

## RESOLUTION NO. 34-2022

### A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PACIFICA CONFIRMING THE ANNUAL REPORT OF THE ADVISORY BOARD OF THE HOTEL BUSINESS IMPROVEMENT DISTRICT AS MODIFIED BY THE CITY COUNCIL, APPROVING THE HOTEL BUSINESS IMPROVEMENT DISTRICT'S PROGRAM OF EXPENDITURES, AND ASSESSING THE LEVY FOR FISCAL YEAR 2022-2023 AT THE SAME RATES LEVIED IN FISCAL YEAR 2021-22 WITHOUT CHANGE

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**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 (BID) 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 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 2021-22; 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 BID's operations that proposes to continue the program and assessments for Fiscal Year 2022-23 at the same amount as levied for the Fiscal Year 2021-22; and

**WHEREAS**, on May 23, 2022, the City Council adopted Resolution No. 25-2022 which confirmed receipt of the Original and Revised Annual Report and declaring the City Council's intent to continue the BID program and levy the annual assessments for fiscal year 2022-2023; and

**WHEREAS**, on June 13, 2022 the City Council held a public hearing wherein it made the following modifications to the Revised Annual Report:

1. Removed Exhibit G from the Annual Report [supplement provided in the Additional Meeting Materials for Agenda Item #12 on June 13, 2022]
2. Amended Item 1 – Exhibit F to add, “The City and a quorum of BID members and the Chamber of Commerce will meet quarterly to discuss alignment of performance measures and gather information to report back at mid-year to the City Council.”
3. Removed Line 5 from the budget in Exhibit F and the corresponding reference in Exhibit H (4).

**WHEREAS**, City Council now desires to approve an amended annual report (“Amended Annual Report”) at a public hearing to take place on June 27, 2022 at 7:00 p.m. held via video/teleconference with no physical location open to the public pursuant to the provisions of the Governor's Executive Order N-25-20 and N-29-20 which suspend certain requirements of the Brown Act and allowing for public participation and public comment as detailed in the meeting agenda to be published within 72 hours in advance of the meeting date; and; and

**WHEREAS**, the City Clerk gave notice of the public hearing by publishing in a newspaper of general circulation at least seven days before the public hearing and by mailing a copy of said

public hearing notice and Resolution No. 29-2022 to all affected businesses as required by California Streets and Highways Code section 36534; and

**WHEREAS**, at the public hearing, the City Council heard and considered all protests against the Fiscal Year 2022-23 levy of assessments for the BID, and the rules and procedures used in receiving and considering protests complied with those set forth in the California Streets and Highways Code sections 36524, 36525, 36534 and 36535; and

**WHEREAS**, the City Council desires to adopt this Resolution to confirm the Advisory Committee's report as modified by City Council and continue the program and assessments as levied in Fiscal Year 2021-22 at \$1.00 per room per day of occupancy on the hotels in the City without change for Fiscal Year 2022-23.

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

1. Incorporation of Recitals. The foregoing recitals are true and correct and are hereby incorporated in and form a part of this resolution.
2. Approval of Report and Program of Expenditures. The Annual Report of the Pacifica Hotel Business Improvement District Advisory Committee, attached to this Resolution as Exhibit A, that was filed with the City Clerk on June 11, 2022 and modified by City Council at the meeting on June 13, 2022 and approved by the City Council by Resolution No.29-2022, is hereby confirmed as submitted and the program of expenditures is hereby approved for Fiscal Year 2022-23.
3. Annual Assessment. The City hereby levies and will collect assessments for Fiscal Year 2022-23 at the same rate of \$1.00 per room per day of occupancy on the hotels in the City of Pacifica as levied in Fiscal Year 2022-23, without change.
4. 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 27<sup>th</sup> day of June 2022, by the following vote:

**AYES**, Councilmembers: Beckmeyer, Bier, Bigstyck, Vaterlaus.  
**NOES**, Councilmembers: n/a.  
**ABSENT**, Councilmembers: O'Neill.  
**ABSTAIN**, Councilmembers: n/a.



