



Hello Pacifica Business Community,

We hope everyone is starting out 2024 with success!

The Economic Development Team has been busy during the holidays as we continue engaging with local businesses through our business visitation program to assess your unique needs. If we inadvertently missed you and haven't had the pleasure of visiting your business, please do not hesitate to reach out.

We also want to remind businesses about our **Shop Pacifica e-gift card program**. We have a record number of participating businesses and experienced a very successful holiday season, generating an additional \$12k in sales. Please keep in mind that the holiday promotion also resulted in 230+ Shop Pacifica gift cards sold redeemable now at any Shop Pacifica location, and we don't want your business to miss the opportunity to participate when all Shop Pacifica gift cardholders are now looking for places to spend their money. We'd love to have your business participate. To join the program, click [here](#), and scroll to the bottom to "apply to join". Remember, there is no cost to you to join the program, and the gift cards are powered by the Mastercard.

We also want to inform our business community about an upcoming local event that is being actively planned: Blues & Brews, which is currently scheduled for Saturday, **April 27th, from 1-5 pm**. If you are interested in sponsoring this event or having a vendor booth, please feel free to reach out at [econdev@pacificagov](mailto:econdev@pacificagov).

The closure of the Pier has affected foot traffic in the area and impacted businesses on Palmetto and the Sharp Park area. Please see the **Press Release** regarding the Pier closure. The local media has reported the negative impact on businesses, and we are working on attracting more visitors.

Finally, we would like to highlight 3 grant opportunities listed below, including the Amber Grant for Women, Black Founder Start-Up Grant, and the Military Entrepreneur Challenge Nationwide Grant Application.

As always, we appreciate your feedback. Please contact us at [econdev@pacificagov](mailto:econdev@pacificagov) if you have any questions, comments, or suggestions on how this publication, and the economic development division in general, can be a more valuable resource to you. We recognize that small businesses are the backbone of our economy, and we want to provide resources that will foster the success of your business. Please share this e-newsletter in your network and invite your friends and family to subscribe.

All the best,  
Tara Schiff  
Economic Development Manager



What Types of E-Commerce or Digital Marketing are Right for Your

## Business?

If you are having trouble attracting customers, it might be a sign that you need to improve and update the way you interact with your customers online. Here are some quick questions to ask yourself:

1. How effective is my website – from the customer’s perspective? If you have not updated your website in a while, take a fresh look at your website. Do you use Search Engine Optimization (SEO)? Is it easy for customers to learn about your business, and then make purchases while on my website? Does the website need to update or improve its appearance & navigation?
2. Am I using the right POS? A Point of Sale (POS) system is an integrated software and hardware platform that replaces a conventional cash register and helps you manage your sales. Some of the more popular POS systems are: Toast, Clover, Shopify, Square and Lightspeed. Some of these systems have powerful options, and you can use them to: process credit/debit and other types of transactions; calculate sales tax; track your inventory; calculate discounts & manage loyalty programs; manage payroll; manage your accounting needs; and other services. But which one is right for you?
3. OK seriously, do I really have to use Social Media to promote my business? Absolutely, but how will depend on your specific business and who your customers are. You may want to consider establishing a page or channel on Facebook, YouTube, Instagram, LinkedIn, Tik Tok, or other platforms. Applications like Hootsuite can help you efficiently post on multiple platforms at the same time, and also schedule, manage and track the performance of your posts. Applications like Canva can allow you to have more attractive and professional posts. But which social media strategy is best for you, and how can you be effective on social media if you don’t have a lot of time or money?
4. What are my competitors doing with e-commerce and digital marketing?
5. How tech savvy are my customers... and where & how do they use the Internet to make their purchasing decisions?

You don’t need to spend a lot of money to have an effective website, POS, or digital marketing strategy – some of the best tools out there are free! **The San Mateo Small Business Development Center (SBDC)** offers free expert consulting in e-commerce and digital marketing

In addition, you can always feel free to contact the City of Pacifica’s Economic Development Division at: <https://www.cityofpacifica.org/departments/economic-development>.

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## Shop Pacifica Webinar



The City of Pacifica is holding an informational webinar to discuss **Shop Pacifica** and answer any questions on Monday, February 5th at 9:30am.

