



Happy Holidays Pacifica Businesses,

We are excited to continue the **Shop Pacifica** Buy One Get One promotion through the end of this week, Friday, December 22nd. Over \$5,000 worth of gift cards have been purchased over the past 10 days in an effort to boost the revenue of local businesses through the holiday season. Every Shop Pacifica dollar purchased, remains in our city, benefitting the local economy. We encourage you to **sign up** and join over 50 business participating in the program. The more businesses participating in this free, City sponsored program, the more benefit to our community.

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@pacifica.gov](mailto:econdev@pacifica.gov) 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





## Become a Shop Pacifica Participating Business

### What Types of E-Commerce or Digital Marketing are Right for Your Business?

If you are having trouble attracting customers, it might be a sign that you need to improve and update the way you interact with your customers online. Here are some quick questions to ask yourself:

1. *How effective is my website – from the customer’s perspective?* If you have not updated your website in a while, take a fresh look at your website. Do you use Search Engine Optimization (SEO)? Is it easy for customers to learn about your business, and then make purchases while on my website? Does the website need to update or improve its appearance & navigation?
2. *Am I using the right POS?* A Point of Sale (POS) system is an integrated software and hardware platform that replaces a conventional cash register and helps you manage your sales. Some of the more popular POS systems are: Toast, Clover, Shopify, Square and Lightspeed. Some of these systems have powerful options, and you can use them to: process credit/debit and other types of transactions; calculate sales tax; track your inventory; calculate discounts & manage loyalty programs; manage payroll; manage your accounting needs; and other services. But which one is right for you?
3. *OK seriously, do I really have to use Social Media to promote my business?* Absolutely, but how will depend on your specific business and who your customers are. You may want to consider establishing a page or channel on Facebook, YouTube, Instagram, LinkedIn, Tik Tok, or other platforms. Applications like Hootsuite can help you efficiently post on multiple platforms at the same time, and also schedule, manage and track the performance of your posts. Applications like Canva can allow you to have more attractive and professional posts. But which social media strategy is best for you, and how can you be effective on social media if you don’t have a lot of time or money?
4. *What are my competitors doing with e-commerce and digital marketing?*
5. *How tech savvy are my customers... and where & how do they use the Internet to make their purchasing decisions?*

You don’t need to spend a lot of money to have an effective website, POS, or digital marketing strategy – some of the best tools out there are free! The San Mateo Small **Business Development Center (SBDC)** offers free expert consulting in e-commerce and digital marketing.

In addition, you can always feel free to contact the City of Pacifica’s Economic Development

The poster features a dark blue background on the left with white and yellow text. On the right, there is a photograph of several smartphones displaying various social media app icons like Instagram, YouTube, Spotify, and Facebook. A dark blue box is overlaid on the right side of the image, containing white text.

