

Pacifica Economic Development Committee

Combined Summary Work Plan

January 13, 2010

Objective #1 – Review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses

Streamline permit process for the opening of a new business or events

- Develop a questionnaire for those that have been through the current process recently, establish strengths or weakness of current process.
- Explore the potential for development of an on-line project status report tool.
- Research other city's processes to identify best practices that might be used in Pacifica
- Work with the City Manager to consider the assignment of a liaison (go to person [City Proj Mgr]) to assist the applicant with permit process.
- Establish a defined and easy to follow rule set and application procedure for non permanent facilities to be used during an event.
- Explore the potential for developing an on line report that lists desired businesses, available commercial space as well as key land sites potentially available and appropriately zoned for development / investment.

Objective #2 – Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development.

Enhance Pacifica's Existing Shopping Centers and Hotels

- Collaborate with owners/operators of existing shopping centers to assess shopping centers' needs for enhancing sales tax revenue.
- Work with owners/operators to devise Asset Business Plans for each center to enhance occupancy and sales volume on a go forward basis. Said Asset Business Plans to include synergistic tenant mix plans, including but not limited to businesses that Pacifica should attract given regional branding strategy and insights from recently completed EPS study.
- Said Asset Business Plans to enhance / address Pacifica's gateway areas at Manor, San Pedro and Linda Mar shopping centers.
- Special focus on both the Palmetto and Rockaway business districts (given their potential to enhance Pacifica's regional exposure and attraction).
- Working collaboratively with Chamber of Commerce, devise a formal 'Shop Pacifica' campaign, including discount coupon book (or similar).
- Working collaboratively with Owners and Operators of existing hotels – motels and the Chamber, devise plan to increase room occupancy.

Pre-entitle Strategic Land Sites for Future Economic Drivers

- As a longer term initiative, consider pre-entitling a site for a boutique or resort style hotel in strategic location consistent with EPS recommendations.
- As a longer term initiative, consider pre-entitling an area (through the adoption of a specific plan) that can serve strategically as Pacifica's downtown area.

Objective #3 – Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

Strengthen Connections with Agencies

- Partner with Chamber of Commerce and visitor service businesses to identify and build working relationships with existing visitor-serving agencies in San Mateo County/SF Bay Area.
- Develop and implement a strategy to promote our current businesses and attract more businesses that fit the visitor serving economy.

Market Pacifica to Visitors and New Businesses

- Develop and implement a Branding Plan that will identify and market Pacifica's differentiated strengths versus other cities in the region.
- Include a public relations plan to promote businesses, events, city agencies and destinations in Pacifica.

Events co-promotion

- Develop a plan to connect and promote Pacifica's events (and their organizers) with visitor serving businesses (co-promote events with businesses and civic agencies).
- Develop a plan to bring in new events that take advantage of available community facilities.

Create a City Map for Visitors

- Develop a map that includes visitor-serving businesses, shopping centers, tourist attractions, historical sites, beaches and trails in partnership with the Chamber.