assist with business needs
- Provide information on upcoming projects
- Stimulate business engagement



# Eco n o m i c

# De v e l o p m e n t

Meets the 2nd Monday of the Month

- Discuss upcoming projects and new businesses
- Review plans and proposals in the approval process
- County partners provide updates to the committee

# San Lorenzo Business Alliance

Meets at Supervisor Wilma Chan's Office

- Engage the business community of San Lorenzo
- Provide opportunities for the community engagement
- Build relationships with businesses
- Identify and assist with business needs, connecting resources
- San Lorenzo Summer Series



# The Eden Awards

- A celebration of difference makers the Castro Valley Eden Area.
- Highlighting some of the many people that are essential to our vibrant community

THE CASTRO VALLEY/ EDEN AREA  
CHAMBER OF COMMERCE INVITES  
YOU TO THE

## 5TH ANNUAL EDEN AWARDS



SATURDAY MAY 2 6 O'CLOCK  
2020

OUR LADY OF GRACE CHURCH  
3433 SOMERSET AVE, CASTRO  
VALLEY, CA 94546





Castro Valley/ Eden Area  
Chamber of Commerce

Photo Credit: Bre slow Imaging



Castro Valley/ Eden Area  
Chamber of Commerce



Photo Credit: Bre slow Imaging





Castro Valley/ Eden Area  
Chamber of Commerce

Photo Credit: Bre slow Imaging



# 2020 Eden Eats

Cancelled | 4:30- 8:30 PM

- Introducing our re-branding of the Business Expo
- Draw the public out (expected attendance 400+) to meet local businesses/ organizations
- 300 people from the community, 14 local food vendors
- Sponsor, donate a raffle prize, display table, attend

## *Eden Eats*

Free entrance! Tasting and raffle tickets are available for purchase at the door

"Eden Eats" brings together cuisine, culture and commerce. This event hosted by the Castro Valley/Eden Area Chamber of Commerce allows restaurants, caterers, and home based food businesses to showcase themselves to a targeted audience of over 400 community members!

HOSTED BY THE CASTRO  
VALLEY/EDEN AREA CHAMBER OF  
COMMERCE  
**WEDNESDAY, MARCH 18TH, 2020**  
**4:30-8:30**  
**OUR LADY OF GRACE**  
**3433 SOMERSET AVE.**  
**CASTRO VALLEY**





Castro Valley/ Eden Area  
Chamber of Commerce

Photo Credit: Bre slow Imaging





Castro Valley/ Eden Area  
Chamber of Commerce

Photo Credit: Bre slow Imaging



## Castro Valley/ Eden Area Chamber of Commerce



Photo Credit: Bre slow Imaging



Castro Valley/ Eden Area  
Chamber of Commerce



Photo Credit: Bre slow Imaging



# 2020 Student Citizen of the Year Awards

Cancelled | 12:00- 2:00 PM

- Awards program for every school in the Eden Area to participate
- Sponsors involved with the schools to select winners
- Sit down lunch

Photo Credit: Breslow Imaging







# Get Involved

- Sponsor the event
- Sponsor an individual school
- Provide an item for the "Take Home" bags for students

Photo Credit: Bre slow Imaging





Castro Valley/ Eden Area  
Chamber of Commerce

Photo Credit: Bre slow Imaging



# Castro Valley Street Eats

Adobe Art Center, San Miguel Ave.

- Began partnership with Food Truck Mafia in 2016
- Popular twice a month event
- Provides local business opportunity to connect with the community
- H.A.R.D event sponsor





Castro Valley/ Eden Area  
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# 48th Annual Fall Festival

September 12 & 13, 2020 | 10:00 A-M6:00PM

- 175 vendors
- 40,000 attendants
- Member discounts on booth space
- Sponsorship opportunities



The poster for the 47th Annual Castro Valley Fall Festival is set against a light-colored wood-grain background. At the top, the text "47th ANNUAL" is written in a large, green, outlined font. Below this, a circular logo features the words "Castro Valley" in a red script font, "FALL" in large, bold, multi-colored block letters (green, orange, red), and "Festival" in a brown script font. The logo is surrounded by a wreath of various autumn leaves in shades of orange, red, yellow, and green. Below the logo, the text "Presented by" is written in a blue script font. Underneath, "The Castro Valley/ Eden Area Chamber of Commerce" is written in a black script font. The dates "September 7 & 8, 2019" are displayed in a bold, red, sans-serif font. Below the dates, the text "FOOD- CRAFT BEER- FAMILY FUN- LIVE MUSIC" is written in a bold, black, sans-serif font. The bottom section of the poster features a grid of logos for various sponsors, including Kaiser Permanente, Redwood Christian, Sutter Health, Fremont Bank, RE/MAX Key, AC Transit, 75, CVSan, Bright Now! Dental, and B.A. Morrison.

