

Community Impact Statement – Santa Clara Children’s Business Fair

The 7th Annual Santa Clara Children’s Business Fair was held on October 18, 2025 at Live Oak Park in Rivermark Village and brought together young entrepreneurs, families, and community members for a vibrant day celebrating creativity, innovation, and learning. The event provided children the opportunity to launch and operate their own businesses, gaining firsthand experience in product development, marketing, sales, and customer engagement.

This year’s fair featured 60 youth-run businesses selected from more than 400 applicants, demonstrating the strong interest among local families in entrepreneurship and hands-on learning opportunities. Each booth was entirely created and managed by the young participants themselves. Products and services offered at the fair included handmade crafts, jewelry, baked goods, art, self-published books, and technology-inspired creations such as 3D-printed items. The diversity of businesses showcased the creativity and initiative of Santa Clara’s youth.

The fair created a lively community marketplace where residents could interact with the young entrepreneurs, learn about their ideas, and support their efforts. Families, neighbors, and visitors attended throughout the day, creating a welcoming environment that encouraged children to present their ideas with confidence. Rather than focusing on competition, the event emphasized participation and learning, ensuring every child felt proud of building and running a business.

Beyond the marketplace experience, the fair served as a valuable educational opportunity. Participants developed practical skills such as budgeting, pricing, marketing, and communication while gaining confidence through real customer interactions. For many participants, it was their first experience turning an idea into a real product and selling it to the public.

The Santa Clara Children’s Business Fair continues to inspire curiosity, creativity, and leadership among young residents. The strong community turnout and enthusiastic participation demonstrate the positive impact the event has on youth development and community engagement in Santa Clara.