



Welcome to the May edition of Business Matters!

This month, we're proud to shine a spotlight on the backbone of our economy—small businesses. May marks National Small Business Month, a time to celebrate the entrepreneurs, family-run shops, startups, and local ventures that drive innovation, create jobs, and bring life to our communities.

Small business owners wear many hats, face daily challenges, and continuously adapt in a rapidly changing world. Their resilience and vision are worth applauding—not just this month, but every day.

In this issue, we'll highlight local initiatives, announce upcoming events and present resources that support our local business community. Whether you're a seasoned entrepreneur, just getting started, or someone who champions local businesses, we hope you'll find value and encouragement in what we've curated.

Thank you for being a vital part of Pacifica's business community and our local economy. We're proud to celebrate you this Small Business Month and remain committed to supporting you throughout the year with resources, programs and partnerships that help your business thrive. Here's to the dreamers, the doers, and the difference-makers—happy Small Business Month!

Warm regards,
Tara Schiff
Economic Development Manager



**MAY IS
SMALL BUSINESS
MONTH**
in Pacifica



Proclamation of the
CITY OF PACIFICA
In Recognition of
SMALL BUSINESS MONTH
MAY 2025

WHEREAS, National Small Business Month was created by the Small Business Association (SBA) more than 50 years ago; and

WHEREAS, Small Business Week 2025 is designated as May 4th to May 10th; and

WHEREAS, because this country's 33.2 million small businesses make up 99.9% of all U.S. businesses; and

WHEREAS, U.S. small businesses are responsible for creating more than 1.5 million jobs each year, which accounts for 64% of all new jobs; and

WHEREAS, when the City of Pacifica was incorporated in 1957, small businesses were the foundation of the local economy; and

WHEREAS, today, the City of Pacifica's nearly 2,000 small businesses play a vital role in the community and local economy; and

WHEREAS, small businesses support the local economy, employ local residents, encourage youth entrepreneurship, engage in philanthropic and civic campaigns, and contribute to the vibrancy of the City of Pacifica; and

WHEREAS, residents of Pacifica are asked to support their local businesses and recognize their contributions and the key role they play in keeping our economy strong;

*NOW, THEREFORE, I, Sue Beckmeyer, on behalf of the City Council of the City of Pacifica and all its citizens, do hereby proclaim **May 2025** as "**SMALL BUSINESS MONTH**" and encourage all Pacifica residents to support our local small businesses during the month of May 2025 and all year long.*

DONE, this 28th day of April, 2025.

Sue Beckmeyer, Mayor

SBDC Webinar: Anatomy of a Lease

May 21 10:00 am — 11:30 am

Join an informative webinar designed to demystify the language of leases! In this session, we will break down common lease terms, explain their meanings, and highlight the potential pitfalls to avoid. Whether you're a business owner or an entrepreneur, understanding the ins and outs of leases is essential to protect your interests and ensure clear agreements. Learn how to navigate key clauses, avoid common mistakes, and make informed decisions that benefit your business.



Register

Peninsula Fresh

May 21 10:00 am — 11:30 am

San Mateo County's *As Fresh As It Gets* presents



Peninsula Fresh

A new annual showcase connecting growers and producers with restauranteurs, grocers and distributors.

Monday, May 5, 2025 from 9:30 AM - 1:00 PM
The Farallon Room, Skyline College

Lunch provided by



THE
SAN FRANCISCO
Peninsula

RSVP HERE



Peninsula Fresh, a new annual showcase hosted by As Fresh As It Gets AFAIG (sponsored by San Mateo County) and The San Francisco Peninsula DMO (Destination Marketing Organization).

This event will bring together growers, producers, restaurants, and buyers for a half-day session focused on building lasting partnerships and learning about the diverse products San Mateo County has to offer. Designed to strengthen our farm-to-fork community, this gathering will provide a platform for local farmers and growers to connect directly with restauranteurs, grocers and distributors.

Join us for this exclusive free event on **Monday, May 5, 2025, from 9:30 AM to 1:00 PM**. Set in the stunning Farallon Room at Skyline College overlooking San Francisco Bay, the event will feature insightful panels and presentations on sustainability and the farm-to-table movement. Enjoy a delicious lunch provided by Half Moon Bay Brewing Company and explore a showcase of fresh produce from local growers.

