



Seasons Greetings Pacifica Businesses,

With the holiday season in full force, we want to remind local businesses to join the **Shop Pacifica program** to take full advantage of holiday shopping and celebrations. The more businesses participating in this free City-sponsored program powered by Yiftee, the more benefit this program brings to our community. Every Shop Pacifica dollar purchased, remains in our city, benefitting the local economy. On a related note, be on the lookout for an upcoming **Shop Pacifica Buy One Get One** promotion coming up on December 8<sup>th</sup> and continuing through Friday, December 22<sup>nd</sup>! We're excited to bring this promotion to Pacifica during the holidays in an effort to boost the revenue of our local businesses.

The Economic Development Team has been diligently engaging with local businesses through our business visitation program, and assessing their unique needs. If, by chance, we haven't had the pleasure of visiting your business, or if we inadvertently missed you, please do not hesitate to reach out.

As always, we appreciate your feedback. Please contact us at [econdev@pacificagov](mailto:econdev@pacificagov) if you have any questions, comments or suggestions on how this publication, and the economic development division in general, can be a more valuable resource to you. We recognize that small businesses are the backbone of our economy, and we want to provide resources that will foster the success of your business. Please share this e-newsletter in your network and invite your friends and family to subscribe.

Here's to a thriving and successful 2023 Holiday Season,

Tara G. Schiff  
Economic Development Manager



### Before You Sign That Lease...

So you are ready to move your business into a new location and you are about to sign the lease – congratulations! But at the same time, beware: Many promising businesses get into financial trouble at their most vulnerable time, because they did not understand all of the risks, obligations, and other issues connected with their lease. Before you sign that lease, here are 10 questions you should ask yourself:

1. Do I have an experienced broker or real estate professional who is advising me? If not, you might contact the Small Business Development Center (SBDC) of San Mateo County, which offers free expert real estate consulting. There are also local commercial real estate brokers who you can retain to help you.
2. Have I done all the research needed on the location, Fair Market Value of rent, and other issues affecting my new location?
3. What is the condition of the space, and what improvements will need to be made? What improvements will be my responsibility and what improvements will the landlord pay for?

4. Have I negotiated a fair price for the lease?
5. Do I understand all the lease obligations? What are the “common area maintenance” (CAM) charges, or other expenses beyond the monthly rent, that I will need to pay?
6. Do I trust the landlord to be fair, responsive, and professional?
7. How long will it take to obtain City & County permits, and then to build out all the improvements, before I can open my business? Will I need to pay rent during those initial months before I can open my business?
8. Will I need a personal guarantee?
9. If I want to sublease or assign the lease to someone else in the future, can I do that?
10. Who will be my neighbors in the new location? Are there any synergies, or any concerns?

Before you sign that lease, make sure you have gotten advice and support from a knowledgeable, reputable broker, consultant or real estate professional. Good luck with the next chapter in your business adventure!

In addition, you can always feel free to contact the City of Pacifica’s Economic Development Division at: <https://www.cityofpacifica.org/departments/economic-development>.

## Announcing **\$10,000** small business grants from Verizon.

Give your business amazing opportunities for free. Join Verizon Small Business Digital Ready to access free courses, events and more. Plus, right now you can apply for \$10,000 grants.

## Introducing the VSBDR **\$10,000 Grant**

The grant period is open between 10/11/23 and 12/20/23. To qualify, simply register for Verizon Small Business Digital Ready and complete any combination of two courses, coaching, or community events. Plus, access free, proven online tools and support that can help you succeed in the digital economy.

[APPLY HERE](#)

## 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:

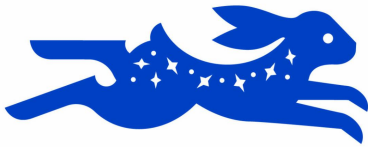
- Must be willing to participate in a virtual 16 week mentorship program
- Must not be part of an accelerator program at the time of participation



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

## How to Prepare for the Winter Storm Season...

"The **National Weather Service** has **forecast above-normal precipitation** in the Bay Area this winter, a reminder to check (or build) your emergency kit and review (or create) your evacuation plan."

*'The time to prepare is now, not when the waters are rising and the winds are blowing,' said Shruti Dhapodkar, director of the County's **Department of Emergency Management**.*

*'We know it can feel a bit overwhelming – yet another to-do list during the holiday season,' Dhapodkar said. 'To make it a bit easier, we've created a simple step-by-step guide. It's not much more complicated than figuring out what you would need if you and your family decided to hunker down at home for a few days.'*

Read the County of San Mateo Press Release [Here](#).

## 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](https://sba.gov/nsbw)

# BUSINESS DEVELOPMENT WORKSHOP TALLER DE DESARROLLO DE NEGOCIOS

## FREE! • ¡GRATIS!

**ENHANCE YOUR  
ENTREPRENEUR MINDSET**

**December 13 @ 6 - 8 PM**

Via Zoom!

Call **(650) 726-8380** for more information

Learn how to develop the thinking of an entrepreneur and lead your business to success.



\*Open to current and future entrepreneurs.

**DESARROLLAR SU  
MENTALIDAD DE EMPRENDEDOR/A**

**Diciembre 19 @ 6 - 8 PM**

¡Vía Zoom!

Llame al **(650) 726-8380** para mas información

Aprenda cómo desarrollar el pensamiento de un empresario y llevar al éxito su negocio.

\*Abierto a emprendedores actuales y futuros.

[www.Coastside365.com/OCC](http://www.Coastside365.com/OCC)



# BUSINESS DEVELOPMENT WORKSHOP TALLER DE DESARROLLO DE NEGOCIOS

## FREE! • ¡GRATIS!

### WRITING SMART GOALS

### OBJETIVOS SMART

December 4 @ 5:30 - 7 PM

Diciembre 11 @ 5:30 - 7 PM

Via Zoom!

¡Vía Zoom!

Call **(650) 726-8380** for more information

Llame al **(650) 726-8380** para mas información

#### SMART Model

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound



#### Modelo SMART

- Especifico
- Medible
- Alcanzable
- Relevante
- Temporal

\*Open to current and future entrepreneurs.

\*Abierto a emprendedores actuales y futuros.

[www.Coastside365.com/OCC](http://www.Coastside365.com/OCC)



## 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 Pacifica.](#)

## 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



**Yulia Carter**  
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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](mailto:econdev@pacifica.gov)

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