



Hello Pacifica Business Community!

Welcome to the January Edition of Business Matters.

As we begin the new year, the City of Pacifica is excited to kick off 2026 with new leadership and continued support for our local business community. This month marks the start of Gretchen Heckman as Pacifica's new Economic and Housing Development Manager. Gretchen brings extensive experience in economic development, housing, and real estate, and will play a key role in supporting local businesses, advancing housing initiatives, and strengthening Pacifica's long-term economic resilience. A brief introduction is included below, along with a link to the full press release.

In this edition of Business Matters, we're also highlighting funding opportunities and educational resources to help businesses start the year strong, including the American Express Shop Small® Grants Program, upcoming Small Business Development Center (SBDC) workshops on business survival and sustainability and getting ahead of tax season, and an event focused on accessing capital for early-stage businesses.

We encourage businesses to explore these opportunities and stay connected as we work together to support a vibrant and resilient local economy in the year ahead.

Best,

Alyssa Corsetti
Management Analyst II



**Meet Our New Economic and Housing Development
Manager**



The City of Pacifica is pleased to welcome Gretchen Heckman as its new Economic and Housing Development Manager, beginning January 5, 2026. This newly created position reflects the City's commitment to long-term economic resilience, housing solutions, and financial sustainability.

Gretchen brings more than 15 years of experience in public, nonprofit, and private-sector real estate development. Most recently, she served as Project Manager for the Mission Bay Redevelopment Project Areas with the San Francisco Office of Community Investment and Infrastructure, overseeing development approvals, infrastructure financing, and coordination for one of the City's largest master-planned districts.

Throughout her career, Gretchen has worked in affordable housing development, nonprofit real estate, and real estate finance. She holds an MBA from UC Berkeley's Haas School of Business and a bachelor's degree from Cornell University.

In her new role, Gretchen will lead efforts to support local businesses, advance housing and redevelopment initiatives, and implement strategic economic development projects that strengthen Pacifica's neighborhoods while preserving the community's character and coastal environment.

The City is pleased to have Gretchen on board and looks forward to her contributions in this new role. She will be introduced at the Economic Development Committee meeting on Tuesday, providing an early opportunity for the business community to connect with her.

Press Release

Economic Development Work Plan

In November, the Pacifica City Council held two days of Fiscal Sustainability Study Sessions to review the City's long-term financial outlook and discuss strategies to address ongoing structural budget challenges. As part of the materials for these discussions, City staff presented an Economic and Housing Development Work Plan that outlines key initiatives to strengthen Pacifica's economic base, support housing development, and improve long-term fiscal sustainability.

The Work Plan aligns with the Council-adopted Strategic Plan and focuses on revitalizing commercial areas, supporting local businesses, attracting investment, and generating new revenue—topics that may be of particular interest to the business community. The Council continued its discussion of these items at a subsequent City Council meeting.

[Fiscal Sustainability Study Session Presentation \(PDF\)](#)

[Economic Development Work Plan \(PDF\)](#)

Community members are encouraged to review the materials. Questions or feedback may be directed to the City's Economic Development Department at econdev@pacifica.gov

Amex Shop Small Grants Program

AMEX SHOP SMALL GRANTS PROGRAM



Main Street America and American Express® are teaming up to help small businesses grow, innovate, and support their local communities.

Eligible small business owners across the U.S. can apply for \$20,000 grants through the new Amex Shop Small Grants Program.

The application period is now open and will close on **Friday, January 16, 2026**

[Learn More & Apply](#)

SBDC Event: Business Survival and Sustainability

AMERICA'S SBDC
SOUTH SAN FRANCISCO
SAN MATEO

SMALL BUSINESS DEVELOPMENT CENTER

BUSINESS SURVIVAL AND SUSTAINABILITY

Avoid Costly Mistakes!
Risk management and compliance essentials for small businesses. **Learn from a business lawyer** how to minimize risk, stay compliant, and create policies that keep your business secure. Join our workshop to get started!

27 January, 2026
From 10 am - 12 pm

366 Grand Ave
South San Francisco, CA 94080

Led by Benjamin Martin
Business Law Advisor
San Mateo SBDC

REGISTER NOW

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Risk management and compliance essentials for small businesses. Learn from a business lawyer how to minimize risk, stay compliant, and create policies that keep your business secure.

Join our workshop to get started!

Workshop led by San Mateo SBDC Advisor, Ben Martin

January 27 | 10 AM - 12 PM

[Register](#)

SBDC Event: Get Ahead of Tax Season: Hands-On Workshop for Business Owners



BUSINESS TAXES 101: PLAN AHEAD AND SIMPLIFY

Get ahead of tax season with this hands-on workshop designed for existing business owners. Learn which forms and documents you need, how to organize your records, and tips for deductions while staying compliant.

<p>Session 1 Dec 10, 10:30- 12:30 PM</p>	<p>350 Twin Dolphin Dr, Shoreway Room, Redwood City, CA 94065</p>	 https://nc.eцентerdirect.com/events/54558
<p>Session 2 Feb 3, 10:30- 12:30 PM</p>	<p>330 Twin Dolphin Dr, Bay Room, Redwood City, CA 94065</p>	 https://nc.eцентerdirect.com/events/54561



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Are you ready to simplify your 2026 tax filing and reduce year-end stress? We invite you to a specialized, hands-on workshop designed specifically for established business owners. This session will provide you with the strategies and documentation necessary for deductions and maintain full compliance.

Space is limited! Reserve your spot today to ensure you enter the new year with a clear financial plan.

Workshop led by San Mateo SBDC Advisor, Lourdes Arvizu.

February 3 | 10:30 AM - 12:30 PM

Register

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.

January 27th | 10:30AM - 12PM

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



Yulia Carter
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Gretchen Heckman
Economic and Housing
Development Manager
gheckman@pacifica.gov



Alyssa Corsetti
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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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