

RESOLUTION NO. 29-2021

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA CONFIRMING THE ANNUAL REPORT OF THE ADVISORY BOARD OF THE PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT (BID) AND DECLARING THE CITY COUNCIL'S INTENTION TO CONTINUE THE BID PROGRAM AND LEVY THE ANNUAL ASSESSMENTS FOR THE FISCAL YEAR 2021-2022 AT THE SAME RATE AS LEVIED IN THE FISCAL YEAR 2020-2021 WITHOUT CHANGE

WHEREAS, pursuant to California Streets and Highways Code sections 36500 et. seq., the City Council of the City of Pacifica adopted Ordinance No. 714-C.S. in 2004, creating the Pacifica Hotel Business Improvement District and levying an annual assessment of \$1.00 per room per day of occupancy on the hotels in the City; and

WHEREAS, the Pacifica Hotel Business Improvement District ("BID") has been operating and levying an annual assessment of \$1.00 per room per day of occupancy on the hotels in the City continuously since 2004, including the fiscal year 2020-2021; and

WHEREAS, pursuant to Streets and Highways Code section 36533, the Pacifica Hotel Business Improvement District Advisory Committee has prepared and filed with the City Clerk an annual report regarding the District's operations that proposes to continue the program and assessments for fiscal year 2021-2022 at the same amount as levied for the fiscal year 2020-2021; and

WHEREAS, the City Council desires to adopt this Resolution to confirm the Advisory Committee's report as submitted and declare its intent to continue the BID program and assessments as levied in the fiscal year 2020-2021 at \$1.00 per room per day of occupancy on the hotels in the City without change for fiscal year 2021-2022.

RESOLVED by the City Council of the City of Pacifica, California, that:

1. Approval of Annual Report. The Annual Report of the Pacifica Hotel Business Improvement District Advisory Committee, filed with the City Clerk on May 19, 2021 and attached to this Resolution as Exhibit A, is hereby confirmed as submitted.
2. Declaration of Intent to Levy Annual Assessment. The City Council hereby declares its intent to continue the BID program and levy and collect the assessment of \$1.00 per room per day of occupancy on the hotels in the City of Pacifica without change for the fiscal year 2021-2022.
3. Public Hearing. The City Council hereby sets Monday, June 14, 2021, as the date for the public hearing on the annual levy of assessments on hotels within the BID. The public hearing will be held at 7:00 p.m. or as soon thereafter as practicable. Consistent with the provisions of the Governor's Executive Order N-25-20 and N-29-20 which suspend certain requirements of the Brown Act and pursuant to the Orders of the Health Officer of San Mateo County as of May 11,

2021, the June 14, 2021 City Council Meeting will be held via video/teleconference with no physical location open to the public. Members of the public can observe the meeting on local cable channel 26 or watch a Live Stream of the meeting at <https://www.cityofpacificacounty.gov/LiveStream> . Public Comments may be submitted by email to: publiccomment@ci.pacificacounty.gov and clearly indicate the submitter's full name, meeting date and Agenda Item number. Refer to the meeting agenda to be published within 72 hours in advance of the meeting date to confirm meeting format and public participation details.

4. Protest Procedures. Written and oral protests to the levy of the annual assessments may be made at the public hearing in the form and manner prescribed in Sections 36624 and 36625 of the California Streets and Highways Code.
5. Notice of Hearing. The City Clerk is directed to provide notice of the public hearing on the proposed annual levy of assessments within the BID in the manner prescribed by California Streets and Highways Code section 36534 and by mailing copies of said notice and this Resolution to each business subject to the assessment.
6. Effective Date and Certification. The City Clerk is directed to certify the adoption of this Resolution. The Resolution shall take effect immediately upon its adoption by the City Council.

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PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pacifica, California, held on the 24th day of May 2021, by the following vote:

AYES, Councilmembers: Beckmeyer, Bier, Bigstyk, O'Neill, Vaterlaus.

NOES, Councilmembers: n/a.

ABSENT, Councilmembers: n/a.

ABSTAIN, Councilmembers: n/a.



