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HEAD: Best of El Cerrito Celebration 2022 to Draw Business and Government Leaders

EL CERRITO – Top City and County officials are set to join business leaders for an historic evening at El Cerrito’s newest co-working and events venue. The occasion is to honor the 125 local businesses newly-minted by voters as the “Best of El Cerrito.”

The celebratory event is set for Thursday, October 20 from 5:30 pm to 7:30 pm at JUKU meeting and events space, located at 7019 Stockton Ave. Among the attendees and speakers will be El Cerrito Mayor Gabriel Quinto and Contra Costa County Supervisor John Gioia. Winners of the El Cerrito Chamber of Commerce’s “Best of El Cerrito 2022” contest will be recognized in a ceremony with peers and dignitaries and will enjoy an ongoing Chamber marketing campaign that shares news of their excellence and drives local economic growth. The collective effort was inspired by the innumerable El Cerrito businesses that demonstrated resilience and ingenuity in surviving the COVID-19 pandemic.

“The contest succeeded beyond our highest expectations,” said Scott Harris, a Chamber Board Member and leader of the subcommittee that managed the contest. “There are so many amazing, innovative businesses in El Cerrito, and to celebrate them in a sophisticated venue like JUKU on October 20 will make for a very special evening.”

The inaugural “Best of El Cerrito” campaign to honor the vibrant local business kicked-off a craze in this East Bay city, with thousands of residents casting 22,847 votes to newly-mint their favorites as El Cerrito’s best.

There was no shortage of choices, as El Cerrito boasts a local economy brimming with diverse businesses. Commercial activity is a hallmark of El Cerrito, and it’s well spread across areas like the San Pablo Avenue Corridor, around two dynamic BART transit stations, and much more.

Voters awarded their favorite El Cerrito businesses in categories as eclectic as “Best Hair Salon” to “Best Real Estate Agent” and “Best Donut Shop.”

The event will include time for mingling and networking, prepared speeches, professional photo and video recording, and an open mic period for winners and others.

The Chamber's proactive and innovative work coming out of the global pandemic has helped support local businesses as they rebuild and restore. Shopping local is the best way for residents to support their local economy, schools, municipal services, and more, and it reduces energy use and emissions, according to data from the California Office of the Small Business Advocate.

About the Chamber:

The El Cerrito Chamber of Commerce is a membership organization with a mission to support and promote local businesses while linking businesses and the community. Established in 1936, the Chamber is governed by a Board of Directors and managed by Georgina Edwards info@elcerritochamber.org. Visit the Chamber website at elcerritochamber.org