



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, June 11, 2024, 6:00 PM
Pacifica Community Center Portola Conference Room
540 Crespi Drive, Pacifica

CALL TO ORDER:

Roll Call:

- a. **Members:** Sean Thompson, Matthew Dougherty, Robert Foster, Archie Judan, Greta Sieglock, Lauren Smith, Brendan Berman, L.J. Jones, Ed Ochi
- b. **City Council Liaisons:** Mary Bier, Sue Beckmeyer
- c. **Staff Liaison:** Tara Schiff, Alyssa Barranti

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of March 12, 2024 Meeting Minutes
- Approval of April 09, 2024 Meeting Minutes
- Approval of May 14, 2024 Meeting Minutes

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 (0 minutes):

STAFF COMMUNICATIONS (10 minutes):

1. Update on Economic Development - Related Items
 - EDC Meeting Process
 - Budget Allocation/Workplan Process Discussion

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Updates
 - Hear a presentation on Subcommittee #3's recommendations to staff and the EDC about the Shop Pacifica program and consider acceptance of the report. - Ed Ochi, L.J. Jones, & Matt Dougherty
 - Pride Update – Lauren Smith

INFORMATIONAL ITEMS (10 minutes):

1. Update on upcoming Chamber Events – Archie Judan

ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)

1. Updates from Council Liaisons
2. Updates from Individual Committee Members
3. Next Scheduled Meeting Date – July 9, 2024

POTENTIAL FUTURE AGENDA TOPICS (5 minutes)

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

ADJOURNMENT

Notes:

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



Minutes: Economic Development Committee Meeting, March 12, 2024, 6:00pm

Agenda: <https://www.cityofpacificacounty.gov/home/showpublisheddocument/17486>

Attendance

Committee Members: Greta Sieglock (GS), L.J. Jones (LJ), Sean Thompson (ST),
Matthew Dougherty (MD), Brendan Berman (BB), Ed Ochi (EO)

Council Liaisons: Mary Bier (MB), Sue Beckmeyer (SB)

City Staff: Tara Schiff (TS), Alyssa Barranti (AB), Yulia Carter (YC)

Community:

Administrative Business

- Ed motion, Brendan second, unanimous approval
- Approval of February meeting minutes Greta, Ed second, unanimous approval

Staff Communications

- TS: Attending ICSC international council of shopping centers soon
- TS: continuing business visitations

Committee Communications

Charter Amendment

- ST: last meeting we completed a questionnaire and discussed our answers
- TS: the current resolution is attached, Exhibit A summarizes the updated resolution based on our previous discussion
- EO: the phrasing of item (4) under the Duties section is specifically focused on development, but that may be too narrow since we may want to provide input on other economically impacting activities within the city

- **Action Item:** update the phrasing of Duties (4) to *The committee may be provided with additional opportunities to provide input on the economic impact of activities within the City.*
- MD: there's an inconsistency between the resolution and Exhibit A, the former says 2-year terms for chair and vice-chair while the latter says annually.
- No action needed, Exhibit A will be used to update the resolution
- Gretta motion, LJ second, unanimously approved

March 25th Study Session

- TS: city council would like to give EDC the opportunity to share our experiences, wants, and needs as members of this committee
- TS: need quorum, otherwise we cannot have the study session, will start right at 6pm-7pm

Committee Workplan Actions and Updates on Deliverables

- LJ: we got some useful data about ShopPacifica, started to analyze with EO & MD to find opportunities to improve
- LJ: spoke with Yifty CEO and community outreach person
 - They seemed very willing to help us, e.g. marketing or surveys
 - Asked what things worked really well for other cities
- LJ: some ideas may require more budget than the \$750 available to this subcommittee
- MD: want to use these funds to experiment with ideas and share the data back to the city so they can implement the successful ideas as larger programs with more funding
- **Action Item:** evaluate additional data then report back to EDC and the city with ideas for new ShopPacifica opportunities

Event Updates

- ST: for Blues & Brews bands have been selected
- TS: we're continually updating the Blues & Brews flier as we get details on the bands and the sponsors
- TS: PB&R office is on top of the event, they have secured the stage and are working on all of the other details

- **Action Item:** reach back out to businesses to give them an update and remind them of sponsorship opportunity
- ST: let's take a look at the budgets again to see how we're tracking
- TS: sent out application for non-profits that want to be involved (must have a Pacifica business license). Received 1 application from Pacificans Care. They already have an ABC license, insurance, and aprons they can use to pour beer.
- BB: Generally things are going very well, we have entertainment planned, reaching out to folks for tabling. For the parade in particular, last year the total cost was over \$5k just to have the parade, so this year we're trying to slim down that cost and to do that we're having a smaller blocked off area where people can walk around, but the main parade route is going to be vehicles only and they'll need to follow all normal traffic laws.

Oral Communications from the Committee

Updates from Council Liaisons:

- MB: lots of discussion about LCLUP
- SB: updated the strategic plan
- YC: working on implementing a tracking system for strategic plan items and tasks

Minutes: Economic Development Committee Meeting, May 14, 2024, 6:00pm

Agenda: <https://www.cityofpacifica.org/home/showpublisheddocument/17974>

Attendance

Committee Members: Greta Sieglock (GS), Lauren Smith (LS), L.J. Jones (LJ), Sean Thompson (ST), Matthew Dougherty (MD), Brendan Berman (BB), Robert Foster (RF), Ed Ochi (EO)

Council Liaisons: Mary Bier (MB), Sue Beckmeyer (SB)

City Staff: Tara Schiff (TS), Alyssa Barranti (AB), Yulia Carter (YC)

Community: Jason K (JK), Paige Miller (Magic Toybox) (PM), Margaret Coles (Shampa's Pies) (MC)