Sue Beckmeyer, Mayor

ATTEST:



Sarah Coffey, City Clerk

APPROVED AS TO FORM:



Michelle Kenyon, City Attorney

EXHIBIT A

May 19, 2021

Kevin Woodhouse
City Manager
City of Pacifica
170 Santa Maria Avenue
Pacifica, CA 94044

RE: Pacifica Hotel Business Improvement District Annual Report

Dear Kevin:

In accordance with the section 36533 of the California Streets and Highway Code, I am attaching our annual report to meet code requirements.

Attached you will also find an explanation of Exhibits A-D addressing 2020-2021 results:

- A) Report of Resources and Uses, July 1, 2020-June 30, 2021 (May-June 2021 projected)
- B) Profit and Loss, July 1, 2020-April 30, 2021 (Bank Actuals)
- C) Pacifica Chamber of Commerce Use of Funds as Managing Agency
- D) Public Relation/Marketing Use of Funds Report by Molly Blaisdell, Hook, Line & Thinker

Marketing Plan for Recovery

You will find an explanation of Exhibits E-J addressing 2020-2021 plans:

- E) Report of Resources and Uses -PROJECTED, July 1, 2021-June 30, 2022
- F) PR/Marketing/Website Proposal for 2021
- G) Pacifica Website Status

Please contact either Archie Judan, Lisa Eccleston, Chamber President or Lynn Gallo, Treasure if you have any questions.

Sincerely,

Archie Judan

Archie Judan (May 17, 2021 15:24 PDT)
Archie Judan, Director and BID representative
Pacifica Chamber of Commerce

Cc: Yulia Carter, Chief Financial Sustainability Officer

Kevin Woodhouse
City manager
City of Pacifica
170 Santa Maria Avenue
Pacifica, CA 94044

Re: Pacifica Hotel Business Improvement District (BID)

Dear Kevin:

In accordance with section 36533 b(1)-(6) of the California Streets and Highway Code, the Pacifica Hotel Business Improvement District affirms the following for the year ending June 30, 2021.

A key component of the report this year is the continued impact of COVID 19 on the hotel businesses in 2021 and projected slow recovery in the second half of 2021. We are anticipating and planning for the reduction in restrictions announced by the Governor next month. Every hotel was contacted in April 2020 to determine the impact of the Shelter in Place Order:

- 1) There are no proposed changes in the boundaries of the Pacifica Hotel Business Improvement District.
- 2) The Pacifica Hotel Business Improvement District will continue to be managed by the Pacifica Chamber of Commerce in maximizing the hotels' investment in promoting Pacifica, the hotels and tourism. The seven hotels comprising the BID meet regularly and approve all expenditures, Chamber of Commerce facilitates these meetings.
 - In 2020, a seventh hotel was added to the Pacifica Hotel Business Improvement District, Anchor Inn Pacifica, "A Modern Tiny Hotel" with four unique rooms in Pedro Point.
 - Resources will be applied to continue partnering with a public relations firm (Hook, Line and Thinker) who fosters key contacts within the travel industry and arranges journalist tours of Pacifica and other promotions. Due to reduced funding, this relationship will continue to be monitored carefully to manage available funds.
 - The Chamber will continue to provide visitor support, continue informational posters and collateral material located at the Rockaway Beach Kiosk and Visitors Center (Lobby outside Chamber office). **(See Exhibit C - Managing Agency Use of Funds).**
 - The redesign of the Visit Pacifica Website was completed and Marketing opportunities are being identified to maximize its capabilities.

3) During 2020 to 2021, the BID approved the following expenditures (**See Exhibit A - Report of Resources and Uses July 1, 2020 - June 30, 2021:**

Public Relations: Continuing a consulting contract between the BID and Hook, Line and Thinker, a public relations firm. Paid monthly for an annual total of \$24,277.

Web Design: \$4000.00 projected to be used in May and June 2020 for the initial phase of the Web Design project.

