



CITY OF PACIFICA ECONOMIC DEVELOPMENT SUBCOMMITTEE AGENDA

Tuesday, October 08, 2024, 6:00 PM

**Civic Center - Community Development & Engineering Building
Large Conference Room
1800 Francisco Blvd, 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 September 10, 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

COMMITTEE COMMUNICATIONS (50 minutes):

1. Committee Workplan Actions and Updates
 - EDC Workplan
 - Budget Allocation

INFORMATIONAL ITEMS (10 minutes):

1. Update on upcoming Chamber Events

ORAL COMMUNICATION FROM THE COMMITTEE (15 Minutes)

1. Updates from Council Liaisons
2. Updates from Individual Committee Members
3. Next Scheduled Meeting Date – November 12, 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.



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.

City of Pacifica
Economic Development Committee Draft
Workplan
FY2024-2025

Goals and Objectives:

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

- Attract visitors through creation and collaboration/sponsorship of events
- Launch campaigns and events to build awareness and sense of community to include event sponsorship, collaboration, and creation.
- Partner with existing organizations through event sponsorships (e.g.: Chamber of Commerce, Hotel BID, VisitPacifica.com, Fogfest, Peninsula SF etc.) to promote Pacifica.
- Work with staff 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.: 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
- Build awareness of the City of Pacifica and sense of community including collaboration with businesses on the creation of events (blues and brews), and event sponsorship opportunities.
- Work with City staff on promoting spending locally through various communication channels: Nextdoor, Connect with Pacifica, physical posters/decals in store fronts, schools, local organizations)

City of Pacifica
Economic Development Committee Draft
Workplan
FY2024-2025

1. Priorities Workplan Item #1: *Estimated Budget: \$TBD*

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

2. Priorities Workplan Item #2: *Estimated Budget: \$TBD*

1. Digital Strategy
 - a. Update Visit Pacifica with an “EDC Page” (blog style) with tours and events. EDC submits content, City staff publishes to webpage.
 - b. Notify City staff of local events to add to events calendar and promote via social media.
 - c. Provide current event information to City staff on a regular basis to keep Visit Pacifica events calendar updated.

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

1. Identify & Attract New Businesses
 - a. Create a list of possible businesses to attract. EDC submits list of potential businesses to City staff. City staff sets parameters.
 - b. Document what barriers to entry exist for desired businesses. Communicate these findings with the City of Pacifica. EDC submits list of potential barriers to City staff.
 - c. EDC works with youth via schools and children’s business fairs to help promote youth entrepreneurship.
2. Wayfinding & Infrastructure
 - a. EDC coordinates with PB&R Commission to update and enhance trail map (print and digital versions) with graphics and photography, and work with local business for potential advertising opportunities.
 - b. Work with staff to discuss the feasibility of installing signage in City trail parking lots that includes QR codes to the digital trail map.