



Dear Pacifica Business Owners,

As the summer winds down and the energy of back-to-school season fills the air, we are excited to bring you the latest updates in this month's edition of Business Matters.

We want to highlight valuable opportunities and courses to continue to make your business thrive, including loan match programs, restaurant management courses, and a veterans small business award opportunity. There's much to celebrate and look forward to as we head into the fall.

Thank you for your continued engagement. Let's work together to build a thriving community for everyone!

As always, we appreciate your feedback. Please contact us at 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.

All the best,
Tara Schiff
Economic Development Manager



California Small Business Loan Match

California Small Business Loan Match is a new lender-match tool provided by IBank's Small Business Finance Center as an extension of their Loan Guarantee Program. The Loan Match was created to ease the process of finding trusted loans for California entrepreneurs, gathering dozens of lenders on one platform for a one-stop experience. All lenders have been pre-vetted and enrolled in IBank's Loan Guarantee Program, which specializes in bridging the gap between responsible lenders and small businesses.





What responsible lending means for your business:

California Small Business Loan Match brings together dozens of lenders across the state of California, most of which are certified as Community Development Financial Institutions (CDFIs). All of our partner lenders are considered responsible, non-predatory lenders.

CDFIs are frequently preferred by the small business community because:

- CDFIs are community-based organizations that offer loans with similar interest rates and terms to the ones offered by commercial banks, but who **specialize in helping borrowers who don't meet the rigid lending criteria of traditional banks** — for example, small businesses that have a lower credit score, a prior defaulted loan, or no up-front collateral.
- CDFIs **specialize in helping people in lower-income communities.**
- CDFIs **offer a much more flexible and affordable repayment plan** — unlike online lending or Merchant Cash Advance (MCA) loans, which tend to be very expensive (with high-interest rates and additional fees) and can require very fast repayment (some requiring you to pay back in just 12 months).

[Learn More](#)

Black Business Summit

YOU ARE INVITED TO ATTEND
**BLACK BUSINESS
SUMMIT**

Join us in celebrating Bay Area Black Owned Businesses

Network with like-minded entrepreneurs, share your thoughts on support needed for black business owners, and learn about the resources available to grow your business.



**College of San Mateo
Building 10**
1700 W. Hillsdale Blvd.
San Mateo, CA



THURS, AUGUST 8, 2024



**Doors Open 5:30 PM
Event 6:00 - 8:00 PM**

REGISTER NOW



Heavy appetizers will be provided,
please help us prepare by
submitting your RSVP!

For more information please contact info@sanmateosbdc.org | (650) 395-9130

**Learn More &
Register**

Restaurant Management

Do you often feel like winning is a lot of hard work and requires a dose of magic? Guess what? This seminar is for you! Join us to learn how to manage a restaurant the easier way so that you have more magic and less stress. In this seminar we will break down the chaos and show you how to create calm within your business.

Date & Time: August 5th 2:00 - 4:00 PM



**Learn More &
Register**



Small Business Award

The StreetShares Foundation is committed to creating more opportunities for military veteran entrepreneurs. It's their mission to create opportunities for veteran small business owners through inspirational success stories, educational content, or awards that provide a boost of financial support to grow their business.

Amount: \$4,000 - \$15,000

Deadline: October

[Learn More & Apply](#)

Food Costing For Profit

Whether you are an existing restaurateur looking for a refresher course, or a start-up business looking for training, this seminar is for you. This seminar is designed to provide you with the knowledge and tools you need to effectively manage your food costs and set your menu prices for profitability



Date & Time: August 12th 2:00 - 4:00 PM

[Learn More & 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](#)

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 2024 - 2025, **GO-Biz** will accept applications for the California Competes Tax Credit during the following periods:

- July 22, 2024 - August 12, 2024
- January 6, 2025 - January 27, 2025
- February 24, 2025 - March 10, 2025



[Learn More](#)

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](#)

LLC 101

Wednesday, August 21 | 10:00 AM - 12:00 PM

CZI Community Space

801 Jefferson Ave,
Redwood City, CA 94063

If you're embarking on your entrepreneurial journey and opting to establish your business as an LLC, but feeling unsure about the initial steps, the LLC 101 Workshop is tailor-made for you. This introductory session will demystify the fundamentals of LLCs, including:

- Key features of this business structure;
- Essential steps for formation; and
- Basic insights into tax obligations and available resources.

Registration is required to enter
CZI Community Space

Led by San Mateo
SBDC Advisor

Ben Martin

For More Information Visit:
www.sanmateosbdc.org

[Sign Up Here](#)



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



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Alyssa Barranti
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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.

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