

## RESOLUTION NO. 27-2020

### 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 FISCAL YEAR 2020-2021 AT THE SAME RATE AS LEVIED IN FISCAL YEAR 2019-2020 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 fiscal year 2019-2020; 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 2020-2021 at the same amount as levied for the fiscal year 2019-2020; 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 fiscal year 2019-2020 at \$1.00 per room per day of occupancy on the hotels in the City without change for fiscal year 2020-2021.

**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 20, 2020 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 fiscal year 2020-2021.
3. Public Hearing. The City Council hereby sets Monday, June 8, 2020, 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 15, 2020, the June 8, 2020 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

**RESOLUTION NO. 27-2020**

<https://www.cityofpacificacalifornia.org/LiveStream> . Public Comments may be submitted by email to: [publiccomment@ci.pacificacalifornia.ca.us](mailto:publiccomment@ci.pacificacalifornia.ca.us) 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.

• • • • •

**PASSED AND ADOPTED** at a regular meeting of the City Council of the City of Pacifica, California, held on the 26<sup>th</sup> day of May 2020, by the following vote:

**AYES**, Councilmembers: Martin, Beckmeyer, Vaterlaus, O’Neill.

**NOES**, Councilmembers: None.

**ABSENT**, Councilmembers: Bier.

**ABSTAIN**, Councilmembers: None.

*Deirdre Martin*

Deirdre Martin (May 28, 2020 18:40 PDT)

Deirdre Martin, Mayor

ATTEST:

*Sarah Coffey*

Sarah Coffey, City Clerk

APPROVED AS TO FORM:

*Michelle Kenyon*

Michelle Kenyon, City Attorney

# EXHIBIT A

May 20, 2020

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 2019-2020 results:

- A) Report of Resources and Uses, July 1, 2019 – June 30, 2020 (May-June 2020 projected)
- B) Profit and Loss, July 1, 2019 – April 30, 2020 (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, 2020 – June 30, 2021
- F) PR/Marketing/Website Proposal for 2020 (through 2<sup>nd</sup> Quarter 2021)
- G) Pacifica Website Plan of Action
- H) Proposed Timeline, Activities, Budget
- I) Two contracts for Website Development/Maintenance (Daisy Fong & Carol Camacho)

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

Sincerely,



Archie Judan (May 19, 2020 15:24 PDT)

Archie Judan, Director and BID representative  
Pacifica Chamber of Commerce

Cc: Lorenzo Hines Jr., Assistant City Manager, Economic Development Manager

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, 2020.

**A key component of the report this year is the impact of COVID 19 on the hotel businesses in 2020 and projected 2021 before the steps to recovery are understood. In preparation of this report, every hotel was contacted in April to determine the impact of the Shelter in Place Order:**

As of March 31, 2020, we are under Order No. c19-5b (Revised) of the Health Officer of the County of San Mateo continuing to shelter in our place of residence. Section 13, iii, #1 "Outdoor recreation activity must take place within 5 miles of the individual's residence."

- 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 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).
  - In the second quarter of 2020, a redesign was initiated on the Visit Pacifica Website.

3) During 2019 to 2020, the BID approved the following expenditures (See Exhibit A - Report of Resources and Uses July 1, 2019 – June 30, 2020):

Hosted Phoenix TV: An expense of \$2,400.56 for hotel accommodations and food gift cards. Resulted in 3 feature segments on Pacifica, Phoenix TV is the largest Chinese language TV station in North America with an audience of over 2,000,000 (see Exhibit D).

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 \$24,277.81.

Christmas Tree Lighting Cable Car. BID approved sponsorship of a San Francisco motorized cable card to transport visitors from parking lots to the annual Christmas tree lighting. This expenditure was a total of \$1,490.00.

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 Rooms	2021 Rooms	Status
America’s Best Value Inn	25	25	
Anchor Inn Pacifica	0	4	Opened 2020
Holiday Inn Express	37	84	Under 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	
<b>TOTAL</b>	<b>281</b>	<b>328</b>	

- As a result of COVID 19, mid-February hotels started receiving cancellations and experiencing reduced occupancy.
- In general, they are reporting approximately an 85% drop in business.

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 and one hotel has had medical staff.

