FOR "AFTER" THE PANDEMIC

No one knows how soon or how fast things will re-open, so you need to prepare for any number of possibilities. Before committing to a marketing plan, it is important to slow down enough to take a close look at your business and re-evaluate your priorities. A great place to start is to connect with your existing clients...

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Tips for BUSINESS OWNERS

With this unprecedented virus disrupting everything in our world, here are some tips...

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From MAYOR ADAM EISEN

We know how hard the last few months have been for you and your employees...

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From Surviving TO THRIVING

What opportunities for growth could have be hidden that you can unlock during this time?

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Marketing FOR “AFTER” THE PANDEMIC

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No one knows how soon or how fast things will re-open, so you need to prepare for any number of possibilities. Before committing to a marketing plan, it is important to slow down enough to take a close look at your business and re-evaluate your priorities. A great place to start is to connect with your existing clients, or in many cases, the clients you had up until last month.

Use this time to clarify what they will need from you and how your business can support them both now and when things get going again. Listen for the opportunities and craft your marketing plan and messaging accordingly.

Social media gives you an opportunity to make those connections at any time of day or night. Add any one of these to your mix:

- Find clients on their social sites and deepen your relationship with them via direct message, comments or tweets.
- Write amazing reviews or post passionate video testimonials to every business you have worked with on their pages.
- Post meaningful content on your own page. Offer support, understanding, education, resources.
- Respond to people who engage with that content. If they like a post, thank them. If they make a comment, ask a question. Spark a conversation. Show some personality.
- Join a local organization’s Facebook Group or Linked In Group to amplify your presence across channels.
- Create your own Group or Groups.
- Get involved and contribute to a conversation on a topic or cause in the community that you care about.
- Invest time in learning all the tools available to grow your business on a platform of your choice. Everyone has a plethora of tutorials.

Of course, a robust marketing plan will include other elements like email campaigns, blog posts, podcasts, paid advertising, etc. It can be overwhelming, especially at a time like this. The above are all small steps that you can take. All it takes is your commitment and your phone. Just start.
Dear Chamber Members:

We know how hard the last few months have been for you and your employees. At the outset of the COVID-19 pandemic, many of you saw decreases in customers, and had to struggle even before the State and County stepped in. Under the sheltering and social distancing rules, many more of you have had to close your doors, lay off staff, and make difficult decisions about the future of your business. The businesses based on the coast are imperative to our local economy, the livelihood of many of our local residents, and to our sustainability as a community. The duration of the sheltering order is uncertain but has now been extended through at least May 3rd. Once the shelter order is lifted, the ramifications of this pandemic will be felt for an extended period of time.

As a City organization, we feel for you and everything you’re dealing with. We’re working closely with the Chamber to continue to understand your changing needs, and how we can support you. Some of the steps we’re taking to help are:

- A special webpage (www.hmbcity.com/reliefcoalition) to connect people in need with resources to help, as well as providing people who want to help with places to volunteer and donate. This page includes resources for businesses as well as information about how people can support our local businesses.
- Using our social media reach to share messages and information about local businesses.
- Working with County leadership on expanding the eviction moratorium to commercial properties.
- Providing public restrooms at Mac Dutra Plaza during business hours and at the Ted Adcock Community Center during the farmer’s market.

We’re also exploring other creative options within the City's control to provide relief and support to our businesses, not only now but as we work together to recover from this difficult time. We are open to creative solutions and ideas and hope you will share them with us. Chamber and City staff are in regular communication, and this partnership – informed by your feedback – will be instrumental in a path forward.

Thank you to those essential businesses that remain open and are keeping our Coastside workers employed. Thank you to those landlords who are helping our businesses stay afloat. Thanks to the community members that are giving their time, talents, and resources to support each other. It will take all of us to make it through this difficult time, but together we can make our community stronger and more resilient.

The entire City Council and I are honored and humbled to help lead our City through this and are committed to do anything we can to support you.

Sincerely,

Mayor Adam Eisen
Coastside Comeback was created in response to the COVID-19 shelter-in-place measures taken to slow the spread of the disease. The site was created and is maintained by the Half Moon Bay Downtown Association with cooperation from the Half Moon Bay Coastside Chamber of Commerce for the benefit of Coastside businesses. The website is an easy to use central hub for gift card sales that provide much-needed revenues to business in our area.

If your business has your own method for generating gift cards, or paper gift certificates and would like to participate, please fill out the online form at coastsidecomeback.com. Gift cards amounts are set at $25, $50, $100, $150, $200 & $250.

This is a not-for-profit project, though they do need to pass through the cost of credit card processing. A flat 4% on all transactions. Any amount in excess of the payment processor’s fees will be used to defer the cost of printing checks. The time and labor required to process orders and mail checks is provided free of charge by volunteers, and all web development and web hosting costs for this have been donated by Crucial Creative.

