



Hello Pacifica Business Community!

As we approach the end of the year, it's a great time to assess your business goals and plan for future growth. November is National Entrepreneurship Month, and this issue of Business Matters highlights a range of resources designed to help Pacifica businesses succeed, from accessing early-stage capital and funding your food venture, to business planning support, technology advancement, and talent development.

Be sure to mark your calendars for Small Business Saturday on November 29, a nationwide initiative that encourages consumers to shop small and support local businesses. It's an excellent opportunity to attract new customers and showcase what makes your business unique.

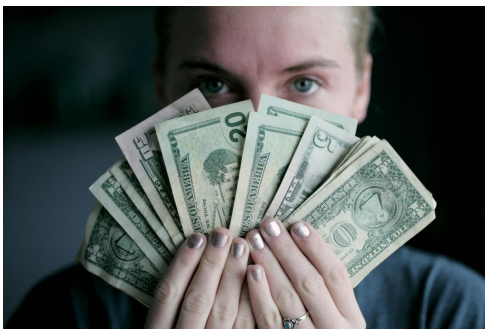
We hope these tools and programs help you be successful as we head into 2026.

Best,

Alyssa Corsetti
Management Analyst II



SBDC: Accessing Capital for Early Stage Businesses



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.

November 18 | 10:30 a.m. - 12:00 p.m.

[Register & Learn More](#)

SBDC: Funding Your Food Business



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

November 17 | 2:30 p.m. - 4:00 p.m.

**Register & Learn
More**

SBDC: Business Plans That Work



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.

November 4 | 10:30 a.m. - 12:00 p.m.

**Register & Learn
More**

SBDC: Offset Your Training Costs with ETP



Manex has received Employment Training Panel (ETP) funds. As a cost offset to Manex programs in the form of a rebate, this is a phenomenal tool for manufacturers to increase skill sets and job satisfaction in the company. Manex trains in quality, lean, leadership, food safety, sales, marketing, and more.

**Learn
More**

SBDC: Tech & Talent for Business Advancement



Hosted by the San Mateo SBDC, Renaissance Entrepreneurship Center, and College of San Mateo, this interactive event invites business owners to connect with students who are ready to apply their skills. Whether your goals involve digital transformation, financial analysis, creative media, or marketing campaigns, you can discover the next collaborator who will help bring your business vision to life.

 **Nov 13, 2025**
 **5:00 - 7:00 p.m.**
 **College of San Mateo
College Center, Building 10
Bayview Dining Alcove
1700 W Hillsdale Blvd
San Mateo, CA 94402**

This interactive event invites business owners to connect with students who are ready to apply their skills. Whether your goals involve digital transformation, financial analysis, creative media, or marketing campaigns, you can discover the next collaborator who will help bring your business vision to life.



5:00 PM - 7:00 PM, Nov. 13
College of San Mateo
1700 W Hillsdale Blvd,
San Mateo, CA 94402



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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](#)



ECONOMIC DEVELOPMENT

Meet Our Economic Development Team



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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](#)



RESOURCES

Visit our City webpage for a full list of available resources

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

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