47th ANNUAL

Castro Valley  
**FALL**  
Festival

*Presented by*  
*The Castro Valley/ Eden Area Chamber of Commerce*

**September 7 & 8, 2019**

**FOOD- CRAFT BEER- FAMILY FUN- LIVE MUSIC**

**Kaiser Permanente**

**REDWOOD CHRISTIAN**

**Sutter Health**  
Sutter Medical Center

**FREMONT BANK**

**RE/MAX KEY**

**AC TRANSIT**

**75**

**CVSan**  
Effective environmental services since 1939

**Bright Now! Dental**

**B.A. MORRISON**  
GENERAL CONTRACTOR  
General Contracting & Heating/Air Specialist  
est. 1990



Thank you to our Silver  
Level Sponsors!  
*Bill & Patty Mulgrew*



Tim Ambrose, Realtor  
BERSHIRE HATHAWAY

San Francisco Chronicle



Thank you to our Gold  
Level Sponsors!



Castro Valley/ Eden Area  
Chamber of Commerce



# Thank you to our 2019 Fall Festival Major Sponsors!



# Thank you to our Bronze Level Sponsors!





Castro Valley/ Eden Area  
Chamber of Commerce



Photo Credit: Bre slow Imaging

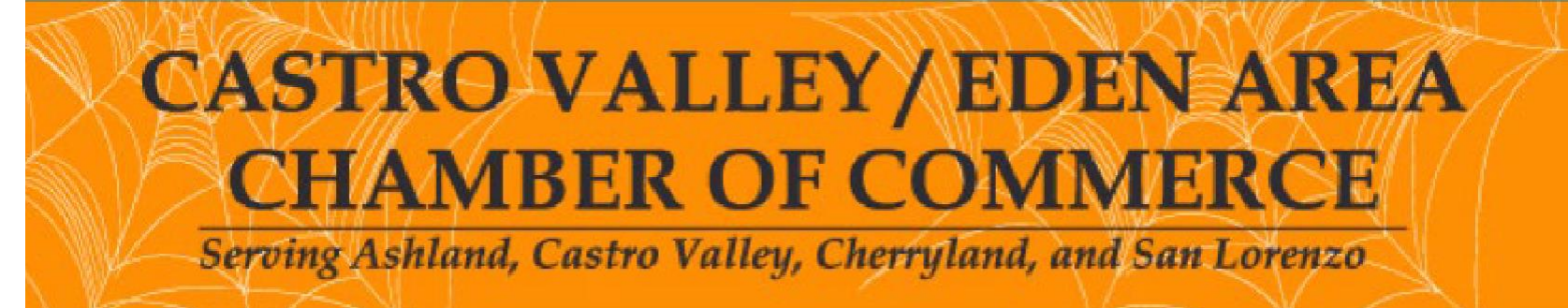


# 2020 Barks & Boos

October 27, 2020 | 5:00 PM-9:00 PM

## 2019 Participants included:

- Non-profit organizations
- 28 Vendors
- Kids Zone
- Pet related businesses
- & more!



**PRESENTS**  
**BARKS & BOO'S**

**JOIN US FOR:**  
**HALLOWEEN GAMES FOR ALL AGES!**  
**COSTUME CONTEST WITH PRIZES FOR BEST DRESSED!**  
**PET COSTUME CONTEST - WE LOVE OUR FURY FRIENDS!**  
**TRICK OR TREATING AT EVERY BOOTH!**

**75 YEARS**  
**FOOD TRUCK MAFIA**  
**State Farm®**  
**Julie Sumiki**

**OCTOBER 29, 2019 FROM 5 PM TO 9 PM**  
**ADOBE ART PARK**  
**20395 SAN MIGUEL AVE**  
**CASTRO VALLEY, CA 94546**

The poster features five dogs in costumes: a black and white dog, a black dog with red devil horns and a red collar, a pug with red devil horns, a small brown cat, and a small white dog. They are all looking over a wooden fence. Two jack-o'-lanterns are at the bottom corners. The text is in various fonts and colors, including orange, black, and red.





