



Greetings Pacifica Business Community!

This winter season, we want to spread holiday cheer by showing our unfailing support for local businesses. To start off, we want to highlight the Networking Night event sponsored by the City of Pacifica and the Economic Development Committee. This was the very first networking event of this kind that took place on November 30th at Table Wine & Merchants, and it was a great success! With about 20 businesses attending, it was a perfect way to connect local Pacifica business owners to network and learn about the resources available through the **Renaissance Center**, **Small Business Development Center**, and the City's Economic Development programs and initiatives. We will work on replicating these efforts throughout the year and welcome your feedback and suggestions as we plan future events and activities.

With the Holiday Season in full force, gift buying will be a major theme in our lives for the next few weeks, and this is why we think it is more important than ever to continue promoting our shop local program. We encourage businesses to join the **Shop Pacifica program** to take full advantage of local holiday shopping and celebrations, which will benefit the entire community. In addition, every Shop Pacifica dollar purchased through the e-gift card program will remain in Pacifica, helping the local economy. We also plan to highlight each of the 29 participating Shop Pacifica businesses over the next few months to feature them in this publication and other City media channels. Do not miss this opportunity to support your community and promote your business and **sign up** for the Shop Pacifica program today.

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

We wish you all a very Happy Holiday season and a joyful New Year!

Sincerely,

Yulia Carter
Assistant City Manager



Your small business
deserves to GROW in 2023!

Apply now for a
\$25K grant

HELLO
ALICE

x



x

THE YEAR
OF SMALL
BUSINESS

In partnership with GEN, the Small Business Growth Fund provides the capital high-growth small business owners need to make their next big move. Each recipient will receive a \$25,000 grant, provided by Mastercard, to accelerate their growth and achieve their goals in 2023.

Eligible businesses must:

- Be a for-profit business
- Have less than \$1M in 2021 gross annual revenue
- Have a commitment to their customers and community
- Have a clear plan for how the funds will help them achieve a significant growth milestone in 2023

Applications close January 6, 2023, at 6:00 p.m.

[Apply Here](#)

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.

In the coming months we plan to highlight each of the 29 participating Shop Pacifica businesses to feature them in this publication and other City media channels. Do not miss this opportunity to support your community and promote your business and **sign up** for the Shop Pacifica program today.

[Watch a 2 Minute Informational Video](#)

[Learn More](#)

[Apply to
Join](#)

December: Worldwide Food Service Safety Month

Worldwide Food Service Safety Month is observed annually during the month of December and gives us the opportunity to revisit food standards in the foodservice industry and their impact on our health and well-being. But more important than the food we eat is the process of cooking and the hygiene observed before, during, and after preparation of the meal, and this month serves as the perfect reminder.



[The 4 Steps to Food Safety](#)



The **Keep It Local Business Fund** grant program, powered by the **Nextdoor Kind Foundation**, will award \$5,000 microgrants to entrepreneurs of color, enabling them to help strengthen and support communities at a local level.


In addition to funding, recipients will receive public recognition of contributions to their community, participation in events with other recipients to share their entrepreneurship journey, ad credits to promote their business on the Nextdoor Platform, and access to trainings on how to thrive as a small business, including Nextdoor's "Recession Playbook."

The hope is that these microgrants light a spark within recipients to drive change in their community and inspire similar efforts in communities around the world — ultimately creating a movement of kindness rising.

Applications are due on Friday, December 16th at 6:00PM EST.

[Apply Here](#)

Employee Retention Tax Credit (ERTC)



Claim a refundable business tax credit from the IRS

If you own a business that had employees during the COVID-19 pandemic, you may be eligible.

What is it?

The ERTC is a refundable tax credit. It rewards businesses who kept employees during the COVID-19 pandemic, up to \$26,000 per employee. You can get the credit retroactively.

Who's eligible?

Businesses and non-profits of any size that closes or limited operations during the COVID-19 pandemic may be eligible. If your business lost money compared to before the pandemic, you may also be eligible.

How to claim the credit

The IRS processes claims through form 941-X. Talk to an accountant, who can help you understand the requirements, fill out the form, and maximize your claim.



DID YOU KNOW?

You can get

up to \$26,000 PER EMPLOYEE

[Learn More Here](#)

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.

