



We are excited to introduce the City of Pacifica's first Economic Development E-Newsletter! The City of Pacifica strives to be a business-friendly city to help facilitate quick recovery from the pandemics, and we want to develop an effective communication channel with our business community. We envision this e-Newsletter as a monthly publication, and a valuable resource to connect and benefit our business community. We hope these updates will help you stay informed and updated on business activities in the City of Pacifica and connected to resources.

We value your feedback to help us shape this e-Newsletter to better fit your needs, and we would appreciate it if you filled out a short [survey](#) to tell us what you would like to see in future publications.

Privacy is important to us. Therefore, we will not sell, rent, or give your name or address to anyone. If you wish to unsubscribe, please follow the link at the bottom of this email.

Please feel free to share this e-newsletter and invite your friends and colleagues to subscribe. Keep an eye out for the next issue, and if you have any questions or comments, feel free to contact us at econdev@pacifica.gov.

Sincerely,
Yulia Carter
Assistant City Manager



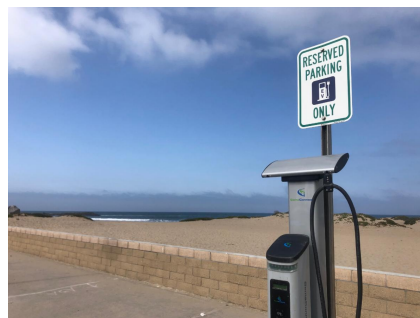
Electric Vehicle Charging Programs, Incentives and Benefits

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](#)

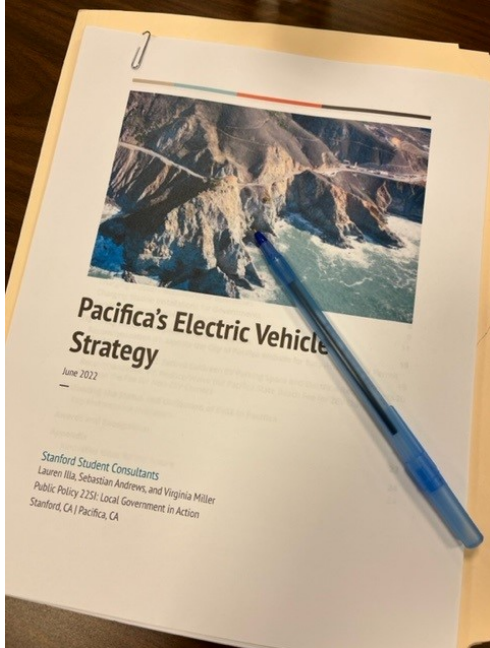
[Benefits of EV Charging for Multi - Family Properties and Workplaces.](#)

[View a Map of EV Charging Stations in Pacifica.](#)



Pacifica Partnered With Stanford University Student Consultants to Develop an Actionable Electric Vehicle Implementation Plan Within the City

The project consisted of researching funding sources, best practices, incentives, and regulations for constructing electric vehicle infrastructure. Students provided policy recommendations for the implementation of an



EVSE network with an emphasis on boosting tourism and economic growth.

The students outlined the current state of Pacifica's EV network, recommended specific policies for city code, expansion of public chargers, and recommendations to encourage private installation of EV chargers.

The students concluded the two quarter long project with a live, in – person presentation to city staff including the City Manager, Assistant City Manager, Mayor, Mayor pro Tem, Department Executives, and Committee and Commission members.

[Read the Full Article Here.](#)

USDA Food Supply Chain Loan Program

The Food Supply Chain Guaranteed Loan Program is part of USDA's Build Back Better initiative guarantees loans up to \$40 million for qualified lenders. The program will support new investments in infrastructure for food aggregation, processing, manufacturing, storage, transportation, wholesaling, and distribution to increase capacity and create a more resilient, diverse, and secure U.S. food supply chain. This program is fully funded by the American Rescue Plan Act



[Learn more about the loan program here.](#)



California Business Comeback Guide

Last year, Governor Gavin Newsom signed a transformative budget, the largest economic and business recovery package in California state history. The historic budget includes funding opportunities, relief programs, and business incentives to accelerate an innovative and resilient economic recovery. This guide is intended to help businesses and for-profit entities identify relevant new and existing state funding resources for recovery and success.

[Read the California Business Comeback Guide Here](#)

Shop Pacifica eGift Card Program

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. In the next few e-Newsletters we plan to highlight the participating Shop Pacifica businesses.

Adding your business to the Shop Pacifica

program, gives your business marketing exposure, increases awareness, and shows residents your brand is making a difference in the place they call home!

