

| <u>No.</u> | <u>Opportunity Description</u> | <u>Area</u> | <u>Timing</u> | <u>Pages</u> |
|------------|---|-------------------|--------------------|---------------------------|
| 1 | Use Business Matters newsletter to promote digital marketing & social media | Citywide | Short Term | 20, 24 |
| 2 | Promote events in districts (i.e. Sam's Castle, Sanchez Adobe, Sanchez Art Center) | Citywide | Short Term | 24 |
| 16 | Provide hotels with monthly Pacifica Anchor and Coastside magazines | Rockaway | Short Term | 20, 24 |
| 17 | Promote new hotels to attract visitors | Rockaway | Short Term | 20 |
| 22 | Discuss findings & benefits of Adopted Sharp Park Specific Plan with businesses | Sharp Park | Short Term | 25, 93 |
| 23 | Process Beach Blvd Site through State Surplus Lands Act process before marketing | Sharp Park | Short Term | 25, 91 |
| 3 | Staff to act as City ambassadors with property & business owners, get to Yes | Citywide | Medium Term | 24 |
| 4 | Coordinate regional marketing with Half Moon Bay | Citywide | Medium Term | 24 |
| 5 | Social events for cannabis customers will bring visitors from Bay Area region | Citywide | Medium Term | 20, 24 |
| 6 | Install EV charging in shopping districts to attract tourists for lunch or dinner | Citywide | Medium Term | 20, 24 |
| 7 | RHNA requirement for 1,900 housing units translates into AV and spending | Citywide | Medium Term | 20 |
| 14 | Manor Shopping Center signage and facade refurbishment needed | Pacific Manor | Medium Term | 23, 25, 57 |
| 15 | Work with CalTrans to add Coast Highway signage announcing Business district | Pacific Manor | Medium Term | 25, 57 |
| 18 | Work with ownership to upgrade Lighthouse Hotel Facility | Rockaway | Medium Term | 20, 25 |
| 19 | E-bicycle rental facility in Rockaway, draw for visitors | Rockaway | Medium Term | 22, 24 |
| 24 | Beach Blvd - Opportunity Site - hotel, commercial, blended or community uses | Sharp Park | Medium Term | 24, 63, 90, 91 |
| 25 | More events on Palmetto Avenue (food trucks) to support business | Sharp Park | Medium Term | 20, 24 |
| 26 | Work with SF to expand activities & promotion of Sharp Park Golf Course | Sharp Park | Medium Term | 20, 24, 25, 63 |
| 27 | Consider July 4th Fireworks off Pier - day long events along Palmetto Avenue | Sharp Park | Medium Term | 24 |
| 8 | Future for retail centers in Pacifica lies in blended use, experiential centers | Citywide | Long Term | 32 |
| 9 | Capture share of 10,000 daily tourists traveling past/through Pacifica | Citywide | Long Term | 20 |
| 10 | Linda Mar Surplus Parking - Opp Site - Discuss residential blended use with Kimco | Linda Mar | Long Term | 26, 79, 98, 99 |
| 11 | SamTrans Park & Ride Lot - Opp Site - Discuss commercial opps with SamTrans | Linda Mar | Long Term | 26, 79, 102, 103 |
| 12 | Community Center Property - Opp Site - Retail, hotel, residential, community uses | Linda Mar | Long Term | 26, 79, 104, 105 |
| 13 | Park Mall Parcels - Opp Site - residential, commercial, blended uses, surplus land | Linda Mar | Long Term | 26, 79, 100, 101 |
| 20 | Quarry Site - Opp Site - Specific Plan to explore uses - visitor serving & residential | Rockaway | Long Term | 20, 25, 70, 94, 95 |
| 21 | Sea Bowl Site - Opp Site - consider parking for blended use, housing & commercial | Rockaway | Long Term | 25, 96, 97 |
| 28 | Palmetto Ave Parcels - Opportunity Site - suitable for commercial & residential | Sharp Park | Long Term | 92, 93 |
| 29 | Consider Developing Public Parking Lots to accommodate more visitors | Sharp Park | Long Term | 93 |
| 30 | Transform Palmetto Avenue in Sharp Park into a Downtown district | Sharp Park | Long Term | 24, 63 |

Opportunity Sites in Bold, Timing: Short Term = 1-2 Years, Medium Term = 3-4 Years, Long Term = 5 Years or longer