Register

Tariff Resource Guide



Tariffs on imported goods impact both importers and exporters, creating challenges in a shifting trade landscape. Businesses that plan ahead and adapt their supply chains gain a competitive edge. GO-Biz encourages California businesses to stay informed and proactively plan for tariff-related challenges. [Here](#) you'll find a collection of resources to help your business navigate tariffs, optimize operations, and remain competitive in the global marketplace.

[Learn More](#)

SBDC: Bay Area Small Business Procurement Summit: Accessing Local, State, & Private Sector Contracts

BAY AREA SMALL BUSINESS PROCUREMENT SUMMIT

Accessing Local, State, & Private Sector Contracts

Join the San Francisco SBDC, San Mateo SBDC, and Silicon Valley SBDC for an exclusive Regional Procurement Event designed to help small businesses unlock new opportunities in government and public sector contracting.



SAN MATEO
SAN FRANCISCO
SILICON VALLEY



May 13, 2025

Sobrato Community Center
330 Twin Dolphin Dr.
Redwood City, CA 94065

9:00 AM - 3:00 PM

REGISTER NOW



tinyurl.com/sbdcprocurement



**Keynote | Panel Discussions
Resource Tables | Networking
Refreshments | Raffle Prizes**

This conference includes:

- Expert-led panels on local, state, utility, and public sector procurement
- Insider tips to navigate the procurement process successfully
- Network with government agencies, utilities, and financial institutions
- Gain resources and connections to grow your business

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or Cal Poly Humboldt Sponsored Programs Foundation. The Norcal Small Business Development Center (SBDC) welcomes all entrepreneurs and business owners. Our events and services are open to anyone interested in small business development. Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance. Please contact: (650) 395-9130 or info@sanmateosbdc.org

[Register](#)

SBDC Seminar: Funding Your Food Business

May 12 2:30 pm — 4:00 pm



Starting a food business can be daunting in itself. Funding can also be overwhelming and confusing. In this seminar, explore how to determine how much money you have and will need, what money is used for and how it functions in your business, and what type of money will best serve your business. Also cover where and how to get the funds you need for your business.

[Register](#)

Shop Pacifica



Shop Pacifica is a citywide e-Gift 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.

Apply to
Join

SBDC Webinar: Legal Issues for Small Businesses

May 13 10:30 am — 12:00 pm



This webinar is developed by Steve Roth based on his years of experience in starting and building companies. The program will focus on core legal issues important to all new companies and small businesses including the corporate form chosen, protecting Intellectual Property, contracts, how to avoid litigation and important workplace and employment best practices.

Register



Over 90% of the Loans Enrolled in CalCAP for Small Business are Loans to Businesses with 10 or Fewer Employees.

CalCAP for Small Business (CalCAP SB) CalCAP SB Provides a Timely Solution to a Wide Array of Underwriting Concerns for Loans to Small Businesses Credit Enhancement CalCAP SB is a credit enhancement program funded by the State Small Business Credit Initiative (SSBCI 2.0). How It Works:

- CalCAP SB provides a credit enhancement to a participating financial institution (PFI) after a small business borrower (SBB), has applied to a PFI, and the PFI has underwritten, approved, and disbursed an eligible loan.
- Once a loan (or line of credit) is disbursed by the PFI and accepted for enrollment in CalCAP SB, contributions for that loan are added to the loan loss reserve account for that PFI.
- The loan loss reserve grows as the PFI enrolls more loans. The loan loss reserve is available

to pay the PFI's claim in the case of default.

- Prior to applying to a PFI, a SBB can work with a small business center to become “loan-ready.”
- Once a SBB is “loan-ready,” they decide to which PFI they will apply. More information including links to resources for SBBs: [CalCAP for Small Business brochure](#)



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
Assistant City Manager
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Tara Schiff
Economic Development Manager
tschiff@pacifica.gov

Alyssa Corsetti
Management Analyst II
acorsetti@pacifica.gov

Learn More About Pacifica's Economic Development Committee

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



Visit our City webpage for a full list of available resources

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

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