- Community events in 2020 are being cancelled such as Taste of Pacifica, Fog Fest, etc.
- As of the 2018-2019 report, three hotels were under construction, Inn at Rockaway, Lighthouse Hotel and Holiday Inn Express. Inn at Rockaway and Lighthouse Hotel completed renovations at the end of 2019. The Holiday Inn Express expects to complete construction by December 2020 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 \$xx,xxx (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: Lorenzo Hines Jr., Assistant City Manager, Economic Development Manager

**PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT  
REPORT OF RESOURCES AND USES  
July 1, 2019 - June 30, 2020**

**Resources:**

<b>BID ASSESSMENTS*</b>	<b>\$56,341.00</b>
<b>PREVIOUS FUND BALANCE (Note 1)</b>	<b>\$19,763.06</b>
<b>TOTAL RESOURCES (Note 2)</b>	<b>\$76,104.06</b>

**Uses:**

(See attached Profit/Loss Statement for breakdown)

<b>Managing Agency – Chamber of Commerce (Note 3)</b>	<b>\$28,168.95</b>
<b>Public Relations - Hook, Line &amp; Thinker</b>	<b>\$24,277.81</b>
<b>Advertising – Other</b>	<b>\$ 3,890.56</b>
<b>Marketing Plan 2020-21 (May &amp; June)</b>	<b>\$4,000.00</b>
<b>Initial phase of Web Design</b>	
<b>Total Expenses</b>	<b>\$60,337.32</b>

<b>Resources in Excess of Uses (Fund Balance)</b>	<b>\$15,766.74</b>
---	--------------------

**Note 1:** Previous Fund Balance represents the previous year’s actual balance carried forward, resources in excess of uses.

**Note 2:** Amounts for May and June 2020 are projected; thus, actual amounts may differ.

**Note 3:** 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, 2019 - April 30, 2020

4/30/20  
Cash Basis

Income

BID Income		
Self-Assessment Funds from City	56,341.00	
Total BID Income		56,341.00
Total Income		56,341.00

Expense

Advertising		
Accommodations	2,400.58	
Public Relations	24,277.00	
Christmas Tree Lighting Cable Car	1,490.00	
Total Advertising		28,167.58
Chamber of Commerce Managing Agency	25,520.73	
Total Chamber of Commerce		25,520.73

Total Expense		53,688.31
Net Income		2,652.69

**Balance Sheet**

As of April 30, 2020

ASSETS

Tri Counties Bank Balance 7-31-19	19,892.89
Balance April 2020	21,117.71



**PACIFICA CHAMBER OF COMMERCE**  
**Managing Agency Use of Funds**

**FUNDS RECEIVED FROM BID                      \$28,168.95**

These funds supported a portion of the following promotional activities:

- Staffing Visitor Center (handling calls and welcoming visitors to the center)
- Distribution 10,000 copies of the Pacifica map to San Francisco Airport, tourist locations in San Francisco and prime locations on the Peninsula. The map highlighted the BID hotels.
- Updated, published and distributed the Pacifica Visitor's Guide
- Completed distribution of the Visitor Guide to AAA Via magazine leads, a BID project.
- Sponsored Taste of Pacifica and Tree Lighting Event
- Distribute BID information/advertising through activities in Pacifica, Fog Fest, Dog Surfing Contest, etc.
- Awards dinner recognizing Sea Breeze Motel management transition and Inn at Rockaway for an innovative remodel.

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 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 weekly 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 the Chamber can no longer afford the current location. Several options are being considered: 1) renting the main office space out as shared office space, pricing to cover the majority of the cost of the lease, the Chamber would take over the small office in the back. 2) Researching office space with a lower lease.**

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 administrators.
- 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.
- Office space was redesigned to create rental revenue.
- Individual projects are supported with outside resources to reduce labor expenses
- **Business Directory (fully funded) is in the final design phase, the plan is to issue when we start to experience relief from the Shelter in Place Order. Businesses and community members frequently contact the Chamber requesting the directory. They express that finding local business is becoming increasingly difficult on line.**



## EXHIBIT D

### **Pacifica Chamber of Commerce – PR/Marketing Report Fiscal Year July, 2019 – June, 2020 Presented By: Molly Blaisdell --- Hook, Line & Thinker**

#### ***Public Relations Highlights***

- Pitched over 200 media about story ideas for Pacifica.
- In Q4 2019, attended three media conferences in New York, Los Angeles and San Francisco to engage with media throughout North America (at no expense to Pacifica BID).
- Hosted 12 journalists on assignment with accommodations, meals and/or activities in Pacifica.
- Engaged with the 50+ members of Bay Area Travel Writers during the course of the fiscal year to pitch and introduce them to hotels, restaurants, surf, hiking and the arts culture of Pacifica.
- VIA Magazine results = Winter ad (amounting to 260 requests for more information).
- Secured/hosted Phoenix TV, which resulted in 3 feature segments on Pacifica. This is the largest Chinese language TV station in North America - the audience is well over 2,000,000.
- Of the many media placements secured, we achieved over \$1,000,000 in PR value over the course of 2019/2020 fiscal year...\$250,000 more than 2018/2019 fiscal year.

