



Greetings Pacifica Business Community!

In today's world of uncertainty, there are still fresh cups of coffee to enjoy, new trails to hike, big waves to surf, new plans to make, and big dreams to chase, and Pacifica has everything to offer! We are excited to introduce a new **WORKATION** program to promote our beautiful community and help boost our local economy! Please help us spread the word to invite workers from all over Bay Area (and beyond) to come "workation" in our beautiful coastal community and receive a ShopPacifica gift card on us when they stay for two nights mid-week at any participating Pacifica hotel.

The **Shop Pacifica** e-gift card program continues to perform well and benefit Pacifica's businesses and local economy. On Monday, March 27, the program launched another month-long **Buy One, Get One Free** deal!

These limited-time initiatives create another reason to enroll your business in the **Shop Pacifica program**! As we are giving away bonus cards that are redeemable at any participating ShopPacifica location, we do not want you to miss this unique opportunity to grow your business by bringing in new customers and increasing your sales. Sign-up for Shop Pacifica here to become one of the **40+ participating businesses** at no cost to you and help your community to thrive!

Storms have continued to keep emergency personnel busy. Floods and fallen trees are just a few unfortunate aftermaths of these extreme weather conditions. With another storm forecast this week, we encourage you to subscribe to **San Mateo County Alerts** to receive real-time hazard information directly to your phone to keep updated about road blockages and other important safety alerts.

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



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.

Do not miss this opportunity to support your community and promote your business. **Join 40+ merchants** already registered and **sign up** to become a participating business today.



Spend \$25, get a \$10 bonus card
Spend \$50, get a \$25 bonus card
Spend \$100, get a \$50 bonus card

Limit \$300 in bonus cards per purchaser.
While supplies last or until promotion ends
April 30th, 2023. Bonus cards expire on July 7th, 2023.

Watch a 2 Minute Informational Video

[Learn More](#)

[Apply to Join](#)



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 Now](#)

\$5,000 - \$25,000 Grants for Your Small Business

When small businesses succeed, everyone benefits. In partnership with the Global Entrepreneurship Network (GEN) and with funding from Etsy and Progressive, the Small Business Growth Fund provides small business owners the capital they need to make their next move. Recipients will receive \$5,000-\$25,000 grants to accelerate their growth and achieve their goals in 2023.



[Apply Now](#)



Launch Program

Women and non-binary small business owners often lack the funding and resources they need to scale and grow their operations. That's why the Launch Program exists: to remove barriers to access that prevent you from succeeding. The Launch Program provides you with capital through a \$10,000 grant, mentorship from industry experts, and six months of free education that supports you on your unique journey.

The 2023 Launch Program is open to women- and non-binary-owned consumer packaged goods businesses selling items like food and beverages, household goods, apparel, and more.

**Learn
More**

RENAISSANCE ENTREPRENEURSHIP CENTER

SEEKING VENDORS



SanMateo CountyFair
June 3-11, 2023

**INTERESTED?
FILL OUT
THIS FORM!**



**BECOME A
RENCENTER
CLIENT**



6/3 - 6/4 11AM - 10PM

6/10 - 6/11 11AM - 10PM

\$500 PER WEEKEND

Scholarships are available for
current Renaissance clients

REQUIREMENTS

- ✓ Must be a retail (non-food) vendor
- ✓ Provide a copy of your California Seller's Permit
- ✓ Must have general liability insurance (\$1M) or be willing to purchase it

CONTACT

(650) 829.4652

brc@rencenter.org

**Learn
More**

BENEFITS OF SOCIAL MEDIA

FOR SMALL BUSINESS



Top 4 Benefits of Social Media for Small Business



\$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 Here](#)



renaissance
entrepreneurship center



10-week class **BUSINESS PREP**

GROW YOUR BUSINESS WITH US!



MAR 30 - JUNE 1
THURSDAYS



6 - 9PM



ECONOMIC ADVANCEMENT CENTER
366 Grand Ave, SSF, CA 94080

IN THIS CLASS, YOU WILL

- DEVELOP YOUR MISSION STATEMENT AND BUSINESS PLAN
- UNDERSTAND MARKETING FUNDAMENTALS
- LEARN ABOUT BASIC BUSINESS OPERATIONS
- UNDERSTAND BASIC BUSINESS FINANCIAL PRINCIPLES

REGISTER

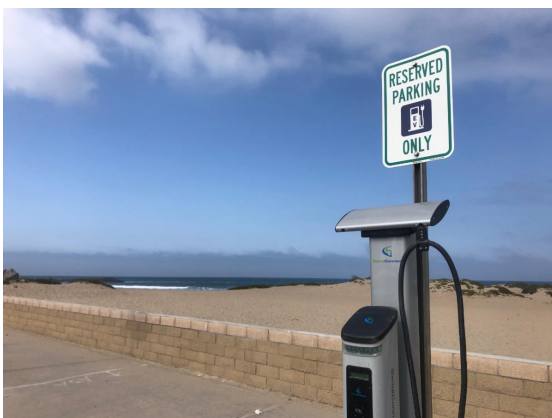
RENCENTER.ORG/CALENDAR
BRC@RENCENTER.ORG
650-829-4660

INSTRUCTOR

Gizel Martin



**PENINSULA
CLEAN ENERGY**



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.](#)



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

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

DINE-IN

Reusable foodware and utensils must be used if a customer is dining in at a restaurant



+
Compostable
foodware accessories
upon customer
request

regulation.

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

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



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**](#)

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 food and beverages to the public within Pacifica will be impacted by the new regulation.*



Meet Our Economic Development Team



Yulia Carter
Assistant City Manager
ycarter@pacifica.gov



Alyssa Barranti
Management Analyst
abarranti@pacifica.gov

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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with



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