4) Impacts on Hotel Business

Hotel Current and Projected Capacity in 2021

Hotel	2020		2021	Status
	Rooms	Rooms		
America's Best Value Inn	25	25		
Anchor Inn Pacifica	4	4		Opened 2020
Holiday Inn Express	37	84		Continued construction, name change pending
Inn at Rockaway	44	44		Renovations completed 2019
Lighthouse Hotel	97	97		Renovations completed 2019, name change pending
Pacifica Beach Hotel	54	54		
Sea Breeze Motel	20	20		
TOTAL	281	328		

- In general, the hotels were anticipating approximately an 85% drop in business. This did not happen. The hotels exhibited their creativity and flexibility in accommodating the needs of COVID, visiting family, and family members having to be housed outside of their home.
- Two hotels are working closely with housing voucher programs through LifeMoves, Governor Newsom's Project Room Key and Pacifica Resource Center, one hotel is housing construction workers which continued into 2021 and one hotel has had medical staff.
- Community events in 2021 have been cancelled until new guidelines are understood, such as Taste of Pacifica, Fog Fest, etc.
- As of this 2021 report, the Holiday Inn Express expects to complete construction by mid year 2021, going from 37 rooms to 84.
- There continues to be an impact on the hotels by Airbnb and VRBO.

5) Projected cost for the activities at the Pacifica Hotel Improvement District during July 1, 2020 through June 30, 2021 are \$5,400-21,710 (See attached Report of Resources and Uses Projected for detailed uses.) (Exhibit E).

- Actual 2019-2020 and projected revenues for 2020-2021 are significantly lower.

6) The basis of the BID assessment levied on the Pacifica Hotel improvement District is calculated by each hotel, \$1 per room per day occupancy. This allows each business owner the amount of the assessment that is to be levied against his or her business for that year.

- A discussion was opened with the hotels on increasing the \$1 assessment. The consensus of the hotels was that it is not the right time, given the current situation, not knowing when or how recovery steps will be implemented.
- Assessment will be a discussion item at the first quarter 2021 BID meeting.

7) The amount of the surplus of revenues (Fund Balance) carried over on this report is \$19,763.06. This represents a reduction from the 2018-2019 report which was \$33,894.30. This fund has declined over the last three years. A key factor is that 174 rooms were impacted with remodeling or construction starting in 2017. **We anticipate in 2020-2021 there will be no fund surplus.**

8) There are no other contributions from sources other than the assessments levied.

MARKETING PLAN 2020-2021 (Recovery after COVID 19)

With the uncertainties of our current environment, the strength of the proposed marketing plan is that it is flexible and can be implemented as funds become available. (See Exhibit G).

The initial phase started in first quarter of 2020 with the start of upgrading the Visit Pacifica website (See **Exhibit H**). Campaigns can be implemented as restrictions are lifted on the Shelter in Place Order. With the upgraded website analytics will be available to provide effectiveness of each campaign. This platform will provide an opportunity to address traveler concerns such as sanitation and social distancing. One hotel addressed the issue directly with the following note: *"remains dedicated to the health and safety in full adherence and cooperation with the disease prevention guidelines provided by agencies. We continue to ensure the best cleaning and sanitation procedures. self check in and no shared space.."*

Our relationship with Hook, Line and Thinker with a retainer of \$2,000 a month will have to be monitored carefully with a focus on available funds. This relationship provides a balanced marketing plan by providing access to a variety of media opportunities.

Please call me Archie Judan, Lisa Eccleston, Pacifica Chamber of Commerce President or Lynn Gallo, Treasurer if you require further information. We look forward to answering questions from Council and staff.

Sincerely,

Archie Judan, Director and BID representative
Pacifica Chamber of Commerce
Cc: Yulia Carter, Chief Financial Sustainability Officer

**PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT
REPORT OF RESOURCES AND USES
July 1, 2020 - June 30, 2021**

Resources:

BID ASSESSMENTS*	\$38,568.23
PREVIOUS FUND BALANCE (Note 1)	\$17,485.96
TOTAL RESOURCES	\$ 56,054.19

Uses:

(See attached Profit/Loss Statement for breakdown)

Managing Agency - Chamber of Commerce (Note 2)	\$18,026.00
Public Relations - Hook, Line & Thinker	\$18,014.50
Advertising - Other	
Marketing Plan 2020-21 (May & June) Initial phase of Web Design	\$9,194.45
Total Expenses	\$45,234.95

Resources in Excess of Uses (Fund Balance)	\$10,819.24
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Note 1: Previous Fund Balance represents the previous year's actual balance carried forward, resources in excess of uses.

