



Economic Development

Breaking News, Send out a TWEET on Twitter

Simply put, a Tweet is a short message. People opt in to follow you. There's a limit of 140 characters. You can add a photo or a video. You can share a Tweet (but it uses up 23 of those characters).

You can reference another Twitter customer by tagging them using @theirname. Their followers will see your tweet, too. Claim your hot topics using # and what you want to find.

The City of Seaside tweets as @City_of_Seaside and often includes the hashtag #Seasidelove.



**Economic
Development**

Seaside City Hall
440 Harcourt
Seaside, CA 93955

www.ci.seaside.ca.us

Tech Tips for Business Success

Spring 2017



Create a PAGE for your business on Facebook

If you are using Facebook as a person but want to promote your business separately you can create a PAGE for your business.

Go to facebook.com/pages/create

Click to choose a Page category

Select a more specific category from the dropdown menu and fill out the information.

Click "Get Started" and follow the onscreen instructions

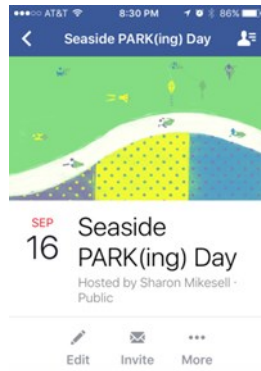
***NOTE**, you might not want use the option to convert your personal account to a Facebook page unless your personal page already has a lot of your business information on it. The name on your personal account will become the Page's name.

Create an EVENT

Having an event? Not much of a publicity budget? Create an event on Facebook!

Go to a facebook page and look for the icon with three horizontal lines.

Scroll down the list that comes up and find "Events" and click on it.



You will find "create" in top right. Click on "create" and fill in your event details. Be sure to include the event name and a date and time! Tap "people invited" to invite friends and then tap Done.

Next to Privacy, choose the audience you want to share your event with...it will probably be "public" if it's open to anyone. Then tap Done.

Once your event is created, you can share posts, upload photos, invite more guests and edit the event details!

Currently Cash Only?

There are benefits and drawbacks to accepting cash and paying in cash. Of course, it's legal. But some people don't carry a lot of cash with them. Younger shoppers in particular sometimes don't carry any cash. You risk losing a sale if you don't accept debit cards, even for very small purchases. Also, allowing customers to pay with credit cards encourages them to buy more, increasing your profits.

You might want to consider using a mobile card reader such as "squareup" or Square Reader +Apple Pay.. Yes there are per transaction charges, but you may find this is a small price for more (and larger) transactions.



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SMALL BUSINESS DEVELOPMENT CENTER

WHO IS THE SBDC?

The California State University, Monterey Bay Small Business Development Center (SBDC) was established to meet the specialized needs of the small business community of business owners throughout Monterey and San Benito counties. The SBDC's mission is to promote the development and growth of effective and ethical small businesses that can excel in today's diverse, global economy. We are:

- A team of trusted professionals with a wide variety of expertise in business development
- Part of a national network of over 1,000 SBDCs
- Collaborative partners with community organizations, local, state and federal agencies

What SBDC Offers Small Businesses

- Workshops
- Training
- Private confidential consulting
- In-depth business & financial assessment
- Research library
- Loan packaging
- Technology development
- Extensive networking

What is in it for you?

- No out of pocket cost for SBDC private consultation services
- Better business assessment & understanding
- Increased awareness of opportunities
- Increased confidence with a viable business plan
- Improved finances & access to capital
- Increased sales & profits!
- Drive your company out of the current economic downturn!

GET A FREE, NO-OBLIGATION APPOINTMENT

Visit: csumb.edu/sbdc

Salinas Office Hours: Monday through Friday, 8:30 A.M. – 5 P.M.

Consultations available (by appointment only)

CONTACT US

106 Lincoln Avenue, Salinas, CA 93901 • 831-422-6232 • sbdc@csumb.edu



The UC Merced Regional Small Business Development Centers are funded by the U.S. Small Business Administration, and center host institutions. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.