Administrative Business

- Sean motion to approve agenda, Robert second, unanimous approval

Community Communications

- Robby Bancroft - Fog Fest fundraiser at Winters this weekend
 - Hope to help raise money for the nonprofit(s) to keep Fog Fest going even with the rising costs of hosting a large festival
 - Fog Fest is happening the last weekend of September, the 28th-29th

Staff Communications

Update on Economic Development

- TS: Summer intern for Pacifica Economic Development group!
- TS: Still working on the EDA Grant, most recently Pacifica has been asked to hire a biologist to analyze wildlife in the Palmetto area

- JK: officially formed the merchant association in January but we're still setting up the legal nonprofit organization. Composed of businesses around Sharp Park. We try to host an event on the second Saturday of every month

Committee Communications

Blues and Brews Overview

- ST: genesis of event was to create a fun event for locals, bring people in from folks living outside of the city, and help local businesses and nonprofits as much as possible
- ST: this year Pacificans Care was the primary nonprofit, the money Blues & Brews made went back to Pacificans Care to help further their mission
- ST: feedback from food vendors was that the sales this year was much better than the 2022 event, and are very excited about future Blues & Brews events
- GS: people were getting frustrated in the beer line because it was too slow, maybe we can bring in some other coastside breweries
- ST: estimated attendance of 600-1200 people, based on beer consumption

Shop Pacifica

- PM: have questions and reservations on how the system operates
 - A lot of the reported metrics seems fantastical... and inaccurate
 - So, how are you measuring success, what are the metrics, what is the real ROI for the city
 - Seems like Yifty & CDA are getting their pockets lined and the city is paying for it
 - The businesses have to do additional work, and pay more in payment fees (roughly 38% more fees than for card present transactions), to accept the Shop Pacifica cards
 - Yet to see upside as a vendor, hoping things will change, wondering what the City is doing to make this situation better
- MC: when we initially signed up I was hoping the additional costs and headache were worth it if it helped with customer acquisition, but we haven't seen any new customer acquisition based on this program so we're in the same situation
- **Action Item:** subcommittee should reach out to Paige
- **Action Item:** city to help pulling additional data so we can dig into more specific questions about the program

- LJ: roughly 50/50 split on e-cards vs promotional cards that the city subsidizes
- LJ: roughly 90% are bought during BOGO or other promotional periods
- LJ: over 80% of cards are purchased by Pacificans
 - EO: we don't yet know if it's the same people outside of Pacifica repeat buying, or if it's different people each time
- LJ: typically people who purchase from outside of the city are spending in either Rockaway or Manor area
- EO: several thousand dollars of cards that are already or nearly expiring

Review of Annual Presentation to the City Council

- ST: meeting is on May 28th, today we have a rough draft and the goal is to get feedback on these slides so we're ready for the final presentation
- **Feedback**
 - FY 23-24 Key Accomplishments slide
 - Add in bullet point that we prototyped a website to focus on out-of-town people which we can use to collaborate with the BID in the future, maps, events calendar work
 - Shop Pacifica slide
 - Add in that we received valuable feedback from multiple business owners on the program and its impacts to their business
 - Blues and Brews Survey Highlights slide
 - We should add in one of the pie charts that shows people's feedback on the event, specifically highlighting how much it was enjoyed
 - Pride details slides
 - 25+ business sponsors, ...
 - Lauren to add in more details

EDC Budget Allocation Process

- LS: not sure how we landed on all of EDC funds going to Blues & Brews this year and Pride getting nothing
- ST: in the July meeting we'll go through the budget and choose how to allocate funds

- YC: there needs to be a bigger City Council level discussion about city sponsorship of these types of events
- MC: I think the optics are so bad that there is now a risk to the city... because Blues & Brews was so well funded and Pride is all sponsorship and volunteer work, it's easy to draw negative conclusions
- **Action Item:** have a discussion about the next fiscal year work plan during the June EDC meeting, specifically around events that EDC hosts and the money that goes into those events

Informational Items

Update on upcoming Chamber Events

- New directory is coming out in 60 days
- Map was recently updated and published
- You can drop off flyers to be put up in the lobby for visitors

Oral Communications from the Committee

Updates from Council Liaisons:

- MB: quarry & LCLUP meetings are both coming up

Robert motion to end, Brendan second, unanimous approval

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)

City of Pacifica
Economic Development Committee Workplan
FY2022-2023

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.

Shop Pacifica

Reimagining what Shop Pacifica can be

Purpose of Shop Pacifica

Shop Pacifica was started in 2021 as a way to inject money directly into the Pacifica economy during COVID using ARPA funds.

Goals included:

- Sign up various businesses to give the cards a variety of possible spending options
- Use Buy One Get One free promotions to incentivize locals to buy these cards, get used to using them, and spend funds at local businesses to reduce retail leakage
- Build a sense of community around shopping locally

How did the City do?

1. Signing up businesses: Success

Opportunity to Reimagine Shop Pacifica

- ARPA funds are no longer available for Shop Pacifica
- Using these funds for Buy One Get One Free promotions was the primary driver of Shop Pacifica card purchases
- With no expected funds from the City, Shop Pacifica needs to find new ways of promoting the cards and finding a user base that will purchase these cards without BOGO promotions