Note 2: Funds used by Managing Agency, Pacifica Chamber of Commerce, to pay salaries for administration and marketing efforts. (See full breakdown on Exhibit B "Profit/Loss Statement". * Reflects checks received by managing agency, Pacifica Chamber of Commerce.

Pacifica Hotel Business Improvement District

PROFIT & LOSS

July 1, 2020 - April 30, 2021

4/30/20
Cash Basis

Income	
BID Income	
Self-Assessment Funds from City	38,568.23
 Total BID Income	 38,568.23
Total Income	38,568.23
 Expense	
Advertising	
Web Design	9,194.45
Public Relations	18,014.50
 Total Advertising	 27,208.95
Chamber of Commerce	
Managing Agency	18,026.00
 Total Chamber of Commerce	 18,026.00
 Total Expense	 45,234.95
Net Income	-6,666.72

Balance Sheet

As of April 30, 2020

ASSETS	
Tri Counties Bank Balance 7-1-20	17,485.96
Balance April 2021	10,819.24

PACIFICA CHAMBER OF COMMERCE
Managing Agency Use of Funds

FUNDS RECEIVED FROM BID \$18,026.00

These funds supported a portion of the following promotional activities:

- Staffing Visitor Center (handling visitor calls and welcoming visitors to the center when we were allowed to open.)
- Published and distributed 16,000 copies of the Pacifica Visitor Guide & Business Directory to Pacifica residences and businesses. Additional copies are available at the Chamber office for visitors highlighting the BID hotels. Businesses and community members frequently contact the Chamber requesting the directory. They express that finding local businesses is becoming increasingly difficult on line.

All events were put on hold such as Taste of Pacifica and Tree Lighting Event.

The Chamber treasurer manages City of Pacifica assessment funds and monitors and distributes funds approved by the BID.

The Chamber is not considered an essential service so it has been closed most of the time based on our tier color since the Shelter in Place Order went into effect. The Board Treasurer answers calls, mail, emails, completes reports and manages incoming and outgoing funds (Chamber and BID accounts). A Chamber newsletter is sent out monthly to members and community subscribers highlighting a Chamber member and providing business information.

Changes at the Pacifica Chamber:

With the anticipated drop in revenue from the BID Assessment and increased rent in 2020 the Chamber is reducing operating costs. The Chamber office was moved to the back office in January 2021 to free up the front larger area for rent. We are at the same location maintaining the Visitor Center, greeting visitors and working with businesses. Although our office hours are limited appointments are available 24/7.

The Chamber Board continues to closely monitor and focus on reducing expenses. Examples of some of the changes:

- The Chamber is operating with part time staff administrator.
 - The office is managed by a volunteer Board member.
 - A request was made to our membership for new Board members and ten new Board members were installed on February 2019. We will be approaching our members in 2021 for new Board participants.
 - Office space was redesigned to create rental revenue.
- Individual projects are supported with outside resources to reduce labor expenses



Pacifica Chamber of Commerce - PR & Marketing Report
Fiscal Year July, 2020 – June, 2021
Presented By: Molly Blaisdell --- Hook, Line & Thinker

EXHIBIT D

Public Relations Highlights

- Pitched over 50 media about story ideas for Pacifica.
- Due to COVID, the regularly scheduled media conferences were suspended or done online via Zoom. As a result, I attended five media conferences with SFTravel, Visit California, USA Tourism, Bay Area Travel Writers (BATW) and Society of American Travel Writers (SATW) with no cost to the Pacifica BID.
- Hosted four journalists on assignment with accommodations, meals and/or activities in Pacifica.
- Engaged with the 100 members of Bay Area Travel Writers during the course of the year to pitch and introduce them to hotels, restaurants, surf, hiking and arts culture of the destination. Due to travel restrictions, there wasn't much traction as these journalists need to visit a destination before writing feature stories.
- Of the many media placements secured, we achieved over \$700,000 in PR value over the course of 2020-2021...\$300,000 less than 2019-2020 (due to COVID and the travel restrictions during the pandemic).