Mary Bier, Mayor

ATTEST:



Sarah Coffey, City Clerk

APPROVED AS TO FORM:



Michelle Kenyon, City Attorney

# EXHIBIT A

May 13, 2022

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

RE: Pacifica Hotel Business Improvement 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-C addressing 2021-2022 results:

- A) Report of Resources and Uses, July 1, 2021-2022
- B) Profit and Loss, July 1, 2021 - April 30, 2022
- C) Pacifica Chamber of Commerce Use of Funds as Managing Agency

**Marketing Plan for Recovery**

You will find an explanation of Exhibits D-G addressing 2022-2023 plans

- D) Report of Resources and Uses - PROJECTED, July 1, 2022-June 30, 2023
- E) PR/Marketing/Website Overview 2022-2023
- F) Additional Marketing Plan of Actions 2022-2023
- G) Marketing Action Plan Projected Budget for 2022-2023  
(\*Appendix)

There are no proposed changes in the boundaries of the Pacifica Hotel Business Improvement District. The Pacifica Hotel Business Improvement District will continue to be managed by the Pacifica Chamber of Commerce. As anticipated in the previous annual report for 2021-2022, there are no fund surplus. The BID is currently unable to financially retain the services of our previous marketing consultant, Hook, Line & Thinker. It is still our goal to maximize the hotel's investment in promoting Pacifica, the hotels and tourism. Our main focus now will be to move away from obsolete marketing tools, initiating a more modern approach by increasing digital/on-line presence and limiting traditional publication(ex. hard-copies). The Chamber will continue to provide visitor support, continue information posters and collateral material located at the Rockway Beach Kiosk and Visitors Center (located in the Chamber office). Please contact either Archie Judan or Lynn Gallo, President, if you have any questions.

Sincerely,



May 13, 2023

Archie Judan, Director/BID Rep  
Pacifica Chamber of Commerce

Cc: Yulia Carter Chief Financial Sustainability Officer

**PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT  
REPORT OF RESOURCES AND USES  
JULY 1, 2021 – JUNE 30, 2022**

**Resources:**

<b>BID ASSESSMENTS</b>	<b>\$35,469.10</b>
<b>PREVIOUS FUND BALANCE (Note 1)</b>	<b>\$10,819.00</b>
<b>TOTAL RESOURCES</b>	<b>\$46,288.10</b>

**Uses:**

(See attached Profit/Loss Statement for breakdown)

<b>Managing Agency – Chamber of Commerce (Note 2)</b>	<b>\$16,510.00</b>
<b>Public Relations – Hook, Line &amp; Thinker</b>	<b>\$23,625.50</b>
<b>Advertising – Other (Travel Writers)</b>	<b>\$281.00</b>
<b>Marketing Plan 2021-2022</b>	<b>\$4,894.30</b>
<b>Total Expenses</b>	<b>\$45,310.80</b>

<b>Resources in Excess of Uses (Fund Balance) (Note 2)</b>	<b><u>\$977.30</u></b>
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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: Managing Agency, Pacifica Chamber of Commerce,** elected to forego 2 lowest months of distribution for a total of \$1,223.05 until adequate funds are available.

**Pacifica Hotel Business Improvement District**

**PROFIT & LOSS**

**July 1, 2021 – April 30, 2022**

**4/30/21**

**Cash Basis**

**Income**

**BID Income**

Self-Assessment Funds from City	\$35,469.10.
Previous Fund Balance.	\$10,819.00

<b>Total BID Income</b>	<b>\$46,288.10</b>
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**Expenses**

Public Relations	\$23,625.50
Advertising	\$281.00
Marketing Plan 201-2022.	\$4,894.30

<b>Total Expense</b>	<b>\$28,800.80</b>
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**Chamber of Commerce**

Managing Agency	\$16,510.00
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<b>Total Expenses</b>	<b>\$16,510.00</b>
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**Net Income**

**Balance Sheet**

**As of April 30 ,2020**

**ASSETS**

Tri Counties Bank Balance 4/30/22	\$977.30
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<b>Balance April 30, 2020</b>	<b>\$977.30</b>
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**PACIFICA CHAMBER OF COMMERCE**  
**Managing Agency Use of Funds**  
**2021-2022**

**RECEIVED FROM BID            \$16,510.00**

These funds supported a portion of the following promotional activities:

Staffing Visitor Center (handling calls and welcoming visitors to the center)

- Published the Visitor Guide and Business Directory, 16,000 mailed to Pacifica businesses and residences, focusing on our hotels with 1,000 copies to the hotels directly for visitors.
- Sponsored a virtual Tree Lighting jointly with the City of Pacifica focusing on local families.
- Included a tear out page in the Directory for Beach Bites Bingo, to continue to promote to visitors and locals' participation in our businesses through the bingo card and the gift certificate from a local business.
- Planning with Fairfield Inn & Suites on the opening ceremony.

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

The Chamber website required an upgrade due to an outdated operating system which was completed in 2022. It cross references to Visit Pacifica to increase traffic.

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

- The Chamber operates with one part time staff administrator.
- Individual projects are supported with outside resources to reduce labor expenses.
- The office is managed by a volunteer Board member answers calls, mail, emails, completes reports and manages income and outgoing funds.
- To reduce the Chamber operating costs the office space was subdivided into two offices and the street facing office was rented.

**PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT  
REPORT OF RESOURCES AND USES - **PROJECTED**  
JULY 1, 2022 – JUNE 30, 2023**

**Resources:**

<b>BID ASSESSMENTS (Note 1)</b>	<b>\$70,000.00</b>
<b>PREVIOUS FUND BALANCE (Note 2)</b>	<b>\$977.30</b>
<b>TOTAL RESOURCES</b>	<b>\$70,977.30</b>

**Uses:**

<b>Managing Agency – Chamber of Commerce (Note 3)</b>	<b>\$35,000.00</b>
<b>Public Relations – Hook, Line &amp; Thinker</b>	<b>\$3,000.00</b>
<b>Advertising – Other</b>	<b>\$15,000.00</b>
<b>Marketing Plan 2022-2023</b>	<b>\$17,977.30</b>
<b>Total Expenses</b>	<b>\$70,977.30</b>

<b>Resources in Excess of Uses (Fund Balance)</b>	<b>0</b>
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**Note 1: Reduction in hotel occupancy continues due to COVID 19 surge in infections. The voucher system helped to supplement income in 2021. Current funding opportunities are unknown.**

**Note 2: Amounts for May & June 2022 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 part time administrator, maintaining visitor center, and supporting marketing efforts such as the Visitor Guide and Business Directory (hotels highlighted).**



**Pacifica Chamber of Commerce  
PR/Marketing/Website Overview for 2022-2023**

1. BID administrative team will ensure to follow a strategic plan that compliments the Chamber's and City's initiatives to promote Pacifica as a travel destination.
2. Website (step 1) - General maintenance (ex. blogs and "Shop Local" page)
  - a. Cost = \$10,500 - \$14,500
3. Website (step 2) - maintain organic content to position Pacifica atop of Google search results(ex. SEO, digital directories and listings)
  - a. Cost = \$500/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 = varies based on specific project needs.
6. Social Marketing/paid campaign
  - a. Cost = varies based on specific project needs.
7. Continue to work with influencers, travel writers and multi-media individuals/organizations to continue to promote Pacifica as a travel destination.
  - a. Cost = varies based on specific project needs.
8. Publications: VIA Magazine(regional) & Pacifica Anchor(local)
  - 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 local tourism
  - a. Cost = varies based on specific project needs.
11. Re-establish quarterly press releases that link back to website
  - a. Cost = varies based on specific project needs.

**Pacifica Chamber of Commerce  
Additional Marketing Plan of Actions for 2022-2023**

Our priority is to maintain the [VisitPacifica.com](http://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. We will place our efforts on targeting specific demographics of travelers looking for a place to temporary stay for remote work, “quarantine” (Covid related), retreats(wellness) and attend local events (ex. Fog Fest and Tree Lighting Festival).

**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.
- Campaigns (ex. Scavenger Hunt and Beach Bites Bingo)
- Upgrade the media pages with new photos and updated media placement links

**3. Advertising**

- VIA Magazine
- California Tourism
- SF Media Company (\*SF Bucketlisters)
- Facebook Ads
- Instagram(sponsors)

**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 2022-2023**

<b>Recommended Action</b>	<b>Person Responsible</b>	<b>Budget</b>	<b>Timeframe</b>
1. Website	Bid rep/Web Consultant	\$10,500-14,500	Ongoing
2. Influencers: SF Bucketlisters (ex., SF Media Co. and Do The Bay)	BID rep	\$2,500-10,000	Pending BID approval
3. VIA Magazine	BID rep	\$1,400-7,210	Pending BID approval
4. Social Media/Blog site/Google reviews Upkeep	BID rep/Website Consultant	\$12,000-17,500	Monthly
5. Other	BID rep/Website Consultant	TBD	Ongoing
	<b>Total</b>	\$26,400-49,210	<b>2022-2023</b>

# ACCOMMODATIONS

[www.visitpacificacom](http://www.visitpacificacom)

## AMERICAS BEST VALUE INN PACIFICA

Americas Best Value Inn Pacifica is a comfortable, value-oriented motel just two blocks from the famous Pacifica Pier and the Palmetto Avenue District. The property offers complimentary Continental breakfast, wireless Internet, cable TV and all the other niceties of home. Some of the oceanside rooms also feature full kitchenettes. Laundry facilities are available on premise. This hotel is pet friendly.



(650) 359-9494  
[www.redlion.com](http://www.redlion.com)  
2160 Francisco Boulevard

## ANCHOR INN AT PEDRO POINT

This newly constructed, four-unit property features studio accommodations that are nestled in the hillside of Pedro Point. Extended stays are available. The Inn is walking distance to Linda Mar Beach, dining, surf shop, beer taproom, coffee shop and grocery store as well as convenient access to coastal hillside hiking trails and walks on the beach.