#### ***Highlighted Placements***

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

<https://www.nacity.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://www.youtube.com/watch?v=hmbtGXbbERY&feature=youtu.be>

<https://www.youtube.com/watch?v=8fPSqw-Cih8&feature=youtu.be>

<https://podcast.thoughtcard.com/episode38/>

<https://www.thrillist.com/travel/san-francisco/northern-california-bucket-list-things-to-do-in-norcal-before-you-die>

<https://nevertoldtotravel.com/12-reasons-to-warm-your-heart-and-belly-in-pacifica-ca/>

**Marketing Plan**

- Crafted comprehensive 2020 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
- FogFest
- Christmas Tree Lighting

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

**Resources:**

<b>BID ASSESSMENTS (Note 1)</b>	<b>\$18,000.00</b>
<b>PREVIOUS FUND BALANCE (Note 2)</b>	<b>\$19,763.06</b>
<b>TOTAL RESOURCES (Note 2)</b>	<b>\$37,763.06</b>

**Uses:**

<b>Managing Agency – Chamber of Commerce (Note 3)</b>	<b>\$9,000.00</b>
<b>Public Relations - Hook, Line &amp; Thinker</b>	<b>\$24,000</b>
<b>Advertising – Other</b>	<b>\$1,000</b>
<b>Marketing Plan 2020-2021</b>	<b>\$3,000</b>
<b>Total Expenses</b>	<b>\$37,000.00</b>

<b>Resources in Excess of Uses (Fund Balance)</b>	<b>763.06</b>
---	---------------

**Note 1: Dramatic reduction in revenue due to COVID 19 and Sheltering in Place Order. Public gatherings cancelled, Taste of Pacifica, Fog Fest, Dog Surfing Contest, etc. See Marketing Recovery Plan (EXHIBIT F)**

**Note 2: Amounts for May and June 2020 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 administration and marketing efforts. (See full breakdown on Exhibit C)**

**Pacifica Chamber of Commerce  
PR/Marketing/Website Proposal for 2020**

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 also work with the Chamber of Commerce's BID representative to ensure that we follow a strategic plan that complements the Chamber's and City's initiatives to promote Pacifica as a destination.
2. Website (step 1) --- complete redesign is needed (please see attached addendum).
  - a. Cost = \$1,500-\$4,500
3. Website (step 2) --- maintain organic content to position Pacific atop of Google search results.
  - a. Cost = \$105/per month
4. Engage - SF Bucketlisters
5. Retain website consultant
6. New photos added to refreshed website (images from Mark Hubbell at \$10 per photo for unlimited use), we propose to select ten initial photos.
  - a. Cost = \$100 for initial investment
7. Re-introduce blog with substantive content (photos, things to do, hotel updates, features) in order to keep things fresh and interesting.
  - a. Cost = inclusive in Marketing Manager's monthly retainer
8. Social Marketing/paid campaign (tbd, once website is updated)
9. Influencer Opportunity with Brandon Michael (please see attached addendum)
  - a. Cost = \$50 for tier 1 –
  - b. Cost = \$500 + accommodations for two nights for tier 4
10. Invite Tom Wilmer from National Public Radio (NPR) to visit Pacifica for one or two nights and record interviews for at least two segments
  - a. Cost = \$250 for mileage from Southern California, plus two room nights
11. Invite Michael Garfield from iHeart Radio to visit Pacifica for two nights, plus meals and do live segment that runs on 80 stations throughout the USA.
  - a. Cost = \$tbd for flight from Houston, plus two room nights and meal allowance