Highlighted Placements

<https://www.kcbx.org/post/journeys-discovery-pacifica-hidden-coastal-haven-just-15-minutes-sfo#stream/0>

<https://www.pubclub.com/destinations/usa/california/california-whale-watching-viewing-locations-are-plenty-in-pacifica/>

<https://media.visitcalifornia.com/story-inspiration/discover-story-ideas/escape-to-californias-secret-beaches>

<https://www.pubclub.com/lifestyle/travel/10-best-social-distancing-travel-destinations-in-california/>

<http://www.diablogmag.com/April-2020/One-Fine-Weekend-in-Pacifica/>

<https://www.narcity.com/travel/us/ca/unique-beaches-in-california-include-this-chocolate-sand-seashore>

<https://www.sfchronicle.com/outdoors/sundaydrive/article/Sunday-Getaway-to-Taco-Bell-Beach-in-15003402.php>

<https://www.diyphotography.net/2019-landscape-photo-of-the-year-contest-winners-will-put-you-in-awe-of-nature/>

<https://thoughtcard.com/things-to-do-pacifica/>

Marketing Plan

- Crafted comprehensive 2021 marketing plan and proposed budget
- Reviewed plan with Archie
- Met with Chamber and BID teams multiple times over the course of the year
- Researched costs for advertising, website, promotional campaigns, PR and other marketing expenses for proposal
- Reviewed proposals from afore-mentioned vendors
- Assimilated proposals and budgets in order to craft proposed marketing actions for presentation to and approval of BID
- (Still to come in May and June ... website, other marketing initiatives and BID follow up)

Website

- Review of VisitPacifica.com site
- Download of all website content
- Review sample websites, made recommendations to website designer and team
- Began editing of website content
- Photo procurement
- Vendor research and review
- Four meetings to discuss goals for website
- (Still to come in May and June ... design/build website, write/update content, check all links, confirm content with hotels, secure graphics/photo library, develop blog materials/editorial calendar and craft feature destination stories.

Public Relations and Marketing

- Researched potential bloggers and influencers for potential destination visits. On hold.
- Worked with editors and authors to fact check their pre-publishes stories
- Made introductions of journalists on assignment with appropriate destination representatives
- Enlisted partnership opportunities for media visits with SFTravel and San Mateo CVB
- Submitted relevant content for social media posts
- Crafted media "hit list" for pitching stories on Pacifica

Press Releases written and distributed

- Three Perfect Days in Pacifica
- Whale Watching
- Photo Release
- Pocket Guide to six miles of Pacifica

**PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT
REPORT OF RESOURCES AND USES - **PROJECTED**
July 1, 2021 - June 30, 2022**

Resources:

BID ASSESSMENTS (Note 1)	\$70,000.00
PREVIOUS FUND BALANCE (Note 2)	\$ 10,819.24
TOTAL RESOURCES (Note 2)	\$80,819.24

Uses:

Managing Agency - Chamber of Commerce (Note 3)	\$35,000
Public Relations - Hook, Line & Thinker	\$24,000
Advertising - Other	\$10,000
Marketing Plan 2021-2022	\$10,000
Total Expenses	\$79,000

Resources in Excess of Uses (Fund Balance)	1,819.24
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Note 1: Dramatic reduction in revenue due to COVID 19 has been a challenge. It appears we will start experiencing increased visitors with the statewide changes in restrictions in June 2021. We are prepared for redesigning our events with the new requirements. The Assessment reflects that the Holiday Inn is expected to reach completion mid year. The Pacifica Lighthouse Hotel will have completed its remodel and branding. See Marketing Recovery Plan. (EXHIBIT F)

Note 2: Amounts for May and June 2021 are projected since assessment checks have not been received, actual amounts may differ.

Note 3: Funds used by Managing Agency, Pacifica Chamber of Commerce, to pay salaries for maintaining the Visitor Center, addressing visitor inquiries and marketing efforts. (See full breakdown on Exhibit C)

