



Hello Pacifica Business Community!

As we enter October, the City of Pacifica remains focused on supporting a vibrant and resilient local economy.

This month's newsletter highlights information on the Pacifica Library Project and explores how the City's new libraries will serve as valuable hubs for community and business resources.

We're also sharing a series of upcoming workshops from the Small Business Development Center (SBDC), covering topics such as leveraging your Google Business Profile, harnessing AI tools for growth, strengthening cybersecurity practices, and exploring micro-lending opportunities.

Looking ahead, the City is considering publishing this newsletter twice a month with shorter, more focused updates to share timely information and opportunities as they arise. We'd love to hear from our business community: Would this format be more useful to you? **Please let us know here.**

We encourage Pacifica's business community to take advantage of these free programs and stay engaged as we continue building a strong economic future together.

Thank you,

Yulia Carter
Assistant City Manager



Pacifica Library Modernization Project
How (New) Libraries Can Help Local Businesses



New Libraries Boost Local Economy

*Help modernize Pacifica's
libraries*

Libraries **generate increased spending** at nearby businesses from library visitors and provide resources for entrepreneurs and business startups, driving economic development.

Visit PacificaLibraryProject.com for more information.

Research shows that libraries boost economic development and neighborhood revitalization, helping “strengthen local bonds and community identity.” (Aspen Institute, 2017).

- When people spend time at libraries, they spend money at nearby businesses. Restaurants, retail, and services near libraries see an estimated 23% more in spending from library visitors!
- Libraries provide resources for entrepreneurs and business startups, such as access to market data and business planning services.

Help modernize our libraries and support Pacifica’s local businesses! Pacifica’s libraries are the oldest in the San Mateo County Library system. The Pacifica Library Modernization Project seeks to transform Sharp Park Library and Sanchez Library into modern, 21st century spaces for all Pacificans. The project envisions larger, more accessible spaces and expanded services and programming that will bring more community members to the libraries—and to local businesses!

How you can support the project:

- Join the Library Modernization Project: <https://pacificallibraryproject.com/contact-us/>
- Offer to display project materials at your business (e.g. public counter, window, or bulletin board)
- Offer to host a community event promoting the project

Learn more at pacificallibraryproject.com and stay up to date on social media!

- **Instagram** https://www.instagram.com/pacifica_friendsofthelibrary/
- **Facebook** <https://www.facebook.com/profile.php?id=61564811458906>

SBDC: Leverage Google Business Profile for Growth & Expansion


Business Profile

Whether you’re brand new to Google Business Profile or want to make sure you’re taking full advantage of it, this session will give you practical tools to drive more local traffic, calls, and

customers.

When customers search for products or services in your area—whether on Google, ChatGPT, or other AI-powered search tools—will your business appear, or will they choose a competitor instead? Your Google Business Profile is often the first impression potential customers have of you, and optimizing it for both traditional and AI-generated search results can make the difference between being overlooked or getting the click.

In this workshop, we'll walk you step by step through setting up and improving your profile so it works harder across all search platforms. You'll discover how to showcase your services, use photos and posts effectively, respond to reviews in ways that build trust, and optimize your content for AI search engines.

You'll learn how to:

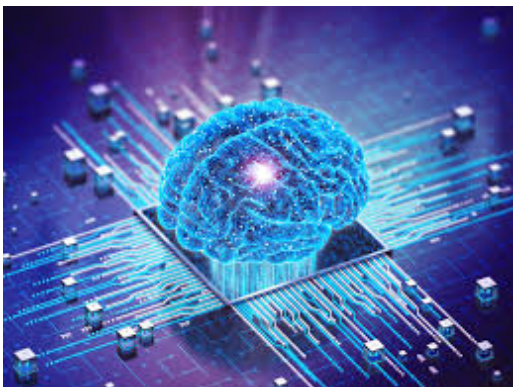
- Claim and verify your Google Business Profile
- Optimize your information so customers find you first
- Boost your visibility in “near me” searches
- Leverage reviews and Q&A to strengthen your reputation
- Use Google’s free features to stand out from the competition

Instructor Bill Ross is a 20+ year digital marketing veteran with experience ranging from being a Founder/CEO of a high volume BtoC eCommerce business to working as a Senior Operations Manager at Amazon Logistics. Bill has his Master’s Degree in Marketing Information Systems and actively coaches eCommerce clients.

Oct 7 12:00 pm — 1:30 pm

**Register for
Event**

SBDC: AI Power Hour



Curious about how artificial intelligence can help your business run smarter, not harder? Join the SBDC for a free, 10-week beginner-friendly virtual training series designed to demystify AI and show you how it can support and grow your business.

- Oct 7: Making Marketing Magic with AI in Canva
- Oct 14: AI for Effortless Social Media
- Oct 21: Creating Stunning Images with AI
- Oct 28: Creating Compelling Video with AI
- Nov 4: AI for Business Data and Financial Insights

**All Trainings 6:00pm-7:00pm via
Zoom**

**Learn More &
Register**

SBDC: Cyber Security Basics

Join us for a discussion of the basics of cybersecurity as we discuss some



details that every computer user should know in order to protect themselves and their business

October 14 | 1:00 p.m. - 2:30 p.m.

**Learn More &
Register**

SBDC: Micro-Lending for Small Business



As a small business, start-up, home based business or first time entrepreneur looking for that critical first loan traditional banks and other senior lenders may not be the best resource. Larger lenders operate in a highly regulated environment with a resulting lower ability to deal with higher risk businesses, first time business owners and start-ups.

There are, however, other sources of funds where the regulatory restrictions are less severe, the lenders are non-profits themselves with social as well as business missions to achieve and/or the lending programs were designed, by Congress or the State of California's Legislature, to help historically under-represented groups access capital.

These sources of funds are encapsulated in the universe of micro-lenders with a more flexible approach to lending. Micro-lenders typically can lend as little as \$5,000 but, generally, have the ability to go as high as \$150,000 while other programs can lend up to \$350,000 to \$500,000.

For the majority of new small business ventures, seeking \$25,000 to \$75,000, in capital micro-lenders represent a viable and more probable set of financing partners than larger lenders. California has programs offered by both Federal and State programs to help new borrowers get started. These lenders and their programs often offer the best chance for funding for a new venture.

Please join us for this new webinar to better understand how the micro-lending universe can help you achieve your business goals.

Oct 21 10:30 am — 12:00 pm

**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](#)

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](#)



[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](#)



Visit our City webpage for a full list of available resources

Questions & Comments? Contact Us!
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