UC MERCED REGIONAL NETWORK



CSU MONTEREY BAY SBDC



Sponsors
Free Business Counseling

Monthly by appointment

1st Tuesday of each month
3:30p to 7:30p

Oldemeyer Center

Seahorse Room
986 Hilby Avenue
Seaside, CA 93955

CSUMB Small Business
Development Center (SBDC):
locally hosted by California State
University, Monterey Bay ,
regionally hosted by University of
California, Merced in partnership
with the U.S. Small Business
Administration (SBA).

The CSUMB SBDC provides
entrepreneurs and small businesses
with high quality education,
consulting, support for innovation
and tools necessary to build
successful, sustainable businesses.

Free business counseling!

Call for an appointment
(831) 422-6232

CSU Monterey Bay— SBDC
106 Lincoln Avenue
Salinas CA 93906

Website: csumb.edu/sbdc
Email: sbdc@csumb.edu



CITY OF SEASIDE BUSINESS OWNERS AND RESIDENTS

If you own an existing business, including home-based businesses, and want to grow your sales and profits...you will not want to miss this opportunity.

The City of Seaside is sponsoring one-on-one business counseling for Seaside business owners and residents. CSU, Monterey Bay Small Business Development Center's expert consultants will be at the Oldemeyer Center—Seahorse Room to meet with you by appointment.

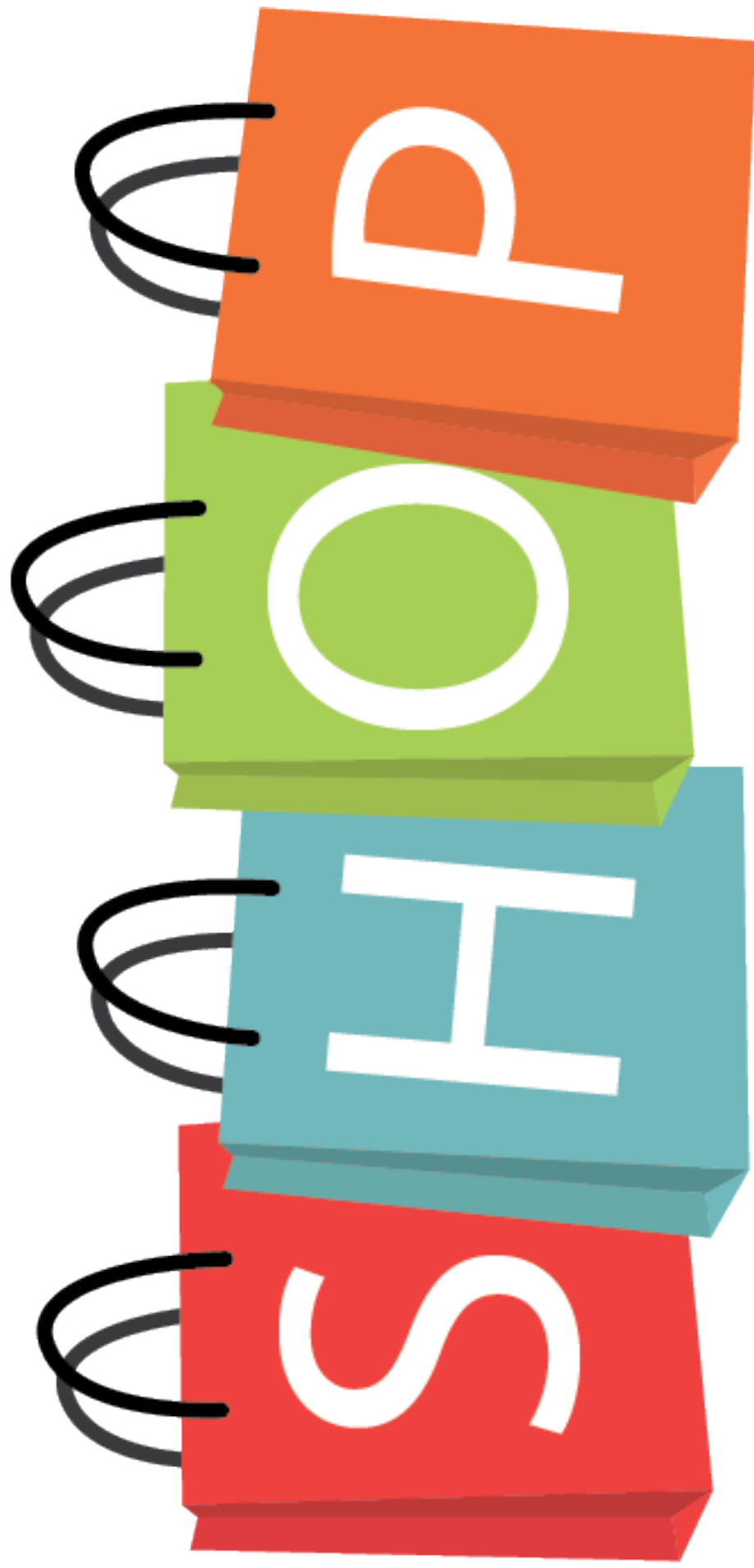
Assistance is also available for those interested in starting a business in Seaside.