BOGO Promotions Worked

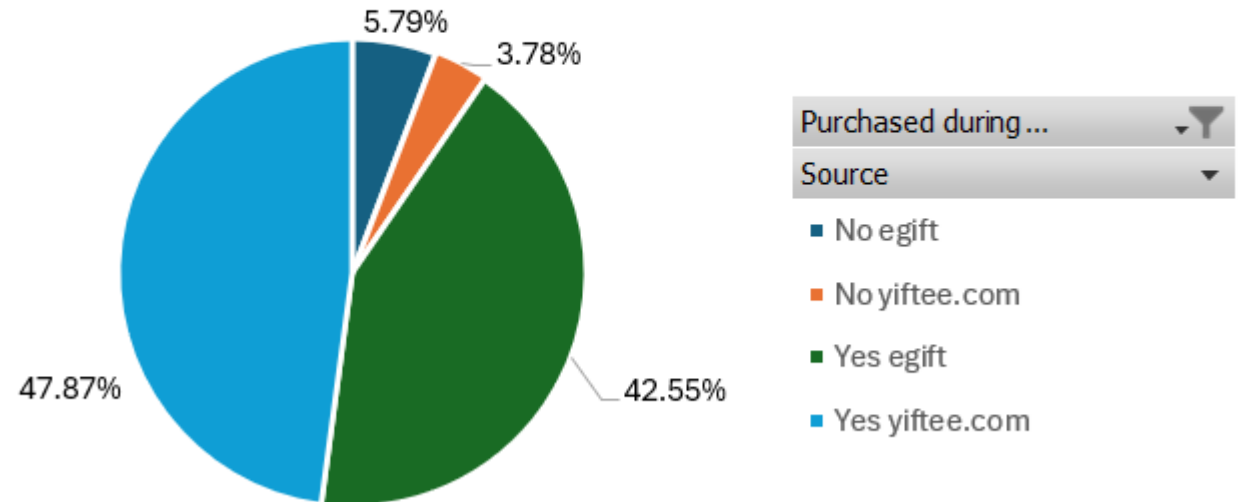
But did they result in non-promotion period purchases?

Number of Cards Purchased During Promotional Period - Data

Row Labels	Count of Purchased during promotion	Sum of Gift Price
No	9.57%	8,820
egift	5.79%	5,845
yiftee.com	3.78%	2,975
Yes	90.43%	80,550
egift	42.55%	48,790
yiftee.com	47.87%	31,760
Grand Total	100.00%	89,370

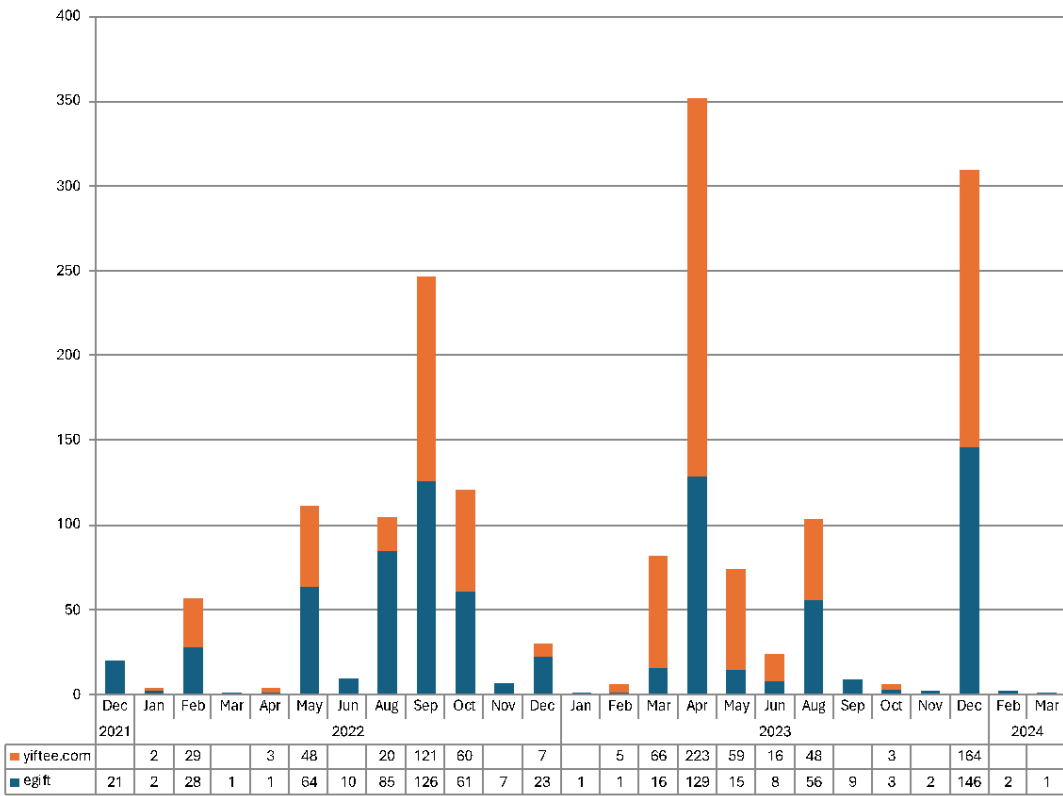
Count of Purchased during promotion | Sum of Gift Price