**Pacifica Chamber of Commerce  
PR/Marketing/Website Proposal for 2020**

EXHIBIT F

12. VIA Magazine (please see attached addendum)
  - a. Cost = \$1,400 - \$7,210
  
13. Edward Brown's - The Best of Investing on KDOW 1220AM and Sports Econ, contribution of four room nights from four hotels along with new Pacifica map (done in January with Lighthouse and Holiday Inn)...we can do again! Commercial ran on Best of Investing and Sports Econ 101 Dec 28, Jan 4, and Jan 11
  - a. (Lighthouse)  
<https://mail.google.com/mail/u/0/#inbox/FMfcgxwGCbGrddSmwvFlzWzZDtbtQIPDq?projector=1&messagePartId=0.1>
  - b. (Holiday Inn)  
<https://mail.google.com/mail/u/0/#inbox/FMfcgxwGCtJxBFKZIPnBzmvQrQNhNvbd?projector=1&messagePartId=0.1>
  
14. Visit Pacific (robust) digital campaign with San Francisco Media Company, when website is updated (please see attached addendum)
  - a. Cost = \$5,099
  
15. Utilize Holiday Inn and Lighthouse memberships with SFTravel to attract media, and market to Europeans.
  - a. Cost = inclusive in Marketing Manager's monthly retainer
  
16. 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
  
17. Re-establish quarterly press releases that link back to website
  - a. Cost = inclusive in Marketing Manager's monthly retainer

As the first order of business and plan of action for moving forward with all proposed marketing initiatives in 2020, the priority is to update the VisitPacifica.com website.

Here is the proposed process for the upgrades – Stage #1:

1. The Marketing Manager and Website Manager to do an audit/review of the website.
2. The Website Manager to prepare a proposed budget for her contribution to the operational/back-end components of the upgraded website. Proposed cost for Website Manager's services = \$1,500; Marketing Manager's services included in monthly retainer.
3. The Marketing Manager's services will be included in the approved monthly retainer.
4. BID to approve Website Manager's proposed budget.
5. Once Website Manager's budget is approved, Marketing Manager will work on content upgrades immediately, including revisions and updates.
6. The Marketing Manager and Website Manager will identify priorities for each of the tabs/sections, with the hotels being the first priority.
7. Once the information is refreshed by Marketing Manager, Website Manager will post.
8. We will upgrade the media pages with new photos and updated media placement links as soon as budget is approved.
9. Website Manager will work on updating annual event page so that all celebrations are included.

Once the upgrades are implemented, Marketing Manager and Website Manager will maintain a continuously updated website on a monthly basis, including the following Stage #2:

1. Updates on hotel news/re-branding/promotions/etc.
2. Crafting a blog in which we post at least one feature story about destination Pacifica.
3. Quarterly analytics to review our ROI and traffic to the site.
4. This will be a separate budget item in which Website Manager will propose a monthly fee for on-going operational/back-end services. Proposed cost for Website Manager's services = \$35/hour (estimated to be no more than \$105 per month).
5. We anticipate the VisitPacifica.com website will be redesigned by IT Consultant. The cost is anticipated to range from \$2,100 to \$4,200.

Marketing Action Plan - 2020 (Exhibit H)