(650) 355-3333  
[www.anchorinnhotels.com](http://www.anchorinnhotels.com)  
500 San Pedro Avenue

## FAIRFIELD INN & SUITES SAN FRANCISCO/PACIFICA

This smoke-free, oceanfront hotel is steps away from Rockaway Beach. Guest rooms feature 40" flat panel TVs with premium satellite channels, individual climate control with air conditioning, free Internet access, all the comforts of home and studio suites that offer fireplace, ocean views, sofa bed and/or Jacuzzi. Additionally, the hotel offers complimentary hot breakfast buffet and guest laundry facilities.



(650) 355-5000  
[www.hiexpresspacificacom](http://www.hiexpresspacificacom)  
519 Nick Gust Way

## INN AT ROCKAWAY

Experience Pacifica's top boutique hotel located just steps away from the scenic Rockaway Beach and the Pacific Coast Highway. Our newly renovated rooms are designed with guest comfort in mind. Experience plush bedding, modern amenities, and well-appointed guest rooms during your stay in the San Francisco Bay Area.



(650) 359-7700  
[www.innatrockaway.com](http://www.innatrockaway.com)  
200 Rockaway Beach Avenue

## PACIFICA BEACH HOTEL

This luxurious, Victorian-style 52-room hotel overlooks Pacifica State Beach, (better known as Linda Mar Beach) from its hillside perch. Most guest rooms feature Jacuzzi tubs and balconies overlooking the ocean while the hotel offers an indoor swimming pool, complimentary Internet, cable TV, free parking and the highly acclaimed Puerto 27 Peruvian Kitchen & Pisco Bar.



(650) 355-9999  
Restaurant: (650) 733-7343  
[www.PacificaBeachHotel.com](http://www.PacificaBeachHotel.com)  
525 Crespi Drive

## PACIFICA LIGHTHOUSE HOTEL, TRADEMARK COLLECTION BY WYNDHAM

Nestled along Rockaway Beach, overlooking the Pacific Ocean, the Lighthouse Hotel offers 97 spacious rooms and suites, an outdoor swimming pool, Jacuzzi, fitness center, meeting rooms and business center. In addition to ocean views and beach access, the hotel features newly upgraded guest rooms, an abundance of amenities and 4,500 square feet of event space.



(650) 355-6300 or (800) 832-4777  
105 Rockaway Beach Avenue  
[www.pacificallighthouse.com](http://www.pacificallighthouse.com)

## SEA BREEZE MOTEL AT ROCKAWAY BEACH

A nostalgic nod to Pacifica's history can be found at Rockaway Beach's Sea Breeze Motel. Just 50 feet from the beach, each of the property's 20 rooms face the Pacific Ocean and the property is conveniently next door to Nick's Restaurant, which has been serving locals and visitors for over 90 years.



(650) 359-3903  
Restaurant: (650) 359-3900  
100 Rockaway Beach Avenue  
[www.seabreezemotel.net](http://www.seabreezemotel.net)

Recommended Marketing Action	Rank in Priority/Person Responsible	Budget	Suggested Timeframe
Website	#1 --- PRIORITY		
- Update hotel information	Molly	no cost	TBD
- Source and refresh photos	Carol	no cost	As needed
- Add sections as needed	Carol/Molly	TBD	TBD
- Quarterly Analytics Report	Carol	no cost	On-going
- Post new content as available	Molly/Carol	tbd	On-going
- Review, maintain and update as needed	Carol/Molly	tbd	On-going
- Post links to media section as published	Molly/Carol	tbd	On-going
- Monthly updates to website	Molly/Carol	\$105/month	On-going
Blogsite Reintroduction	#2		
- Update editorial calendar of featured stories	Molly	no cost	On-going
- Collect photos	Molly/Carol	no cost	On-going
- Publish at least one post per month	Molly	no cost	Monthly
Strategic Plan for Social Marketing	#3		
- Engage Bucketlisters for campaign	Archie/Molly	\$2500-10,000	Tbd
- Blog Posts and links to published stories	Molly	no cost	On-going
- Budget tbd...suggestions on attachment	Carol	\$5-5000	ASAP
- On-going posts to all platforms	Carol	Hourly fee	On-going
Media Relations	#3		
- Create calendar of monthly press releases	Molly/Archie/Carol/BID	no cost	Monthly
- Host individual media on assignments	Molly	tbd for accommodations	On-going
- National Public Radio	Molly	\$250 + two recordings	Done
- iHeart Radio (Michael Garfield)	Molly	\$1,200	Tbd
- Best of Investing Radio Promos	Molly	trade for accommodations	Tbd
- Engage influencers to review Pacifica	Molly	tbd	On-going
- Proposed budget for hosting media	Molly		
Five media at \$350-700/per	Molly	\$1750-3500	