Purchased During Promotional Event

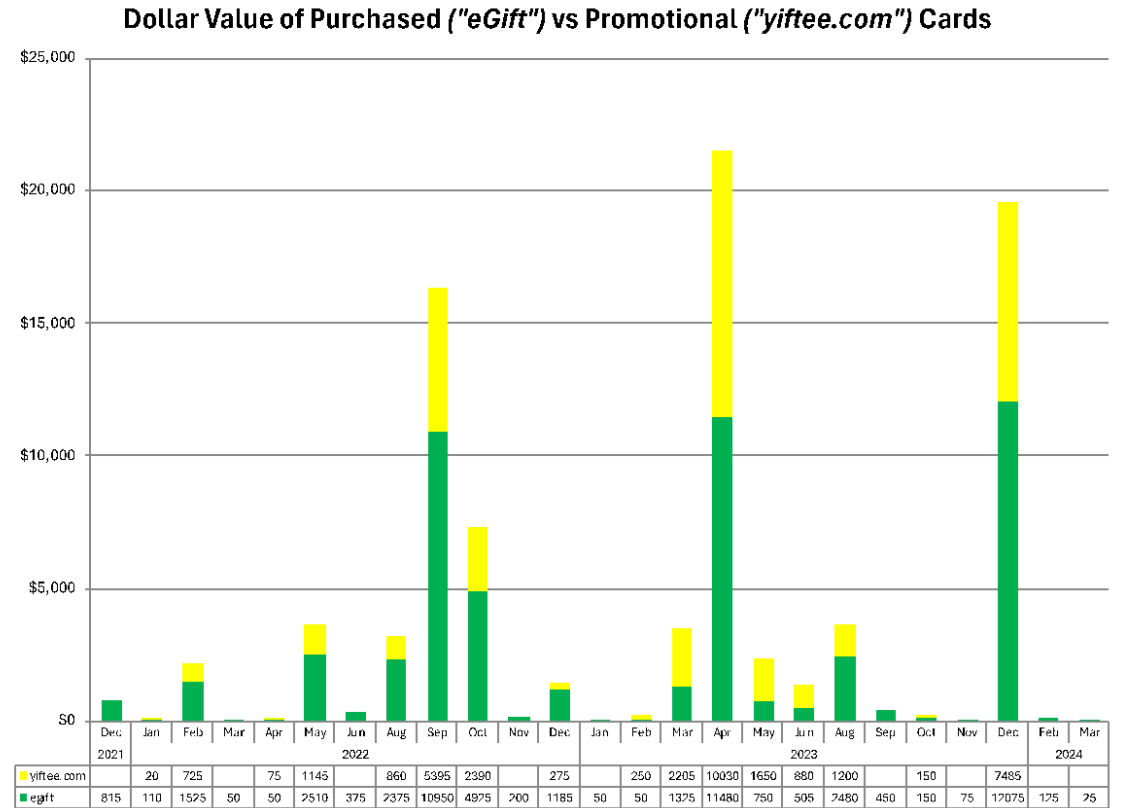


Month & Year Cards Issued - Data

<i>Filters</i>	<i>Years ≥2021</i>
<i>Columns</i>	<i>Source</i>
<i>Rows</i>	<i>Year, Month</i>
<i>Values</i>	<i>Count of Gift ID</i>



<i>Filters</i>	<i>Years ≥2021</i>
<i>Columns</i>	<i>Source</i>
<i>Rows</i>	<i>Year, Month</i>
<i>Values</i>	<i>Sum of Gift Price</i>



Number of Cards Purchased During Promotional Period – *Assessment*

Interpretations:

1. Spikes in sales associated with “BOGO” events
2. 90%+ of Shop Pacifica cards were sold during promotional events where the City is giving away Buy One Get One Free cards or Buy One Get One of 50%
3. Only \$6,000 of Shop Pacifica cards have been bought in the last 3 years outside of promotional periods
 - 6.5% of total Shop Pacifica Value

Questions:

1. Do Shop Pacifica users only see the value in purchasing these cards when they are given free money to buy them?
2. Is the City encouraging non-incentivized purchases of cards?

Next Steps:

1. Promote the Shop Pacifica card without a BOGO promotion. This will test if people buy the Shop Pacifica cards because of the free money or because they need to be reminded about the program.
2. Find creative ways to incentivize Shop Pacifica purchases without lucrative promotions

Locations Associated with Cards – Data 1/2

Zip Code	Purchased ("egift")	Promotional ("yiftee.com")	Total
(blank)	96	804	900
94044	604	65	669
94066	24		24
94080	10	3	13
94070	12	1	13
94112	8		8
94015	6	1	7
94019	4		4
94103	4		4
94122	4		4
94002	3		3
94611	3		3
94005	3		3
94544	2		2
95367	2		2
94037	2		2
94530	2		2
27540	2		2
94107	2		2
94110	2		2
Zip Codes with Single Card Purchased: 94401, 33704, 94503, 94555, 80022, 24325, 94404, 94945, 94523, 95035, 38120, 94104, 94583, 20175, 94804, 94116, 94954, 94118, 95366, 84414, 95828, 94132, 90254, 94304			
Grand Total	819	874	1693

<i>Filters</i>	<i>Location ≠ blank, Source = eGifft</i>
<i>Columns</i>	<i>Source</i>
<i>Rows</i>	<i>Location</i>
<i>Values</i>	<i>Count of Gift ID</i>

Locations Associated with Cards – Data 2/2

<i>Filters</i>	<i>Location ≠ blank, Source = eGift</i>
<i>Columns</i>	<i>Source</i>
<i>Rows</i>	<i>Location</i>
<i>Values</i>	<i>Count of Gift ID</i>

Zip Code Loc	Purchased (egift)	Promotional (yiftee.com)	Grand Total
(blank)	96	804	900
Pacifica	604	65	669
Other	47		47
San Bruno	24		24
South San Francisco	10	3	13
San Carlos	12	1	13
SF - Outer Mission, Oceanview, Balboa Park	8		8
Daly City, Broadmoor	6	1	7
Half Moon Bay	4		4
SF - Market St	4		4
SF - Sunset	4		4
Grand Total	819	874	1693