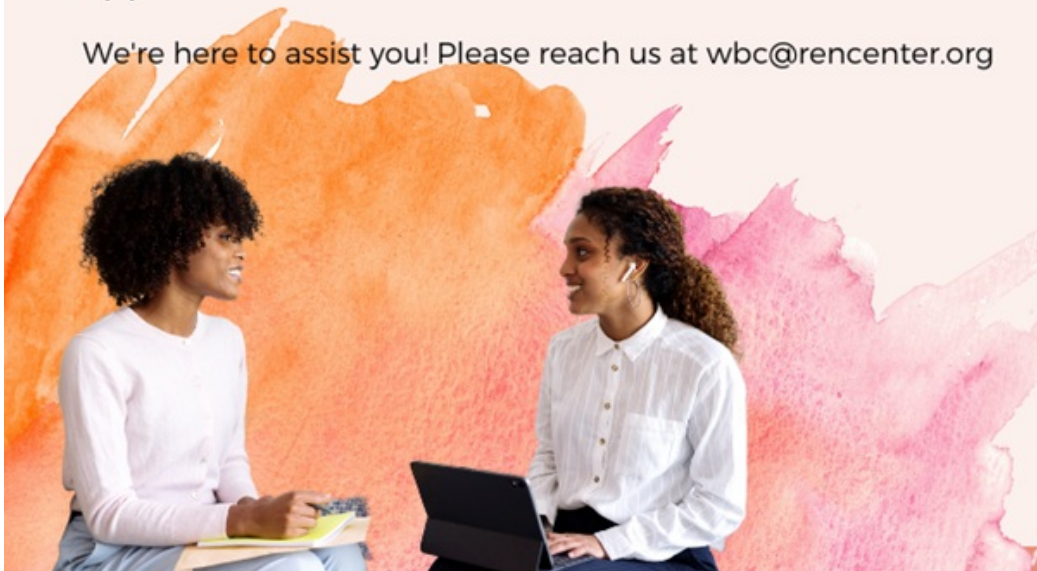


[Learn More Here](#)

RENAISSANCE FINANCING RESOURCE CENTER

Are you looking to fund your business? Do you want assistance understanding your capital options? Need help completing a loan or grant application?

We're here to assist you! Please reach us at wbc@rencenter.org



[Email wbc@rencenter.org](mailto:wbc@rencenter.org)

**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.

Applications are due December 30, 2022.

[Apply Here](#)

Pacifica Voters Adopt Measure Y

On November 8, Pacifica voters adopted Measure Y, enacting locally controlled funding to help address city services the community has identified as important such as keeping pollution and trash off our beaches, attracting jobs and businesses, street paving, and storm drain maintenance to prevent flooding, among other city services Pacifica provides.

Measure Y is a half-cent local sales tax. Funds generated by Measure Y stay local in Pacifica and none can be taken by the County, State, or Federal governments. Measure Y requires independent citizen oversight and regular financial audits. Measure Y is not applied to prescription medicine or food purchased as groceries and is not a tax on homes or property.

[Read the Press Release](#)

Get certified as a minority or woman-owned small business
Renaissance Center's Biz Cert Program will help!

Obtenga certificación como pequeña empresa propiedad de una minoría o de una mujer
¡El programa BizCert del Centro Renaissance le ayudará!

Guided Program

recenterbizcert.org

With the generous partnership and support of the San Mateo County Equity Innovation Fund, Renaissance Center will help the County's small businesses build their capacities and obtain certifications through our BizCert Program. As qualified businesses, entrepreneurs can access, bid on, and secure contracting opportunities with local, state, and federal government entities and corporations.

The program can create systemic change for San Mateo County's business owners of color,

women, and lower income.

You must live in or have a business based in San Mateo County to qualify. Whether you are new to Renaissance or an existing client, explore how BizCert can open doors to new contracting opportunities. Please complete the BizCert Informational Survey to get started or email bizcert@rencenter.org.

[BizCert Survey - English](#)

[BizCert Survey - Spanish](#)

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

NBC Bay Area News Visits Pacifica on Small Business Saturday!

On November 26th, NBC Bay Area News took a trip to Pacifica to highlight the multiple businesses taking part in Small Business Saturday!



Watch the News
Clip

The City of Pacifica and the Economic Development Committee Held the First Business Resources and Networking Night!

On November 30th the City of Pacifica and the Economic Development Committee held the first Business Resources and Networking Night at Table Wine & Merchants. Over 20 business owners attended the event and learned about available resources through the **Renaissance Entrepreneurship Center**, and the **Small Business Development Center**. Business owners also learned about City initiatives and were invited to sign up for the Business Matters Economic Development Newsletter, and Shop Pacifica program. Congratulations to all involved for pulling off a very successful event. We will work on replicating these efforts throughout the year.



[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 (SMCEDA)

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

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. [Checkout upcoming events.](#)

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!

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.*



Economic Opportunities Study

As part of Vision 2025, the City retained Kosmont Companies to conduct an Economic Opportunities Study of Pacifica. This study analyzes the current and future economic opportunities in each of the City's business zones, an exploration of key economic opportunity sites in Pacifica (including the Beach Boulevard Hotel Site, the Quarry Site, and the potential for a Pacifica Downtown in the Palmetto/ Sharp Park area), recommendations on potential updates to the City's Economic Development Strategic Plan and related opportunities.

Kosmont Companies conducted series of stakeholders' interviews, citywide survey and two workshop to solicit the community input and participation. The second community workshop was held on November 15, 2022 to provide the community with an opportunity to provide feedback on various opportunities within each business area of Pacifica.

Kosmont also presented initial findings on real estate market conditions, and potential strategies to improve the City's long term financial health. A recording from this workshop can be viewed [here](#).

The results of the study will be presented to City Council and the Planning Commission in January, 2023. To provide an additional feedback, please email [**Pacificaoutreach@kosmont.com**](mailto:Pacificaoutreach@kosmont.com)



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 Community Center, 540 Crespi Drive.

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](#)

Meet Our Economic Development Team



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Questions & Comments? Contact Us!
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