



Greetings Pacifica Business Community,

As we enter into the Holiday season, there are so many opportunities for our local businesses. Pacifica is proud to continue our successful **Shop Pacifica program**, which will be promoted through a marketing campaign beginning on Small Business Saturday, November 25, 2023. In collaboration with our marketing firm, we are planning to promote our Shop Pacifica partners. We are proud to say that we have more than **50 business partners participating in the program**.

The Economic Development Team has been busy visiting local businesses to assess your needs. If we have not visited your business, or we missed you, please reach out and we will be happy to set up a visit.

We hope this newsletter provides you with valuable information and support for your small business. We understand that the small businesses are the backbone of our economy and we are here to provide resources to help your business thrive and prosper.

Here's to a successful 2023 Holiday Season,

Tara G. Schiff
Economic Development Manager



Free Business Consulting Available for Pacifica Small Businesses

Many Pacifica businesses are facing complex choices for how to meet their financing needs. Whether your business is expanding, pivoting, emerging from COVID, managing working capital, consolidating, modernizing, or relocating... chances are you need cash to help get you through the transition. Here is a quick check-list of items you may wish to explore:

1. *Assess your current debt and overall financial position.* What are your capital needs in the short- and mid-term? Are there opportunities to restructure existing debt?
2. *Assess your current banking relationship & current accounts with your bank.* Are you in a position to talk with your banker about future plans and jointly discuss options?
3. *Assess your financial statements & check your credit score.* Do they need to be updated? Even if you've had problems in the past, there are steps you can take now to improve your credit score and better position your business venture for financing.
4. *Contact your SBA representative.* The U.S. Small Business Administration offers several loan products that are specifically designed to address the needs of small businesses. To identify SBA lenders near you, visit: <https://www.sba.gov/funding-programs/loans>.
5. *Explore alternative lending organizations.* We urge caution & careful research when you consider any alternative lending organization! With that caveat, you may wish to look at organizations such as **ICA Fund**, **Working Solutions CDFI**, **MarbleBridge** or others.
 - *Speak with a financial advisor or business consultant first!* Organizations like the Small **Business Development Center (SBDC)** of San Mateo County, the **Renaissance Entrepreneur Center**, and **SCORE** offer free consulting.

Stacy's Rise Project

The Stacy's Rise Project will provide \$25,000 grants to 10 small businesses with preference given to women founders in the food and beverage industry.

To be eligible, applicants must:

- Be a for-profit U.S.-based business selling a consumer packaged good (CPG)
- Have annualized sales of between \$25,000 and \$1M.

Other eligibility criteria include:

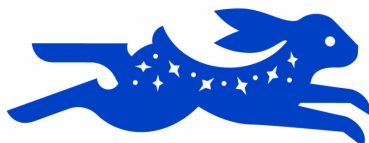
- Must be willing to participate in a virtual 16 week mentorship program
- Must not be part of an accelerator program at the time of participation



Apply by December 01, 2023

[Apply Now](#)

10k Grants: Restaurant Disaster Relief



**HELLO
ALICE**

Disasters are unpredictable — but critical support shouldn't be. The average small business loses \$3,000 every day they remain closed due to a natural disaster. To help restaurants recover in times of critical need, DoorDash has partnered with Hello Alice to create the Restaurant Disaster Relief Fund. The fund supports restaurants impacted by natural disasters like fires, floods, and hurricanes, and provides relief through \$10,000 grants.

Apply by December 29, 2023

[Apply Now](#)

California Competes Tax Credit (CCTC)

The **California Competes Tax Credit (CCTC)** is an income tax credit available to businesses that want to locate in California or stay and grow in California.

Businesses of any industry, size, or location compete for over \$180 million available in tax credits by applying in one of the three application periods each year.

For fiscal year 2023 - 2024, **GO-Biz** will accept applications for the California Competes Tax Credit during the following periods:

- Tuesday, January 2, 2024 - Monday, January 22, 2024
- Monday, March 4, 2024 - Monday, March 18, 2024



2024
**NATIONAL SMALL
BUSINESS WEEK**
AWARDS

Now Accepting Nominations!



sba.gov/nsbw

PACIFICA/COASTSIDE EV EXPO

Sat, Nov 4, 2023

10 am — 1 pm

**Pacifica Community Center
Crespi (West) Parking Lot
Crespi Drive @ Highway One**

Free Outdoor Event

Thinking about getting an Electric Vehicle (EV)?
Talk to Local EV Owners + Organizations to Learn How To:

Charge Your Ride



Presented by: Pacifica's Environmental Family

In Partnership with:

**City of Pacifica — Peninsula Clean Energy
Pacifica Climate Committee**

With thanks to:

Acterra — Cool The Earth — Golden Gate EV Association

Sign up to volunteer to bring your EV & share your knowledge!