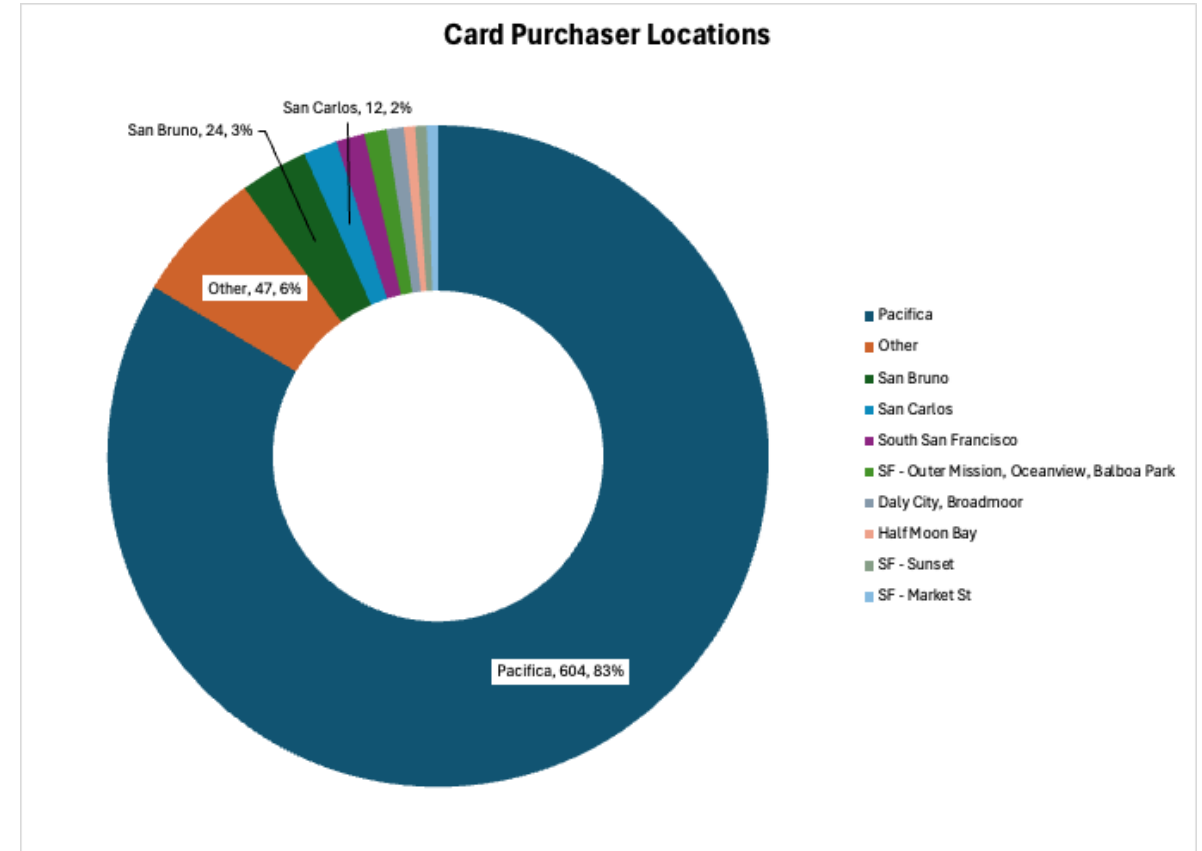
Zip Code Loc	Purchased (egift)	Promotional (yiftee.com)	Grand Total
(blank)	12%	92%	53%
Pacifica	74%	7%	40%
Other	6%	0%	3%
San Bruno	3%	0%	1%
South San Francisco	1%	0%	1%
San Carlos	1%	0%	1%
SF - Outer Mission, Oceanview, Balboa Park	1%	0%	0%
Daly City, Broadmoor	1%	0%	0%
Half Moon Bay	0%	0%	0%
SF - Market St	0%	0%	0%
SF - Sunset	0%	0%	0%
Grand Total	100%	100%	100%

Locations Associated with Cards

Subset: Locations Associated With Purchased Cards - Data

<i>Filters</i>	<i>Location ≠ blank, Source = eGift</i>
<i>Columns</i>	<i>Source</i>
<i>Rows</i>	<i>Location</i>
<i>Values</i>	<i>Count of Gift ID</i>

Purchase Location	Number of Card Purchased
Pacifica	604
Other	47
San Bruno	24
San Carlos	12
South San Francisco	10
SF - Outer Mission, Oceanview, Balboa Park	8
Daly City, Broadmoor	6
Half Moon Bay	4
SF - Sunset	4
SF - Market St	4
Grand Total	723



Locations Associated with Cards – Interpretation

Interpretations:

1. 17% of Shop Pacifica card purchases are from non-Pacific zip codes
2. Only 13% of non-Pacific purchasers used their Shop Pacifica cards outside of Rockaway and Manor
3. 87% of Non-Pacific card purchases were during promotional periods.
4. Non-Pacific purchasers had nearly identical redemption rates as locals

Questions:

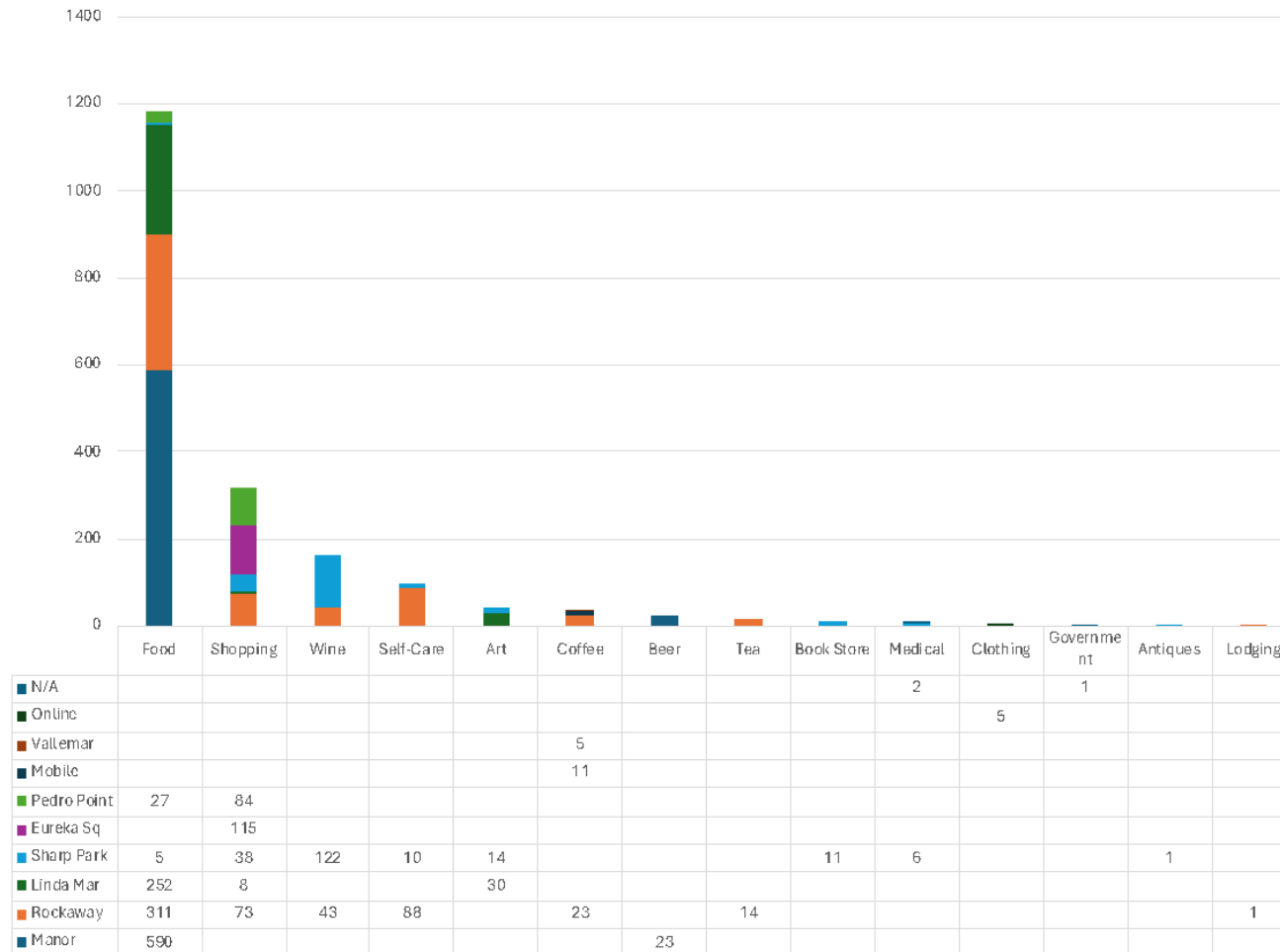
1. Could non-Pacific users be the target market for Shop Pacifica cards which would be valuable because it represents “new” money in town?

Next Steps:

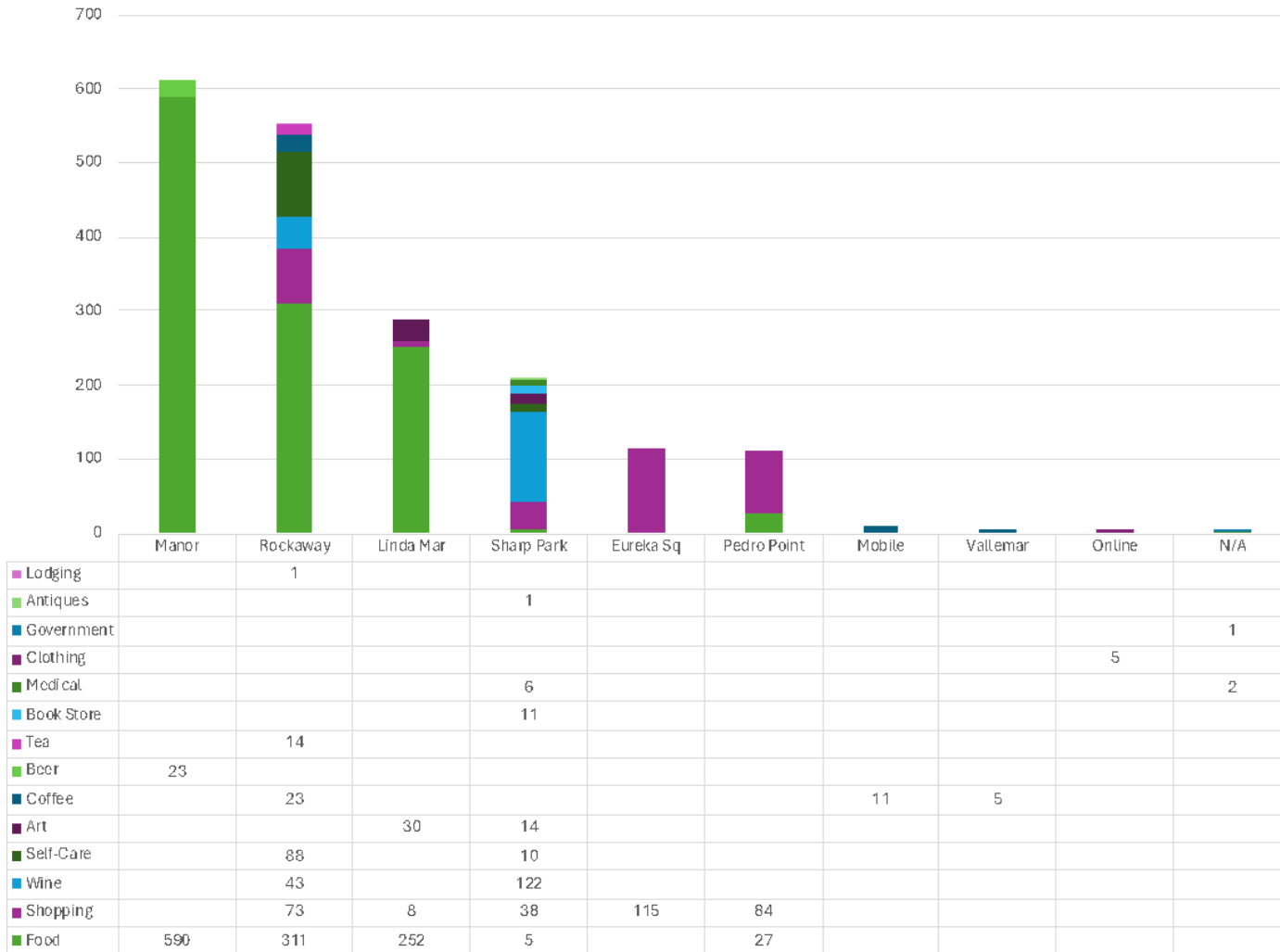
1. Market Shop Pacifica cards to non-locals
2. Place promotions for Shop Pacifica near tourist destinations in Pacifica and encourage them to visit Shop Pacifica residences
3. Double down on Workcation program
4. Offer promotions to non-local zip codes to incentivize non-local purchase and usage

