

RESOLUTION NO. 55-2023

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 AND ASSESSING THE LEVY FOR THE FISCAL YEAR 2023-24 AT THE SAME RATES LEVIED IN THE FISCAL YEAR 2022-23 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 (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 2022-23; 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; and

WHEREAS, on May 22, 2023, the City Council adopted Resolution No. 51-2023, which approved the annual report of the Advisory Board of the Pacifica Hotel Business Improvement District (BID) and gave notice of the Council's intent to levy the proposed Fiscal Year 2023-24 assessment for the BID following a public hearing on June 12, 2023, 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

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. 27-2020 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 2023-24 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 submitted and continue the program and assessments as levied in Fiscal Year 2022-23 at \$1.00 per room per day of occupancy on the hotels in the City without change for Fiscal Year 2023-24.

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 May 15, 2023 and approved by the City Council by Resolution No.51-2023, is hereby confirmed as submitted.
3. Annual Assessment. The City hereby levies and will collect assessments for Fiscal Year 2023-24 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.

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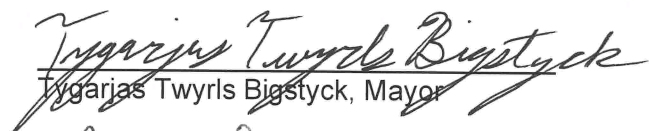
PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pacifica, California, held on the 12th day of June, 2023, by the following vote:

AYES, Councilmembers: *Beckmeyer, Bier, Bigstyck, Boies, Vaterlaus.*

NOES, Councilmembers: *n/a*

ABSENT, Councilmembers: *n/a*

ABSTAIN, Councilmembers: *n/a*

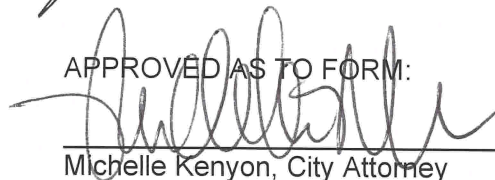

Tigris Twyrls Bigstyck, Mayor

ATTEST:



Sarah Coffey, City Clerk

APPROVED AS TO FORM:



Michelle Kenyon, City Attorney

May 11, 2023

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 2022-2023 results:

- A) Report of Resources and Uses, July 1, 2022-2023
- B) Profit and Loss, July 1, 2022 - April 30, 2023
- C) Pacifica Chamber of Commerce Use of Funds as Managing Agency
- D) PR/Marketing/Website Overview 2022-2023

Marketing Plan for Recovery

You will find an explanation of Exhibits E-G addressing 2023-2024 plans

- E) Report of Resources and Uses - PROJECTED, July 1, 2023-June 30, 2024
- F) Additional Marketing Plan of Actions 2023-2024
- G) Marketing Action Plan Projected Budget for 2023-2024

There are no proposed changes in the boundaries of the Pacifica Hotel Business Improvement District. Although, there has been some discussion about replacing the Chamber with another managing agency to administer the Pacifica Hotel Business Improvement District, the Chamber will continue to provide services until instructed otherwise. The BID's goal is to maximize the hotel's investment in promoting Pacifica, the hotels and tourism. Our main focus now will be to optimize digital/on-line presence and creating robust content to be utilized for on-going promotion and publication throughout multiple platforms, primarily including the visitpaciifca.com website and it's complimentary social platforms(ex. Facebook, Instagram, Twitter, etc.). The Chamber will continue to provide staff for the Visitor Center , disseminate 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 11, 2023

Archie Judan, Director/BID Rep
Pacifica Chamber of Commerce

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

Resources:

| | |
|---------------------------------------|--------------------|
| BID ASSESSMENTS | \$67,504.00 |
| PREVIOUS FUND BALANCE (Note 1) | \$10,291.00 |
| TOTAL RESOURCES | \$77,795.0 |

Uses:

(See attached Profit/Loss Statement for breakdown)

| | |
|---|--------------------|
| Visitor Center Support & Management – Chamber of Commerce (Note 2) | \$33,752.00 |
| Public Relations – Hook, Line & Thinker | \$5,000.00 |
| Content Creation – Website Development | \$7,019.50 |
| Website Management | \$2,494.75 |
| Tree Lighting | \$775.00 |
| Total Expenses | \$49,041.25 |

| | |
|--|---------------------------|
| Resources in Excess of Uses (Fund Balance) (Note 2) | <u>\$28,754.45</u> |
|--|---------------------------|

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

Pacifica Hotel Business Improvement District

PROFIT & LOSS

July 1, 2022 – May 12, 2023

5/12/2023

Cash Basis

Income

BID Income

| | |
|---------------------------------|-------------|
| Self-Assessment Funds from City | \$67,504.00 |
| Previous Fund Balance | \$10,291.00 |

| | |
|------------------|-------------|
| Total BID Income | \$77,795.00 |
|------------------|-------------|

Expenses

| | |
|--|------------|
| Public Relations | \$5,000.00 |
| Content Creation – Website Development | \$7,019.50 |
| Website Management | \$2,494.75 |
| Tree Lighting | \$775.00 |

| | |
|---------------|-------------|
| Total Expense | \$15,289.25 |
|---------------|-------------|

Chamber of Commerce

| | |
|-----------------|-------------|
| Managing Agency | \$33,752.00 |
|-----------------|-------------|

| | |
|----------------|-------------|
| Total Expenses | \$33,752.00 |
|----------------|-------------|

Net Income

Balance Sheet

As of May 12, 2023

ASSETS

| | |
|-----------------------------------|-------------|
| Tri Counties Bank Balance 5/12/22 | \$28,754.45 |
|-----------------------------------|-------------|

| | |
|----------------------|-------------|
| Balance May 12, 2022 | \$28,754.45 |
|----------------------|-------------|

PACIFICA CHAMBER OF COMMERCE
Managing Agency Use of Funds
2022-2023

RECEIVED FROM BID \$33,752.00

These funds supported a portion of the following promotional activities:

Staffing Visitor Center 225 Rockaway Beach Ave., Pacifica

- Meet with visitors answering questions and helping with travel issues
- Lobby is maintained with Bay Area and Pacifica activity brochures, California and Pacifica maps, bus schedules, hiking brochures, etc.
- Answer calls about Pacifica events (ex. dog surfing contest, Fogfest), places to stay, pier status, restaurants for reunions, weddings, etc. We mail material when or if requested.
- Last years hot summer inland created an opportunity for families to come to Pacifica to “beat the heat”. This created increased activity in the Visitor Center.
- The Visitor Guide and Business Directory is provided to the hotels on an ongoing basis as well as available in the Lobby.
- Sponsored transportation for the Tree Lighting. In the past, cable cars were used, the company went out of business so buses were used to bring guest to Rockaway Beach.
- Stamp Passports for the Golden Gate National Recreation Area
- The Visitor Guide and Business Directory has a tear out page in the Directory for Beach Bites Bingo, to promote visitors to explore our businesses and the opportunity to win a gift certificate for a local business of their choice.
- The long awaited opening of the Fairfield Inn and Suites was celebrated with a Ribbon Cutting was on October 11, 2022
- To reduce the Chamber operating costs the office space was downsized, and a portion was subleased to manage lease increases.

The Chamber treasurer manages City of Pacifica assessment funds and monitors and distributes funds approved by the BID. A CPA and Bookkeeper are used to review our expenditures and prepare our yearly taxes.

The Chamber website: visitpacificacom requires constant monitoring and updates of content (ex. Blogs, event posting, feeds, etc.).

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

The Chamber Board continues to closely monitor and focus on appropriate use of funds that are neutral and not influenced by external groups whose interest may be for their own personal interest. Examples of some of the changes:

The Chamber operates through checks and balances with the compartmentalization of scope of work:

- a) Marketing Manager, to provide constant oversight of all marketing efforts and website administration.
 - b) Media Consultant, third party service provider to assist Marketing Manager with with multiple projects and assignments.
 - c) Pacifica Chamber of Commerce, provides the financial and executive oversight
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.

Exhibit D

| Actions & Activities | Person Responsible | Timeframe |
|---|---------------------------|------------------|
| 1. Visit Pacifica Email (PR-management) | Marketing Manager | Ongoing |
| 2. Visit Pacifica Blogs: -The Bay Area's Most Hidden Jewel: Pacifica (collaborated w/influencer) -2022 Rockaway Beach Tree Lighting -Pacifica, a Place to Work & Play! -The Castle on the Hill -Historic Downtown Pacifica | Marketing Manager | 2022-2023 |
| 3. Visit Pacifica Press Room: -Fairfield Inn & Suites Now Open in Pacifica -Pacifica, CA - A Secret That Must Be Revealed -Weekday Shopping Along the Coast of Pacifica -Pacifica Ranks for Places to See Spring Blooms | Marketing Manager | 2022-2023 |
| 4. Website Ongoing Updates: -Continuous updates for hours & days to visitor-serving businesses and restaurants. -Continuous updates as businesses close or open. | Marketing Manager | Ongoing |
| 5. Other | Marketing Manager | Ongoing |



