



Scenic Pacifica
Incorporated Nov. 22, 1957

CITY OF PACIFICA

540 Crespi Drive • Pacifica, California 94044-3422
www.cityofpacifica.org

MAYOR
Sue Vaterlaus

MAYOR PRO TEM
Sue Beckmeyer

COUNCIL
Mary Bier
Tygarjas Bigstycck
Christine Boles

PRESS RELEASE

April 29, 2024

City of Pacifica Wins Top Award in Economic Development from California Association of Local Economic Development (CALED)

FOR IMMEDIATE RELEASE (Pacifica, CA) –

The City of Pacifica has been recognized with the prestigious 2024 California Association for Local Government (CALED) Award of Excellence in Programs and Promotions for its creative initiative [Vision 2025 & Beyond](#).

This award represents the highest honor in the Local Government Economic Development field in California and was presented at the [California Association for Local Economic Development \(CALED\) Annual Conference](#)'s Awards of Excellence ceremony on Thursday, April 11th, 2024 in Santa Rosa, CA.

The City team was recognized by over 400 peers from across the state for its innovative Vision 2025 & Beyond project. This initiative, a comprehensive multi-year endeavor, was designed to better serve the unique Pacifica community through strategic planning and forward-thinking visioning.

Reflecting on the project's genesis, City Manager Kevin Woodhouse remarked, "The saying that 'Necessity is the mother of all invention' couldn't be truer than in the case of this Vision 2025 & Beyond project. Making Pacifica sustainable required a different view; a different vision for how strategic planning is done. It required patience and years of hard work."

With a comprehensive and community-centered approach, the project integrated five key components:

- Financial forecasting
- Economic studies identifying short and long-term opportunities and support for local businesses, highlighted by initiatives such as the Shop Pacifica eGift Card Program with nearly 60 participating local businesses and the Workcation campaign, resulting in a significant increase in local and visitor spending
- Revenue enhancements, including the successful passage of a ½ cent Transaction and Use Tax and generating over \$2.5 million in general fund revenues,
- Robust public engagement, and finally
- Telling Pacifica's story of many major priority projects and initiatives that are currently underway.

This holistic approach has made the Vision 2025 & Beyond project a transformative force and a unique catalyst for economic vitality and long-term financial sustainability.

Assistant City Manager Yulia Carter remarked, “Our journey with Vision 2025 & Beyond has been marked by resilience, innovation, and our collective determination for success. I’m so proud of our entire team and Pacifica City Council, as together, we demonstrated the power of innovation in economic initiatives, advancing our local economy and strategically shaping a future that is equitable, inclusive, and financially robust.”

The project received invaluable support and deep collaboration from various partner organizations, including [Regional Government Services \(RGS\)](#), which played a key role in developing the overall concept of the program, while [Kosmont Companies](#) conducted the Economic Opportunities Study. [Creative Digital Agency \(CDA\)](#) prepared gap analysis and assisted in developing and implementing the destination marketing plan, [Yiftee](#) hosts the ShopPacifica shop-local software platform, and [Tripepi Smith](#) provided assistance with communication efforts related to the project.

Representatives from the California Association of Local Economic Development (CALED) will be presenting the City of Pacifica with the Award of Excellence at an upcoming City Council meeting in May.

For more information about the Vision 2025 and Beyond project, please visit [Pacifica's website](#).

Staff Contacts:

Kevin Woodhouse
City Manager
650-738-7409
cmoffice@pacifica.gov

Yulia Carter
Assistant City Manager
650-740-2604
ycarter@pacifica.gov