



Welcome to the September edition of Business Matters!

As we enter the fall season, schools are back in session and Fog Fest, is right around the corner! We look forward to welcoming thousands of visitors into our special City and showing them all that Pacifica has to offer, from beautiful views, to great food and drink and fun local retail shops!

The City's Economic Development Program is coordinating a series of targeted Merchant Focus Groups this fall. These sessions are intended to share updates on the City's budget, highlight our current Economic Development priorities, and, most importantly, hear directly from the business community. Please keep an eye out for a special invitation to your business district meeting. We look forward to a robust discussion.

In this issue of Business Matters, you'll also find timely resources to support your business, including:

- SBDC Training: Access to Capital Options for Your Business
- Tips to refresh your Google Business Profile before the holiday rush
- SBDC webinars on owning and investing in real estate as a small business, buying and selling your business, and legal issues for small businesses

We look forward to continuing to serve our local business community and helping you thrive!

Warm regards,

Tara Schiff
Housing & Economic Development Specialist



SBDC: Funding Your Future: Exploring Capital Options for Your Business



FUNDING YOUR FUTURE: EXPLORING CAPITAL OPTIONS FOR YOUR BUSINESS

Unlock the funding your business needs with this Access to Capital Training. This session equips entrepreneurs and small business owners with the knowledge to navigate financing options, prepare strong loan applications, and connect with lenders. Learn how to secure the capital essential for starting, growing, or scaling your business with expert guidance tailored to your needs.

TUESDAY
SEPTEMBER 30, 2025
5:30 - 7:30 PM



GABRIELA SAPP
BUSINESS CONSULTANT &
FOUNDER OF EQUITABLE
GROWTH SOLUTIONS



IN PERSON

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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

Funded in part through a cooperative agreement with the US Small Business Administration (SBA). Funded in part through a grant with the Governor's Office of Business and Economic Development. All opinions, conclusions, or recommendations expressed are those of the author(s) and do not necessarily reflect the view of the SBA, California Office of the Small Business Advocate or Cal Poly Humboldt sponsored programs. 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.

Unlock the funding your business needs with this Access to Capital Training. This session will equip entrepreneurs and small business owners with the tools to:

- **Navigate financing options**
- **Prepare strong loan applications**
- **Connect directly with lenders**

Gain expert guidance to secure the capital essential for starting, growing, or scaling your business.

Date: Tuesday, September 30, 2025
Time: 5:30 – 7:30 PM
Location: Millbrae Recreation Center
Address: 477 Lincoln Cir, Millbrae, CA 94030

**Learn More &
Register**

Marketing Tip: Refresh Your Google Business Profile + Prep for Holiday Traffic

Google Business Profile

With the holidays approaching, now is the perfect time to make sure your Google Business Profile is up to date. A quick refresh can help boost your visibility when shoppers search for local businesses—especially during Fog Fest and holiday pre-sales.

- Add new photos (show off seasonal products or fall décor)
- Update your hours and promotions
- Share fresh customer posts (e.g., “Join our September weekend special!”)
- Double-check your contact info (phone, website, address)
- Encourage happy customers to leave a review—this builds trust and improves your ranking just in time for the busy shopping season

A little maintenance now can go a long way in driving holiday traffic to your business!

[Edit Your Google Business Profile](#)

SBDC: Owning and Investing in Real Estate for Small Businesses & Entrepreneurs



This is critical information for anyone interested in buying real estate, especially for small business owners looking to secure their long term future by owning their property, plant and equipment.

September 9 | 10:30 a.m. - 12:00 p.m.

[Learn More & Register](#)

DoorDash Local Business Disaster Relief Fund

HELLO ALICE

DOORDASH

DoorDash, in partnership with Hello Alice, is providing disaster relief grants to small businesses impacted by natural disasters or major infrastructure failures. According to FEMA, nearly 40% of small businesses are unable to reopen after a disaster—this program aims to change that by offering critical funding and resources to help local businesses recover.

To date, DoorDash has awarded nearly \$10 million in grants, supporting hundreds of small

businesses nationwide.

The current application round is **open now through September 29, 2025, at 6 p.m. ET**. To be eligible, businesses must:

- Operate a brick-and-mortar location open for at least six months
- Have experienced hardship due to a state, tribal, or federally-declared disaster or infrastructure failure within the past 12 months
- Demonstrate a clear plan for how the funds will be used to rebuild or recover

[Apply](#)

SBDC: Buy or Sell Your Business



Are you ready to pass on the torch by selling your business in the future? Have you considered acquiring a business instead of starting one? Buying and/or Selling Your Business is for people looking to sell their business in the next 2 to 3 years as well as people interested in purchasing a business in lieu of starting one or as a means to enter new markets, add new products and drive profits through added revenue.

September 16 | 10:30 a.m. - 12:00 p.m.

[Learn More & Register](#)

New Toolkit for Hosting Super Bowl & World Cup Watch Events

The Bay Area is set to take the global stage in 2026, hosting Super Bowl LX in February and six FIFA World Cup matches in June and July at Levi's Stadium. To help local businesses and communities make the most of this historic moment, the Bay Area Host Committee, in partnership with The San Francisco Peninsula, has released the first edition of its Public Screening **Playbook**.

This resource offers clear guidance for bars, restaurants, and community groups looking to host public viewings of the games while staying compliant with NFL and FIFA rules. Learn how to legally promote watch parties, avoid trademark issues, and create memorable fan experiences.

Whether you're planning a match-day happy hour or a large-scale outdoor viewing, now's the time to start prepping. Check out the playbook and explore ways to bring global energy into your local space.



Playbook

SBDC: Legal Issues for Small Businesses



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.

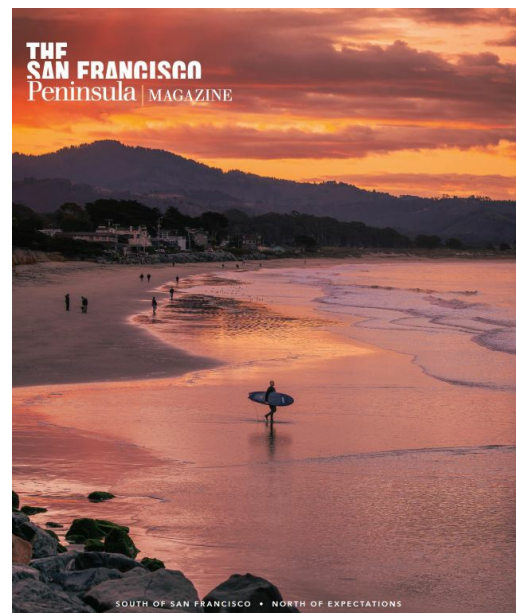
Sep 23 10:30 am — 12:00 pm

Learn More & Register

The San Francisco Peninsula Launches Tourism Guide

The San Francisco Peninsula Launches New Tourism Magazine! San Mateo County's Convention and Visitors Bureau also known as The San Francisco Peninsula has launched its first-ever tourism magazine! The publication highlights attractions and experiences across the region, with Pacifica featured throughout.

Inside, you'll find restaurant recommendations, scenic spots, and a spotlight on Pacifica's famous Dog Surfing Contest, showcasing our community as a must-visit coastal destination.



Tourism Guide



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](#)



ECONOMIC DEVELOPMENT

Meet Our Economic Development Team



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Alyssa Corsetti
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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@pacificagov.

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