



# CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

**Tuesday, September 14, 2021, 6:00 PM**

**Virtual Meeting via Zoom Link: Join URL: <https://zoom.us/j/94123660482>**

## ***CORONAVIRUS DISEASE (COVID-19) NOTICE***

THIS MEETING WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDER N-08-21 WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE BROWN ACT. THIS MEETING IS NECESSARY SO THAT THE CITY CAN CONDUCT NECESSARY BUSINESS AND IS PERMITTED UNDER THE ORDER AS AN ESSENTIAL GOVERNMENTAL FUNCTION.

Consistent with the above-referenced Orders, this City Committee Meeting will not be physically open to the public and Committee Members and staff will be video/teleconferencing into the meeting. To maximize public safety while still maintaining transparency and public access, members of the public can observe and participate in the meeting as detailed below.

### **How to Join the Meeting:**

- Join using Zoom meeting link: <https://zoom.us/j/94123660482>  
(By Phone, dial-in to: **1-669-900-6833** and enter **Webinar ID: 941 2366 0482**)
- Contact Chief Financial Sustainability Officer Yulia Carter by email at [ycarter@pacifica.gov](mailto:ycarter@pacifica.gov) for meeting access questions.

### **To Participate in the Meeting by Providing Public Comment:**

- (1) **PRIOR TO THE MEETING:** By email to [ycarter@pacifica.gov](mailto:ycarter@pacifica.gov). Comments submitted by email should adhere to the following:
  - Subject Line: "Public Comment – EDC Mtg 9/14/2021 [AGENDA ITEM NO. or "ORAL COMMUNICATIONS" for topics not on the agenda]"
  - Submitter's Full Name
  - Limit word count to 350 words
- (2) **DURING THE MEETING:** Live verbal public comments may be made by members of the public joining the meeting via Zoom. Zoom access information is provided above. Use the "raise hand" feature (for those joining by phone, press \*9 to "raise hand") during the public comment period for the agenda item you wish to address. You will be recognized to speak by name provided or last 4 digits of phone number for dial-in attendees. Please clearly state your full name for the record at the start of your public comment.

Note: The format of this meeting may be altered or the meeting may be cancelled, if needed. You may check on the status of the meeting by visiting the City's website at [www.cityofpacifica.org](http://www.cityofpacifica.org) for any updates.

## **CALL TO ORDER:**

### **Roll Call:**

- a. Members: Matthew Dougherty (Chair), Kathleen Courtney, Daisy Fong, Jim Heldberg, Archie Judan, Beth Lemke, Tripp Marotto, Grace Sobieski, Sean Thompson
- b. City Council Liaisons: Sue Beckmeyer, Mike O'Neill
- c. Staff Liaison: Yulia Carter

**ADMINISTRATIVE BUSINESS (5 minutes):**

- a. Approval of Order of Agenda

**COMMUNITY COMMUNICATIONS (5 minutes):**

**Oral Communications at opening:**

This portion of the agenda is available to the public to address the Committee on any issue within the subject matter jurisdiction of the Committee that is not on the agenda.

**PRESENTATIONS (15 minutes):**

- a. Pacifica Bike Park Project Concept by Matt McPhail, Gearhead Bicycles

**STAFF COMMUNICATIONS (5 minutes):**

- a. Update on economic development-related items

**COMMITTEE COMMUNICATIONS (60 minutes):**

1. **Discuss Future Promotional Programs and Shop Local Campaign** for Pacifica's small businesses (continued from last meeting).
2. **Committee Workplan Actions and Updates:** Hear updates from workplan subcommittees and discuss next steps;

**INFORMATIONAL ITEMS (5 minutes):**

3. Update from Chamber of Commerce – Archie Judan

**POTENTIAL FUTURE AGENDA TOPICS (5 minutes)**

4. The Committee will discuss and determine potential future agenda items

**ORAL COMMUNICATION FROM THE COMMITTEE (5 Minutes)**

5. Updates from Committee Members
6. Next Scheduled Meeting Date – October 12, 2021.

**ADJOURNMENT**

**Notes:**

\*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.





# Memorandum

**TO:** Economic Development Committee

**FROM:** Yulia Carter, Chief Financial Sustainability Officer

**DATE:** September 14, 2021

**SUBJECT: Staff Update on the Economic Development Projects**

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This memorandum provides update information about several Economic Development initiatives that are currently underway, two of which are related to American Rescue Plan Act strategies approved by the Council.