Notes
Included in retainer
Included in retainer
Included in retainer
Included in Carol's monthly
No fee for Molly
No fee for Molly
No fee for Molly
No fee for Molly
Included in retainer
Included in retainer
Included in retainer
There are three options to choo
Incoporate content when availa
Promote cool place during hot
weather for drive traffic
Molly to source feature ideas
Host hotels to receive reimburs
Done/Published
Molly to arrange interviews
Host hotels to receive reimburs
expenses for influencers tbd
Host hotels to receive reimburs





Recommended Marketing Action	Rank in Priority/Person Responsible	Budget	Deadline
<b>Website</b>			
- Review and update all content	Molly/Carol	no cost	March
- Update hotel information	Molly/Hotels	no cost	April/May
- Source and refresh photos	Carol		April
- Test all links	Carol	no cost	April
- Add sections as needed	Carol/Molly	\$35/hour	April/May/On-going
- Analytics Report	Carol	\$35/hour	Monthly
- Post new content as available	Molly	tbd	On-going
- Review, maintain and update as needed	Molly	tbd	On-going
- Post links to media section as published	Molly	tbd	On-going
- Monthly updates to website	Molly/Carol (hourly fee)	\$105/month	On-going
<b>Blogsite</b>			
- Create list of 2022 feature stories	Molly	no cost	Monthly
- Collect photos	Carol	\$35/hour	approx 2 hours
- Publish at least one post per month	Molly	no cost	Monthly
<b>Social Marketing</b>			
- Create editorial calendar	Carol/Molly	\$35/hour	Monthly
- Get news and promos from hotels	Molly	no cost	Monthly
- Craft content about hotel(s)/post	Molly/Carol	\$35/hour	Monthly
- Blog Posts and links to published stories	Molly	no cost	On-going
- Digital Advertising	Carol	\$100/month	On-going
<b>Media Relations/Influencers</b>			
- Create calendar of monthly press releases	Molly	no cost	Monthly
- Host individual media/influencers on site	Molly	tbd for accommodation	On-going
- National Public Radio	Molly	\$250 + two round-trip	May
- iHeart Radio	Molly	flights/meals/travel	June
- Best of Investing Radio Promos	Molly	trade for accommodation	May-December
- SFTravel + Visit CA Media Guests	Molly	tbd for accommodation	On-going

(Stuart + Olivia)	\$225/night + \$100 gift card per day	\$500 + \$300	
<b>Recommended Marketing Action</b>	<b>Rank in Priority/Person Responsible</b>	<b>Budget</b>	<b>Deadline</b>
<b>Advertising</b>			
- Visit California	Molly	tbd	Dependent on budget
- SFTravel	Molly	tbd	Dependent on budget
- VIA/AAA	Molly	tbd	Dependent on budget
- Sunset Magazine	Molly	tbd	Dependent on budget
- Pacifica Anchor Magazine	Molly	tbd	Dependent on budget
- Pacifica Anchor Magazine	Molly/Carol		
<b>Ideas for Consideration</b>			
- Cannibus Tourism			
- Fishing + Crabbing			
- Pets/Animals/Surf Competition			
- Family Travel for Summer Break			
- Destination Dining + Libations			
- Unmask and Unwind in Pacifica			
- Chill Out this Summer - Pacifica, Calaveras County, Morro Bay			
- FOG FEST			
- Dog Surfing Contest			
<b>Target Markets</b>			
San Francisco/Bay Area			
Sacramento			
Stockton/Central Valley			
San Jose/South Bay/Peninsula			
East Bay			
Marin County			

Notes			
Included in retainer			
Included in retainer			
Included in retainer			
Anywhere from \$35/hour			
\$35-70/hour			
Included in retainer			
Included in retainer			
Included in retainer			
Included in retainer			
Included in retainer			
collect photos, link,s formatting, testing			
Included in retainer			
\$35/hour for Carol - no cost from Molly			
Included in retainer			
\$35/hour for Carol - no cost from Molly			
Incorporate content when available			
Host hotels to receive reimbursement			



— VISIT —  
**PACIFICA**  
— A Pretty Cool Place —

## **Social Media Advertising**

For: VisitPacifica.com - Summer 2021  
Start Recommendations & Sample  
1 of 2

- **Facebook owns Instagram.**
- **Creating an ad campaign in FB can automatically be picked up by Instagram**
- **80% of Internet users utilize Facebook**
- **93% of Marketers utilize Facebook**

**Budget:** YOU determine what you want to spend. \$5? \$500? \$5000? FB will get you as many results with your determined amount.

