



Hello Pacifica Business Community,


Happy Small Business Month! Small businesses are essential pillars of our community, fostering connections and inspiring entrepreneurship. Through initiatives like **Shop Pacifica**, we can support businesses like yours, that contribute to our local economy's vitality. Thank you for all you contribute to Pacifica's economy. You make Pacifica the vibrant, eclectic city that we all love and enjoy!

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.

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





*Proclamation of the*  
**CITY OF PACIFICA**  
*In Recognition of*  
**SMALL BUSINESS MONTH**  
**MAY 2024**

*WHEREAS, National Small Business Month was created by the Small Business Association (SBA) more than 50 years ago; and*

*WHEREAS, Small Business Week 2024 is designated as April 28th to May 4th; and*

*WHEREAS, because this country's 33.2 million small businesses create nearly two out of three jobs in our economy, we cannot resolve ourselves to create jobs and spur economic growth in America without discussing ways to support our entrepreneurs; and*

*WHEREAS, when the City of Pacifica was incorporated in 1957, small businesses were the foundation of the local economy; and*

*WHEREAS, today, the City of Pacifica's nearly 2,000 small businesses play a vital role in the community and local economy; and*

*WHEREAS, small businesses support local economy, employ local residents, encourage youth entrepreneurship, engage in philanthropic and civic campaigns, and contribute to the vibrancy of the City of Pacifica; and*

*WHEREAS, residents of the City of Pacifica are asked to support their local businesses and recognize their contributions and the key role they play in keeping our economy strong;*

*NOW, THEREFORE, I, Sue Vaterlaus, on behalf of the City Council of the City of Pacifica and all its citizens, do hereby proclaim May 2024 as "SMALL BUSINESS MONTH" and encourage all Pacifica residents to support our local small businesses during the month of May 2024 and all year long.*

*DONE, this 26th day of April, 2024.*



*Sue Vaterlaus, Mayor*

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**The Pacific Coast Fog Fest Board of Directors Are Recruiting Volunteers**





Fellow community members who love Fog Fest, you're invited to get involved! The Pacific Coast Fog Fest Board of Directors are recruiting volunteers to fill specific roles necessary to put on the 37th Annual Pacific Coast Fog Fest. If you are interested in volunteering on one of the following teams, contact John Beckmeyer at [jbeckmeyer@fogfest.org](mailto:jbeckmeyer@fogfest.org) for more information.

- Legal
- Security
- Website Management
- Fundraising & Sponsorships
- Marketing & Communications
- Cashier Training & Management

Home | Fast Break for Small Business

Fast Break for Small Business grant program: the perfect play

Apply now

Official Online Business Formation Services Partner

Giannis Antetokounmpo  
NBA Champion, 2x MVP & Entrepreneur

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

## Digital Marketing Series: Mastering SEO, Paid Search, and Paid Social Ads



### SILICON VALLEY

Join our webinar series tailored for emerging entrepreneurs and small businesses keen on mastering digital marketing. Designed to guide you from the basics to advanced strategies, this series covers everything from creating your buyer persona to optimizing your presence across key digital channels like SEO, paid advertising, and social media. Whether your aim is to drive sales, boost traffic, or enhance brand awareness, gain actionable insights and practical skills to leverage digital marketing for your business success. Start your journey to digital marketing mastery and unlock your business's full potential.

**May 1| 10:00 a.m. - 11:30 a.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

Creating a Culture of Excellence –  
Restaurant Magic!



**SILICON VALLEY**

Culture eats strategy for breakfast! In this seminar look at the components of hospitality culture that create that magic where both staff & customers always want to come back.

**May 6 | 2:00 p.m. - 4:00 p.m.**

[Register](#)

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## 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](#)

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**\*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**

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## 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**

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## 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.

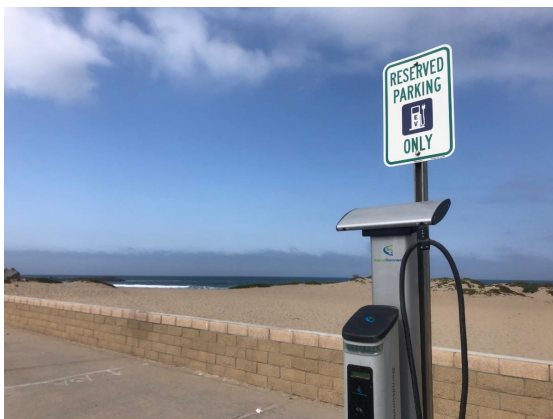
[Apply Now](#)

## 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



## ECONOMIC DEVELOPMENT

### Meet Our Economic Development Team



**Yulia Carter**  
Assistant City Manager  
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**Tara Schiff**  
Economic Development Manager  
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**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](#)



## RESOURCES

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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