— VISIT —
PACIFICA
— A Pretty Cool Place —



Facebook Analytics: Visit Pacifica Past 90 Days

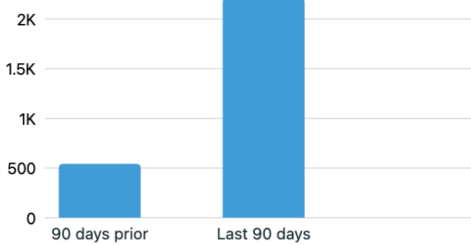
Overview: 665 Likes
793 Follows

Reach

Post reach ⓘ

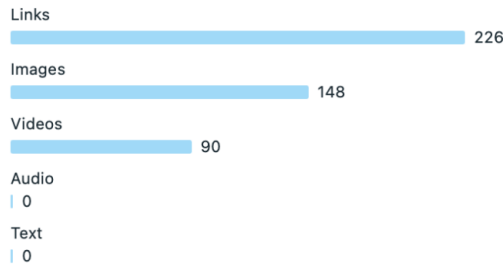
2.2K ↑ 307.7%

Total from last 90 days vs 90 days prior



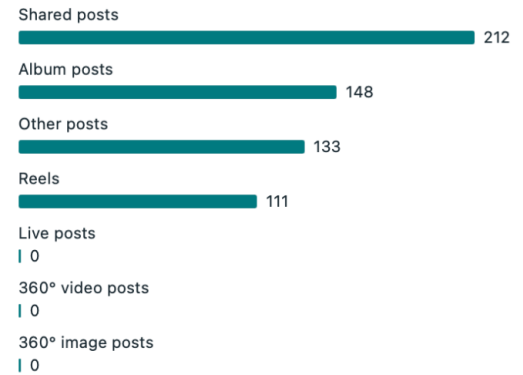
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

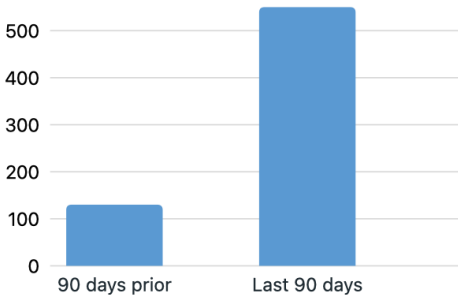


Engagement

Post reactions, comments and shares ⓘ

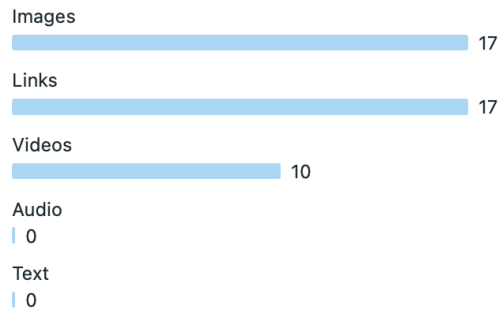
550 ↑ 323.1%

Total from last 90 days vs 90 days prior



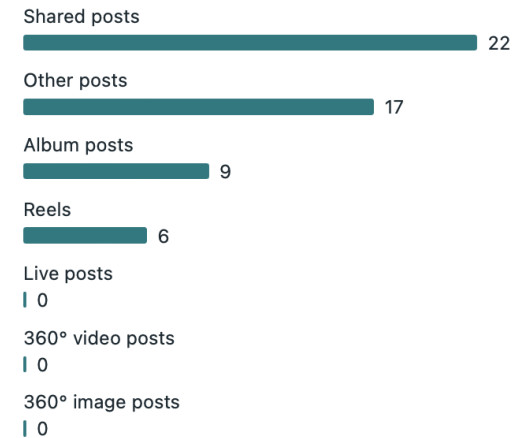
Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



Highest reach on a post ⓘ



Facebook post

After a challenging winter, the rains paid off & gave us a...

May 3, 2023, 9:41 AM

This post reached **370%** more Accounts Center accounts (695 Accounts Center accounts) than your median post (148 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

After a challenging winter, the rains paid off & gave us a...

May 3, 2023, 9:41 AM

This post received **436%** more reactions (75 reactions) than your median post (14 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

The Castle on the Hill. We who li Pacifica know about it, but for vi

Apr 19, 2023, 10:06 AM

This post received 5 comments compared to your median post (0 comments) on Facebook.