**Review Your Results Before You Purchase:** FB allows you to plug in all your variables; location, goal objective, audience age range, location target/radius reach and audience interests. Then determines how large your audience reach will be and how many clicks you to expect per day before you purchase.

### **Recommendations:**

Analytics from the website can assist in fine tuning the target audience. To begin, at least 2 to 3 ads should run together w/same the same target audience but w/different ad creations to see what captures the eye of the audience better. Then use the best in results to run a bigger ad campaign with a larger budget.

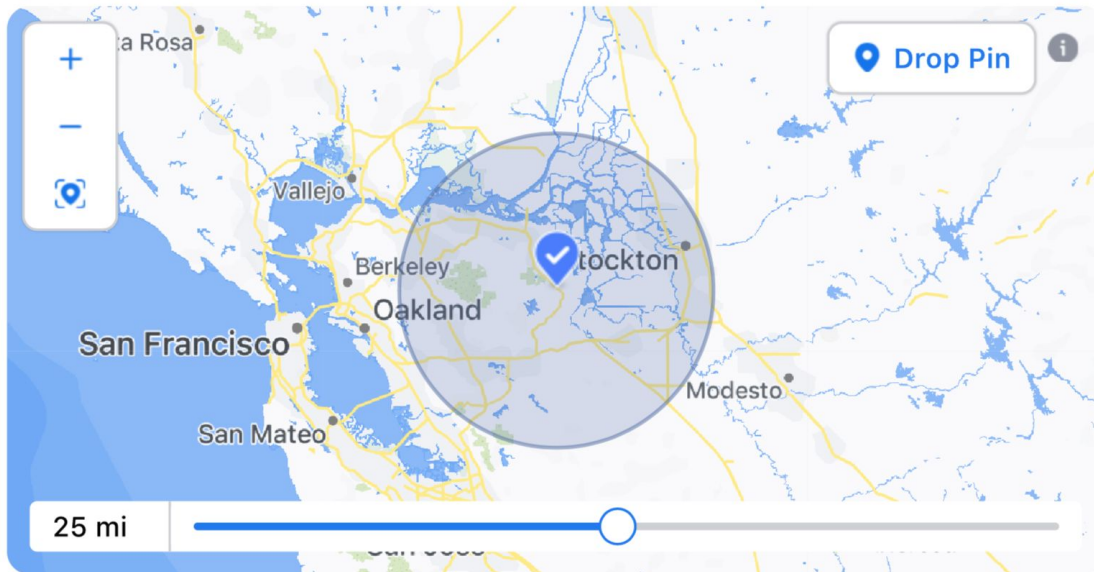
- **Goal:** To drive more traffic to VisitPacifica.com and, to grab those wanting to escape the summer heat. (see location target below)
- **Number of Ads:** At least two to compare audience captured results
- **Location Target:** 25 mile radius from Stockton, CA
- **Ad Run Days:** 7 days minimum in order to accumulate information to analyze
- **Daily Budget:** \$5 per day for 7 days (5x\$7 = \$35 x 2 ads = \$70 Total)
- **Estimated Results:** 370 to 1,100k reached and 24-70 clicks per day

See Sample Next Page...

# Social Media Advertising

2 of 2

## Sample Radius of Audience to Capture



Radius can be adjusted larger or smaller and moved to another location desired

## Ad Preview to Review Before Purchasing:

Ad Preview

[See All Previews](#)

Ad copy should be simple & to the point with:

- clean, eye capturing image/video
- who
- what
- why
- where

With a call to action:

- Visit Pacifica a pretty cool place
- Learn More

**Visit Pacifica**  
Sponsored · 🌐

San Francisco's Beachfront Playground:  
Conveniently minutes from SF and SFO.  
Visit Pacifica...a pretty cool place.

*All Dreams*  
**WELCOME**

VISITPACIFICA.COM  
**Where Coastal Fun Awaits**  
Just 15 minutes south of San Fr...

LEARN MORE

👍 Like    💬 Comment    ➦ Share

### Estimated Daily Results

People Reached

370 - 1.1K



Link Clicks

24 - 70



# Targeted Social Media Influencers



kendratustin [Follow](#) ...