Category & Neighborhood of Card Use - Data

Filters	Category: Exclude #N/A
Columns	Category of Business
Rows	Neighborhood
Values	Count of Gift ID



Neighborhood & Category of Card Use - Data



Filters	Category: Exclude #N/A
Time	Entire Length of Program
Columns	Neighborhood
Rows	Category of Business
Values	Count of Gift ID

Redemption Report – Interpretation

Interpretations:

1. Sharp Park has the 2nd most businesses registered with Shop Pacifica but only accounts for ~11% of Shop Pacifica redemptions (60% of Sharp Park redemptions are at one vendor)

Questions:

1. How can the city promote Shop Pacifica usage across all neighborhoods and categories of spending?
2. Does the City want Shop Pacifica to be primarily used for a certain category of spending or to be used in certain neighborhoods/business districts?

Next Steps:

1. Need additional detail on redemptions grouped by purchased vs promotional cards including specific promotional campaign
2. Create Neighborhood specific promotions
3. Direct CDA to promote under-shopped Shop Pacifica stores more to improve equitable usage of cards

Dataset:
BrandFeeReport

List of cards with original and remaining balances

Unspent Money on Cards Purchase >1 Year Ago

How Much Money Is Left On The Table?

From Yiftee Terms of Use:

Maintenance Fee

Certain gifts that are redeemable at multiple unaffiliated merchants for goods or services may have an associated maintenance fee. This is a monthly fee that is deducted from the remaining value of a gift that has been unused for more than 12 months or as otherwise stated on the gift and will be clearly described to both the gift purchaser and gift recipient. Subject to applicable law, beginning the 13th consecutive month after there has been no Activity (Activity means any action resulting in a change in Voucher balance, other than fee imposition, or adjustment due to error or prior transaction reversal) on your Voucher, a \$3.00 (or other amount if stated on the gift) monthly maintenance fee will be assessed to your Voucher as long as there are funds remaining and no activity occurs. Such fees may diminish the Voucher balance before the "valid thru" date on the Voucher. **You may avoid this fee by using your Voucher at least once every twelve months.**

As of April 8, 2024

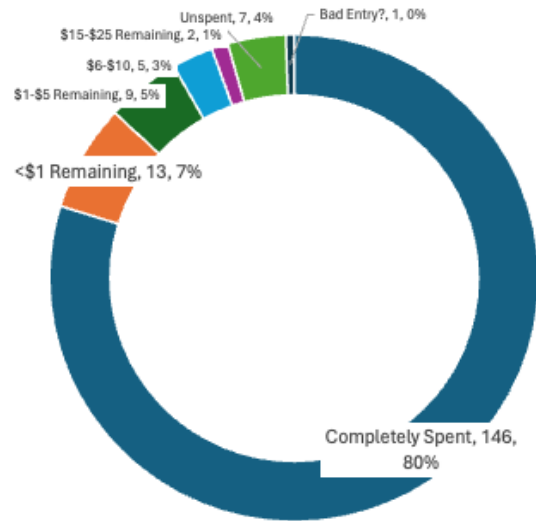
Remaining Card Value	Number of Cards	Aggregate Value
\$76-100	13	\$1,120
\$51-75	2	\$134
\$25-50	7	\$275
\$10-25	37	\$644
<\$10	5	\$8
Total	64	\$2,181

Filters	Source: egift
	Status: Available
	Date Sold: >1 Year Ago
Amount Remaining on Card Calculated by:	Gift Price - Amount Redeemed

Data manually combined into value ranges

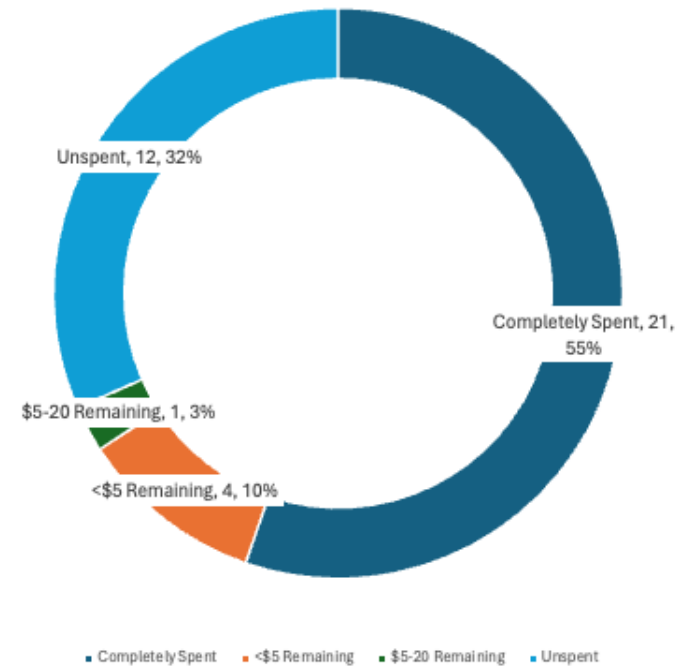
Utilization of Promotional Cards

Pacifica Spring 2023 (" Workcation ")



Completely Spent	146	80%
<\$1 Remaining	13	7%
\$1-\$5 Remaining	9	5%
\$6-\$10 Unspent	5	3%
\$15-\$25 Remaining	2	1%
Unspent	7	4%
Bad Entry?	1	1%
Grand Total	183	