Recommended Marketing Action	Rank in Priority/Person Responsible	Budget	Suggested Timeframe	Notes
<b>Website</b>	#1 --- PRIORITY		ASAP	This is the tool we will use to drive
- Engage website developer	Website Managers		ASAP	all recommended action items
- Content Gathering/Meetings	Website Workgroup	\$75/hour (total tbd)	ASAP	Website Manager Contract fee
- Project Planning	Marketing Mgr/BID Director/Web Mgr	\$750.00	ASAP	Website Manager Contract fee
- Website Development + Set Up	Website Managers	\$3000.00		Website Manager Contract fee
- Update hotel information	Marketing Manager	no cost	April/May	Included in retainer
- Source and refresh photos	Marketing Manager	\$100.00	April	Buying 10 photos from Hubbell
- Test all links	Marketing Manager	no cost	April	Included in retainer
- Create landing page for blog	Website Manager/Marketing Manager	*	April/May	Included in retainer
- Add sections as needed	Website Manager/Marketing Manager	*	April/May	Included in retainer
- Site Testing and Launch	Website Manager	\$500.00	May	Website Manager Contract fee
- Post website launch/Analytics Report	Website Manager	\$350.00	June	Website Manager Contract fee
<b>Blogsite Reintroduction</b>	#2			
- Create list of feature stories	Marketing Manager	no cost	April	Included in retainer
- Collect photos	Marketing Manager	no cost	April	Included in retainer
- Publish at least one post per month	Marketing Manager	no cost	Monthly	Included in retainer
<b>Strategic Plan for Social Marketing</b>	#3			
- Engage SF Bucketlisters for campaign	BID Director/Marketing Manager	\$2500-10,000	June	There are three options to choose from
- Blog Posts and links to published stories	Marketing Manager	no cost	On-going	Incorporate content when available
<b>Media Relations</b>	#3			
- Create calendar of monthly press releases	Marketing Manager	no cost	Monthly	Marketing Manager to source feature ideas
- Host individual media on assignment	Marketing Manager	tbd for accommodations	On-going	Host hotels to receive reimbursement
- National Public Radio	Marketing Manager	\$250 + two room nights	May	Marketing Manager to arrange interviews
- iHeart Radio	Marketing Manager	flights/meals/accommodations	June	Marketing Manager to arrange interviews
- Best of Investing Radio Promos	Marketing Manager	trade for accommodations	May-December	Host hotels to receive reimbursement
- SFTravel + Visit CA Media Guests	Marketing Manager	tbd for accommodations	On-going	Host hotels to receive reimbursement
- Annual events calendar release	Marketing Manager	no cost	April	To promote stay the weekend
<b>Recommended Marketing Action</b>	<b>Rank in Priority/Person Responsible</b>	<b>Budget</b>	<b>Suggested Timeframe</b>	<b>Notes</b>
<b>Website On-going</b>	#4			
- Post new content as available	Website Manager/Marketing Manager	tbd	On-going	Included in retainer for Marketing Mgr
- Review, maintain and update as needed	Website Manager/Marketing Manager	tbd	On-going	Included in retainer for Marketing Mgr
- Post links to media section as published	Website Manager/Marketing Manager	tbd	On-going	Included in retainer for Marketing Mgr
- Monthly updates to website	Website Manager/Marketing Manager	\$105/month	On-going	Included in retainer for Marketing Mgr
<b>Influencer Opportunities</b>	#4			
- Engage influencers to review Pacifica	Marketing Manager	tbd	On-going	expenses for influencers tbd
- Brandon Michael (already interested)	Marketing Manager	\$50-500	May	
- Do The Bay	BID Director	tbd	Fall or Winter	
<b>Advertising</b>	#5			
- San Francisco Media Company	Marketing Manager	\$5100.00	Fall	Six week campaign/600,000 impressions
- VIA Magazine	Marketing Manager			
1/6 page Bay Area Co-Op Ad	...suggest that we do all three of	\$1200.00	Fall or Winter Issue(s)	circulation = 500,000
Travel Guide Ad	these options together for greater	\$3000.00	Fall or Winter Issue(s)	circulation = 3.3 million
e-Newsletter	impact and penetration	\$3000.00	Fall or Winter Issue(s)	circulation = 1.2 million
-Cannabis Tours	BID Director	tbd	Fall or Winter	





Carol Camacho  
 Email: [ccamacho62@yahoo.com](mailto:ccamacho62@yahoo.com)  
 Mobile: 650-465-8645

**Date: December 30, 2019**

**Estimate Proposal:**

**Priority Website Updates & Ongoing Maintenance For VisitPacifica.com**

SERVICE	Scope of Work	Cost
Website Updates VisitPacifica.com	Revisions to begin from the Home Page then into the subject drop-down tabs to include: <ul style="list-style-type: none"> <li>• <b>Home Page:</b> <ul style="list-style-type: none"> <li>-Slider: Refresh photos &amp; the subject matter.</li> <li>-Update &amp; merge redundant information</li> </ul> </li> <li>• <b>Subject Tabs &amp; Drop-down information:</b> <ul style="list-style-type: none"> <li>Cleanup, Update &amp; Merge Priority Areas</li> <li>-Accommodations</li> <li>-Food &amp; Drink*</li> <li>-Things To Do</li> <li>-About Us</li> <li>-Press</li> </ul> </li> </ul> *Note: Food & Drink page will require more revisions than other pages.	<b>\$1500</b> Cost includes conversing with the PR company for instruction
On-Going Website Updates	Future Updates to include insertions for: <ul style="list-style-type: none"> <li>• Blog releases on Pacifica subjects</li> <li>• Media press releases</li> <li>• New photo replacements as needed</li> <li>• Upcoming hotel brand changes</li> </ul>	<b>\$35 per hr.</b> Not to exceed more than 3 hours per project, depending on complexity

