



CITY OF PACIFICA ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Tuesday, October 10, 2017, 6:00 PM
Pacifica Police Dept. – EOC Room, 2075 Pacific Coast Hwy, Pacifica

CALL TO ORDER

ADMINISTRATIVE BUSINESS (5 minutes):

- Approval of Order of Agenda
- Approval of Minutes of August 8, 2017 *(to be provided separately / at meeting)*

ORAL COMMUNICATIONS FROM THE PUBLIC (10 minutes):

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.

DISCUSSION ITEMS (40 minutes):

1. Acknowledge of Departing Committee Members
2. Recap of Report to Council (*Attachment 1*)
3. Business Educational Series - Samantha Hauser, Victor Spano
4. Palmetto Avenue Update - David Leal, Samantha Hauser
5. Funds Request to Council to support EDC work - Kevin Cubba
6. EDC Knowledge Transfer (changing membership) - Kevin Cubba
7. 2017/2018 Goals/Work Plan - Kevin Cubba

INFORMATIONAL ITEMS (10 minutes):

1. Update by Library Advisory Committee – David Leal
2. Update from Chamber of Commerce – Victor Spano

STAFF COMMUNICATIONS (10 minutes):

1. Event Strategy Marketing - Lorenzo Hines, Jr.

COMMITTEE COMMUNICATIONS (10 minutes):

1. Updates from Committee Members
2. Topics for Next Meeting

ADJOURNMENT

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

THE CITY OF PACIFICA WILL PROVIDE SPECIAL ASSISTANCE FOR DISABLED CITIZENS UPON AT LEAST 24 HOUR ADVANCE NOTICE TO THE CITY MANAGER'S OFFICE (738-7301). IF YOU NEED SIGN LANGUAGE ASSISTANCE OR WRITTEN MATERIAL PRINTED IN A LARGER FONT OR TAPED, ADVANCED NOTICE IS NECESSARY. ALL MEETING ROOMS ARE ACCESSIBLE TO THE DISABLED.

2017 ANNUAL REPORT

PACIFICA ECONOMIC DEVELOPMENT COMMITTEE



Economic Development Committee

Members

- Kevin Cubba, Chair
- Matthew Dougherty
- Samantha Hauser*
- Jim Heldberg
- David Jones
- David Leal, Vice Chair
- Jonathan Mizrahi*
- Brent Shedd
- Victor Spano

Council Liaisons

- Sue Digre
- Mike O'Neill

Staff Liaison

- Lorenzo Hines

*New Member

Economic Development Committee



Our Mandate

(Resolution No. 27-2011)

- Work with the City Manager, to review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses;
- Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and
- Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

Economic Development Committee

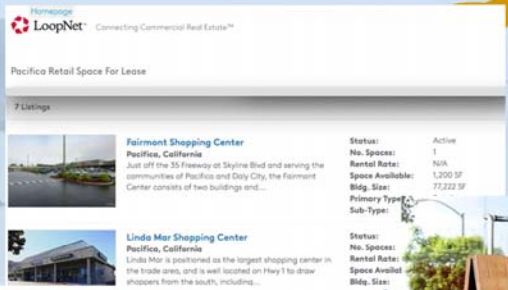


Agenda

- Activities/Accomplishments
- Economic Metrics
- Challenges
- Opportunities



Business Engagement/Outreach



Where We've Been, 2016-17



Retail Series – Business Education



Where We've Been, 2016-17



Retail Series: Attendance



Average Rating
4.6, Excellent

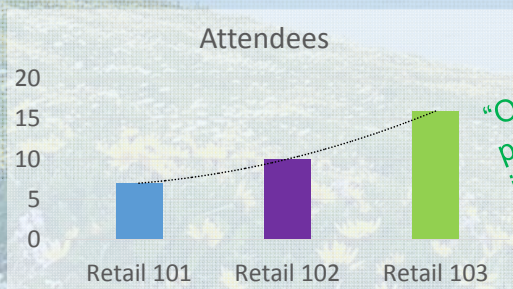


Average Rating
4.6, Excellent



Average Rating
4.6, Excellent

“Solid Information for retail business owners. Good practical, pragmatic, and actionable advice and insights! Perfect!”



“Outstanding, professional presentation; very enlightening insights into small business development that help facilitate success”

Where We've Been, 2016-17



Retail Series: Next Sessions

Fall Schedule

- Social Media 101 - October 12th
- Website best practices - October 19th
- Starting a home based business - October 26th
- Business Plan - November 2, 2017

Where We've Been, 2016-17



Palmetto Streetscape Project

- Business Engagement
- Community Engagement
- Digital Promotion
- Graphic Support
- Groundbreaking