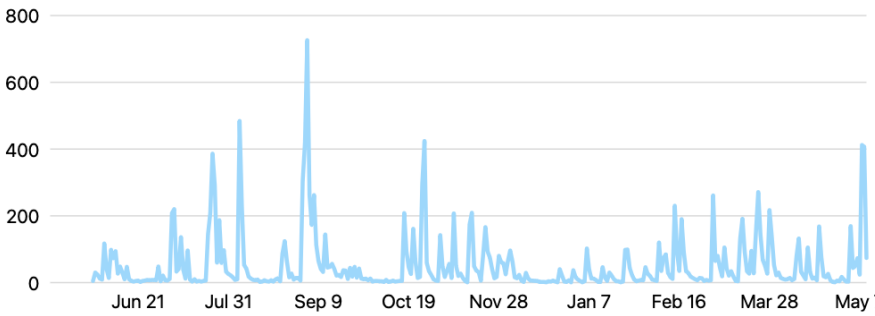


Facebook Analytics: Visit Pacifica June 2022 - May 10, 2023

Exhibit D

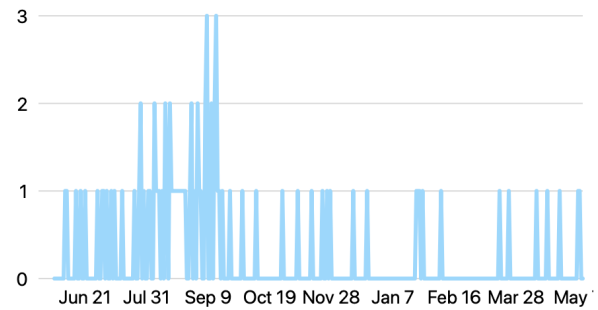
Facebook Page reach ⓘ

6,133 ↓ 69.6%



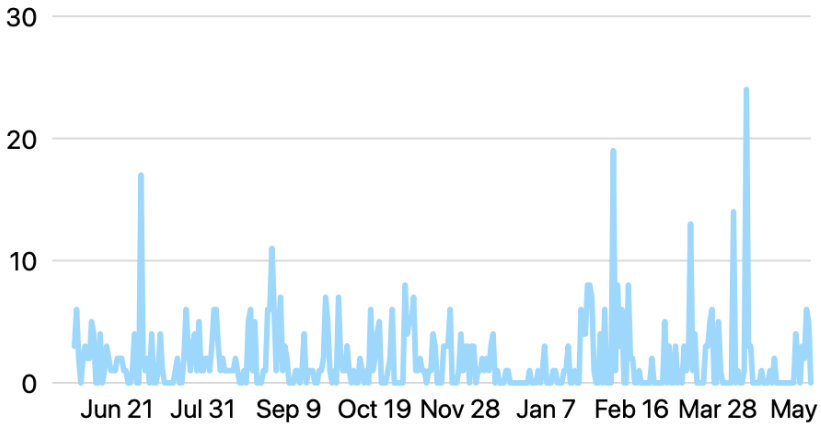
Facebook Page new likes ⓘ

86 ↓ 9.5%



Facebook Page visits ⓘ

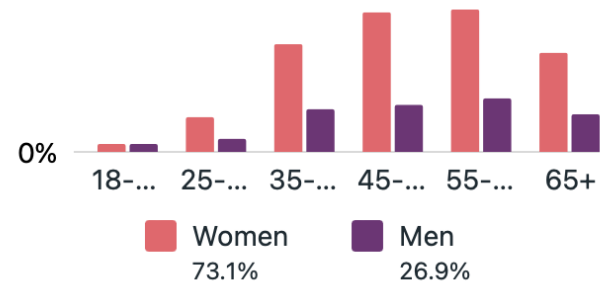
633 ↓ 4.7%



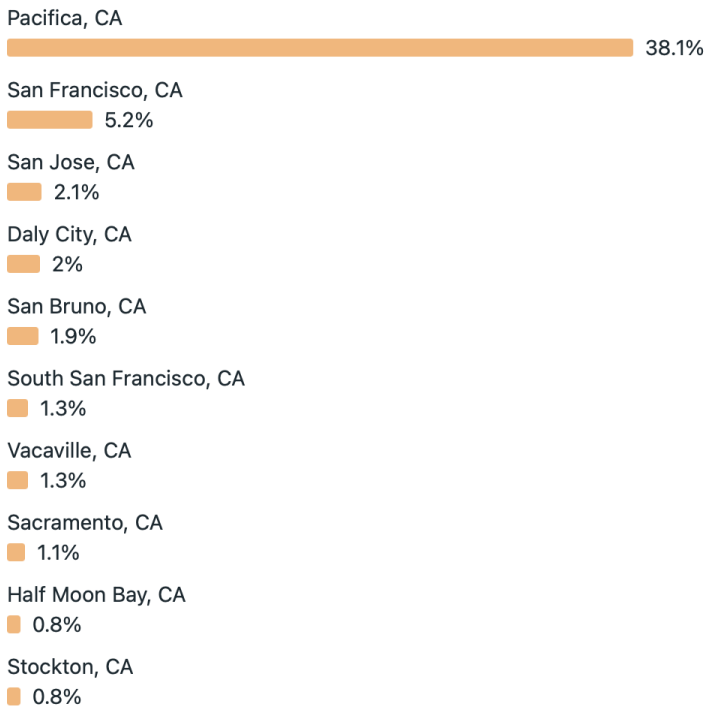
Facebook Page followers ⓘ

793

Age & gender ⓘ



Top cities



Top countries



Facebook & Instagram Highest Posts Likes: Visit Pacifica February - May 2023

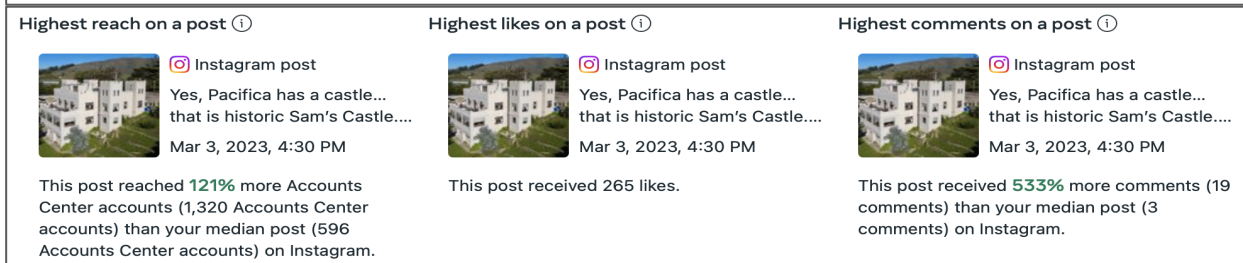
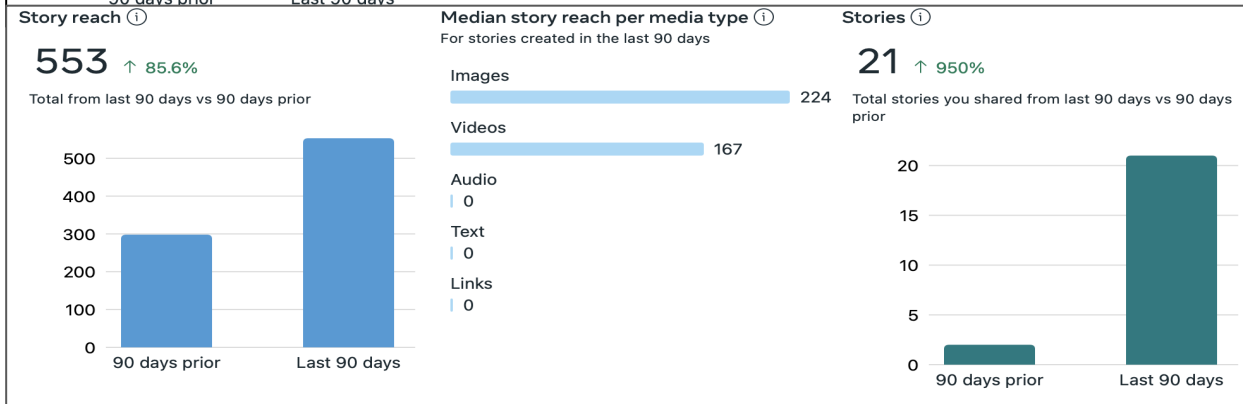
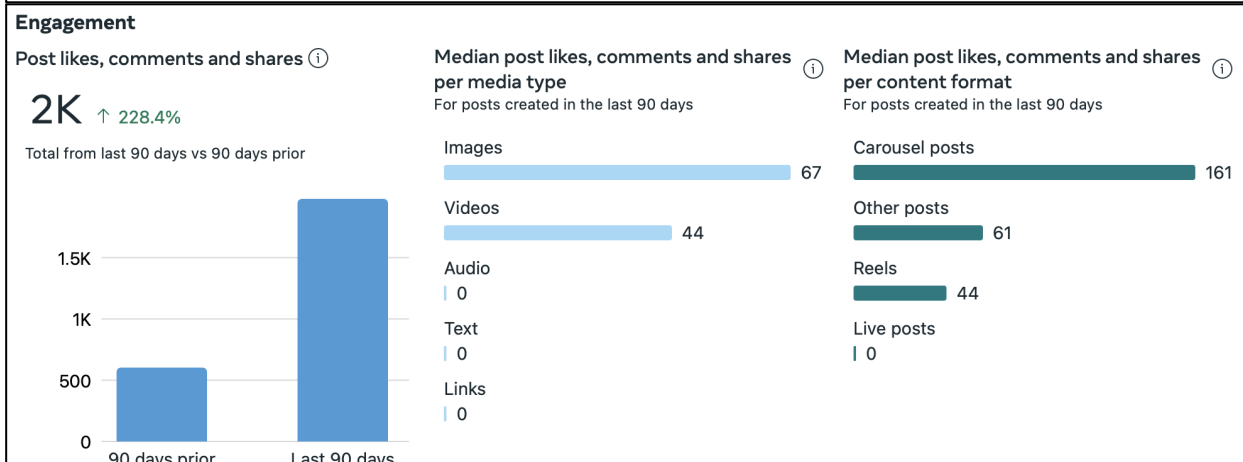
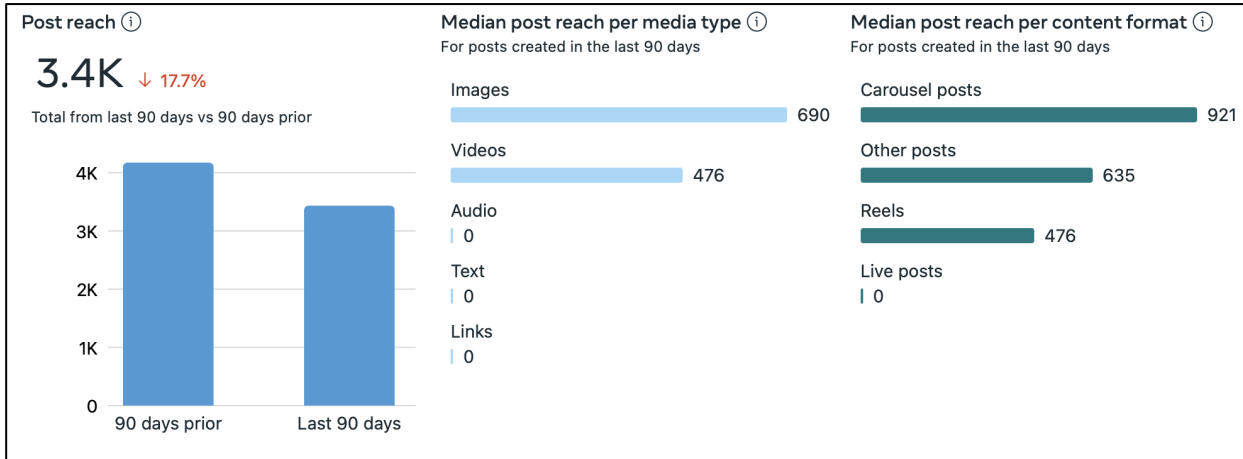
| Title | Type | Date published ↑↓ | Reach ⓘ ↓ | Likes and reactions ⓘ ↑↓ | Comments ⓘ ↑↓ | Shares ⓘ ↑↓ |
|--|------------|-------------------|----------------------|--------------------------------|---------------------------|---------------------------------|
| Yes, Pacifica has a castle...that is historic S... visitpacificaca_ca | Boost post | Post | Fri Mar 3, 4:30pm | 1.3K Accounts Center acc... | 265 Likes | 19 Comments 106 Shares |
| While "commercial" crabbing season has en... visitpacificaca_ca | Boost post | Post | Sat May 6, 8:29am | 1.3K Accounts Center acc... | 139 Likes | 9 Comments 22 Shares |
| Visit Pacifica & shop our newest business, w... visitpacificaca_ca | Boost reel | Post | Mon Apr 17, 10:08... | 1.3K Accounts Center acc... | 148 Likes | 3 Comments 28 Shares |
| Hello Spring! We are proud to announce tha... visitpacificaca_ca | Boost post | Post | Mon Mar 20, 11:5... | 1K Accounts Center acc... | 164 Likes | 7 Comments 9 Shares |
| Photos from this past weekend's ribbon cut... visitpacificaca_ca | Boost post | Post | Mon Apr 17, 10:36... | 921 Accounts Center acc... | 140 Likes | 8 Comments 13 Shares |
| After a challenging winter, the rains paid off... visitpacificaca_ca | Boost post | Post | Wed May 3, 9:41am | 895 Accounts Center acc... | 172 Likes | 6 Comments 10 Shares |
| Where will the weekend take you? Freddie ... visitpacificaca_ca | Boost post | Post | Fri Feb 17, 2:31pm | 580 Accounts Center acc... | 72 Likes | 2 Comments 2 Shares |
| The Castle on the Hill. We who live in Pacifi... Visit Pacifica | Boost post | Post | Wed Apr 19, 10:0... | 261 Accounts Center acc... | 66 Reactions | 5 Comments 10 Shares |
| Tomorrow join the Pacifica Chamber in we... visitpacificaca_ca | Boost post | Post | Fri Apr 14, 9:16am | 596 Accounts Center acc... | 61 Likes | 4 Comments 2 Shares |
| Peace, Love & Happiness for the weekend a... visitpacificaca_ca | Boost post | Post | Fri Mar 3, 4:57pm | 695 Accounts Center acc... | 59 Likes | 3 Comments 4 Shares |
| Happy Easter to all! 🐰 It's going to be wonde... visitpacificaca_ca | Boost reel | Post | Sun Apr 9, 8:22am | 543 Accounts Center acc... | 58 Likes | 3 Comments 2 Shares |
| We're not the only ones enjoying the spring ... visitpacificaca_ca | Boost post | Post | Tue May 9, 1:05am | 378 Accounts Center acc... | 48 Likes | 3 Comments 5 Shares |
| Title | Type | Date published ↑↓ | Reach ⓘ ↑↓ | Likes and reactions ⓘ ↑↓ | Comments ⓘ ↑↓ | Shares ⓘ |
| Atop our coastal hillsides the sun prevails a... visitpacificaca_ca | Boost post | Post | Tue May 9, 12:30... | 341 Accounts Center acc... | 45 Likes | 1 Comments 3 Shares |
| Join the Pacifica Chamber in welcoming this... visitpacificaca_ca | Boost post | Post | Fri Mar 24, 4:41pm | 690 Accounts Center acc... | 38 Likes | 3 Comments 7 Shares |
| Happy Humpday! Jump for joy as the day h... visitpacificaca_ca | Boost post | Post | Wed Mar 8, 12:56... | 450 Accounts Center acc... | 33 Likes | 2 Comments 1 Shares |
| No plans for Valentine's Day? Come stay, di... visitpacificaca_ca | Boost post | Post | Tue Feb 14, 11:32... | 475 Accounts Center acc... | 33 Likes | 2 Comments 3 Shares |
| Calm before the storm. Photo by: Amilee Kell... Visit Pacifica | Create ad | Post | Fri Mar 3, 8:39am | 3 Accounts Center acc... | 31 Likes and reactions | 0 Comments 0 Shares |
| Wow! Pacifica ranks in the top 16 places of ... Visit Pacifica | Boost post | Post | Thu Mar 16, 10:29... | 316 Accounts Center acc... | 27 Reactions | 3 Comments 4 Shares |