**Please Note:**

Further work outside this scope will require a new cost evaluation

Payment due upon completion of work described and submission of invoice

Thank you



Carol Camacho  
Email: [ccamacho62@yahoo.com](mailto:ccamacho62@yahoo.com)  
Mobile: 650-465-8645

**Date: April 13, 2020**

**Proposal Update:** Content Updates For VisitPacifica.com - Working under the direction of Molly Blaisdell of Hook, Line & Thinker PR

**Scope of Work:**

- Website content, created by and provided by Molly Blaisdell, to be uploaded to the designated areas of the Visit Pacifica website.
- Content may include: PR releases, blog stories, hotel information updates, photos and featured home page content.
- Content to be added monthly or, on an add-needed basis, but not to exceed three hours per month.
- Billable time may also include any meetings needed for specific project instruction.
- If a project deems more than the allotted time allowed, permission will be obtained through the proper channels before continuing with the project.
- Hourly rate is \$35 per hour
- Client to be billed monthly with a detailed invoice of work completed.

Thank you for your consideration.

Carol Camacho

Independent Contractor

DAISY FONG CONSULTING  
650-270-8629  
daisy\_fong@yahoo.com

---

## *VisitPacifica.com Website Development Proposal*

---

### **Overview**

---

VisitPacifica.com seeks a redesign of its website to update its brand and enhance its web presence. The current site runs on an old platform that is no longer supported and the design feels outdated and is out-of-step with the latest in web design trends adopted by other tourist destination sites. With the update, VisitPacifica.com will greatly improve the user experience with a visually appealing design that is easy to navigate and provide useful information for both residents and visitors.

This proposal is to provide my expertise in website strategy and implementation and act as a project manager and advise on the implementation of new site upgrade and redesign for VisitPacifica.com. As the project manager (PM), I will work closely with the Chamber and their staff including the BID Representative, PR/Marketing, Website Operations/Admin and the Webmaster to implement the new website upgrade and redesign based on the goals and strategy defined by the Chamber.

This proposal outlines the technology, services, terms, and process for the VisitPacifica.com site development project.

### **Website Project Summary**

---

**Phase 1: Migrate VisitPacifica.com to WordPress platform. Migrating to WordPress will allow for the following:**

- Update the current VisitPacifica.com website with a modern & fresh design with a clear intuitive navigation that allow users to find information quickly.
- Responsive so that the site can be viewed on any device
- Robust analytics with the installation of Google analytics to track website metrics to perform analytics on how users interact with the site and troubleshoot any issues with the site
- Up-to-date security
- Social Media & App Integration
- Access to newer technologies and functionality
- Be SEO compliant and friendly.
- Ability to update content easily and quickly
- Can scale up with access to new design and plugins

**Phase 2: Enhance the website with robust content that highlight experiences and key events in Pacifica to drive visitors to Pacifica.**

- Highlight events, attractions and experiences to drive visitors to Pacifica
- Re-introduce blog to keep content up-to-date, fresh and interesting
- Promote local businesses/restaurants/hotels to visitors and residents
- Improve SEO rankings and findability in search results

## Project Scope & Requirements

\$75/Hr

Working in conjunction with members of the Chamber, Staff and Contractors, to solidify website goals, design and requirements:

- Interview or hold session with Chamber staff to gather requirements
- Set priorities based on goals and objectives.
- Determine target audience i.e. Day Trippers from SF/Bay Area, Coastal Residents outdoor enthusiasts, etc.
- Brainstorm & capture ideas or features that must be incorporated into the design i.e. calendar, etc.
- Review other Chamber Websites for reference and ideas. i.e. Half Moon Bay, Santa Cruz
- Produce a design brief describing understanding of the project's goals and schedule. Please note based on scope of project the roll-out of the site may be done in phases.

## Project Planning

\$750

Working together with PR/Marketing and Website Operations/Admin:

- Gather any data from WebMaster to perform analysis of how visitors are interacting with the current website. The data will be used to inform what visitors find important. Note: It is my understanding that there is limited data available.
- Perform an audit/review of the website to determine which components and content to carryover to new website.
- Gather content and images
- Determine site hierarchy, number of pages, layout, etc.
- Develop proposed site map based on requirements/goals
- Work with WebMaster to determine which plugins and tools to integrate.