Pacifica Teacher Appreciation BOGO 2022 Cards



Completely Spent	21	55%
<\$5 Remaining	4	10%
\$5-20 Remaining	1	3%
Unspent?	12	32%
Grand Total	38	

Utilization of Promotional Cards - *Interpretation*

- Spring 2023 “Workcation” (Stay in Pacifica) program very successful in investing (ARPA) funds into local businesses. 80% of cards totally used, additional 15% used to <\$10 remaining.
 - Analysis of where these cards were used should be used to shape similar programs
 - Analysis of transaction price can be used to decide value of cards for future programs.
- Pacifica Teacher Appreciation 2022 less successful; 55% of cards completely spent but 1/3rd of cards completely unused.
 - Comment that teacher(s) didn’t know where cards could be used is important particularly because not all teachers live in Pacifica.
 - Analysis of where cards were used may shed light on value of teacher programs in the future.

Additional Insights and Recommendations

Anecdotal Comments from Card Users (Residents)

- **BOGO Offers Attract Users:** *“My wife and I just wait until a promotional event and then we buy as many as we can. Then use them and the promotional cards to buy things in town”*
- **Skepticism About Cards:** *“When I first bought them a friend said they thought it was a scam”*
- **Inconvenience:** *“I’m almost embarrassed to use the cards because they require additional staff time and delay other customers”*
- **Transaction Fees:** *“I wanted to buy some for my daughter’s teachers but with the transaction fees, it didn’t make sense”*
- **Remaining Balance on Cards:** *“Having a small balance left is annoying. I can’t do anything with it.”*
- **Card Processing:** *“When am I going to be able to use tap to pay with these cards”*

Anecdotal Comments from Shop Pacifica Vendors 1/2

1. Shop Pacifica Cards cost us money since charges are processed as “Card Not Present” transactions (0.5-3% more depending on processor and contract)
2. Shop Pacifica Cards slow business flow because of additional time needed to manually enter charges.
3. Shop Pacifica Cards require additional training for sales staff.
4. Charges greater than the available balance on a Shop Pacifica Card cause friction:
 1. Credit card system automatically adds sales tax. If transaction entered for full amount available on card charge is declined because there’s not enough funds to pay sales tax.
 2. “Splitting” charges between Shop Pacifica Card and another credit card creates problems with inventory management (2 charges for same item).

Anecdotal Comments from Shop Pacifica Vendors 2/2

5. Fundamental issues with Shop Pacifica cards:

1. What am I getting from the City in exchange for participating in Shop Pacifica?
2. Why should I be offering any kind of discount or deal to users of Shop Pacifica cards when the cards are detrimental to my business?
3. Why should I be encouraging people to buy Shop Pacifica cards (via the door decals and cash register tents) when I have my own store-branded gift card.

Shop Pacifica Improvements for Merchants

- Improved Advertising
- Tap to Pay
 - Give Yiftee deadline to resolve Tap to Pay issues
 - Require periodic updates from Yiftee on progress

New Directions for Shop Pacifica

Focus on:

- Visitors
 - Hotel and AirBnB guests (Additional Workcation promotions)
 - Put Shop Pacifica advertisements with discounts for out of town visitors at fields where youth sports teams play
 - Promotions for people living outside of Pacifica
 - Advertise in high tourist use areas like parking lots near Linda Mar, Mori Point, and Rockaway
- Newcomers
 - Encourage real estate agents to gift these cards to potential home buyers and renters
- Residents:
 - Incentives for residents to give Shop Pacifica cards as gifts especially around the holiday season
- Shop Pacifica Vendors
 - If vendors offer Shop Pacifica promotions, we should have CDA promote these. We should also consider subsidizing these promotions
 - Explore additional marketing channels for Shop Pacifica businesses with CDA
 - Offer Shop Pacifica vendors free cards for raffle prizes whenever they host gatherings of X or more. More or higher value cards if the gathering is for mostly out of town participants.

Recommendations for the Committee and Staff

The EDC should ask our City Council liaisons to review the following items with their Council colleagues and act or provide direction on:

- 1. Request Staff obtain anonymized purchaser data of Shop Pacifica cards from Yiftee. *Possible analysis project for the summer intern.***
- 2. Request Staff work with the EDC to define success for the post-ARPA Shop Pacifica program.**
Metrics for consideration include:
 - a. Value of cards purchased without BOGO promotions to exceed \$10,000 in 2025
 - b. Number of businesses signed up for Shop Pacifica exceeds 100 by end of 2025
 - c. Non-local zip code purchases of Shop Pacifica cards exceeds 33% by end of 2025
- 3. Request Staff work with the EDC to identify new ways to promote Shop Pacifica Cards in the absence of “generous” promotional rewards. Some ideas include:**
 - a. Instead of promos/BOGO, pay for the e-Delivery fee. (Estimated cost of EDC budget = \$500-\$2,000)
 - b. Give Shop Pacifica accepting businesses a referral code where if their customers buy Shop Pacifica through their unique link, the city rewards them.
 - c. Run additional Workcation promotions where we are giving discounted Shop Pacifica cards to hotel and STR guests to incentivize them to shop locally.
 - d. Subsidize vendors for running Shop Pacifica promotions
 - e. Allow Transients to purchase a Shop Pacifica card in lieu of some or all of the Transient Occupancy Tax.
 - f. Only give promotional deals to buyers with zip codes outside of 94044
 - g. Providing new residents with Shop Pacific cards to introduce them to local businesses.

Recommendations for the Committee and Staff

(continued) The EDC should ask our City Council liaisons to review the following items with their Council colleagues and act or provide direction on:

- 4. Request Staff prioritize adding eligible charities to program and work with Yiftee on methods of donating cards with <\$10 remaining value.**
- 5. Request Staff to update the annual business license application to include a section about enrolling in Shop Pacifica**