Instagram Analytics: Visit Pacifica

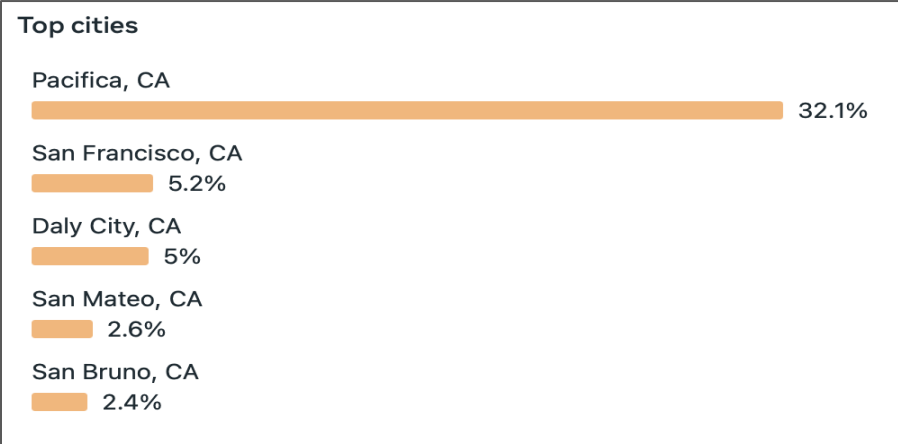
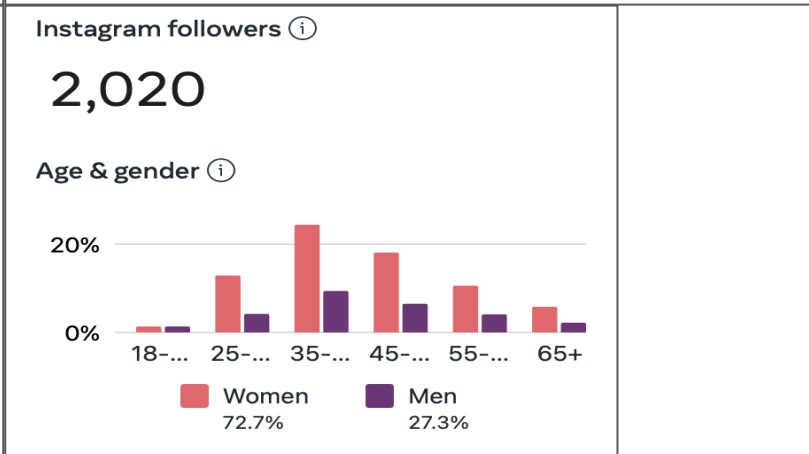
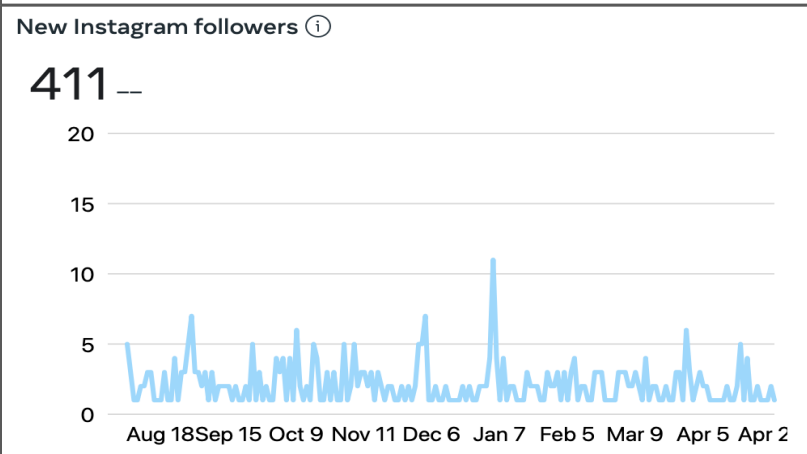
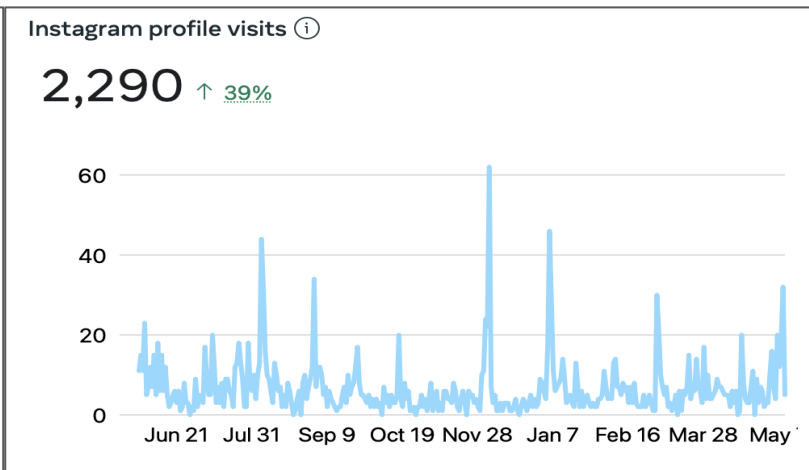
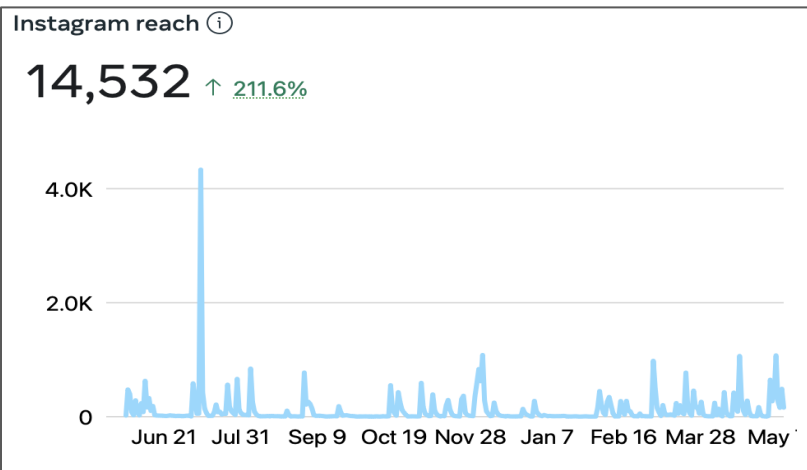
Overview:

2,020 Followers





Instagram Analytics: Visit Pacifica June 2022 - May 10, 2023





www.visitpacificacom

NEW USERS 12 MONTH REVIEW

| First user defa... channel group ▾ + | ↓ New users | Engaged sessions | Engagement rate | Engaged sessions per user | Average engagement time |
|--------------------------------------|-------------------------|-------------------------|------------------|---------------------------|-------------------------|
| | 15,028 100% of total | 11,122 100% of total | 59.78% Avg 0% | 0.74 Avg 0% | 0m 59s Avg 0% |
| 1 Organic Search | 12,846 | 9,798 | 61.52% | 0.76 | 1m 00s |
| 2 Direct | 1,641 | 909 | 39.35% | 0.55 | 0m 47s |
| 3 Referral | 324 | 197 | 51.3% | 0.61 | 1m 36s |
| 4 Organic Social | 217 | 118 | 49.79% | 0.54 | 0m 15s |
| 5 Unassigned | 0 | 0 | 0% | 0.00 | 1m 19s |

Take Aways

- SEO needs to increase in 2023 to keep organic search high
- Organic social is not giving Visit Pacifica a big lift. Need to focus on Google Business Profile which is underperforming.

MOST VIEWD PAGES 12 MONTH REVIEW

| Page title and screen class ▾ + | ↓ Views | Users | Views per user | Average engagement time | Event count All events ▾ |
|--|-------------------------|-------------------------|----------------|-------------------------|-----------------------------|
| | 30,872 100% of total | 15,192 100% of total | 2.03 Avg 0% | 0m 59s Avg 0% | 99,411 100% of total |
| 1 Home - Visit Pacifica | 4,631 | 3,218 | 1.44 | 0m 25s | 15,737 |
| 2 Sam's Castle - Visit Pacifica | 2,845 | 2,354 | 1.21 | 0m 28s | 10,469 |
| 3 Things To Do - Visit Pacifica | 2,789 | 2,271 | 1.23 | 0m 26s | 9,945 |
| 4 Fishing & Crabbing - Visit Pacifica | 1,522 | 1,169 | 1.30 | 0m 47s | 5,054 |
| 5 Upcoming Events - Visit Pacifica | 1,478 | 1,146 | 1.29 | 0m 48s | 4,433 |
| 6 Food and Drink Visit Pacifica | 1,251 | 982 | 1.27 | 1m 22s | 3,769 |
| 7 Pedro Point Headlands - Visit Pacifica | 1,140 | 888 | 1.28 | 0m 29s | 3,891 |
| 8 Hiking - Visit Pacifica | 1,023 | 702 | 1.46 | 0m 33s | 2,784 |
| 9 Linda Mar (Pacific State Beach) - Visit Pacifica | 1,013 | 854 | 1.19 | 0m 24s | 3,386 |
| 10 Shop Local - Visit Pacifica | 911 | 582 | 1.57 | 1m 13s | 2,868 |

Take Aways

- 1) People are coming to site for things to do and places to stay, not to purchase.
- 2) Dining is key
- 3) Outdoor recreation is top-of-mind.