**Pacifica Chamber of Commerce
PR/Marketing/Website Proposal for 2021-2022**

EXHIBIT F

1. As part of the Marketing Manager's PR/Marketing responsibilities to the BID, she will act as the project manager for all of the proposed (and approved) marketing initiatives as outlined in the below options: She will work with the Chamber of Commerce's BID representative to ensure that we follow a strategic plan that compliments the Chamber's and City's initiatives to promote Pacifica as a travel destination.
2. Website (step 1) - Complete additional tabs for blogs and "Shop Local" page
 - a. Cost = \$1,500 - \$4,500
3. Website (step 2) - maintain organic content to position Pacifica atop of Google search results
 - a. Cost = \$105/month
4. Retain website consultant for Step 2: Carol Camacho (website manager)
5. Continuing blog with substantive content (photos, things to do, hotel updates, shop local, features) in order to keep things fresh and interesting.
 - a. Cost = inclusive in Marketing Manager's monthly retainer.
6. Social Marketing/paid campaign (TBD)
7. Continue to work with influencers, travel writers and multi-media individuals/organizations to continue to promote Pacifica as a travel destination.
8. VIA Magazine
 - a. Cost = \$1,400 - \$7,210
9. Visit Pacifica (robust) digital campaign with SF Media Company (*SF Bucketlisters)
 - a. Cost = \$2,500 - 10,000
10. Request BID membership participation with SF Travel to attract media and market to Europeans
 - a. Cost = inclusive in Marketing Manager's monthly retainer
11. Design annual events pitch to media with hotels as focal point for "making it a weekend"
 - a. Cost = inclusive in Marketing Manager's monthly retainer
12. Re-establish quarterly press releases that link back to website
 - a. Cost = inclusive in Marketing Manager's monthly retainer

Pacifica Chamber of Commerce
Additional Marketing Plan of Actions for 2021-2022

EXHIBIT G

As the first order of business and plan of action for moving with all proposed marketing initiatives in 2021, the priority is to maintain the VisitPacifica.com website and pursue multiple avenues to increase hotel room occupancy by targeting specific, demographically concentrated populations that would benefit from local “staycation” options.

1. Public Relations (PR)

- Hosting media
- Monthly press releases
- Wellness media/influencer FAM
- Traveler Podcast
- Best of Investing Radio Promo
- Host individual influencers

2. Social Media

- Feature blog posts (for continued SEO and content creation)
- Advertising on all platforms (*Instagram, Facebook, Twitter, etc.)
- Hotel News/re-branding/promotions/etc.
- Scavenger Hunt to solicit additional 3rd party photos and content
- Upgrade the media pages with new photos and updated media placement links

3. Advertising

- VIA Magazine
- California Tourism
- SF Media Company (*SF Bucketlisters)

4. Website

- Continue to update all pages with new information and content
- Monthly blog post features: Feature story of Pacifica (monthly)
- Update hotel information
- Refresh photos
- Add page(s) as needed
- Develop an interactive and engaging campaign with social channels to drive traffic to the website and bookings for hotels.
- Review quarterly analytics to compare ROI from previous campaigns

**Pacifica Chamber of Commerce
Marketing Action Plan Projected Budget for 2021-2022**

EXHIBIT H

Recommended Action	Person Responsible	Budget	Timeframe
1. Website	Marketing Manager/Web Consultant	\$1,500-4,500	Ongoing
2. SF Bucketlisters (*SF Media Co. and Do The Bay)	BID rep/Marketing Manager	\$2,500-10,000	Pending BID approval
3. VIA Magazine	Marketing Manager	\$1,400-7,210	Pending BID approval
4. Blogsite Upkeep	Marketing Manager	Included in retainer	Monthly
5. Other	BID rep/Marketing Manager	TBD	Ongoing
	Total	\$5,400-21,710	









For Signature: ResolutionNo29-2021_HotelBID_ ResoOfIntent_FY21-22_wExhA

Final Audit Report

2021-05-28

Created:	2021-05-28
By:	Sarah Coffey (coffeys@ci.pacifica.ca.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAASIN2YWWS_TViHISf0fHE9pPhe_pft2CE

"For Signature: ResolutionNo29-2021_HotelBID_ ResoOfIntent_ FY21-22_wExhA" History

-  Document created by Sarah Coffey (coffeys@ci.pacifica.ca.us)
2021-05-28 - 5:08:33 PM GMT- IP address: 68.65.68.29
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Signature Date: 2021-05-28 - 11:28:22 PM GMT - Time Source: server- IP address: 24.104.71.62
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-  Document e-signed by Sarah Coffey (coffeys@ci.pacifica.ca.us)
Signature Date: 2021-05-28 - 11:46:01 PM GMT - Time Source: server- IP address: 68.65.68.29
-  Agreement completed.
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