Castro Valley/ Eden Area  
Chamber of Commerce

Photo Credit: Bre slow Imaging





Castro Valley/ Eden Area  
Chamber of Commerce

Photo Credit: Bre slow Imaging





Castro Valley/ Eden Area  
Chamber of Commerce



Photo Credit: Bre slow Imaging



# 2019 Lunch & Learn

2019

- January 2019 Preventing Harassment in the Workplace
- March 2019 Technology in Business
- April 2019 California Earthquake Authority
- May 2019 First Time Home Buyers
- June 2019 The Risk of Earthquakes
- July 2019 Yelp Workshop
- October 2019 Do you have an estate plan for your business?
- November 2019 The Road to Financial Independence

jena paulo  
virtual solutions



## FREE MINI WORKSHOP Business Buildout

Are you looking to create a more streamlined, efficient & profitable business?

### **TAKE ACTION IN BUILDING SYSTEMS & PROCESSES FOR YOUR BUSINESS**

You will identify pitfalls in current business systems (or lack there of) and identify ways to build out efficient systems that allow you to free up time so they don't have to continuously reinvent the wheel.



### **JOIN JENA PAULO!**

Jena is an experienced professional with a strong background in for-profit school executive operations and management. With a Master's of Science Degree in Online Teaching & Learning, she has a very focused skill set that enables her to create systems, find solutions, and build out processes that positively impact business.

Contact [jena@jenapaulo.com](mailto:jena@jenapaulo.com) to set a date!

[www.jenapaulo.com](http://www.jenapaulo.com)



# CPT- Career Pathways Trust

- The Eden Area Regional Occupational Program (ROP) serves the intermediary of the Eden Area Career Pathways Consortium
- Our mission is to prepare students for careers and further education as well as to instill workplace skills and ethics that enable them to complete successfully in the economy of today and that of the future
- Work-Based Learning Activities include : classroom visits, industry themed class projects, field trips/ business tours, career fairs, mock job interviews, informational interviews, service learning, job shadows, internships, participation on an advisory board



# San Lorenzo

## Summer Series

July- September 2020

- Partnership with Food Truck Mafia & Alameda County
- Bring awareness to San Lorenzo businesses
- Once a month
- Provide the public with information on upcoming projects
- Create relationships between community & business



# 2020 Spring Arts & Crafts Fair

Postponed | 1:00 PM-4:00 PM

2019 Participants included:

- Small business owners
- 10 Craft Vendors
- & more!

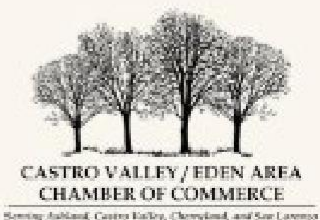


COME FOR UNIQUE FINDS & SUPPORT LOCAL  
ARTISANS

## *Spring Arts & Crafts Fair*

Spring is in the air! This is a great opportunity to buy handmade gifts and decorations for birthdays and upcoming holidays. Kids are invited to participate in a special craft during the event.

**SUNDAY, APRIL 5TH**  
**1:00 - 4:00 PM**  
**SAN LORENZO LIBRARY**





# 2020 A Taste of Ashland

TBD | 6:00 PM- 9:00 PM

The Ashland Market & Cafe  
community entrepreneurs share their  
stories about building their food  
businesses from the ground up and why  
they are passionate about food.

MANDELA PARTNERS PRESENTS

## A TASTE OF ASHLAND

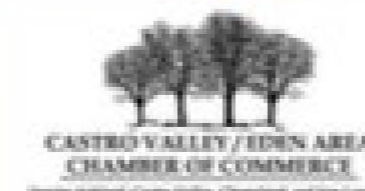
STORYTELLING • SMALL PLATES • DRINKS

with Ashland Market & Cafe  
community food businesses!

November 14, 2019 | 6 - 9 PM

Ashland Market & Cafe  
16395 E 14th St., Ashland, CA

TICKETS & DONATIONS HERE: <https://bit.ly/32q8SnP>  
[www.ashlandmarket.org](http://www.ashlandmarket.org)  
@ashlandmarket





# Castro Valley/ Eden Area Chamber of Commerce





Castro Valley/ Eden Area  
Chamber of Commerce





# 2020 San Lorenzo Holiday Craft Fair

- Small Business Saturday | 12:00 PM- 5:00 PM
- 2019 Participants included:
- Small business owners
- 10 Craft Vendors
- & more!





## Castro Valley/ Eden Area Chamber of Commerce







## C O N T A C T I N F O R M A T I O N

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