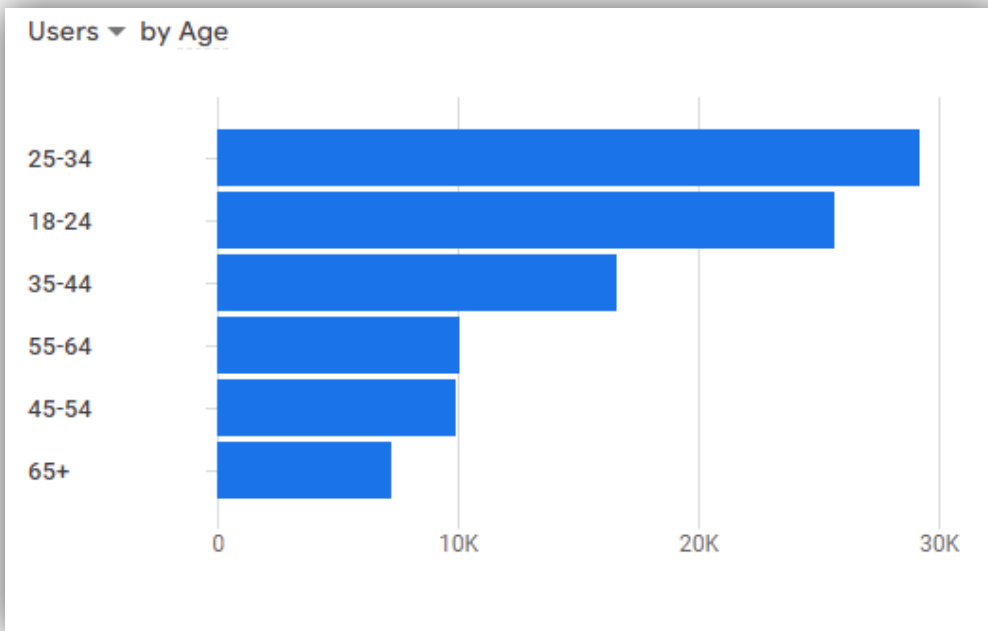
MOST USED BROWSERS 12 MONTH REVIEW

| Browser | ↓ Users | New users | Engaged sessions | Engagement rate | Engaged sessions per user | Average engagement time |
|--------------------|-------------------------|-------------------------|-------------------------|------------------|---------------------------|-------------------------|
| | 15,192 100% of total | 15,114 100% of total | 11,217 100% of total | 60.09% Avg 0% | 0.74 Avg 0% | 0m 59s Avg 0% |
| 1 Safari | 7,608 | 7,644 | 5,460 | 57.67% | 0.72 | 0m 53s |
| 2 Chrome | 6,200 | 6,198 | 4,711 | 59.44% | 0.76 | 1m 04s |
| 3 Edge | 538 | 536 | 504 | 75.34% | 0.94 | 1m 45s |
| 4 Firefox | 298 | 292 | 274 | 70.62% | 0.92 | 1m 15s |
| 5 Safari (in-app) | 163 | 161 | 77 | 45.03% | 0.47 | 0m 13s |
| 6 Samsung Internet | 153 | 153 | 115 | 57.79% | 0.75 | 0m 50s |
| 7 Android Webview | 60 | 60 | 37 | 59.68% | 0.62 | 0m 21s |
| 8 Amazon Silk | 42 | 42 | 39 | 76.47% | 0.93 | 2m 16s |
| 9 Opera | 19 | 19 | 14 | 56% | 0.74 | 0m 38s |

Take Aways

1) Visit Pacifica has more iOS users with a higher engagement rate on iOS devices.

AGE DEMOS 12 MONTH REVIEW



Take Aways

1) Target ad campaigns for Adults 25-34.

GENDER DEMOS 12 MONTH REVIEW

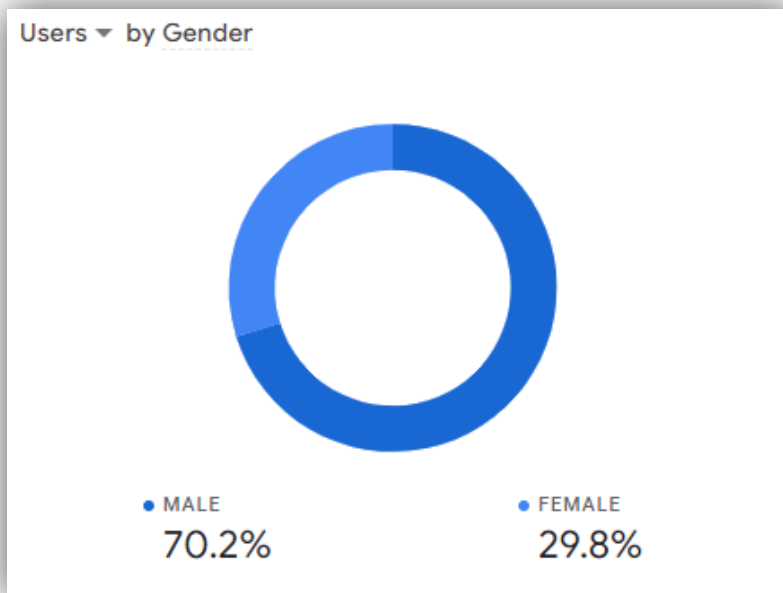
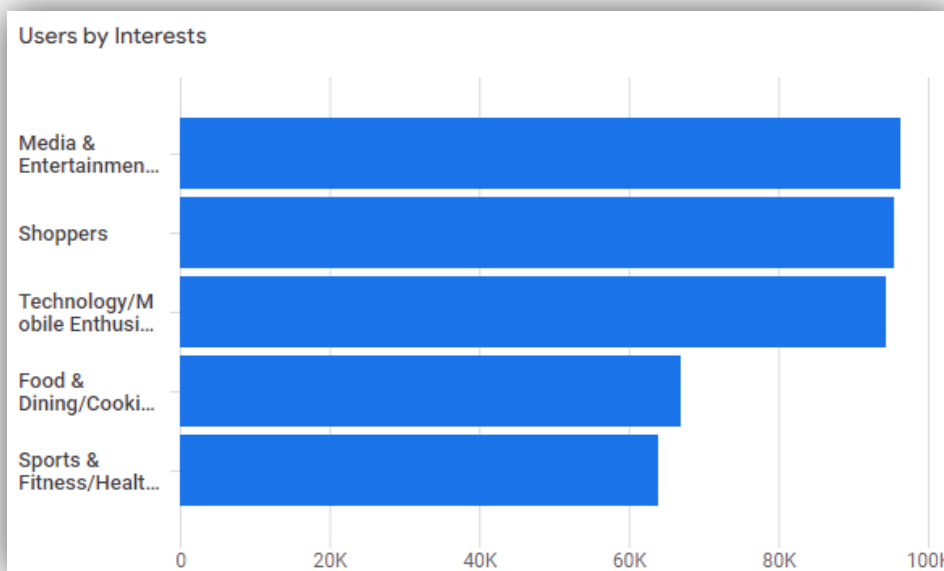


Exhibit D

Take Aways

- 1) Improve female engagement with a focus on mothers and activities.
- 2) Focus on women in our community with special features

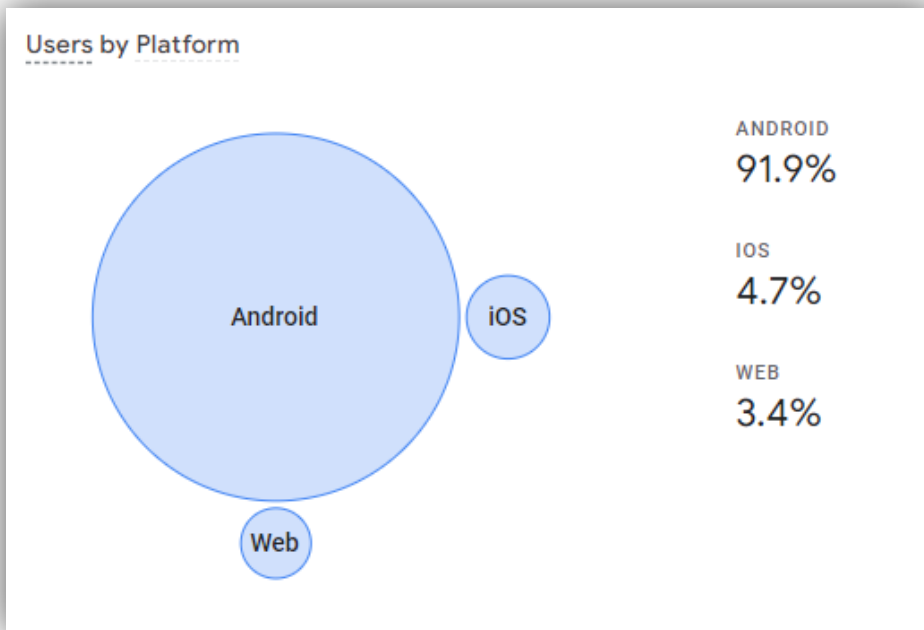
USERS BY INTEREST 12 MONTH REVIEW



Take Aways

- 1) Have Visit Pacifica create some of their own events including music and shopping.
- 2) Utilize the Chamber map to drive shoppers around town.
- 3) Interviews with businesses on social media.
- 4) Work on dining experiences.