Call now to schedule an appointment!

(831) 422-6232



FUNDED IN PART THROUGH A
COOPERATIVE AGREEMENT
WITH THE SBA



BROADWAY

Businesses are open during construction. Parking available.

Issued July 24, 2017



How to contact elected officials

Email your elected officials:

Mayor Ralph Rubio

rrubio@ci.seaside.ca.us

Mayor Pro Tem Dennis Alexander

dalexander@ci.seaside.ca.us

Council Member Jason Campbell

jcampbell@ci.seaside.ca.us

Council Member Dave Pacheco

dpacheco@ci.seaside.ca.us

Council Member Kayla Jones

kjones@ci.seaside.ca.us

Attend a council meeting. During the initial Public Comment you have 3 minutes to speak. Upcoming council meetings are at 7 pm:

August 3

September 21

August 17

October 5

September 7

October 19

**To confirm these dates, times and locations go to:
www.ci.seaside.ca.us and look at Agendas.**

**Write a letter. Letters may be emailed to:
cityclerk@ci.seaside.ca.us**

Or mail letters to:

City Clerk

Seaside City Hall

440 Harcourt Ave.

Seaside CA 93955



#ShopBroadway

#SeasideLove

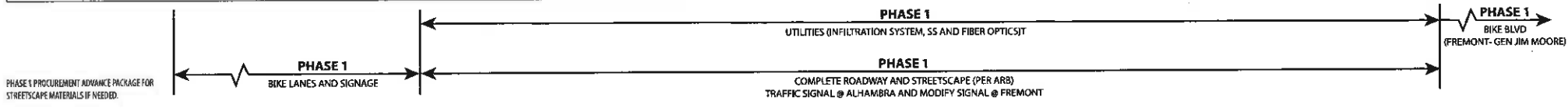
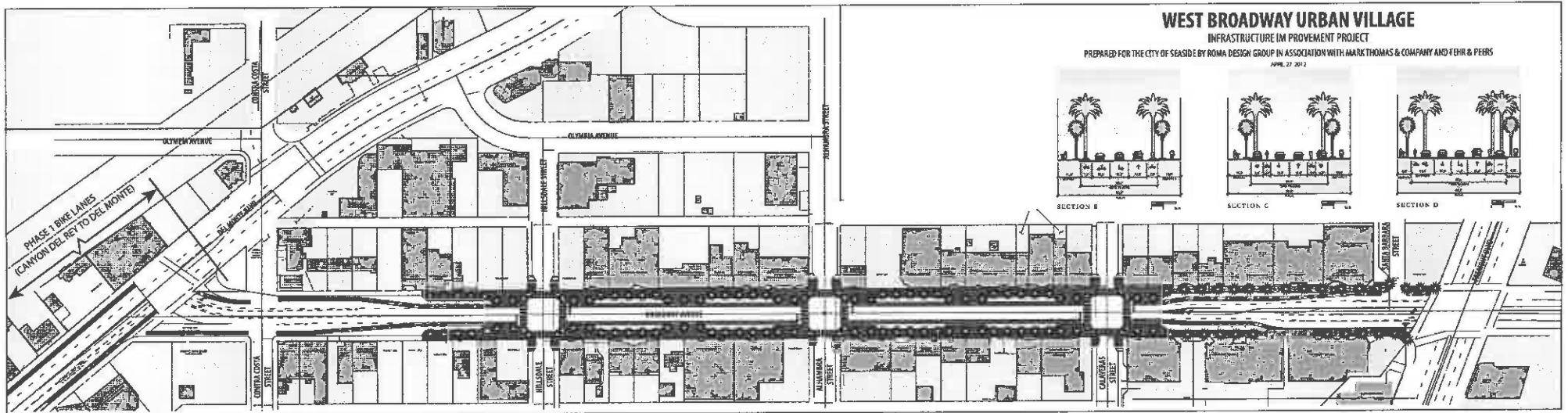
Important Construction Information:

