



Greetings Pacifica Business Community!

The New Year has arrived with significant storms, High Wild and Flood Watch warnings. Rainy weather is predicted to continue into the coming week.

Public Works, Fire, Police Department and other essential services staff are working diligently and have increased staffing to assist in the coming days and are tirelessly preparing for and responding to impacts to keep the community as safe as possible. Please read the following information on what to expect and what precautions to take to keep your neighborhood, and business community safe. Safety also depends on everyone being cautious, staying off the roads as much as possible, and being vigilant about observing and reporting unsafe conditions.

Also know you can call 2-1-1 or [visit 211bayarea.org/sanmateo](https://www.211bayarea.org/sanmateo) for non-emergency storm-related assistance, or call the Police Department non-emergency line at **(650) 738-7314**. Of course, in an emergency, please call 9-1-1.

Emergency Information

- Please reserve 9-1-1 for life-or-death emergencies. Do not overwhelm our dispatch centers.
- Police Department non-emergency number is **(650) 738-7314**.
- To report downed tree limbs, clogged catch basins, or localized flooding, call Public Works Field Services at **(650) 738-3760**.
- Self - service sandbag station is available 24/7 at 1100 Linda Mar Blvd behind the fire station.

Precautions to Take

- Register with **SMC Alert** for regional safety updates
- Know your evacuation route - register for **Zonehaven**
- Clear drains at or around your business
- go to bit.ly/PacificaPrepares for more winter storm preparation tips.

Additional Information and Resources

- **San Mateo County Department of Emergency Management**
- **National Weather Service Weather Awareness (NOAA)**
- **Pacific Gas & Electric Company (PG&E)**

Thank you for your understanding and patience, and may we all remain safe during the storms.

Yulia Carter
Assistant City Manager



January: Mental Wellness Month

Mental wellness involves being able to cope effectively with the difficulties of life, having awareness of your own abilities and opportunities, and having healthy relationships with yourself and others.

Mental wellness is affected by many things, such as work, school, relationships, financial problems, and excessive stress.

January is Mental Wellness Month

PRIORITIZE YOUR HEALTH

Tips to enhance mental wellness :

- **Follow the after-work checklist:** Review (acknowledge a challenge you faced, take a deep breath and let it go); Reflect (however small, consider and appreciate positives in your day); Regroup (offer support to your colleagues and ask for help when you need it) and re-energize (turn your attention to home and focus on relaxing and resting.)
- **Exercise:** Exercising for at least 30 minutes every day can help alleviate symptoms of depression and anxiety. Go for a walk, ride a bike, take a fitness class, or play a sport with friends and family.
- **Eat well:** A balanced diet contributes to both physical and mental health.
- **Put yourself first:** It's important to take time every day for yourself and your mental health. Engage in something that is meaningful and brings you joy. Do what helps you relax and recharge, and seek out experiences that have a calming effect.



\$10,000 Amber Grant for Women

WomensNet founded the "Amber Grant" in 1998. The grant was set up with one goal in mind: to honor the memory of a very special young woman, Amber Wigdahl, who died at just 19 years old — before realizing her business dreams.

Today, WomensNet carries on that tradition, proudly giving away at least \$30,000 every month in Amber Grant money.

Applying is simple. Take a few minutes to talk about yourself and your business. No long, complicated forms to fill out. Submitting one application makes you instantly eligible for all grants related to your business.

Apply by January 21, 2023

[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 31 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](#)

FedEx Small Business Grant Contest

Get ready for a chance to win \$30k for your business! The FedEx Small Grant Contest is an annual grant program offered by FedEx. It originated in 2012 to award U.S. small businesses with grants to enhance their business. The 2023 contest will begin accepting entries on January 31, 2023 at 12:00 p.m. ET.

Apply by February 21, 2023.



[Learn More Here](#)

Fresh Start Business Grant




The Fresh Start Business Grant

Are you looking to start or grow your business?

Whether you're starting over or starting from scratch, **Incfile** wants to be there to help your business succeed. One adult entrepreneur will receive **\$2,500** to put toward business startup costs and will also receive free formation services from Incfile.

[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 BRC Site
366 Grand Ave, SSF, CA 94080

rencenter.org

NEW YEAR NETWORKING: GO GREEN!

Learn how to have or start a green business by talking with other green businesses!

JAN 18 | 6 PM - 7:30 PM

With Carlos Reyes & Alexia Huerta



renaissance
entrepreneurship center



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



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

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](#)

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 (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*



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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