USERS BY PLATFORM 12 MONTH REVIEW



Take Aways

- Target mobile users with display ads about Visit Pacifica, traffic is driven by mobile.
- Consider a mobile app at this time.



Business Profile

GOOGLE BUSINESS PROFILE Q1 REVIEW

3,463

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



Take Aways

- Desktop users engage with the profile more than mobile users.
- To increase mobile users, add more content to the GBP. There is not enough activity on the GBP. Need more posts, etc.

SEO KEYWORD RANKING & EXTERNAL LINKS

Which websites have a link to www.visitpacificacom.com?

3,991
external links found from

198
different websites

Some of the websites linking to you

en.wikipedia.org

www.pinterest.com

www.sfgate.com

www.tripadvisor.com

www.usatoday.com

| Words that give you more visits | Position in Google | Monthly Searches |
|--|--------------------|------------------|
| pacifica ca | 2 | 14,800 |
| linda mar | 1 | 4,400 |
| pedro point | 1 | 4,400 |
| pacifica esplanade beach | 1 | 3,600 |
| pedro point headlands | 1 | 1,600 |
| sharp park beach | 1 | 1,300 |
| rockaway beach pacifica | 1 | 1,300 |
| linda mar beach | 1 | 1,000 |
| pacifica san francisco | 1 | 390 |
| pacifica san fran | 1 | 320 |

COME TO WORK, STAY TO PLAY

Pacifica features a variety of accommodations that offer great value, ocean views, a selection of amenities, convenience to San Francisco and other Bay Area attractions and FREE parking. Most of the seven properties are located near the beach and within walking distance to great restaurants, hiking and walking trails, the Sharp Park Golf Course, the Pacifica fishing pier, and of course, one of the most scenic seashores on California's north coast. Whether you're here for a weekend beach getaway or an extended stay, we're sure you'll enjoy your stay in our beautiful coastal town.



America's Best Value Inn Pacifica

America's 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.

[BOOK NOW](#)



Anchor Inn at Pedro Point

This newly constructed, four-unit property features studio accommodations that are nestled in the hillside of Pedro Point. 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.

[BOOK NOW](#)



Fairfield Inn & Suites San Francisco/Pacifica

Wake up to the sounds of the ocean and start your day right. Begin with our state-of-the-art fitness center, then energize your body with a complimentary hot breakfast featuring a mix of healthy, delicious options. Unwind in any of our 88 rooms that are spacious and contemporary, many with ocean views. The beaches & coastal recreation are at your service!

[BOOK NOW](#)



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.

[BOOK NOW](#)



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.

[BOOK NOW](#)



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.

[BOOK NOW](#)



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.



—VISIT—
PACIFICA
—A Pretty Cool Place—

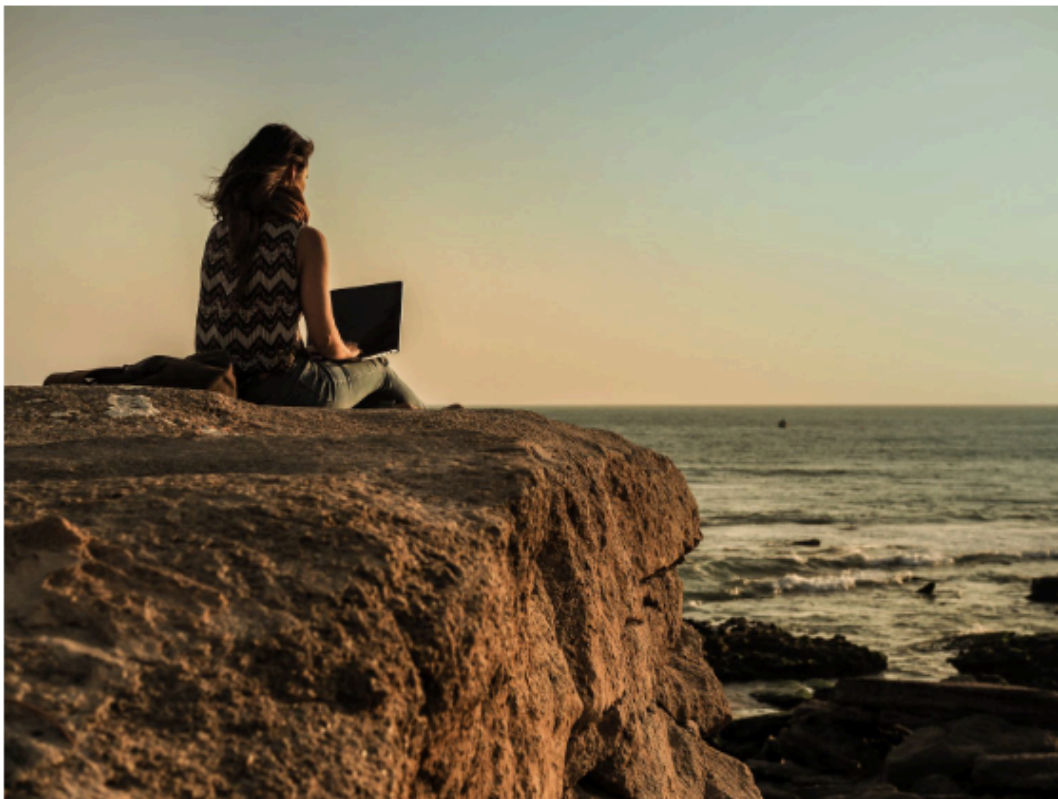
[BLOG](#) [PRESS ROOM](#) [PHOTO CREDITS](#) [CONTACT US](#) [ABOUT US](#)



[HOME](#) [PLACES TO STAY](#) [FOOD AND DRINK](#) [THINGS TO DO](#) [SHOP LOCAL](#) [Q](#)

MAKE PACIFICA A PLACE TO WORK AND PLAY!

Posted on November 29, 2022 by VP Staff



With work-from-home on the rise, it's become easier to switch up your work environment—or perhaps even travel!— without using up valuable vacation time. With the sound of the ocean never too far away, Pacifica is the perfect place to do just that! Roaring sounds of the ocean as you're typing emails and working on that project—who knew work could be so soothing? Picturesque trails, beautiful beaches, and a wide range of sports activities are just some of the reasons Pacifica is a one-of-a-kind stay.

RECENT BLOG POSTS

[MAKE PACIFICA A PLACE TO WORK AND PLAY!](#)

[2022 Rockaway Beach Tree Lighting](#)

[The Bay Area's Most Hidden Jewel: Pacifica](#)

[Pier Fishing In Pacifica](#)

[A Taco Bell Wedding!](#)

CATEGORIES

[Accommodations](#)

[Attractions](#)

[Bars](#)

[Beaches](#)

[Breweries](#)

[Hiking](#)

[Family Fun](#)

[Fishing](#)

[Historic Landmarks](#)

Unique Escape

The hills, forests, bluffs, hiking trails, and ocean make this shoreside gem so unique and the beautiful landscape lends itself to various sports and activities.

Pacifica is a surfer's mecca for beginners and seasoned pros alike. Being able to quickly walk to the beach for pre-work or lunch time surf sessions is pretty priceless! Other beach activities include sea-glass hunting, whale-watching, sunset chasing, crabbing, and fishing.

Other recreational activity options include golf, archery, tennis, horse-back riding, biking, and paragliding. Paragliders can often be seen gliding above Esplanade Beach next to the bluffs.

There are a variety of accommodation options, check their sites for more on amenities, as well as possible specials and packages offered! While there are many work-from-home options, this coastal hidden gem has something for everyone—and their pet!

- March 2021
- January 2021
- December 2020
- November 2020
- September 2020
- August 2020
- July 2020
- June 2020

WHERE TO STAY

It's not simple to find the ideal hotel accommodation. Some people may want to focus on something completely different than what they are accustomed to, but the introvert in me craved a sense of normalcy and a sense of belonging. It wasn't difficult to find a place to stay, but everyone has their own style, and for the trip, I was glad to stay at the Inn at Rockaway, which was the right spot to stay as authentically as possible to the spirit of the town. The essence of the town would want something modern but more charming than smart, and you can see the inspiration and attitude in the building's refurbishment. I was exposed to a wonderful quaint-looking place dominated by the color blue, which not only soothes the eyes but also provides a mirror image of the beach, giving us a sense of connection to the place. The hotel boasts one of the most impressive rooms, providing direct visual access to the rest of town and the majority of the activities available. The room was pleasant and didn't feel like a hotel, which I believe was due to the integrated living room, fridge, and microwave. The goal, in my opinion, was to give you the impression of being at home without the distractions of normal life, which can be problematic for anyone who wants to explore because I definitely found myself entertained just by staring out the windows and watching the sunset. However, don't worry about missing out on activities since the locals will make you feel like you're wasting your time by sitting in your hotel room for too long. I've seen individuals twice or three times my age being active and outdoorsy, so there's no reason to stay indoors, no matter how comfy it is. The fact that the hotel has many entrances is also a plus for folks who want to avoid crowds as much as possible.

