



Greetings Pacifica Business Community!

In this recent Business Matters e-newsletter, we want to highlight that the City of Pacifica accepts applications for the **Economic Development Committee**. If you have the knowledge and expertise to share on how to boost the local economy, help retain current and attract new businesses, and promote Pacifica, please submit your application **today**. Applications can be found at: www.cityofpacifica.org/committees and can be submitted by email to scoffey@pacificagov or to the City Clerk's Office at 540 Crespi Drive, Pacifica.

We continue the Citywide promotion of the Shop Pacifica program, powered by **Yiftee**, by giving away gift cards redeemable at **29 participating businesses**. Don't miss out on the opportunity to welcome the ShopPacifica shoppers and **sign up** for your business today. On a related note, the Yiftee regional and international team has chosen Pacifica for their annual **visit** to meet with City officials, visit participating program locations and, of course, spend Shop Pacifica dollars locally. It was a fantastic opportunity to host our partners in our community, and we hope more businesses will choose to **sign up** to start benefitting from this free program sponsored by the City.

The City is aiming to hold the October 24 City Council meeting in person, with phone capability for public comment. See this **Press Release** for more information.

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 subsequent publication.

Finally, we invite the entire community to join the Pacifica's very first **Blues & Brews** festival on October, 22 from 1-5pm. Please bring your friends and family to enjoy great music and fantastic local brews.

Sincerely,

Yulia Carter
Assistant City manager



Reminder: Business Licenses Due October 31!

The deadline to renew business licenses for 2022-23 is October 31. Renewal letters have been sent to each Pacifica business. You may renew your business license online by



visiting <https://pacifica.hdlgov.com/>, or by clicking [here](#).

If you have not received your renewal notice or have questions please contact HDL at (650) 290-6303

For more info on business License renewal visit our city webpage [here](#).

Feature Your Business on City of Pacifica

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 [click here to learn more](#).



Time is Running Out: The California Rebuilding Fund Closes For Loan Applications in November

The California Rebuilding Fund Loan offers fixed, low rate financing, 5 year term. The maximum loan amount is up to \$100,000, interest only.

Please join Small Business Majority and participating community lenders for an interactive overview of the California Rebuilding Fund and how it may help you start, grow or expand your small business.

Topics of discussion include:

- Eligibility for the California Rebuilding Fund

- Free and low-cost technical assistance to help you get loan ready
- Participating Community Development Financial Institutions (CDFIs) and how to

Apply by November 15

Learn More - Tuesday, October 25 at 10:00am PT - [Register Here](#)

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

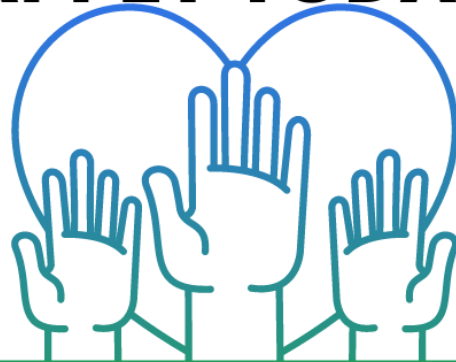
The City of Pacifica is accepting applications for the Economic Development Committee. If you would like to share your knowledge and expertise to help promote Pacifica and boost local economy, please submit your application to join this dynamic group.

The Committee's mission is to support the City's Economic Development program and activities, help retain current and attract new businesses to Pacifica. The 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@pacificagov or to the City Clerk's Office at 540 Crespi Drive.

Apply Today

APPLY TODAY



City Committees & Commissions

Sign Your Business Up Today & Receive a \$25.00 Gift Card!



Buy any eGift Card.
Earn up to \$300 in bonus gift cards!*



*While supplies last
or until promotion ends October 15, 2022.
bit.ly/shop-pacifica



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! Don't miss out on the opportunity to be among the top redeeming businesses this quarter!

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.

Merchants: Sign up and your business by clicking [HERE](#) and scrolling to the bottom of the page to "Apply to Join".

[Watch our Merchant Webinar](#)
[Follow us on Social Media](#)

Promotion ends October 15, 2022 or while supplies last.

Reminder: Register to Vote!

Election Day is November 8, 2022! You may register at any time, but to be eligible to vote in an upcoming election, your Voter Registration Form must be submitted online by midnight no later than 15 days before that election.



Register and Learn More

REGISTER TO VOTE



October is Cybersecurity Awareness Month

Since 2004, the President and Congress have declared each October as Cyber Security Awareness Month. Learn more about ways to protect yourself and your business from cyber attacks. See the Cybersecurity and Infrastructure Security Agency (CISA) website [here](#).

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.



**CALIFORNIA
DREAM FUND**

Learn more [here](#)





Pacifica Blues and Brews!

Join us next **Saturday, October 22 2022**, from **1:00 – 5:00 PM** for a great event and an even better cause. The City of Pacifica, in partnership with the Pacifica Economic Development Committee and Pacifica Bike Park is hosting Pacifica Blues and Brews. Beer sale proceeds will help fund Pacifica's Bike Park. Three bands, three breweries, and a whole lot of fun! Come join us on **Palmetto Avenue between Montecito and Hilton**. Walking or biking encouraged!

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.

Small Business Accountability Group

Tuesday, October 18, 2022
11:00 a.m. - 12:00 p.m CDT

Sources of Funding

Saturday, October 22, 2022
1:00 - 2:30 p.m. CDT

[Check out other upcoming events.](#)



U.S. Small Business
Administration

Tuesday, October 25 | 5 PM- 6:30 PM

Business Grant Readiness and Planning

Kia Tattegrain

Need funding for your business to help subsidize the revenue you receive from services or products? Join this class to learn about how to ensure readiness for pursuing corporate and micro grants and how to make the process of applying symplified and sound.



RESOURCES

Renaissance Entrepreneurship Center

Renaissance Entrepreneurship Center is poised to help thousands of individuals achieve personal, financial, and social transformation through the power of small business. Renaissance has helped open more businesses than any other non-profit in the Bay Area. From inception to business planning, access to capital and resources, and ongoing assistance that growing businesses require, Renaissance fuels community vitality by empowering under-served individuals to start businesses that bring jobs, character, and sustainable economic health to the local economy.

San Mateo County Economic Development Association

SAMCEDA exists to promote business issues that enhance and sustain economic prosperity of our region and local community.

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 provisions on disposable food service ware distribution. This new regulation began on October 1, 2022. *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.*

SCORE's Small Business Resilience Hub

SCORE's Small Business Resilience Hub offers a wide range of free resources to help small businesses with preparation and recovery relating to everything from sudden market changes, economic downturns, supply disruptions, to natural disasters. Get prepared!



ECONOMIC DEVELOPMENT

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](#)

Questions & Comments? Contact Us!
econdev@pacifica.gov

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