Shop Pacifica is the city wide shop local program which allows shoppers to use one gift card at multiple locations around town. Currently over 50 businesses are participating including: Moonrakers, Nick’s and Rosalind Bakery, to name a few.

During the webinar we will discuss Shop Pacifica, hear from current program participants, learn how you can participate and ask questions. If you are available and interested, simply email [violette@creativedigitalagency.com](mailto:violette@creativedigitalagency.com) and she will include you on the webinar invitation.

Webinar Agenda:



1. What is Shop Pacifica and how to implement it at your business
2. Testimonies from current participants
3. Q&A

We hope to see you there!

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## 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 55+ merchants** already registered and **sign up** to become a participating business today.

Be on the lookout for upcoming Shop Pacifica holiday promotions!

**Watch a 2 Minute Informational Video**

[Learn More](#)

[Apply to Join](#)



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## California Competes Tax Credit (CCTC)

The **California Competes Tax Credit (CCTC)** is an income tax credit available to businesses that want to locate in California or stay and grow in California.

*Businesses of any industry, size, or location compete for over \$180 million available in tax credits by applying in one of the three application periods each year.*

**For fiscal year 2023 - 2024, GO-Biz will accept applications for the California Competes Tax Credit during the following periods:**

- Monday, March 4, 2024 - Monday, March 18, 2024



Learn  
More

## New Reporting Requirements for Small Businesses

The **Corporate Transparency Act**, which took effect in January 2024, requires small businesses with fewer than 20 employees to report their ownership information to the Department of the Treasury's Financial Crimes Enforcement Network as part of an effort to curb money laundering and illicit financial operation. Existing companies have one year to file and new companies must file within 90 days of creation or registration.

## Corporate Transparency Act



## Financial Management for Small Businesses

Wednesday, February 7 | 6:00 PM - 8:00 PM  
Online on Zoom

In this workshop, you will learn how to utilize financial tools to make sound and timely business decisions and meet your short and long-term goals. Some of the topics covered are financial statements, budgets, and cash flow projections.

Led by San Mateo  
SBDC Advisor

**Gabriela Sapp**

For More Information Visit:  
[www.sanmateosbdc.org](http://www.sanmateosbdc.org)



[Register Here](#)

## 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.

Applying is simple. Just take a few minutes to tell us about yourself and your business dream. No long, complicated forms to fill out. Submitting one application makes you instantly eligible for all grants related to your business. We announce the grant winners by the 23rd of the following month.



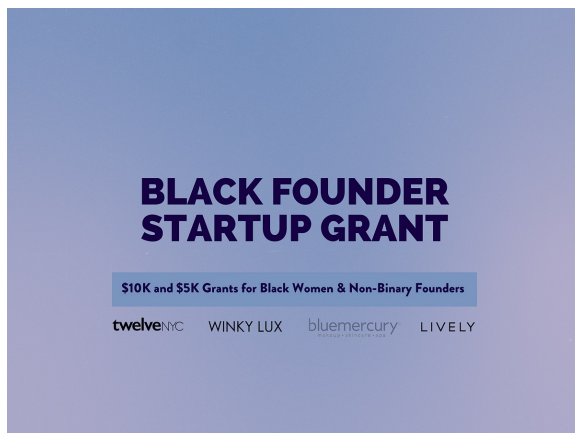
[Apply Now](#)

## Black Founder Start Up Grant

The Black Founder Startup Grant program from the SoGal Foundation and other sponsors provides grants of up to \$10,000 to Black and multiracial women and nonbinary entrepreneurs. The program accepts applications on a rolling basis and is open to entrepreneurs with a legally registered business who plan to seek investor financing to scale.

To qualify, you should:

- self-identify as a Black woman or Black nonbinary entrepreneur (inclusive of multiracial Black women and multiracial Black nonbinary folks)
- have a legally registered business
- plan to seek investor financing in order to scale, now or in the future
- have a scalable, high-impact solution or idea with the ambition to be the next billion dollar business.



[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.](#)

## 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](#)



# ECONOMIC DEVELOPMENT

## Meet Our Economic Development Team



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## Learn More About Pacifica's Economic Development Committee

[Next EDC Meeting Details](#)  
[Economic Development Agendas and Minutes](#)



# RESOURCES

Visit our City webpage for a full list of available resources

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

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