WHERE TO EAT

Food can reveal a lot about a culture, and for me, it's more than just a way to gain some energy; it's also a way to observe how easily people can translate their feelings, so I had to commit to every meal to get the entire experience. I basically had French toast and tea for breakfast at Breakers. It's approximately a minute's walk from the hotel and has the greatest goods as well as the marine-inspired design. It's ideal if you're on the move and need something quick, but you can also sit and appreciate the music, which will make most of us feel like we're back in the 1980s for the first time. I'll describe Breakers as a venue that will transport you back in time with the chair placement or even the pictures on the wall.

Exhibit D

Magical Meetings

Working from a hotel has its perks—meeting spaces, Wi-Fi, printers, wake-up calls, and a decreased chance of unplanned interruptions. What better place for in-person meetings than a coastal paradise just 20 minutes from San Francisco where most lodgings have views of the ocean and are just a short walk away from the beach! For sand-free ocean strolls, head to the iconic Pacifica Pier in Sharp Park. There's a café at the pier entrance offering warm drinks to keep you warm and alert as you watch for whales and dolphins!

Paw-some Places

If you have a pet, your furry friend is sure to paw-sitively enjoy this workcation with you! Check out these dog-friendly hotels and local spots. There are many trails to choose from, and all of our beaches are dog-friendly. You know a town is a pet-friendly surf-hub when it's the host of the World Dog Surfing Championships!

Beach Bites

While at Pacifica State Beach, enjoy a margarita with your meal at the famous Taco Bell Cantina, voted most beautiful Taco Bell in the world, outfitted with a walk-up ordering window for surfers!

If you are searching for fancier fare and a wide range of cocktail and vintage options, look no further than Puerto 27, only steps away from Linda Mar beach. Boasting two dining floors and glass windows, you can 'drink in the view' while enjoying their seafood and Peruvian offerings. Pacifica Beach Hotel, an architectural landmark with sweeping views, is situated right next door.

No trip is complete without visiting two historic culinary staples on Rockaway Beach—Nick's and Moonraker. Nick's is famous for its crab sandwich, and has a large lounge area that regales guests with live music on weekends! Moonraker provides a fine dining experience, and the restaurant location on the second floor of the Pacifica Lighthouse Hotel makes it the perfect vantage point to watch an ocean sunset! It's also the perfect all-in-one destination for corporate events—it has meeting rooms, event rooms, and even a private dining area within the restaurant.

Art, History, & Entertainment

Such a scenic place inspires many, so it's no surprise we have many local artisans. It's an art-enthusiast's paradise—pop-ups featuring local makers are a regular occurrence at places such as Lovey's Tea Shoppe, there are murals all around, galleries, and of course shops with unique items.

For a taste of some of local history, stop by the Pacifica Historical Museum, whose exhibits will take you through time. You can also find Pacifica Jack Cheese in their gift shop, a tasty workcation souvenir!

If it's live entertainment after a long day of work you're looking for, Longboard Margarita Bar and Winters Tavern are hubs for music lovers. They host weekly events, touring bands, and local artists.

Unique Escape

The hills, forests, bluffs, hiking trails, and ocean make this shoreside gem so unique and the beautiful landscape lends itself to various sports and activities.

Pacifica is a surfer's mecca for beginners and seasoned pros alike. Being able to quickly walk to the beach for pre-work or lunch time surf sessions is pretty priceless! Other beach activities include sea-glass hunting, whale-watching, sunset chasing, crabbing, and fishing.

Music & Entertainment

Parks

Pet Friendly

Restaurants

Sports & Recreation

Surfing

Things to do

Whale Watching

Wine

Shop Local

Visit Pacifica 2021 Photo Contest

Beach Bites Bingo

Places to Stay Template w/Featured Hotel Widget

Pacifica Workation

ARCHIVES

November 2022

April 2022

December 2021

October 2021

September 2021

August 2021

March 2021

January 2021

December 2020

November 2020


September 2020

Passage To The Coast

THE PACIFICA

ANCHOR

VOL 1 ISSUE 8



ROCKAWAY HOLIDAY TREE LIGHTING IS BACK!

See Pacifica's exclusive **Holiday Gift Guide** Inside! Page 8

Your Workation Awaits.. Come to work, stay to play ~ Pacifica



Boost productivity, jumpstart creativity, re-charge, inspire, explore!

| | | | |
|--|---|--|--|
| <p>AMERICA'S BEST VALUE INN PACIFICA 2160 Francisco Blvd. 650-359-9494</p> | <p>ANCHOR INN AT PEDRO POINT 500 San Pedro Ave. 650-355-3333</p> | <p>FAIRFIELD INN & SUITES SAN FRANCISCO/PACIFICA 500 Old County Rd. 650-355-5000</p> | <p>INN AT ROCKAWAY 200 Rockaway Beach Ave. (650) 359-7700</p> |
| <p>PACIFICA BEACH HOTEL 525 Crespi Dr. (650) 355-9999</p> | <p>PACIFICA LIGHTHOUSE HOTEL, TRADEMARK COLLECTION BY WYNDHAM 105 Rockaway Beach Ave 650.263-4866</p> | <p>SEA BREEZE MOTEL AT ROCKAWAY BEACH 100 Rockaway Beach Ave. 650.359.3903</p> |  |



GO TO VISITPACIFICA.COM AND BOOK YOUR WORKATION

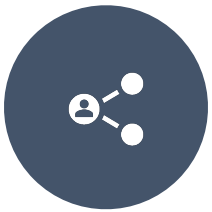
“Workations” Were Pandemic Focused



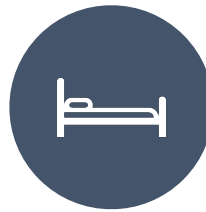
HOTELS ARE FOCUSED ON THE NEW BUSINESS TRAVELER



WORKFORCE IS STILL REMOTE BUT HOTELS ARE MARKETING THEMSELVES AS A MEETING PLACE AGAIN



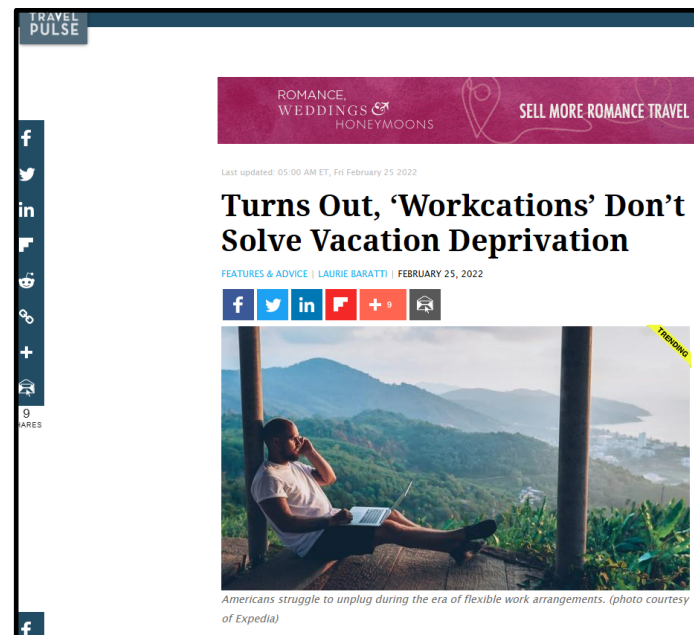
IN PERSON EVENTS, BUSINESS GATHERINGS ARE UP



MANY HOTELS ARE EMBRACING THE ESSENTIAL BLUE COLLAR WORK FORCE.



BOOKINGS BY SMALL AND MEDIUM-SIZED BUSINESSES ARE BACK TO 80% OF THEIR PRE-PANDEMIC LEVELS*



Key findings

- More than half (59%) of Americans don't like the concept of workcations.
- Over two-thirds (67%) of employees say their work and leisure time has blended in recent years. Want true vacations.
- The same percentage (67%) assume if a coworker is on “workcation,” they're not working as hard.

**PACIFICA HOTEL BUSINESS IMPROVEMENT DISTRICT
REPORT OF RESOURCES AND USES - PROJECTED
JULY 1, 2023 – JUNE 30, 2024**

Resources:

| | |
|---------------------------------------|--------------------|
| BID ASSESSMENTS (Note 1) | \$67,504.00 |
| PREVIOUS FUND BALANCE (Note 2) | \$28,754.45 |
| TOTAL RESOURCES | \$96,258.45 |

Uses:

| | |
|---|--------------------|
| Managing Agency – Chamber of Commerce (Note 3) | \$40,000.00 |
| Content Creation – Website Development | \$5,000.00 |
| Website Management | \$5,000.00 |
| Marketing Plan 2023-2024 | \$15,000.00 |
| Total Expenses | \$65,000.00 |

| | |
|---|--------------------|
| Resources in Excess of Uses (Fund Balance) | \$31,258.45 |
|---|--------------------|

Note 1: As tourism remains one of the major economic driving factors in our county, generating funds specifically earmarked to market Pacifica as a tourism destination is vital. The past couple years have been anything but business as usual. From the city suggesting the BID members to reassign BID management away from the Chamber, which oversees the BID funds, to having the COVID pandemic significantly impact hotel occupancy, there have been few times of consistency. Despite these hardships and obstacles, the Chamber has continued to work effectively and to the best of its abilities. Tourism has remained strong in Pacifica and will most likely continue to do so. The Chamber and its leaders have done an exemplary job marketing Pacifica as a destination place, given its minimal budget during the time periods in comparison to our surrounding destinations such as San Francisco, Half Moon Bay, Napa and Sonoma. In addition to the measured accomplishments of the past fiscal years and current year, this report provides future goals and an operational budget for the upcoming fiscal year (FY). The budget listed is an estimate of the expected BID funds collected for the 2023-2024 period. Lastly, this report contains recommendations actionable by both the Chamber, staff and the BID members.

