



Greetings Pacifica Business Community!

In this recent Business Matters e-newsletter, we want to highlight the launch of **WORKATION**, the City's new Economic Development program. This exciting promotional program aims to attract and incentivize remote workers to escape the confines of their homes by taking a "workation" in one of Pacifica's beautiful beachfront hotels and explore the countless opportunities to "redesign their lunch break" while enjoying unique recreational opportunities that our community has to offer. All "workcation" visitors will receive a \$50 Shop Pacifica eGift card to spend in town when staying midweek. See the **Press Release** for more information. If you have not yet signed up for your business for the Shop Pacifica program, now is your chance to benefit from this opportunity to make sure our "workationers" will spend their Shop Pacifica cards at your business. You can sign up **HERE**.

We would also like to highlight the three significant grant opportunities listed below, including the \$30k FebEx Small Business Grant, 10k Amber Grant for Women, and the \$2.5k Incfile Fresh Start grant.

In addition, the City Council will be conducting a strategic planning workshop on March 4th. This year, the Council will focus on developing the Mission, Vision, and Values for the City, along with Goals and implementation Strategies to guide the City's work on behalf of the community. We encourage our Business community to take time to participate in this process and provide your feedback on the business needs and economic development vision for the City.

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.

Sincerely,
Yulia Carter
Assistant City Manager



February: National Time Management Awareness Month

Your work quality increases when you're not in a rush to complete it to meet a fast-approaching deadline. February is the perfect month to take stock of your time management skills and check if they align with your New Year's resolutions and goals. With a bit of focus and dedication, anyone

can achieve their goals on time and even incorporate leisure, vacations, and more into their busy schedules. This is a lifestyle celebration that everyone should observe for a happy and productive life.



The 5 Key Elements of Time Management

Pacifica Workations  

Work From ~~Home~~ Paradise

pacificaworkations.com

Ocean views from your hotel. A hundred miles of hiking and biking. Golf. Fishing. Free wifi. Affordable rates.

Time to redefine "working remote."

Get a \$50 citywide Shop Pacifica gift card* when you stay 2+ days, Mon-Thurs!

*Offer valid 2/15/2023-5/31/2023, or while supplies last



City of Pacifica | 540 Crespi Drive, Pacifica, CA 94044 | (650) 738-7300

Press Release

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.](#)



Attention! Pacifica Restaurants and Food Facilities:

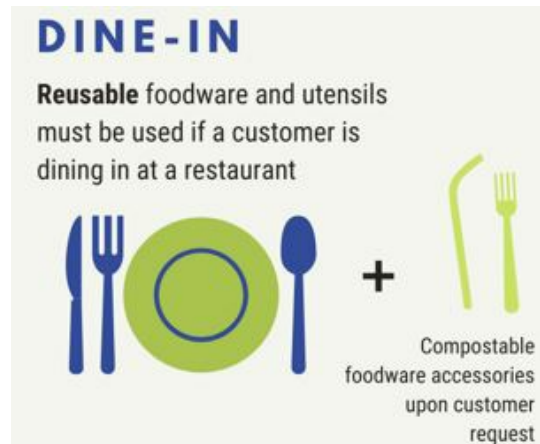
On March 14, 2022, the Pacifica City Council adopted a Disposable Foodware Ordinance, prohibiting the use of non-compostable, disposable food service ware. This new regulation became enforced October 1, 2022.

The City Council adopted *additional* provisions which will require food facilities to provide reusable foodware and utensils for dine - in customers. Enforcement begins 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.

[Review Pacifica's Disposable Food Service Ware Ordinance](#)

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



Marketing Ideas for Growing Your Small Business



Influencer MarketingHub

7 Marketing Ideas for Growing Your Small Business in 2023

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](#)

\$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 February 28, 2023

[Apply Here](#)



COUNTY OF SAN MATEO
BOARD OF SUPERVISORS

San Mateo County Board Invests in Training Opportunities, Mentoring for Entrepreneurs and Job Seekers

The San Mateo County Board of Supervisors voted unanimously to invest nearly \$1.5 million to help entrepreneurs launch businesses and make them grow.

The funds will also help job seekers gain the skills they need to compete for in-demand careers. Programs that include how to gain access to capital will launch through the North Fair Oaks Economic Advancement Center.

[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](#)



**U.S. Small Business
Administration**

Impacted by the Storms? You May be Eligible for Federal Disaster Assistance

The SBA offers **disaster assistance** in the form of low interest loans to businesses, nonprofit organizations, homeowners, and renters located in regions affected by declared disasters.

SBA also provides eligible small businesses and nonprofit organizations with working capital to help overcome the economic injury of a declared disaster.

If you are located in a declared disaster area, you may be eligible for financial assistance from the U.S. Small Business Administration (SBA).

[Learn More 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](#)

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 by March 31, 2023

[Apply Here](#)



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.*



Meet Our Economic Development Team



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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 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](#)

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

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

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