**AMERICA'S SBDC CALIFORNIA**  
NORTHERN CA NETWORK  
SAN MATEO

# Social Media Essentials

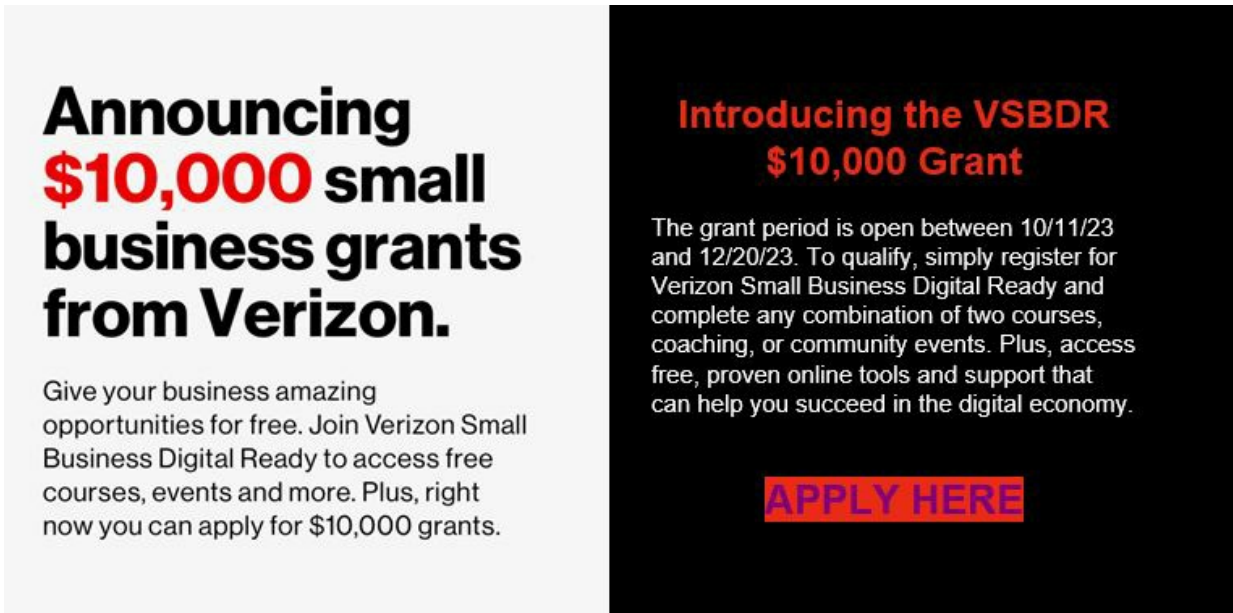
Wednesday, January 24 | 10:00 AM - 12:00 PM  
Online on Zoom

Social Media Essentials is a class that will teach you how to manage your social media accounts efficiently and with the right balance of care. You'll learn all about which platform is best, what type of posts, and get tools to help you find success in an increasingly competitive world.

Led by San Mateo SBDC Advisor  
**Molly O'Kane**

For More Information Visit:  
[www.sanmateosbdc.org](http://www.sanmateosbdc.org)

[Register Here](#)

The announcement is split into two columns. The left column has a light grey background and contains the main headline and introductory text. The right column has a black background with red and white text, including the grant details and a call to action button.

## 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](#)

### Amber Grant for Women

WomensNet founded the “Amber Grant” in 1998. The grant was set up with one goal in mind: to honor the memory of a very special young woman, Amber Wigdahl, who died at just 19 years old — before realizing her

business dreams.

Applying is simple. Just take a few minutes to tell us about yourself and your business dream. No long, complicated forms to fill out. Submitting one application makes you instantly eligible for all grants related to your business. We announce the grant winners by the 23rd of the following month.



[Apply Now](#)

## 10k Grants: Restaurant Disaster Relief



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

## Join California Shop Small



California Shop Small is a six-week online training and mentoring program offered by the NorCal

SBDC to help product-based or existing business owners sell online. Business owners will learn to set up an eCommerce website and understand online marketing, get their businesses online, reach new customers, and increase sales. Our instructor, Ramin Ramhormozi, has over 25 years of experience in e-Commerce and Digital Marketing.

Cohort training consists of six weeks of online classes. Each class is approximately two hours (10 AM – 12 PM), with optional hands-on training and support from 1 – 2:30 PM.

[Click Here to Apply](#)

**AMERICA'S SBDC CALIFORNIA**  
NORTHERN CALIFORNIA NETWORK  
SAN MATEO

## Get Your Business Found - Google My Business

Wednesday, January 17 | 1:00 PM - 2:30 PM  
Online on Zoom

Google My Business is an essential tool for any business to have a presence on the internet. Google my BUSINESS has many features including creating profiles; responding positively (or negatively) via reviews posted online; adding photos from products themselves if there isn't already enough content showing up within Maps alone – all while answering questions like "What exactly do I need?"

You'll be able to use this webinar as soon learn about some tips that will help increase customer engagement analytics in order to get more out of each interaction between yourself or one-of-a-kind product experience

Led by San Mateo SBDC Advisor  
**Molly O'Kane**

For More Information Visit:  
[www.sanmateosbdc.org](http://www.sanmateosbdc.org)

[Register Here](#)

## 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



## 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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**Tara Schiff**  
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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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