For More Info: PacificaEVExpo@gmail.com
PacificaEnvironmentalFamily@gmail.com

Pacifica Age-Friendly Community Coalition

TIPS

FOR BUSINESSES AND ORGANIZATIONS TO POSITIVELY ENGAGE WITH OLDER ADULTS

Start with Kindness

Welcome guests with a smile, make eye contact, and use personalized greetings to show your warmth and enthusiasm.



Recognize We Share Commonalities while Being Different

Avoid making age-related or other stereotypes by getting to know your customer and learning their preferences.



Step into their Shoes

Be aware of the unique needs of older adults and support them with patience, empathy, and respect.



Communicate Clearly

Speak at an appropriate volume level, lower background music or noise.



Promote Safety & Accessibility

Position products within arm's reach, use proper lighting, and keep entrances and pathways clear of trip and fall hazards.



Be Mindful of Memory Loss

If you recognize signs of dementia, such as short-term memory loss, confusion, wandering, and frustration, give simple instructions in a dignified way.

Go the Extra Mile

To support the challenges that may come with age, offer a helping hand and provide good customer service in a courteous manner.

Make it Readable

Use large, easy-to-read text, position signage in reasonable locations and find alternate solutions for easier reading.



Keep a Watchful Eye

Stay alert and lookout for suspicious activity, and be an advocate for older adults who may be more vulnerable to fraud and abuse.



Celebrate our Elders

Show your appreciation and build customer loyalty by offering special discounts, memberships, and free or affordable services for older adults.



Interested in learning more and having your business or organization certified as a Pacifica Age-Friendly Business? Contact: PacificaAgeFriendly@gmail.com

SCAN QR OR VISIT LINK
FOR MORE INFO & TO REGISTER

SMALL BUSINESS DIGITAL MARKETING STRATEGIES WORKSHOP

Unlock the secrets of successful digital marketing strategies, from SEO to social media, and watch your online presence soar—leverage master tips by signing up for our free hands-on workshop today.



MARK BALLIET
Mentality Designs & Local
Rank Expert CEO, SEO expert



KY TRUONG
Designed by Ky CEO,
creator of @PHODACULTURE,
branding expert

THE VASC, 2410 SENTER RD, SAN JOSE, CA 95111

IN-PERSON,
OPEN TO ALL

DEC 8th

10:00 AM -
1:00 PM

VIETNAMESE
AMERICAN
ROUNDTABLE

"Pacifica Local" Signs at 2023 Fog Fest

"Pacifica Local" signs were provided to Pacifica businesses at the 2023 Fog Fest to help differentiate them from other Fog Fest Vendors. A survey was conducted approximately 2 days after the event to gather reactions and outcomes. Click below to view a PowerPoint of the results.

Special thanks to community member Ed Ochi for his work on this project!



Results of "Pacifica Local"
Signs

Shop Pacifica

Shop Pacifica is a citywide eGift Card program created to support small businesses and the local economy by keeping local dollars in Pacifica. The Shop Pacifica e-Gift card is free to businesses to participate in and allows customers to shop at ANY participating locations in Pacifica.

Do not miss this opportunity to support your community and promote your business. **Join 40+ merchants** already registered and **sign up** to become a participating business today.

Be on the lookout for upcoming Shop Pacifica holiday promotions!

Watch a 2 Minute Informational Video

[Learn More](#)

[Apply to Join](#)



Military Entrepreneur Challenge Nationwide Grant Application

The Military Entrepreneur Challenge is a nationwide grant program that gives veteran, military spouse, and Gold Star family entrepreneurs the opportunity to compete for capital to grow their small business.



[Apply Now](#)



Electric Vehicle Charging Programs, Incentives and Benefits

Peninsula Clean Energy's EV Ready Program is a \$28 million electric vehicle (EV) charging infrastructure program seeking to install 3,500 charging ports in San Mateo County over four years. The program is for workplaces, multi-dwellings, public parking areas, and other public locations to improve access to EV charging and accelerate the adoption of electric vehicles.

[Read More About the EV Ready Program](#)

[Benefits of EV Charging for Multi - Family Properties and Workplaces.](#)

[View a Map of EV Charging Stations in](#)



Feature Your Business on the City of Pacifica's Facebook & Instagram

City of Pacifica reaches a combined audience of 4,000+ on Facebook & Instagram, and is eager to share content from local businesses relating to news, events and promotions that will inspire people to visit the city. If you would like the City of Pacifica to review one of your businesses social media posts, please visit the link below and learn more.



[Learn More Here](#)



Meet Our Economic Development Team



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Alyssa Barranti
Management Analyst II
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[Learn More About Pacifica's Economic Development](#)

Committee

Next EDC Meeting Details Economic Development Agendas and Minutes



Visit our City webpage for a full list of available resources

Questions & Comments? Contact Us!
econdev@pacifica.gov.

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