



**CITY OF PACIFICA  
COUNCIL AGENDA SUMMARY REPORT**

**2/14/2022**

**SUBJECT:**

Authorize Agreement with Creative Digital Agency for Marketing Services

**RECOMMENDED ACTION:**

Authorize City Manager to Execute a Professional Services Agreement with Creative Digital Agency for Economic Development Marketing Services

**STAFF CONTACT:**

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**BACKGROUND:**

In September, the City retained Creative Digital Agency (CDA) to a) prepare a Pacifica Marketing Report & Gap Analysis and b) develop a marketing plan to support and advance the City's Economic Development program in the next two years (2022-2024). CDA provides marketing services to several cities and counties in the Economic Development and Tourism fields as well as a number of private sector companies.

On December 13, 2021, the City Council held a Study Session on the Vision 2025 & Beyond study. This discussion included a presentation of the Pacifica Marketing Report & Gap Analysis and a review of the 14 Economic Development marketing opportunities in Pacifica identified in the report from CDA. The discussion also included input from members of the City's Economic Development Committee (EDC).

During the review and discussion of the Marketing Report, interest and support was expressed for all of the marketing opportunities. There was also direction from the City Council to proceed with the development of a 2 Year Marketing Plan with CDA that would be brought back to the City Council and which prioritized work on the Shop Pacifica and Workcations marketing opportunities.

**Agreement for Services & Work Program**

Staff has incorporated input from the City Council and EDC and drafted an Agreement between the City of Pacifica and CDA for a 2-Year Economic Development Marketing Program and Services. This agreement includes a Scope of Work that includes priority work areas that will be the initial focus of the services from CDA (see **Attachment A**).

The Priority Work Areas include:

1. **Shop Pacifica eGift Card Program** which was launched over the holidays with some initial design and marketing assistance from CDA that has already added almost \$2,000 in spending to the Pacifica economy.

2. **Workcations** opportunity that will bring additional visitors and revenue to hotels in Pacifica.
3. **Social Media** - The priority work areas also include a focus on improving Pacifica's social media reach when it comes to marketing the City. This work will include more use of Instagram as well as the use of blogs, newsletters, influencers, and other social media tools.
4. **Banners** - opportunity that would target residents and visitors, provide awareness for Shop Pacifica program and upcoming events. The Palmetto Avenue would be great location to target local foot traffic audience and further promote Shop Pacifica program, events and feature local businesses in rotational manner. Sharp Park Road messaging would be digestible at glance while driving past to promote inspiration for an overnight visit to see what Pacifica has to offer.

The agreement also includes the balance of the 14 economic development marketing opportunities as areas of services once the four priority work items are well underway.

To track the progress of the work from CDA, the Scope of Work includes a detailed list of Key Performance Indicators (KPIs) in areas including Earned Media, Owned Media, and Paid Media. These KPIs will be used in CDA's progress reports to the City.

The proposed agreement also includes a schedule of services and hourly rates for these services. The agreement has a Cost Ceiling of \$150,000 over the 2-year term of the project.

#### **Additional Information Requested from CDA**

During the December 13, 2021 study session interest was expressed by the City Council in receiving additional information on the Pacifica Marketing Study & Gap Analysis interviews and information sources as well as examples of CDA's marketing capabilities and past projects in the areas of economic development and tourism marketing. That information is attached to this report and includes:

- List of Stakeholder Interviews and Meetings and Research Materials and Sources for the initial Pacifica assessment work (see **Attachment B**)
- Capabilities and Testimonials (see **Attachment C**)
- Sample Marketing Update Report with KPIs - Sausalito Lighted Boat Parade (see **Attachment D**)

#### **ALTERNATIVE ACTION:**

City Council may revise or modify the Staff recommendations and next steps outlined in this report.

#### **RELATION TO CITY COUNCIL GOALS AND WORK PLAN:**

This item furthers the City Council's Strategic Goal and the City's efforts toward **Fiscal Sustainability**.

The City receives several million dollars per year of revenue from businesses in Pacifica. This includes Sales Tax, Transient Occupancy Tax (TOT), Business License Taxes and a portion of

Property Tax and Utility Users Tax revenues. These commercial and industrial sector revenues help fund the City's General Fund Budget which pays for ongoing City services including Police, Fire, Library, Community Development and Parks, Beaches and Recreation services.

**FISCAL IMPACT:**

Funding for the initial Economic Development marketing work by CDA under this agreement is included in the 2021-22 Budget as per Council's approval to allocate \$50,000 of ARPA funds towards the City's Tourism and Marketing program as a first year of two-year allocation. If approved as recommended, the next fiscal year's funding will be added to the FY 2022-23 Base Budget pending City Council's approval of the budget.

**ORIGINATED BY:**

City Manager's Office

**ATTACHMENT LIST:**

- Attachment A - Scope of Work (DOCX)
- Attachment B - CDA Stakeholder Interviews, Research Materials and Sources used in Initial Assessment (DOCX)
- Attachment C - CDA Capabilities and Testimonials - Economic Development and Tourism Marketing (PDF)
- Attachment D - CDA Sample Marketing Update- Sausalito Lighted Boat Parade (PDF)