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Returning MEMBERS

Alvaro’s Adventures
Barterra Winery
Blue & White Cleaners
BNI Mavericks Half Moon Bay
Bonnie Dunham
Boston Private
Branansom Farm LLC
Cal Plumbing
Canada Cove
CAT Communications
Chris Mickelsen
Coastal Arts League
Coastal Literary Arts Movement
Coastside Adult Day Health Center
Coastside Land Trust
Coastside Self Storage
Coastside Veterinary Clinic, Inc.
Coastside Yoga Collective
Compass Real Estate - Brian Lee
Compass Real Estate - Ron Gable
Compass Real Estate - Serdy Team
Compass Real Estate
- Susie Montgelas, CRS, SRES
Cooking for Friends
Daring Reinventors
David R. Maahs, DDS
Feldman CPR
Friends of HMB Parks & Recreation
Glen Mitchell Group
Goldworks
Granola’s Coffee House
Gregory Pemberton Designs
Half Moon Bay Building & Garden Supply
Half Moon Bay Coastside Tours
Half Moon Bay Feed & Fuel
Half Moon Bay Floors to Go
Half Moon Bay Golf Links
Half Moon Bay Lodge
Half Moon Bay Wine & Cheese
Half Moon Bay Winery, LLC
Hassett ACE Hardware
Heath Family Chiropractic
Hope Services
J. Cozzolino Landscape Services
Johnston House Foundation
Kenneth L. Stasiun, DDS
Kevin Henney Gallery
La Nebbia Winery
Law Offices of Paul G. Minoletti
Lemos Family Farm
Lyonessa Collectibles
Maguire Tree Care, Inc.
Mavericks Staging
Miller-Dutra Coastside Chapel
Miramar Beach Restaurant & Bar
Mission Hospice & Home Care
Moss Beach Distillery
Mulins Bar & Grill
Navio at The Ritz-Carlton, HMB
Neighborhood Gas Mart
Ocean View Inn
Oceano Hotel & Spa
Oddyssea
Our Lady of the Pillar Catholic Church
Pelican Point RV Park
Peninsula Clean Energy
Philippa Barr LCSW
Pie Ranch
Pillar Point RV Park
Portrait Designs by Shanti
Professional Peninsula Properties
Puente de la Costa Sur (Puente)
Pumpkin Patch Hallmark
Rocket Farms
RotaCare Coastside Clinic
Safeway Stores
Sam’s Chowder House
Sam’s Coastal Gift Shop
San Mateo County Economic Development Association (SAMCEDA)
San Mateo County Harbor District
San Mateo Credit Union
Sea Crest School
Sheppard Family Dentistry
Sorting Things Out
Soul Savvy
State Farm Insurance - Heidi Kuiper
Stoloski & Gonzalez Gen’l Engineers
Sweet Farm
The Conservatory Lounge at The Ritz-Carlton, Half Moon Bay
The Heal Project
The Ritz-Carlton, Half Moon Bay
Trophy Knier Winery
USA Productions

New MEMBERS

Essentially Lorna
www.scoutandcellar.com/lorna

EUDAIMONIA CHIROPRACTIC
Connections, Adaptation, Optimization
www.eudaimoniachiropractic.com

Brush Hog Tree Care LLC
www.brushhogtreecare.com

Mindful Child & Family Therapy
www.mcaft.com

Thank You!
By Caroline Bengtson, Push Your Paradigm

In a growing crisis such as the Covid 19 virus, some of you feel the desperation of possibly losing everything. Others focus on surviving. A few might see opportunities to thrive. The Great Depression created more millionaires than any other time in history! Which outcome would you choose?

Much good is coming from this crisis, including community bonding, neighbors helping neighbors, volunteers making masks and other medical supplies. There are many ways to help. Business owners who have been too busy working in their business may now have time to work on their business. Ask yourselves what opportunities for growth could have been hidden? What are ways to establish more helpful connections with customers? Are there unusual ways your business could serve your community? Where would you LOVE your business to be in 3 months? Six months? Develop detailed descriptions.

I am offering our Coastside Community a free five-week online coaching program called Standing Firm When Your World Is Shaking. You’ll learn how to manage difficult feelings such as fear, anxiety and anger, how to de-stress, and how to create the mental clarity to not only survive but thrive. As someone who has sustained devastating losses of everything--twice!--I have emerged stronger, wiser and more resilient than I imagined possible. You can as well. Let’s rise and flourish by working and growing together. Email me for details on how to enroll at caroline@pushyourparadigm.com.

On February 20th, David Oliphant had a wonderful Ribbon Cutting celebrating the opening of their new office at 643 Main St., Half Moon Bay! It was a beautiful reception with lots of warm wishes for the growing company and the new beautiful office.

By Krystlyn Giedt, HMB Coastside Chamber

I hope that in all of the craziness you have been able to take moments and think about what awaits you on the other side of this. Sometimes it is hard to think positive when everything going on around you feels heavy. But you know what? There are positives EVERYWHERE! Are you learning a new skill? Did you unroll a new business service? Have you made a silly Zoom video background?! I sure hope so! There are going to be tough times ahead, we all know it, but in the end, we and our businesses we will be stronger, even if just by the lessons learned. You are the champion of your future and I can’t wait to see what amazing things you create and share with us! This article was inspired to bring you a cute picture of a dog in sunglasses! Hopefully it made you smile!
Coastside Gives brings the communities from Montara to Pescadero together as one, raising money and awareness for local nonprofits during a 24-hour online giving challenge. With many organizations suffering due to cancelled fundraisers and suspended programming, we believe together we can continue to support these vital programs in this difficult time. The goal of Coastside Gives is to inspire our community to discover and give to nonprofits that make our Coastside stronger, creating a thriving community for all.

You can begin early donations NOW for May 7th!

These Chamber members are participating in the 2020 Coastside Gives!


WWW.COASTSIDEGIVES.ORG
Connect with Us!
235 Main St., Half Moon Bay, CA 94019
(650) 726-8380
info@HMBCoastsideChamber.com

The Chamber of Commerce and Visitors’ Bureau is a partnership of community and business professionals working together to strengthen a sustainable socio-economic climate in our unique Coastside community. This membership organization builds business relationships and represents the interests of business and community with government.