



Greetings, Pacifica Business Community!

As the weather changes and the rainy season is now here, it is time to slow down and start planning ahead. We invite our business community to participate in the in-person workshop on November 15, 6 - 8 PM. As part of the City's Vision 2025 and Beyond strategic planning project, the City of Pacifica is conducting an **Economic Opportunities Study** that includes an assessment of the City's commercial economy. Please add this community workshop to your busy calendars and join us for a meal and help identifying the economic opportunities in each business zone.

The City's first **Blues and Brews** event initiated by the Economic Development Committee took place on October 22 and was a great success. What a perfect way to bring more action to the Palmetto area while bringing great music and fantastic local brews for the community to enjoy!. As we plan more future activities for that location, we welcome your feedback and suggestions.

With the holiday season ahead of us, we want to remind local businesses to join the **Shop Pacifica program** to take advantage of holiday shopping and celebrations. More businesses participate in this free City-sponsored program powered by Yiftee, the more benefit this program will bring to the entire community. In addition, every Shop Pacifica dollar purchased through the e-gift card program will remain in our city, benefitting the local economy. So do not miss out on this free opportunity to promote your business and sign up as a merchant today. On a related note, check out the story below on Yiftee's team visiting Pacifica last month.

As always, we would appreciate your feedback. Please contact us at [econdev@pacificagov](mailto:econdev@pacificagov) if you have any comments, questions or suggestions on how to make this newsletter a more valuable resource to you. Please share this e-newsletter in your network and invite your friends and colleagues to subscribe.

Sincerely,

Yulia Carter  
Assistant City Manager



# Save the Date!

November 15<sup>th</sup>, 2022

## *Economic Opportunity Study 2<sup>nd</sup> Community Workshop*



**SCAN HERE**  
to add to your calendar

### We want to hear from you!

Attend the 2<sup>nd</sup> Economic Opportunities Study workshop and provide your feedback on various opportunities within each major business area of Pacifica. Listen to Kosmont Companies present its initial findings on real estate market conditions and potential strategies to improve the City's long term financial health.

Doors will open at 5:30 for light dinner.

Short presentation starts at 6:00, followed by breakout groups to discuss ideas for each business area.

Comment cards will be provided for those who are unable to stay for the full event.

**LOCATION:** Pacifica Community Center

**ADDRESS:** 540 Crespi Drive

**DOORS OPEN:** 5:30pm

**WORKSHOP:** 6:00 – 8:00pm

*Light dinner provided*

*Kosmont Companies*

*Questions?* Email [pacificaoutreach@kosmont.com](mailto:pacificaoutreach@kosmont.com)

### Press Release

## November: National Entrepreneurship Month

November is National Entrepreneurship Month. To commemorate this occasion, we would like to convey our deep appreciation for all of our local entrepreneurs. This includes individuals dedicated to developing innovative products and services that can help address global and industrywide problems, but it also includes those that contribute specifically to the uniqueness that makes Pacifica the special place it is.



*Renaissance Women's Business Center presents*

# WOMEN MEAN BUSINESS: Storytelling for Underdog Founders

Reflect on your identity,  
craft your story, and learn  
how to tell it in a compelling  
way. Enjoy appetizers, and  
leave with a clear story  
and new friends!



**Renaissance SoMa**  
**275 5th Street, 2nd Fl**  
**San Francisco, CA**

**NOVEMBER 15, 2022**  
**5:30 - 7:00 PM**

Every founder has a story. In this workshop, you'll reflect on your identity, craft your story, and learn how to tell it in a compelling way. Learn together by practicing with each other and giving feedback. You'll leave with a clear story of your business and some new friends.

[Register 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 visit the link below and learn more.



[Learn More  
Here](#)



RENAISSANCE & SSF LIBRARY PRESENT:

# CANVA: PRACTICE THE BASICS

Are you ready to hone your graphic design skills?  
Come away from this workshop with a graphic  
you can use with guidance from an expert!

Thursday, November 17, 12-1pm  
On [Zoom](#) > Register with QR code

Questions?  
[ssfpladm@plsinfo.org](mailto:ssfpladm@plsinfo.org) | 650-829-3960



With Abby Feder,  
Abby Feder Web Design



Do you have an event coming up or something you want to post on social media but you'd like a second set of eyes on your design skills? Review the basics of Canva and design your own flyer, banner, or social media post! Get hands-on practice and real-time support.

[Register Here](#)



## The Restaurant Disaster Relief Fund

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

[Apply Here](#)



## 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)

Applications due by November 15th

[Apply Here](#)



### Yiftee Team Visits City of Pacifica

Shop Pacifica - Powered by Yiftee 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.

On October 13th, Yiftees CEO Donna Novitsky, and the international Yiftee team took a field trip to Pacifica!

With Shop Pacifica e-Gift cards in hand, the team split into two groups, visiting 6 participating



local merchants. The groups met with participating business owners, discussed the Shop Pacifica e-Gift Card program, and made purchases at each location using Shop Pacifica e-Gift cards.

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

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



## 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](#)



**LETS CELEBRATE**

## Successful Blues and Brews Event on Palmetto

The City's first Blues and Brews event initiated by the Economic Development Committee took place on October 22 and was a great success. The event was a perfect way to bring more action



to the Palmetto area while bringing great music and fantastic local brews for the community to enjoy! We plan to hold future events activities at this location to bring our community together! We welcome your feedback and suggestions.



## 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

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## **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.*

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## **U.S. Small Business Administration**

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.



U.S. Small Business  
Administration

**[Check upcoming events.](#)**

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## **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!

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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 EDC Meeting Details](#)**  
**[Economic Development Agendas and Minutes](#)**

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**Questions & Comments? Contact Us!**  
[condev@pacifica.gov](mailto:condev@pacifica.gov).

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

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