There are currently 23 Pacifica businesses that are participating in the program, but we plan to expand this program in the next few months. Also, we are excited to share that in an effort to invest in the post - pandemic Pacifica economy, keep tax dollars local, and drive economic recovery, the City Council approved a one time allocation of American Rescue Plan Act funds to invest in large scale Shop Pacifica promotions this year. Do not miss out on this opportunity to benefit from this initiative and sign your business for the program today. Any Pacifica business with a valid business license can participate in the program free of charge.

[Shop Pacifica on Instagram](#)

[Become a participating business and learn more.](#)



[Did you know? For every \\$100.00 spent at a local business, \\$68.00 stays in the local community!](#)



NOVAworks Job Center

The NOVAworks Job Center works closely with local businesses in San Mateo County to provide programs that build the knowledge, skills, and attitudes necessary to address workforce needs in Silicon Valley. NOVAworks offers resources for your business by sourcing quality candidates for your job openings. They can help you assess your training needs and connect with resources that suit your business.

[Read More on NOVAworks Business Resources.](#)



Mini-Expo & Vendor Showcase

Visit the [FREE Mini - Expo](#) on **August 16, 2022 between 9 AM - 2 PM**. Test foodware, meet foodware vendors, and ask questions!

Attention! Pacifica Restaurants and Food Facilities:

On March 14, 2022, the City of Pacifica, following the San Mateo County Model Ordinance passed a Disposable Foodware Ordinance, prohibiting the use of non-compostable, disposable food service ware, and provisions on disposable food service ware distribution. This new regulation will be enforced starting on **October 1, 2022**.

The City Council adopted *additional* provisions above and beyond the San Mateo County Model Ordinance which will require food facilities to use reusable food service ware for dine-in customers. This new regulation will be enforced

[RSVP HERE!](#)

starting June 1, 2023.



Many entities that have a valid health permit with the County of San Mateo to provide prepared food and beverages to the public within Pacifica will be impacted by the new regulation.

[Review Pacifica's Disposable Food Service Ware Ordinance](#)

[More Information About the Disposable Food Service Ware Ordinance](#)

Upcoming Small Business Administration Partner Events for Small Businesses

Small Business Administration and its resource partners (SCORE, Small Business Development Centers, Women's Business Centers, and Veterans Business Outreach Center) continually offer training and educational programs to aid small businesses.

[Funding, Contracting, and Technical Assistance](#)

Wednesday, August 17, 2022
6:00 p.m. - 9:00 p.m.

[Make Better Business Decisions with Analytics](#)

Tuesday, August 23, 2022
11:00 a.m. - 12:00 p.m.

[Check out other upcoming events.](#)



U.S. Small Business Administration



[Starting a Business in Pacifica - How to Guide](#)

Starting a business in Pacifica? Follow these [9 steps](#) to help get you started.

[SMC Energy Watch](#)

SMCEW assists local governments, schools, non-profits, and small businesses in accessing energy efficiency programs, trade professionals, and financing opportunities. SMCEW provides coordination, outreach, referrals, and educational resources to help community members pursue energy efficiency projects.

- Energy benchmarking to help qualifying small businesses identify opportunities to save energy and money
- We connect you with programs, contractors, and financing options for the implementation of energy efficiency projects
- 0% Interest Loans for \$5,000 and above through PG&E

[Learn more about the SMC Energy Watch program.](#)

[California Rebuilding Loan Program](#)

The California Rebuilding Fund is a loan program designed to help California's small businesses access the funding they need, including those located in economically distressed areas of the state. The loans are flexible, transparent and are designed to help businesses access the financing and advisory services they need to get through these challenging times.

[Learn More About the California Rebuilding Loan Program.](#)

Pacifica Disposable Food Service Ware Ordinance

On March 14, 2022, the City of Pacifica, passed a Disposable Foodware Ordinance, prohibiting the use of non-compostable, disposable food service ware, provisions on disposable food service ware distribution, and regulations on foodware for dine-in customers.

Learn about the Disposable Food Ware Ordinance, Resources and More.

Meet Our Economic Development Team



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Pacifica's Economic Development Committee (EDC)

The Economic Development Committee (EDC) was created by resolution in May 2009 to support the development and attraction of businesses to Pacifica.

The objectives of the committee include:

1. Working with the Economic Development Division, the community and visitors in the identification of new businesses that fill a neighborhood business market gap;
2. Provides a forum to exchange ideas, education, information, and address the business and economic needs of the business community and its residents and visitors; and
3. Reach out to the business community, residents, and visitors to promote business development and support the implementation of the City's Economic Development Plan.

Economic Development Committee Meetings

The Economic Development Committee meets at 6:00 pm on the second Tuesday of each month, unless otherwise noted. Meetings are generally held at the Pacifica Police Department, 2075 Pacific Coast Hwy. On occasion, the Committee meets in other locations.

Please check the current agenda or for latest information

Next Meeting Details

Economic Development Agendas and Minutes

Questions & Comments? Contact Us!

econdev@pacifica.gov.

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