## Website Development & Setup \$1,500

---

Working together with PR/Marketing and Website Operations/Admin:

- Review and finalize on new design templates and themes
- Build pages and setup navigation
- Review and update content to accommodate new design template
- Select and provide images and photos to use in new design template
- Populate/migrate content & images
- Work with WebMaster to implement Google Analytics for tracking & reporting
- Work with WebMaster to optimize page for SEO rankings including Title & Meta Tags & Meta description creation, alt-text, backlinks, etc.

## Site Testing & Launch \$500

---

Team will test each page template type for functionality, accessibility, and browser compatibility for all text and graphic, etc prior to launch.

WebMaster will test to ensure Google Analytics and SEO functionality is performing as expected.

Once final testing is approved, site will go live.

## Post-Launch \$350

---

The WebMaster and PM will monitor the site performance with search engines, functionality, speed and analytics. Note: It can take up to 4 weeks for the site to be crawled by search engines. Provide weekly report on Website visits/clicks, Page Visits/Bounced rates.

At the one-month mark, PM will provide the full analytics report of the site including:

- Website visits/clicks, Page Visits, Bounced Rates, Time on Page, Pathing Analysis, etc.

### **Payment Terms:**

The proposed fees are based on the specifics noted. Should Daisy Fong Consulting be retained as the Project Manager, terms and fees will be outlined in a contract that will be agreed upon prior to project start date.

Payment due upon submission of invoice and percentage of work completed under each component. Further work outside this scope will require a new cost evaluation

**Please note: Proposal does not include costs for setup of site on WordPress including hosting fees, domain name purchase, plugins etc.**

# VISITPACIFICA SERVICES CONTRACT AGREEMENT

## SCOPE OF SERVICES

The scope of services to be provided herein is for project management and consulting services with regard to the design and development of a new website for use by VisitPacifica.com. Daisy K. Fong Consulting will provide oversight and management for all activities under this project. Consulting Services shall include, but shall not be limited to, strategic planning and execution, project planning, website development & setup, site testing & launch and interactions and coordination with Pacifica Chamber of Chamber Commerce staff including the BID Representative, PR/Marketing, Website Operations/Admin and the Webmaster to implement the new website upgrade and redesign based on the goals and strategy defined by the Chamber.

## PAYMENT TERMS

The proposed fees are based on the specifics noted. Should Daisy K. Fong Consulting be retained as the Project Manager, terms and fees will be outlined in a contract that will be agreed upon prior to project start date.

Further work outside this scope will require a new cost evaluation.

## COMMENCEMENT DATE AND TERM

The term of this Agreement shall be deemed to commence on April 17, 2020 and shall expire upon the satisfactory completion (or abandonment) of the projects, unless extended by mutual consent of Pacifica Chamber of Commerce and the Daisy K. Fong Consulting in writing.

### 1. Project Scope & Requirements

**\$75/Hour**

Working in conjunction with members of the Chamber, Staff and Contractors, to solidify website goals, design and requirements:

- Interview or hold session with key stakeholders including Chamber staff, Chamber members, businesses to set priorities based on goals, objectives and requirements. Can also send out questionnaire.
- Determine target audience i.e. Day Trippers from SF/Bay Area, Coastal Residents outdoor enthusiasts, etc.

- Brainstorm ideas, features, and requirements that must be incorporated into the website i.e. calendar, etc.
- Capture and document requirements.
- Review other Chamber Websites for reference and ideas. i.e. Half Moon Bay, Santa Cruz
- Evaluate CMS and Hosting System including current vendor. Finalize which CMS & Hosting System and package level to move forward with.
- Produce a design brief describing understanding of the project's goals and schedule. Please note based on scope of project the roll-out of the site may be done in phases.
- Develop project plan and timelines including tasks assignment and roles

## 2. Project Planning

\$750

Working together with PR/Marketing and Website Operations/Admin:

- Gather any data from WebMaster to perform analysis of how visitors are interacting with the current website. The data will be used to inform what visitors find important. Note: It is my understanding that there is limited data available.
- PR/Marketing & Website Operations/Admin to perform an audit/review of the website to determine which components and content to carryover to new website.
- Determine site hierarchy, number of pages, layout, etc.
- Develop proposed site map based on requirements/goals and information architecture
- Work with WebMaster to determine which plugins and tools to integrate.