1,247 posts 36k followers 601 following

**KENDRA** she/her  
 Blogger  
 ✨ Sacramento, CA 🌲  
 ✨ Adventure seeker + kindness always  
 ✨ 8 National Parks 🇺🇸  
 ✨ Email me [kendratustin@gmail.com](mailto:kendratustin@gmail.com)  
[linktr.ee/kendratustin](http://linktr.ee/kendratustin)

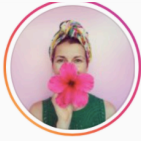


thislifeoftravel [Follow](#) ...

90 posts 5,051 followers 84 following

**This Life of Travel**  
 Photographer  
 📸 Hello from Zory & Henry  
 🌍 We love sharing the world through photography  
 📍 Based out of San Francisco  
 📄 Latest Blog Post  
[www.thislifeoftravel.com/usa-west-coast/best-brunch-san-francisco](http://www.thislifeoftravel.com/usa-west-coast/best-brunch-san-francisco)

Followed by fitlifestyle54ish and zorymory

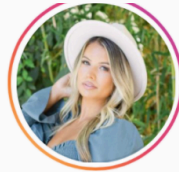


zorymory [Message](#) [👤](#) ...

1,681 posts 115k followers 941 following

**Zory | San Francisco Blogger**  
 Blogger  
 • Travel Photographer & Content Creator 🇺🇸🇬🇧  
 • Based in SF  
 • Travel, lifestyle & fashion stories  
 ✉️ [zorymory@gmail.com](mailto:zorymory@gmail.com)  
 📺 Latest YouTube video 📺  
[youtu.be/czWUdPpbooA](http://youtu.be/czWUdPpbooA)

Followed by visitcalifornia, cheycheyfromthebay, and natvhawkins



jessicaknedel [Follow](#) ...

245 posts 103k followers 895 following

**Jess**  
 Sacramento, CA  
 Travel | Food | Faith | Family | Fitness  
 Be kind • Spread love • Stay humble 🌟

Followed by christinestah1019



+5.51%  
 (+11k Follower)

5.5/10

**serob.darbinyan**  
 🇺🇸 Vereinigte Staaten, Sacramento  
 englisch

**I decide the vibe**  
 🇺🇸🇩🇪🇩🇪 @asfreshmeatanddeli x2  
 📍 @asgiftsandmore 📄  
 📺 @thatsifortoday\_ 🇩🇪 @armeniansinsac  
 📺 @exotic.smoke\_

214.2k  
 2.4%



+11.04%  
 (+10k Follower)

6.8/10

**erinmiramon**  
 🇺🇸 Vereinigte Staaten, Sacramento  
 englisch

**Erin Blurton Miramon**  
 @allabout\_916

98.8k  
 4.2%



+9.08%  
 (+9k Follower)

6.8/10

**jessicaknedel**  
 🇺🇸 Vereinigte Staaten, Sacramento  
 englisch

**Jess**  
 Sacramento, CA Travel | Food | Faith |  
 Family | Fitness Be kind • Spread love •  
 Stay humble 🌟

109.5k  
 0.4%



Media Contact: Molly Blaisdell – Hook, Line & Thinker  
(925) 300-7252/molly@hooklineandthinker.com

### **Visiting Journalist – Pacifica Accommodation Request Form 2022**

*To consider your request, we ask that you **completely** address the items below and return to us via email. Once received with supporting documents, we'll review the request and notify you of our decision. Request must be received by PR Consultant Molly Blaisdell at least 21 days prior to intended travel dates.*  
*Molly Blaisdell: [molly@hooklineandthinker.com](mailto:molly@hooklineandthinker.com) or (925) 300-7252*

**Name:** Jeanne Cooper

**Address:** 59-218 Hokulele Dr., Kamuela, HI 96743

**Phone Number/Email Address:** 808/348-4012, hawaii.insider@gmail.com

**Travel Dates:** April 21-22 (overnight on April 21)

**Today's Date:** April 11, 2022

**Request (Accommodations/Dining/Activities):**

--- Please go to [www.VisitPacifica.com](http://www.VisitPacifica.com) for inspiration ---

**Lodging:** Pacifica Lighthouse or Fairfield Inn (Rockaway Beach locale preferred), or Pacifica Beach Hotel (if remodeled room available)

**Dinner:** Puerto 27 or Moonraker or Humble Sea Brewing Co or Grape in the Fog (will have friend with car)

**Breakfast:** Breakers or something within walk of lodging (will not have car)

**Letter of Assignment:**  
(attach copy)

**Name(s) of Media Outlet(s):** Marin Magazine (and Chicago website, Better.net); material may be recycled for use in a Pacifica post in LocalGetaways.com newsletter (~50K subscribers)

**Profile/Demographics of Media Outlets:** Marin Magazine & LocalGetaways reach a Northern California/Bay Area, professional/upscale demographic

**Size of Feature/Expected Coverage of Pacifica:** Pacifica is expected to be about one-third of approximately 1,000-word story

**How Will Hosts Be Featured:** Pacifica lodging (hotel), dining (two restaurants) and at least two activities (in this case hiking+something beach/ocean-oriented) will be focus of the Pacifica component of story; a second lodging option of a different price level/appeal will be mentioned but not featured.

