



Welcome to our latest Business Matters e-newsletter!

With the Summer vacation season over and kids back to school, we hope you are settling into a regular routine. A lot of things are happening in Pacifica this Fall . After a two-year break due to the pandemic, the [Pacific Coast Fog Fest](#) preparation is in full swing. We welcome our residents and visitors to participate in this fun and exciting community event on September 24-25, 2022. This is an excellent opportunity to promote Pacifica businesses and boost the local economy. We encourage you to register as a participating merchant in the City's [ShopPacifica e-Gift Card program](#). Merchants who sign up by September 15th will receive a \$25.00 Shop Pacifica e-Gift Card on us! We encourage you to take full advantage of promoting your business and special offers sponsored by the City. Additionally, the City's Economic Development Committee will be planning several business networking events throughout the year. Please reach out to us to share your thoughts and ideas to help us plan these events.

We strive to position ourselves as a business-friendly City and want to develop an effective communication channel with Pacifica businesses. After launching this ongoing communication last month, we received great feedback from many of you. We plan to continue having this newsletter as a monthly publication to help build, connect and benefit our business community. Still, we would appreciate your help refining and improving it to make it an even more valuable resource to you. Please fill out a short [survey](#) to tell us what you would like to see in future publications.

Please share this e-newsletter in your network and invite your friends and colleagues to subscribe. As always, feel free to contact us at econdev@pacificagov if you have any questions or comments or if you would like to share any specific content for the next publication.

Sincerely,

Yulia Carter
Assistant City Manager



Shop Pacifica City Wide Launch

To celebrate the official launch of Shop Pacifica eGift Cards this summer, the City is rewarding everyone who participates with some incredible deals!

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

SHOP PACIFICA CITY-WIDE LAUNCH!!

**Sign Up Your Business.
Get a \$25 Shop Pacifica
Gift Card!***

*While supplies last.
Promotion ends September 15, 2022.
Sign up at bit.ly/shop-pacifica



participating locations in Pacifica.

Merchants: Sign up and your business by clicking [HERE](#) and scrolling to the bottom of the page to "Apply to Join". Sign up by **September 15, 2022** and receive a \$25.00 Shop Pacifica Gift Card on us!

[Watch our Merchant Webinar](#)

SHOP PACIFICA CITY-WIDE LAUNCH!!

**Buy \$25 and get a \$10 bonus gift
Buy \$50 and get a \$25 bonus gift
Buy \$100 and get a \$50 bonus gift**

Limit \$300 in bonus cards per purchaser. Available until October 15, 2022 or While Supplies Last. Bonus cards expire December 25, 2022.



The City of Pacifica is now recruiting citizens to join the Economic Development Committee

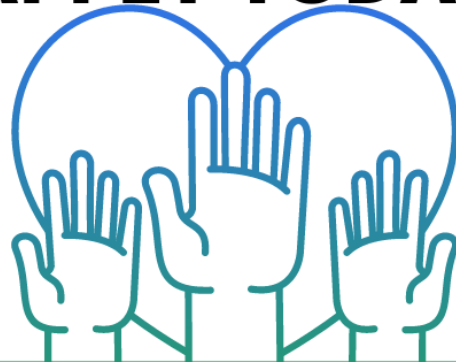
The City of Pacifica is recruiting citizens for the Economic Development Committee.

The Economic Development Committee exists to support the development of current local businesses and their interface with the City of Pacifica, improve aging business districts and bring new businesses to Pacifica. This committee meets on the second Tuesday of the month at 6:00 PM.

Applications can be found at: www.cityofpacifica.org/committees and can be submitted by email to scoffey@pacifica.gov or to the City Clerk's Office at 540 Crespi Drive.

Applications are due September 26, 2022.

APPLY TODAY



**City Committees &
Commissions**

Restaurant Disaster Relief Fund

To help restaurants recover in times of critical need, DoorDash has partnered with Hello Alice and the Global Entrepreneurship Network to create the [Restaurant Disaster Relief Fund](#). The fund supports restaurants impacted by natural disasters like fires and floods, and provides relief through \$10,000 grants.

The [Summer Round](#) deadline for applications is on Friday, September 30, 2022



Middle Class Tax Refund

The Middle Class Tax Refund will provide qualified state personal income tax filers with a one-time payment in order to provide relief to Californians. Payments are expected to begin going out to individuals by the end of October 2022 and conclude by mid January 2023.



STATE OF CALIFORNIA
Franchise Tax Board

Learn more about the [refund](#) including qualifications



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.](#)

California Dream Fund

The California Office of the Small Business Advocate (CalOSBA) announced grant awards to technical assistance and grantmaking partners of the California Dream Fund Program. The California Dream Fund Program is a one-time \$35 Million grant program that will provide microgrants to seed entrepreneurship and small business creation in California. To qualify for the Dream Fund program, small startup businesses must complete a training and consulting program with one of seventeen technical assistance centers selected from CalOSBA's Technical Assistance Expansion Program (TAEP) network. Learn more [here](#).



CALIFORNIA
DREAM FUND

Disposable Foodware Ordinance

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



Be **FOODWARE AWARE!**

REUSE. CHOOSE. REFUSE.



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 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.

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

[View Upcoming Events Related to the Ordinance 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](#)



EVENTS

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 FREE training and educational programs to aid small businesses.

Create a Winning Business Plan

Monday, September 19, 2022
10:00 a.m. - 12:00 p.m

Money and Your Business

Thursday, September 22, 2022
9:00 a.m. - 10:30 a.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.

Norcal Small Business Development Center Training Opportunities

Whether you are just starting out, or looking to grow, SBDC can help you navigate every turn at every stage of your business at no cost to you.

[Learn More](#)

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.

[Lean about the Disposable Food Ware Ordinance, Resources and More.](#)



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

[Apply to Join Pacifica's Economic Development Committee](#)

[Next EDC Meeting Details](#)

[Economic Development Agendas and Minutes](#)

Meet Our Economic Development Team



Yulia Carter
Assistant City Manager
ycarter@pacificagov



Alyssa Barranti
Management Analyst
abarranti@pacificagov

Questions & Comments? Contact Us!

econdev@pacificagov.

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

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