



Hello Pacifica Business Community,

As we enter this new Spring season, the wild flowers are blooming and we get to enjoy all the beauty that is Pacifica! The Economic Development Team is here to help your business succeed in the community we so appreciate. We have continued engaging with local businesses through our business visitation program to assess your unique needs. We are committed to your growth and well-being. Please reach out to us so we can connect you to vital resources you need to thrive. If we inadvertently missed you and haven't had the pleasure of visiting your business, please do not hesitate to reach out.

We are excited to announce the City will be running a **Shop Pacifica** Buy One Get One promotion from April 1 - April 7 to incentivize customers to shop at participating locations! Do not miss the opportunity to support the community and grow your business. **Join 55+ merchants** already registered and **sign up** to become a participating business.

We also want to continue to promote an upcoming local event that is being actively planned by the City in partnership with the Economic Development Committee: Blues & Brews. The event is currently scheduled for Saturday, April 27th, from 1-5 pm. If you are interested in sponsoring this event, please click [here](#).

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.

All the best,  
Tara Schiff  
Economic Development Manager





CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE PRESENTS:

# BLUES

# & BREWS

(AND SOME BLUEGRASS, TOO!)

**WHEN: SATURDAY, APRIL 27**

**TIME: 1PM - 5PM**

**WHERE:**

**PALMETTO AVE BETWEEN  
MONTECITO & HILTON**

**MUSIC, BEER, FOOD  
VENDORS, AND  
KIDS ACTIVITIES!**

**WITH LIVE MUSIC FROM:**

**WINDY HILL**

**STAN ERHART & THE**

**FABULOUS MISFITS**

**JOHN BARLEYCOM**

**ALL BEER PROCEEDS BENEFIT  
PACIFICANS CARE.**



**SCAN FOR  
SPONSORSHIP  
FORM**



**Thank you  
to our premier  
sponsors!**



**PALERMO  
PROPERTIES TEAM  
COMPASS**



**ROCKAWAY RESIDENTIAL  
MANAGEMENT**

**VISIT [WWW.CITYOFPACIFICA.ORG](http://WWW.CITYOFPACIFICA.ORG) FOR MORE INFORMATION!**

The City of Pacifica in collaboration with the Economic Development Committee is excited to continue to promote the second annual Blues and Brews festival! The event will be held Saturday, April 27 from 1-5PM on Palmetto Ave between Montecito Ave. and Hilton Way.

Sponsorship opportunities are still available! Click [here](#) to view the sponsorship package that provides a variety of sponsorship and donation levels. Any participation at any level is greatly appreciated.

Thank you for all that you do to contribute to our community. We look forward to seeing you at this year's Blues and Brews and celebrating our wonderful city!

**Sponsorship  
Opportunities**



## SHOP PACIFICA Spring BOGO Event

Spend \$25, get a \$10 bonus card  
Spend \$50, get a \$25 bonus card  
Spend \$100, get a \$50 bonus card



Limit \$300 in bonus cards per purchaser.  
While supplies last or until promotion ends  
April 7th, 2024. Bonus cards expire on  
May 12, 2024.

**Shop Pacifica** is a citywide eGift Card program created to support small businesses and the local economy by keeping local dollars in Pacifica. From April 1 - April 7 the City will be running a Buy One Get One promotion to incentivize customers to shop! Do not miss the opportunity to support the community and promote your business. **Join 50+ merchants** already registered and **sign up** to become a participating business.

Join the Shop Pacifica  
Program

Home | Fast Break for Small Business

Fast Break for Small  
Business grant program:  
the perfect play

Apply now

Glenn "Aunt" Antetokounmpo  
NBA Champion, 2x MVP &  
Entrepreneur

Official Online Business  
Formation Services Partner

Fast Break for Small Business is the largest grant program for small business owners.\* The program aims to assist business owners with the tools and resources they need to start and grow their businesses—the perfect play. This opportunity is designed to support both established and budding business ventures with the most significant distribution of funding for small business owners in recent years.\*

Apply today for your chance at a \$10,000 small business grant and/or up to \$500 in LegalZoom products and services. Grant applications close on **September 13, 2024 at 8 p.m. ET.**

Learn More &  
Register

---

## A Five-Point Checklist For Retail Success In 2024



**1. Every channel counts.** The pandemic saw online shopping go into overdrive. Although many have returned to the high street, the convenience of online shopping has left a lasting impression on the retail industry. Consumers are now looking to strike a balance between in-store and online shopping. However, they expect to see the same level of personalization in-store as they enjoy online.

