



Welcome to the June edition of Business Matters!

As we move into the summer season, there's a renewed energy in the air—and in our local economy. June brings longer days, warmer weather, and fresh opportunities for Pacifica's businesses to connect with the community, attract visitors, and grow.

This month, we're focusing on summer readiness. Whether you're preparing for peak tourist season, launching a seasonal promotion, or simply looking for new ways to engage customers, now is the time to maximize visibility and momentum. We're here to help you make the most of it.

In this issue, you'll find updates on local business initiatives, upcoming community events, and practical resources to support your goals this summer. From marketing tips to grant opportunities, we're committed to equipping you with tools for success.

Thank you for being part of Pacifica's vibrant business community. Let's make this a strong, successful summer together.

Warm regards,
Tara Schiff
Economic Development Manager



BLUES & BREWS DOWNTOWN STROLL



All proceeds benefit HOPE



Thank you
to our featured brewery!



Live Music | Local Craft Beer | Local Cuisine

PACIFICA, CA



Saturday, June 21
12:00-5:00PM



A City of Pacifica Economic Development Committee Event

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SBDC Webinar: Business Plans That Work

June 10 10:30 am — 12:00 pm

This webinar will provide a detailed format for writing Business Plans that get funded. Steve Roth developed this model over 40 years of investing and has successfully used it for hundreds of companies across all industries. We will feature a panel of experts to answer questions.



[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 Webinar: Accessing Capital for Early Stage Businesses

June 17 10:30 am — 12:00 pm



Accessing Capital for Early Stage Companies and Start-ups is designed for new companies looking to raise their first outside money. The webinar will cover equity and debt and feature a panel of experts.

[Register](#)

SBDC Webinar: Hospitality

Leadership

June 23 2:00 pm — 4:00 pm

In this session, delve deeper into how to use your leadership as the driving force of building and maintaining a solid team for success in your hospitality 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.

[Watch a 2 Minute Informational Video](#)

[Apply to Join](#)



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
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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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