## 3. Website Development & Setup

\$1,500

Working together with PR/Marketing , Website Operations/Admin, Webmaster:

- Review and finalize on new design templates and themes
- Build pages and setup navigation
- PR/Marketing & Website Operations/Admin to gather content and images

- PR/Marketing and Website Operations/Admin review and update content to accommodate new design template
- Select and provide images and photos to use in new design template
- Populate/migrate content & images
- Work with WebMaster to implement Google Analytics for tracking & reporting
- Work with WebMaster to optimize page for SEO rankings including Title & Meta Tags & Meta description creation, alt-text, backlinks, etc.

#### 4. Site Testing & Launch

\$500

---

Team will test each page template type for functionality, accessibility, and browser compatibility for all text and graphic, mobile etc prior to launch.

- Produce a testing checklist and document
- WebMaster will test to ensure Google Analytics and SEO functionality is performing as expected.
- Once final testing is approved, site will go live.

#### 5. Post-Launch Monitoring & Analysis

\$350

- 
- The WebMaster and PM will monitor the site performance including but not limited to search engines, functionality, speed, browser c and analytics.

Note: It can take up to 4 weeks for the site to be crawled by search engines. Provide weekly report on Website visits/clicks, Page Visits/Bounced rates.

- Post Launch Analysis: At the one-month mark, PM will provide the full analytics report of the site including:

Website visits/clicks, Page Visits, Bounced Rates, Time on Page, Pathing Analysis, etc.

Note: Ongoing analysis beyond what is stated above can be performed and produced at an additional fee



# BID Report 2019-20 5-20-2020

Final Audit Report

2020-05-19

Created:	2020-05-19
By:	Shelby Wright (wrights@ci.pacifica.ca.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAA8JuusC3kppaJaxcwYe_JVDf6W5HL_7wh

## "BID Report 2019-20 5-20-2020" History

-  Document created by Shelby Wright (wrights@ci.pacifica.ca.us)  
2020-05-19 - 10:15:57 PM GMT- IP address: 76.14.29.176
-  Document emailed to Archie Judan (judana@ci.pacifica.ca.us) for signature  
2020-05-19 - 10:16:49 PM GMT
-  Email viewed by Archie Judan (judana@ci.pacifica.ca.us)  
2020-05-19 - 10:19:48 PM GMT- IP address: 24.6.5.209
-  Document e-signed by Archie Judan (judana@ci.pacifica.ca.us)  
Signature Date: 2020-05-19 - 10:24:50 PM GMT - Time Source: server- IP address: 24.6.5.209
-  Signed document emailed to Archie Judan (judana@ci.pacifica.ca.us) and Shelby Wright (wrights@ci.pacifica.ca.us)  
2020-05-19 - 10:24:50 PM GMT



Adobe Sign









# ResolutionNo27-2020\_SettingHotelBIDPublicHearingDate-Approved

Final Audit Report

2020-05-29

Created:	2020-05-29
By:	Sarah Coffey (coffeys@ci.pacifica.ca.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAAPvIZv_jWLQq1yV2dMSsPa7XG4vU1anoD

## "ResolutionNo27-2020\_SettingHotelBIDPublicHearingDate-Approved" History

-  Document created by Sarah Coffey (coffeys@ci.pacifica.ca.us)  
2020-05-29 - 0:10:26 AM GMT- IP address: 50.209.129.249
-  Document emailed to Deirdre Martin (martind@ci.pacifica.ca.us) for signature  
2020-05-29 - 0:11:01 AM GMT
-  Email viewed by Deirdre Martin (martind@ci.pacifica.ca.us)  
2020-05-29 - 1:40:36 AM GMT- IP address: 192.41.62.5
-  Document e-signed by Deirdre Martin (martind@ci.pacifica.ca.us)  
Signature Date: 2020-05-29 - 1:40:48 AM GMT - Time Source: server- IP address: 192.41.62.5
-  Document emailed to Sarah Coffey (coffeys@ci.pacifica.ca.us) for signature  
2020-05-29 - 1:40:50 AM GMT
-  Email viewed by Sarah Coffey (coffeys@ci.pacifica.ca.us)  
2020-05-29 - 1:42:22 AM GMT- IP address: 50.209.129.249
-  Document e-signed by Sarah Coffey (coffeys@ci.pacifica.ca.us)  
Signature Date: 2020-05-29 - 1:42:32 AM GMT - Time Source: server- IP address: 68.65.68.29
-  Signed document emailed to Deirdre Martin (martind@ci.pacifica.ca.us) and Sarah Coffey (coffeys@ci.pacifica.ca.us)  
2020-05-29 - 1:42:32 AM GMT