



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

540 Crespi Drive • Pacifica, California 94044-3422

www.cityofpacifica.org

MAYOR
Tygarjas Bigstyck

MAYOR PRO TEM
Sue Vaterlaus

COUNCIL
Sue Beckmeyer
Mary Bier
Christine Boles

PRESS RELEASE

August 14, 2023

New Economic Development Manager Begins August 21, 2023



The City of Pacifica is excited to announce that Tara Schiff will be joining the City's Management Team as the City's new Economic Development Manager. Her first day with Pacifica will be August 21, 2023.

Tara Schiff brings more than thirty years of economic/business development and project management experience. Most recently, Ms. Schiff served as the Economic Development Specialist for Mariposa County, the "Home of Yosemite," where she was leading the Economic Vitality Strategy. Ms. Schiff also served as the rural liaison to the California Association of Local Economic Development (CALED) board of directors. She earned her Accreditation as a California Economic Developer (ACE) from the Academy of Economic Development/Fresno State University, Craig School of Business. Prior to her 10-year tenure with Mariposa County, Tara was the owner/CEO of an independent full-service marketing consulting firm, where she managed accounts on both a local and national level.

Tara earned a bachelor's degree in French and International Relations from West Virginia University and studied her masters at the Université de Paris, Sorbonne.

"Ms. Schiff joins the City at a crucial time, as the Pacifica's voters supported a ½ cent Transaction and Use Tax last November and the City Council recently adopted a seven-year Strategic Plan that prioritizes implementation of the Economic Opportunities Study completed earlier this year as part of the Vision 2025 and Beyond initiative" states Assistant City Manager, Yulia Carter, continuing: "We are very excited to welcome Ms. Schiff to the City team as her extensive economic development expertise and hands-on experience will be a huge asset to the City in working with our business community and other stakeholders to continue moving the City's Economic Development Program forward."

Ms. Schiff shared, "I am so honored to have been offered the Economic Development Manager position with the City of Pacifica. What an incredible opportunity! I look forward to utilizing my many years of experience and strong network of economic development professionals to bring economic vitality to the Pacifica community."

Ms. Schiff will lead the City's Economic Development Division within the City Manager's Office with a Management Analyst and administrative support.

Staff Contact: Yulia Carter, Assistant City Manager | 650-738-7402 | ycarter@pacifica.gov