

City of Pacifica
Economic Development Committee Workplan
FY2022-2023

1. Promote and market Pacifica to out-of-town visitors to drive tourism revenue.

- Attract visitors through creation and collaboration/sponsorship of events
- Partner with existing organizations (e.g.: Chamber of Commerce, Hotel BID, VisitPacifica.com, Fogfest, Peninsula SF etc.) to promote Pacifica.
- Work with CDA to enhance EDC usage of digital platforms and increase traffic to social media sites (e.g.: Instagram, Twitter, Facebook)

2. Provide assistance and support to local businesses and the City of Pacifica.

- Expand outreach and improve communication to local businesses to identify opportunities to provide and educate about available City & County Resources.
- Conduct survey and data gathering to understand and address business's needs.
- Improve communication to businesses (e.g.: business newsletter, canvassing and site visits)
- Host workshops and other networking events (e.g.: expanding one's business, utilizing social media)

3. Promote local businesses to the residents of Pacifica to encourage residents to spend locally and stop retail leakage.

- Educate residents on the advantages of spending locally on goods and services
- Launch campaigns and events to build awareness and sense of community ○ Include event sponsorship, collaboration, and creation
- Promote utilizing various communication channels and mediums (ex: Nextdoor, Connect with Pacifica, physical posters/decals in store fronts, schools, local organizations)

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Priorities Workplan Item #1: *Estimated Budget: \$5,000*

1. Organize Pacifica Music and Drink Festival featuring local artists and vendors.
2. Assist City in organizing future events to drive out-of-town visitors.

Priorities Workplan Item #2: *Estimated Budget: \$2,000*

1. Host at least 1 business seminar, networking event, roundtables that will add value back to the businesses and help them grow and to encourage business support.
 - a) Work closely with Amanda at Renaissance Center to launch events including creating marketing material, providing necessary resources and assistance
2. Advise and make recommendations to on updates on EDC & City Websites a. Create EDC webpage to include a commercial real estate listings and vacancy to attract new businesses and inform existing businesses who are interested in expanding.
 - a) Review the instruction/check list on business opening information and create simple-to-follow business opening information
3. Create and conduct survey of new businesses
4. Assist City with annual Job Fair

Program ideas for Workplan Item 3: *Estimated Budget: \$750*

1. Explore Shop Pacifica gift card giveaway with hotels and/or at events to increase awareness and encourage usage/redemption
2. Continue to assist and advise CDA & City on implementation of Shop Pacifica Campaign
 - Tie Shop Pacifica Campaign messaging to how buying locally benefits the community.
 - Provide insight on how sales taxes are generated and distributed.
 - Use concrete examples i.e. • Support Senior Services and Youth Recreational Activities
 - Keep Money in Pacifica to Fund Public Works Programs [Insert program here i.e fire, police, emergency services]
 - Your Purchase Help Preserve & Maintain Local Parks & Beaches.
3. Assist with annual Pride festivities.