**2. Look after your most loyal customers.** Clienteling is when a brand focuses extra attention on customers most loyal to them. Imagine a 1950s department store: In those days, the customers who spent the most in-store were given extra attention by the sales assistants. While there weren't many of these customers—just 20% of the total base—they made up 80% of total revenue.

**3. Sustainability is on the rise.** Haven't companies been mindful of sustainability for years? Yes, but the pressure is really on in 2024. Consumers are far more concerned with sustainability these days, and this is shaping their purchases. But brands needn't be scared: This is actually a major opportunity for growth. In fact, one-third of customers revealed that they would pay more for products they knew were sustainable.

**4. Remember social commerce.** Social commerce is set to overtake traditional commerce by 2025. So it makes sense to consider it this year. To succeed, you should know the target audience you're marketing to. Gen-Z overwhelmingly hangs out on TikTok, so if they are your target market, you'll need to establish a strong presence on that platform. Just make sure that your content is authentically "you"; giving off one impression on social media and another on your website will only confuse customers and turn them off your brand.

**5. The year of personalization.** Personalization is not just a "nice-to-have" anymore—it's expected. Recent data has shown that customers feel frustrated when their experience isn't personalized. This makes sense—if a customer's purchasing experience is tailored to them, they will feel more valued by the brand and more likely to purchase again.

**Delivering The Omnichannel Experience.** There are two main lessons to take away here: Consider your channels as one unit, and offer a personalized experience across them all. Make your most loyal customers feel appreciated by offering them benefits and extra attention. You can then increase this number by providing all customers with an experience that's unique for them. Taken together, this means more repeat customers and a greater return on investment.

---

## Food Business Brand & Branding



It's not just a logo, it's not just a font but a good brand attracts customers & staff- the key drivers of your success! A brand is invaluable to your success. In this seminar we will explore the ways that you can build your own compelling business catapulting brand so that your people know how to find you.

**April 1 | 2:00 p.m. - 4:00 p.m.**

[Register](#)

## 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 55+ 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](#)



## Accessing Capital for Early Stage Businesses

It's not just a logo, it's not just a font but a good brand attracts customers & staff- the key drivers of your success! A brand is invaluable to your success. In this seminar, explore the ways that you can build your own compelling business catapulting brand so that your people know how to find you.

**April 9 | 10:30 a.m. - 12:00 p.m.**

## 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:

- Monday, March 4, 2024 - Monday, March 18, 2024



Learn  
More



**\*REGISTER NOW\***

### Join the New Year's Sustainable Business Challenge

The California Green Business Network can help your business save money and operate more efficiently through our Green Business Certification.

The first two businesses that complete their certification by Earth Day will receive a 2 minute highlight video to promote their business

**\*ENROLL NOW!\***



[greenbiztracker.org/business/registration](https://greenbiztracker.org/business/registration)

Register

## New Reporting Requirements for Small Businesses

The **Corporate Transparency Act**, which took effect in January 2024, requires small businesses with fewer than 20 employees to report their ownership information to the Department of the Treasury's Financial Crimes Enforcement Network as part of an effort to curb money laundering and illicit financial operation. Existing companies have one year to file and new companies must file within 90 days of creation or registration.

Corporate Transparency Act

## 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

## 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**  
Assistant City Manager  
[ycarter@pacifica.gov](mailto:ycarter@pacifica.gov)

**Tara Schiff**  
Economic Development Manager  
[tschiff@pacifica.gov](mailto:tschiff@pacifica.gov)

**Alyssa Barranti**  
Management Analyst II  
[abarranti@pacifica.gov](mailto:abarranti@pacifica.gov)

## 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).

City of Pacifica | 540 Crespi Drive , Pacifica, CA 94044

[Unsubscribe coffice@pacifica.gov](mailto:coffice@pacifica.gov)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [econdev@ci.pacifica.ca.us](mailto:econdev@ci.pacifica.ca.us) powered by



Try email marketing for free today!