



Hello Pacifica Business Community,

The Economic Development Team has continued engaging with local businesses through our business visitation program to assess your unique needs. We are committed to your growth and well-being. Please reach out to us so we can connect you to vital resources you need to thrive. 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 inform our business community about an upcoming local event that is being actively planned by the City in partnership with the Economic Development Committee: Blues & Brews. The event is currently scheduled for Saturday, April 27th, from 1-5 pm. If you are interested in sponsoring this event, please click [here](#).

As always, we appreciate your feedback. Please contact us at 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



Employment Training Panel

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:

Does your business need to train new workers or re-train existing workers? The Employment Training Panel (ETP) can help. ETP is a State organization that provides funding to employers to assist in upgrading the skills of their workers through training that leads to good paying, long-term jobs. Here's how it works: first, the business enters into an agreement with ETP that specifies how many employees need training and what kind of training they will receive (e.g., courses at a local college, other classroom learning or certifications, on-the-job training, etc.). After the training is completed, ETP reimburses the business for their training costs, up to an agreed-upon maximum. In one recent example, ETP reimbursed a company about \$40,000 to partially offset their training costs. If you are interested in learn more, please visit:

<https://etp.ca.gov>

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

CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE PRESENTS:

BLUES



BREWS

SATURDAY, APRIL 27 • 1PM - 5PM

**MUSIC, BEER,
FOOD VENDORS,
& KIDS ACTIVITIES!**

SCAN FOR
SPONSORSHIP
FORM

**PALMETTO AVE BETWEEN
MONTECITO & HILTON**



VISIT WWW.CITYOFPACIFICA.ORG FOR MORE INFORMATION!

The City of Pacifica in collaboration with the Economic Development Committee is excited to announce the second annual Blues and Brews festival! The event will be held Saturday, April 27 from 1-5PM on Palmetto Ave between Montecito Ave. and Hilton Way.

This year, we are proud to offer a variety of sponsorship opportunities that provide visibility for your business, as well as to the events attendees. Click [here](#) to view the sponsorship package that provides a variety of sponsorship and donation levels.

Any participation at any level is greatly appreciated. Thank you for all that you do to contribute to our community. We look forward to seeing you at this year's Blues and Brews and celebrating our wonderful city!

**Sponsorship
Opportunities**

**Business Financing, Business Start-
up/Preplanning**



Embark on a journey to financial empowerment for your business with an exclusive virtual presentation by the Lead Lender Relations Specialist, Marlow Schindler, from the US Small Business Administration's San Francisco District Office. This session is designed to demystify and illuminate the various facets of SBA loan programs;

- 7a
- 504
- Community Advantage
- SBA Microloans.

Join for an insightful exploration of how these programs can be pivotal in financing and nurturing the growth of your business. Gain a comprehensive understanding of eligibility criteria, application processes, and the unique benefits each program offers. The event will also feature an interactive Q&A session, allowing you to seek clarity on any queries you may have.

DATE: March 20th

TIME: 3PM - 5PM

FORMAT: Online Meeting (Live)

[Register](#)

BUSINESSES NEED TO KNOW

When Making Repairs or Improvements

✓ Spanish and Chinese language interpretation will be provided upon request.

RSVP & request language access accommodations
<https://bit.ly/smallbusinessstraining2>

Monday, March 11, 2024 6pm - 7:30pm:

In-person @ the Bay Area Entrepreneur Center
458 San Mateo Ave, San Bruno

Thursday, March 21, 2024 5pm - 6:30pm:

Join us virtually on Zoom!



Save the Date! Upcoming trainings:
April in San Mateo



Learn about

- Working with Contractors
- Business Insurance Basics
- Local Permits and Licenses
- Potential Tax Implications
- Disabled Access Compliance

Questions?
hello@goodcityco.com



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](#)



INNOVATE. COLLABORATE. ACCELERATE.

FIND YOUR PEOPLE.

ICA Fund's 12-week accelerator program will make you a more confident entrepreneur with a clear plan for growth, the tools to reach your goals, and most importantly, a community to turn to.

OUR PROGRAMS COVER:

- GROWTH STRATEGY
- PEOPLE STRATEGY
- CAPITAL READINESS
- INVESTMENT READINESS

APPLICATIONS OPEN **FEBRUARY 16TH**
 DEADLINE: **MARCH 17TH, 11:59PM**
 FINAL DECISIONS + ONBOARDING: **MID-MAY**
 PROGRAM RUNS: **MAY 30TH - AUGUST 15TH**

A commitment of ~5hrs/week and attendance at every session is mandatory to participate.

WE ONLY HAVE 1 APPLICATION CYCLE FOR 2024.

APPLY NOW.

ICA Fund mentors and invests in founders of color and women entrepreneurs. They support high-potential companies through accelerator programs and through long-term, flexible capital from the ICA Growth Fund. Companies that work with ICA are run by founders committed to making a difference in their community by creating good jobs and building inclusive wealth.

Their 12-week accelerator will make you a more confident entrepreneur with a clear plan for growth, the tools to reach your goals, and most importantly, a community to turn to.

Join the community: ICA Fund has helped over 800 Bay Area founders grow their businesses and has invested over \$12M in 55 companies with 90¢ of every dollar to entrepreneurs of color or women.

Key dates:

Applications Open: February 16
Deadline to Apply: March 17, 11:59PM
Final Decisions & On-boarding: Mid-May
Program Duration: May 30 – August 15

**Apply
Now**

(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



REGISTER NOW

Join the New Year's Sustainable Business Challenge

The California Green Business Network can help your business save money and operate more efficiently through our Green Business Certification.

The first two businesses that complete their certification by Earth Day will receive a 2 minute highlight video to promote their business

ENROLL NOW!



greenbiztracker.org/business/registration

Register

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

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.



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



Yulia Carter
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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.

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