## **I. San Mateo Council Strong Fund Grant Program – Round 6 Small Business Grants**

The San Mateo County Board of Supervisors recently approved a new round of grants in the amount of \$2,000,000 to help small businesses that have not received any assistance from the County, State, or Federal COVID-19-relief programs in the past 12 months. The Small Business Grant Program will provide grants of up to \$10,000 to each qualifying establishment to offset losses in revenue and past debt due to the COVID-19 pandemic state shutdown orders beginning in March 2020, ensure continued operation, and assist in covering current business operating expenses. The program opened for applications on August 16, 2021, and closed on September 7, 2021. More information is available on the [San Mateo County Strong Fund](#) website: [SMC Strong Round 6 Small Business Grants](#).

This new round of funding provides an opportunity for the City to provide ARPA funding to directly support additional small business grants, augmenting the County's contribution. City Council approved the funding for this additional business support as part of FY 2021-22 Budget allocation of ARPA funds. On August 23, 2021, City Council approved to allocate additional funds of \$150,000 included in the FY 2021-22 Adopted Budget towards this new round of small business grant program. The SMC Economic Development Association (SAMCEDA) is currently reviewing and verifying the applications and will provide information to the City on the number of eligible applications for Pacifica. Staff will share any additional update from SAMCEDA if received prior to the meeting.

## **II. Marketing Analysis: Gap Assessment and Opportunities**

Another ARPA funding strategy related to economic development was related to developing a Pacifica tourism marketing strategy. We have engaged a small \$ contract with the Creative Digital Agency (CDA) marketing firm that provides marketing services to several Bay Area

Cities. The initial scope with CDA is designed to complete within a 6-8 week period the following:

- a) Audience and business research – marketing gap assessment and SWOT analysis;
- b) Draft marketing campaign and communications proposal – visual device to unify marketing (logo/symbol/tagline);
- c) 2-year marketing strategic plan – implementation plan for marketing campaign

As part of the SWOT analysis work, CDA will be conducting interviews of key stakeholders in Pacifica, including discussions with local business owners, the Chamber of Commerce, Economic Development Committee members, EDC Council liaisons, and other representatives of local organizations and groups who could provide helpful insight relating to the focused marketing audiences of locals, visitors, and prospective new businesses. CDA will also be reviewing materials that describe and market the business community and tourism activities in Pacifica. They will review the City's Economic Development Strategic Plan, the list of the top revenue-generating businesses, recent survey results of local businesses, and analytics reports for the Visit Pacifica website.

We expect this project will take approximately six to eight weeks, will include input from the Economic Development Committee, and the findings will be presented to City Council for the in-depth discussion for the desired marketing strategy and implementation options for the next two years, and using ARPA funding as appropriate for this implementation.

### **III. Vision 2025 & Beyond**

We have reengaged in and begun planning the Vision 2025 & Beyond project that was originally delayed due to Coronavirus impacts. Vision 2025 & Beyond is a strategic planning process to articulate a long-term and financially sustainable vision for Pacifica. In October 2020, the Pacifica City Council adopted the following Purpose Statement for this strategic financial planning study:

*The Purpose of the Pacifica 2025 & Beyond project is to tell Pacifica's story of the many priority infrastructure projects and enhanced programs and services envisioned for Pacifica's mid to long-term future that is equitable and inclusive and will help all Pacificans thrive, and to articulate the City's financial opportunities, challenges, and strategies to achieve this vision and resiliency.*

This will be a two-part project designed to analyze the City's Long Term Finances and Economic Development opportunities. The *Financial* portion of the project will take a look at the City's revenues and expenditures in the past and going forward. It will explore the revenue generating options that the City has to maintain the desired level of services to the community and what level of potential revenue measure funding this may require. The *Economic Development* portion of the project will look into the commercial business economy in Pacifica to analyze various business sectors and segments and how they contribute towards desired services to the community and help funding the City services. This will include analyzing commercial revenue trends, providing a baseline commercial revenue report based on business sectors and geographic zones, reporting on top revenue-generating sectors and firms, developing a business outreach and retention strategy, and developing a Request for Proposal (RFP) for an Economic Opportunities Study scheduled to be released in 2021.