



Greetings, Pacifica Business Community!

Earlier this month, the City held a successful **Business Resources & Networking Event** on June 15 which featured Director of the San Mateo Small Business Development Center, Nora Razón. Over 15 Pacifica businesses in attendance learned about the free resources offered through the SBDC including expert consultant one-on-one assistance regarding finance, real estate, and more.

This is the first of what we hope will be several City-sponsored events for local Pacifica businesses. Learn more about the San Mateo Small Business Development Center **here**.

We would also like to highlight the three significant grant opportunities listed below, including the California Small Business and Nonprofit COVID-19 Supplemental Paid Sick Leave Relief Grant Program, the PG&E Corporation Foundation, and the Military Entrepreneur Challenge Nationwide Grant Application.

We are excited to continue promoting **Shop Pacifica businesses** to the entire Pacifica community by launching a **Business Spotlight** section in the Connect with Pacifica Community Newsletter to over 3,500 subscribers. Do not miss this unique opportunity to grow your business by bringing in new customers and increasing your sales. **Sign-up** for free!

Please share your feedback with us at [econdev@pacificagov](mailto:econdev@pacificagov) and invite your friends and colleagues to subscribe.

Thank you,  
Yulia Carter  
Assistant City Manager



**9 Ways to Grow Your Business With Social Media Marketing**

## SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Local mktg</li> <li>• Advertising</li> <li>• Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-25</li> <li>• 26-35</li> </ul>	<ul style="list-style-type: none"> <li>• How-tos</li> <li>• Webinars</li> <li>• Explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• SEO</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Video is resource-heavy</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>
	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/ wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• Small ad audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Ad reporting &amp; custom audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Series content</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>
	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based mktg</li> <li>• App mktg</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>

 **WordStream**  
by LOCALIQ

[Learn More](#)

### 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.

[Watch a 2 Minute Informational Video](#)



## California Small Business and Nonprofit COVID-19 Supplemental Paid Sick Leave Relief Grant Program

The **Program** will award funds to eligible businesses and nonprofits that have incurred costs for 'COVID-19 Supplemental Paid Sick Leave.

*Funds are limited and will be awarded based on eligibility and availability of funds.*

[Apply Now](#)

## Competition Opportunity: Visa Everywhere Initiative 2023



If you are looking for an opportunity to showcase your innovative fintech startup to the world and a platform to gain recognition and build credibility, the 'Visa Everywhere Initiative' competition is for you.

Visa Everywhere Initiative' is an open innovation program that helps startups unlock new opportunities — and can give you a global platform to demonstrate your ground-breaking solutions. The program first launched in the U.S. in 2015, and quickly expanded into a global program.

Three monetary prizes will be awarded during the global finals event celebrated on September 19th at the 'TechCrunch Disrupt' event in San Francisco



- **Overall Winner:** \$50,000 USD
- **Audience Favorite:** \$10,000 USD (The overall winner and the 'Visa Direct' winner are also eligible to win the 'Audience Favorite' prize)
- **Visa Direct:** \$10,000 USD

[Apply](#)



## Grants Totaling \$900,000 from *The PG&E Corporation Foundation*

The **PG&E Corporation Foundation (PG&E Foundation))** and **PG&E** are now accepting applications for their **'Better Together Nature Positive Innovation' and 'Resilience Hubs'** grant programs totaling \$900,000 this year for projects and initiatives dedicated to environmental stewardship and climate resilience

Apply by June 30, 2023

Apply  
Now

## Military Entrepreneur Challenge Nationwide Grant Application

The Military Entrepreneur Challenge is a nationwide grant program that gives veteran, military spouse, and Gold Star family entrepreneurs the opportunity to compete for capital to grow their small business.



Apply Now



## 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.*



**CITY OF PACIFICA**  
**DISPOSABLE FOODWARE ORDINANCE**

**REUSABLE FOODWARE MUST BE PROVIDED FOR**  
**ONSITE DINING**






**ACCEPTABLE DISPOSABLE FOODWARE FOR TAKE-OUT**  
**MUST BE COMPOSTABLE AND NATURAL FIBER**  
(paper, wood, bamboo)





**PLASTIC NOT ALLOWED**  
(including compostable plastic, polystyrene)







*\*Partial list acceptable and non-acceptable items. For a complete list, please review the Disposable Foodware Ordinance.*

**Learn  
More**

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## 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](#)

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Visit our City webpage for a full list of available resources

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### Meet Our Economic Development Team



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Alyssa Barranti  
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## Learn More About Pacifica's Economic Development Committee

[Next EDC Meeting Details](#)

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

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