Contractor contact – Bruce Pastorius of MNS Engineers 805.448.0721

Weekly web updates –

www.ci.seaside.ca.us – scroll down and look for the section below called West Broadway Urban Village Infrastructure Update. Weekly updates of what will happen next are posted at that location. There are additional links to click for even more information about the construction project.

SEASIDE : WEST BROADWAY URBAN VILLAVE (WBUV) INFRASTRUCTURE, PHASE1 PROJECT





**NOTICE OF CLAIM
AGAINST THE
CITY OF SEASIDE, CALIFORNIA**
(Government Code § 910, 910.2)

INSTRUCTIONS (Please read carefully): Claims related to injury to person or damage to personal property must be presented to the City within six (6) months from the date of loss. Claims related to any other loss must be presented not later than one (1) year from the date of loss. Answer all items fully and to the best of your knowledge and information. Failure to do so may result in your claim being found insufficient. If more space is needed to provide requested information, please attach additional pages identifying paragraph(s) being answered.

**TO: City Clerk
City of Seaside, City Hall**

**Date and Time Filed with the City Clerk
[City Use Only]**

1. Claimant's Name: _____ Date of Birth: _____

Daytime Phone: () _____ Home Phone: () _____

2. Claimant's Mailing Address:

Street Number – Street – Apt. No. – City – State - Zip

3. Date of Loss: _____ Time of Loss: _____

4. Location of Loss (Specify in as much detail as possible. Example: 5 feet east of west corner of Elmira Road and Peabody:

5. Description of incident/accident which caused you to make this claim:

City of Seaside – Notice of Claim

Page 2

6. What specific injury, damages or other losses did you incur?

7. What amount of money are you seeking to recover? (Check one of the boxes below):

The amount claimed totals less than \$10,000. Enter amount claimed here: \$_____

The amount claimed is more than \$10,000 but not over \$25,000; jurisdiction rests in Municipal Court.

The amount claimed is more than \$25,000; jurisdiction rests in Superior Court.

8. How was this amount calculated? (Itemize and attach bills, repair estimates, receipts, etc.; if claim is for vehicle damage, obtain and attach two (2) repair estimates):

9. What is your basis for claiming that the City or City employee(s) are the cause of your injury, damages or loss?

10. What are the name(s) of the City employee(s) whom you allege caused your injury, damages or loss, if known?

11. Name, address and phone number of any witness who can substantiate your claim:

12. Any additional information that you believe might be helpful to the City in considering this claim:

City of Seaside – Notice of Claim

Page 3

13. All notices and communications with regard to this claim will be directed to the Claimant shown in lines 1 and 2 above unless you complete the following to identify to whom further communication should be directed:

Name: _____ Relationship: _____

Address: _____ State: _____ ZIP: _____

Daytime Phone: (_____) _____ Home Phone: (_____) _____

I/We, the undersigned, declare under penalty of perjury that I/We have read the foregoing claim for damages and know the contents thereof, that the same is true of My/Our own knowledge and belief, save and except as to those matters wherein stated on information and belief, and as to them I/We believe to be true.

Claimant Printed Name	Claimant Signature	Date Signed
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(Note: If someone files the claim on behalf of the claimant, the person making the claim on behalf of the claimant should sign above.)

Claimant Printed Name	Claimant Signature	Date Signed
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WARNING: PRESENTATION FOR ALLOWANCE OR PAYMENT OF A FALSE OR FRAUDULENT CLAIM, WITH INTENT TO DEFRAUD, IS A CRIME PUNISHABLE AS A FELONY UNDER CALIFORNIA PENAL CODE, SECTION 72, AND INSURANCE CODE, SECTION 1871.1.