Exhibit E

Note 2: The majority of the report is focused on digital traction, which is the most widely used platform for marketing. We have tried to work with the City of Pacifica, along with their third party marketing consultants, to implement their marketing campaigns: Yiffy Gift Card Program and Workation. The Yiffy program does not directly generate any form of returned revenue for the hotels for the next calendar year and the Workation campaign was a temporary fit for the Covid-Quarantine era, but AirB&Bs, Vrbo and other non-hotel businesses also benefit from the campaign, as well. Our main focus is hotel driven, and does not make judgement based only on Transient Occupancy Tax(TOT) revenue, and will continue to implement marketing campaigns only relevant to the hotels. Many companies are beginning to attend business conferences and meetings, and many are allowing their workers to attend again – and to tack a few days on to the trip to spend a little personal time.

Note 3: Amounts for May & June 2023 are projected since assessment checks have not been received, actual amounts may differ.

Note 4: 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

Additional Marketing Plan of Actions for 2023-2024

Our priority is to maintain the [VisitPacifica.com](https://www.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, retreats(wellness), as well as, those attending local events (ex. Fog Fest and Tree Lighting Festival).

The Pacifica Chamber of Commerce defines certain initiatives that correlate with the organization’s marketing goals for the fiscal year. They include:

- a) Increase tourism revenue through the development and implementation of the annual integrated marketing, public relations, and sales plan.
- b) Foster collaboration and countywide alignment by promoting the “go to” website: [visitpacifica.com](https://www.visitpacifica.com) for all tourism stakeholders.
- c) Increase the City of Pacifica’s brand awareness and positive perception.
- d) Develop a data-sharing process that offers context and insights for partners

[visitpacifica.com](https://www.visitpacifica.com) continues to be the main calling card for the City of Pacifica, being our largest asset and main data collection point, the team is looking into contract with Simpleview (Book>Direct) to integrate a lodging booking link on the website. This allows the consumer to view lodging properties availability and pricing directly on the [visitpacifica.com](https://www.visitpacifica.com) website. By using a call to action in digital marketing campaigns the website is pushing potential visitors to the newly launched booking link integrated into www.visitpacifica.com website, allowing consumers to book lodging directly through the website.

1. Public Relations (PR)

- Hosting media
- Monthly press releases
- Wellness media/influencer
- 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. Workation, Shop Local, etc.)
- Create updated content and media assets for future campaigns
- Influencer collaborations (shared posts and endorsement)

3. Advertising

- VIA Magazine
- California Tourism
- SF Media Company (*SF Bucketlisters, Do the Bay)
- Facebook Ads
- Instagram(sponsors)

4. Website

- Continue to update all pages with new information and content(ex. Shop Local)
- 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

5. Visitor Center

6. Optimization & Solution

- Increase SEO hours and add more keywords
- Added SEO to site-Ongoing
- Optimize Google Business Profile and generate more posts and engagement.
- Profile and generate more posts and engagement in the space
- Optimize blog posts for better SEO and more relevant social media posts

7. Video Production for digital content

- Create video highlighting every hotel. Break up the content in the reels and shorts
- Create video highlighting Pacifica, including: restaurants, recreation, surfing, retail and the different landmarks of Pacifica
- Started video production highlighting The Castle.

8. OTT Targeted Campaigns

- Optimize Visual Storytelling
- Utilize video content to create digital assets for future use.
- Use video to create content directed towards specific demographic and geographic populations.
- Use video to create :15 and :30 “Weekend For Two” spots targeted to Central Valley on OTT
- Use video to create :15 and :30 second spots focused on hotels and Pacifica in non contest months.

9. Targeted Display Ad Strategy

- Visit Pacifica has no targeted display and/or mobile campaigns.
- Targeted online/mobile digital ad campaign in the Central Valley promoting the hotels and their offerings.
- Targeted online/mobile digital ad campaign promoting quarterly weekend giveaway contests.
- CONTESTING, “WEEKEND FOR TWO” (lead generation campaigns)
 - Quarterly contests focused on one of the BID hotels giving away a weekend for two.
 - Tie in local restaurants in the contest and a recreational activity like surfing as other prizes.
 - Build user data base for future engagement in promotions and newsletters.

10. Blog Strategy

- It has been identified in our SEO reports that Visit Pacifica blogs need more content to extend further into social media postings.
- Create blog content hubs.
- Build out topic clusters to enhance social media content.
- Create 5 Blog posts per month min 1,000 words.

11. Email Marketing

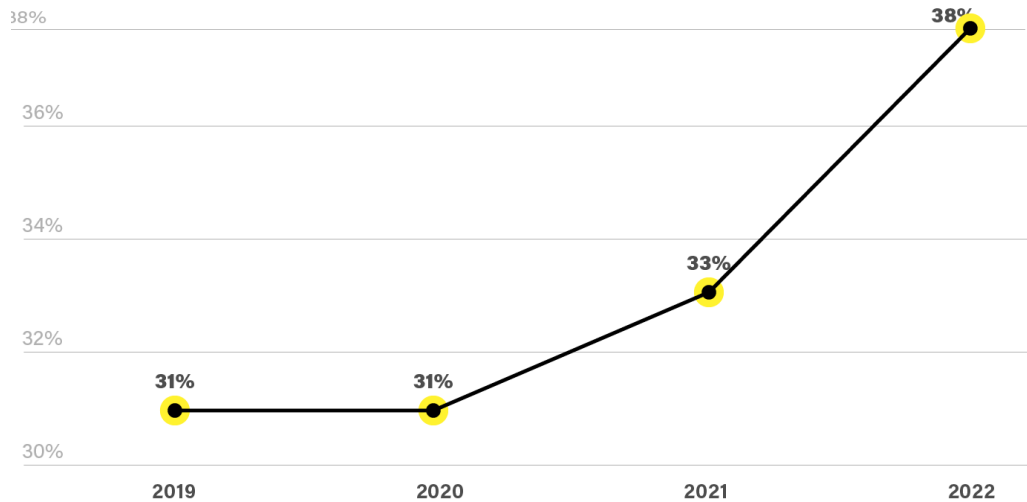
- Newsletter
- Direct email marketing(ex. birthdays or events notifications.
- Utilize fresh double opt in user data from contesting and other sources to promote specials each hotel has monthly in targeted email marketing campaigns.
- Create a monthly newsletter strategy and add form to website.
- No leave behinds and passion conversion after experience.

12. Revenue Generating Streams (Ex. Merchandise/E-Commerce and banner ads monetization)

- Create an online store with merchandise available in the hotels.
- Shop Local” page integration for YELP experience with banner ads
- Booking for hotel and restaurant reservations upgrade with plug-in for direct tracking

“Workation” Concept Has Evolved

‘Bleisure’ Business Trips That Contained a Weekend



Source: TripActions, April 2022
 Reproduced from State of Travel 2022 by Skift Research.

*Company meeting or event followed by people staying the weekend.

WORKLIFE BALANCE IS THE NEW FOCUS

2022 Vacation Deprivation Report: How To Unplug From Work When On Vacation*

Flexible work arrangements have you feeling ... well, less than flexible? It’s not just you. According to Expedia’s 22nd annual Vacation Deprivation report, over half of working adults in the U.S. agreed that working remotely and work-from-home flexibility has made it more difficult to be unplugged from work when on vacation. Further, **three-fifths reported feeling vacation deprived.**

While a majority were able to take advantage of the new state of the working world by traveling more, the report also found that **61% of those that took at least one “workcation” in the past year don’t consider them to be “true” vacations and a whopping 72% feel more burned out than ever,**

VACATIONS ARE BACK

- Expedia’s 22nd annual [Vacation Deprivation Report](#) discovered that burned-out workers plan to prioritize permitting themselves to truly take time away for the sake of their own sanity.
- **Almost all (92 percent)** of the over 14,500 survey participants—hailing from the Americas, Europe and Asia-Pacific—agreed that taking **regular vacations** is important for a person’s overall health and well-being **and not including work**

Business Travel is Back

- Business travel is finally coming back — but it's not traditional corporate clients who are leading the revival.
- Bookings by small and medium-sized businesses are back to 80% of their pre-pandemic levels, [The Wall Street Journal reports](#).
- This is especially true in smaller cities, as sales teams travel to meet with regional decision-makers, construction crews temporarily move closer to work sites, and companies bring remote or hybrid teams together in person.
- Hotels are addressing the shift toward more blue-collar clientele by trading craft beers for Coors Light at bars and modifying kitchen schedules to accommodate people who work night shifts.

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Hotels Embrace Blue-Collar Workers to Prop Up Sagging Business Travel

Small and medium-size businesses are driving the recovery of business travel across the U.S.

**Pacifica Chamber of Commerce
Marketing Action Plan Projected Budget for 2023-2024**

| Recommended Action | Person Responsible | Budget | Timeframe |
|--|--------------------------------------|------------------------|------------------|
| 1. Website | Marketing Manager/ Web Consultant | \$10,500-14,500 | Ongoing |
| 2. Influencers: SF Bucketlisters (ex., SF Media Co. and Do The Bay) | Marketing Manager/ Web Consultant | \$1,100-10,000 | Ongoing |
| 3. Content Creation | Marketing Manager/ Web Consultant | \$1,400-7,210 | Ongoing |
| 4. Social Media/Blog site/Google reviews Upkeep | Marketing Manager/ Web Consultant | \$12,000-17,500 | Ongoing |
| 5. Other | Campaigns, Advertising, etc. | TBD | Ongoing |
| | Total | \$25,000-49,210 | 2023-2024 |