Where We've Been, 2016-17



Palmetto Streetscape Project



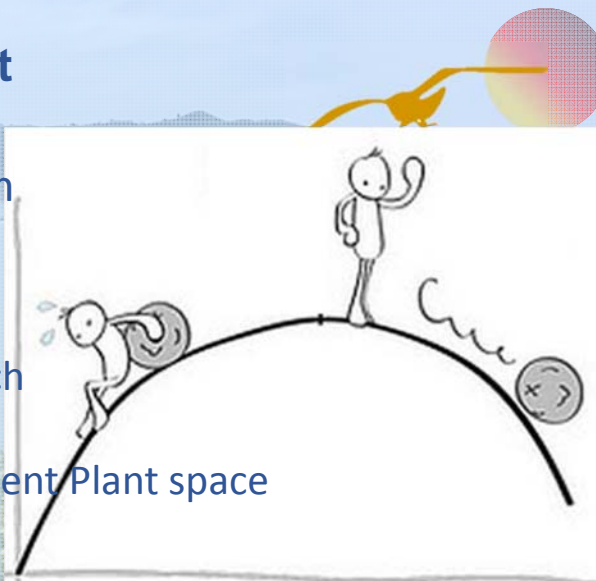
Where We've Been, 2016-17



Palmetto Streetscape Project

Next Steps – Drive for Momentum

- Next phases of streetscape
- Palmetto Avenue Marketing
- Continue Palmetto Business outreach
- Re-Engage Sharp Park residents
- Support Development of old Treatment Plant space



Where We've Been, 2016-17

Online Promotion



Where We've Been, 2016-17

Economic Metrics - Revenue Streams



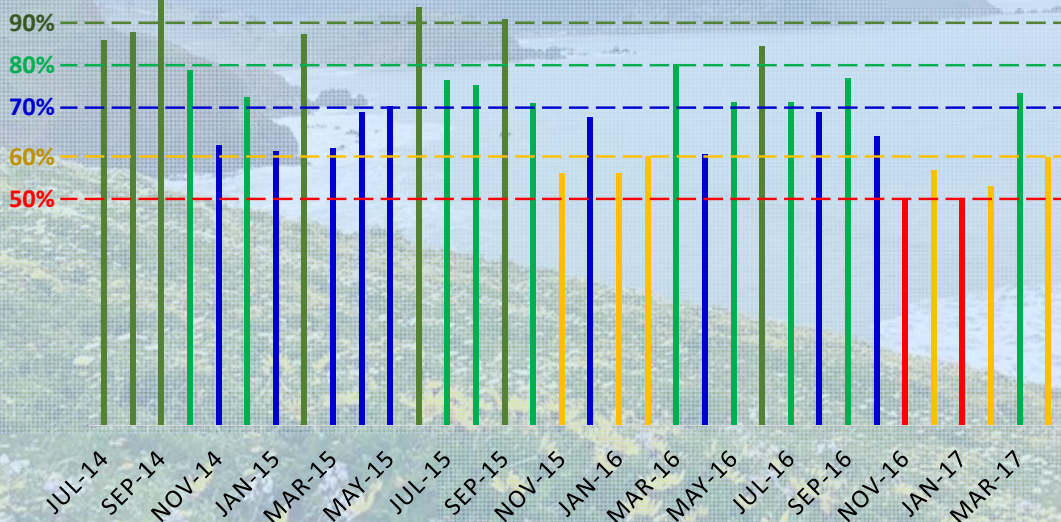
The city revenue streams most directly affected by economic development activity are Sales tax and Hotel TOT.

Where We've Been, 2016-17



Economic Metrics - TOT

HOTEL OCCUPANCY RATES (274 ROOMS)

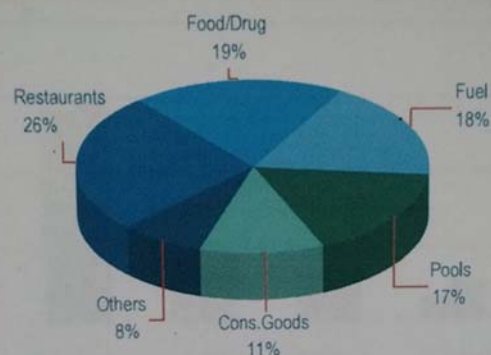


Where We've Been, 2016-17

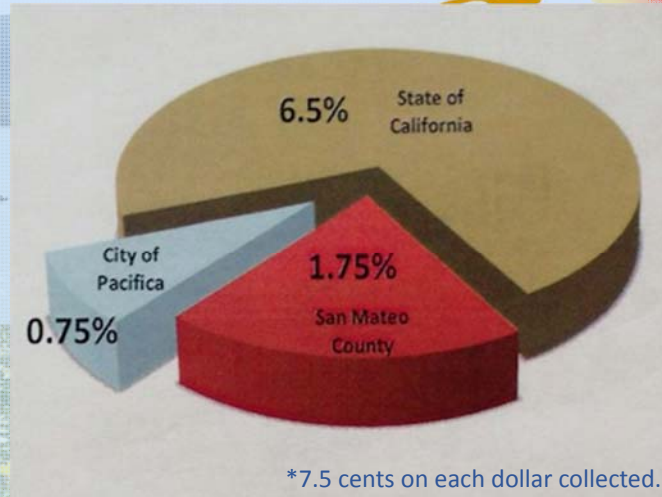


Economic Metrics – Sales Tax

REVENUE BY BUSINESS GROUP Pacifica This Quarter



*Reporting from HDL. Q1 2017.



*7.5 cents on each dollar collected.

Where We've Been, 2016-17



Challenges

- Economic Development Manager Role is Vacant.
- Budget Cuts to Economic Development Activity.
- Expanding our retail inventory is difficult
- EDC needs budget for promotion, advertising and events.
- 3 member's terms expire next month

Where are we going?



Opportunities

- Competitive advantage rooted in our geography
- Focusing on Transit Occupancy and Sales Tax
- Leverage Community Outreach
- Coordination with Planning Commission
- Embrace synergies with other initiatives



Where are we going?



2017 ANNUAL REPORT

THANK YOU