**(Hotels, Restaurants, Activity Vendors)**

**Publicity Value:** Ad rates are not shared with freelance writers, but according to [this website](#), it has 43,000 circulation and rates for a full page B&W ad were estimated to be \$5850. Its travel content also appears on [marinmagazine.com](#) and the Chicago-based parent company's website, [Better.net](#)

**(Specify Ad Rates/Circulation Figures)**



**"Amended BID Annual Report filed with the City Clerk by the Chamber of Commerce, the BID Managing Agency on June 13, 2022, and modified by the City Council's action on June 13, 2022, as redlined."**

**Pacifica Chamber of Commerce  
PR/Marketing/Website Proposal for 2022-2023**

**EXHIBIT F**

1. As part of the BID management team's responsibilities, the group will act as the project managers for all of the proposed (and approved) marketing initiatives as outlined in the below options: They will work with the Chamber of Commerce's BID representative and the City's 3rd party marketing consultant, CDA, to ensure the implementation of the strategic plans that compliments the Chamber's and City's initiatives to promote Pacifica as a travel destination, therefore, increasing hotel occupancy.  
The City and a quorum of BID members and the Chamber of Commerce will meet quarterly to discuss alignment of performance measures and gather information to report back at mid-year to the City Council.
2. Website (step 1) - Complete additional tabs for blogs and sub-pages pages
  - a. Cost = \$8,500
    - i. continued maintenance of City's "Shop Local" and "Workation" campaigns, to also include: Beach Bites Bingo, E-gift card, etc.
    - ii. supplemental support for sub-domain pages created by CDA (City 3rd Party Marketing Consultant):
3. Website (step 2) - maintain organic content to position Pacifica atop of Google search results (SEO)
  - a. Cost = \$375/month (\$4,500/yearly)
4. Retain website consultant for Step 2: Carol Camacho (website manager)
  - a. Rate: \$35/hr ( average \$250/mo or \$3000/yr)
- ~~5. Continuing blog creations or reposting blogs with substantive content (photos, things to do, hotel updates, shop local, features) in order to keep things fresh and interesting.~~
  - ~~a. Cost = \$1000/yr~~
6. Social Marketing/paid campaign, for example: additional cost for boost post on Facebook, sponsored links on Instagram, etc.
  - a. Costs = \$1000/yr
7. Continue to work with influencers, travel writers and multi-media individuals/organizations to continue to promote Pacifica as a travel destination.
8. Advertising: VIA and Pacifica Anchor Magazine
  - a. Cost = \$11,000
9. Visit Pacifica (robust) digital campaign with SF Media Company (ex. SF Bucketlisters & Do The Bay)
  - a. Cost = \$7,000
10. Request BID membership participation with SF Travel to attract media and market to specific tourists groups (ex. Europeans and Asians)

a. Cost = inclusive in Chamber of Commerce's BID representative service.

**11.** Design annual events pitch to media with hotels as focal point for "making it a weekend"

a. Cost = inclusive in Chamber of Commerce's BID representative service.

**12.** Re-establish quarterly press releases that link back to website

a. Cost = inclusive in Chamber of Commerce's BID representative service service.

As the first order of business and plan of action for moving with all proposed marketing initiatives in 2022, 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
- Pacifica Anchor
- California Tourism
- SF Media Company (\*SF Bucketlisters & Do The Bay)

**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**

<b>Recommended Action</b>	<b>Person Responsible</b>	<b>Budget</b>	<b>Timeframe</b>
1. Website	Web Consultant, hosting, SEO	\$17,000	Yearly
2. SF Bucketlisters (*SF Media Co. and Do The Bay)	BID rep	\$7000	Pending BID approval
3. VIA & Pacifica Anchor Magazine	BID rep	\$11,000	Pending BID approval
<del>4. Blogsite Upkeep</del>	<del>Web Consultant</del>	<del>\$1,000</del>	<del>Yearly</del>
5. Other	BID rep/Marketing Consultant	TBD	Ongoing
	<b>Total</b>	\$36,000	









# For Signature: ResolutionNo34-2022\_LevyAssessment\_HotelBID\_FY22-23\_withExhibitA

Final Audit Report

2022-07-01

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By:	Sarah Coffey (scoffey@pacifica.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAIbCDGdc0DYkWj93ow2JSUHL46-3w5yo7

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