

ECONOMIC DEVELOPMENT WORK PLAN 2015-16	Goal Achieved*			Lead Dept.	Lead staff	Time-frame
	BR	BE	BA			
Internal Activities						
Lead ED Tech Team. Coordinate Work Plan with City Directors.	BR	BE	BA	CMO	Directors, EDMgr	On-going
Develop work plan to seek grant and other funding/resources. Support existing & desired activities/capacity building.	BR	BE	BA	CMO	EDMgr	Through July 2015
Maintain strong professional network. Increase awareness of Pacifica; bring resources to City, partners and businesses.	BR	BE	BA	CMO	EDMgr	On-going
Short Term Activities						
<u>Partnerships</u>						
Economic Development Committee (EDC). Prioritize for early wins, build base for increased revenue and lasting upward revenue trend.	BR	BE	BA	CMO	EDC & EDMgr	Ongoing
Achieve exceptional property maintenance city-wide. Encourage beautification committee, code enforcement, and additional efforts.	BR	BE	BA	CMO	Partners & EDMgr	On-going
EDC Annual Report to City Council. Support the Committee's report on their accomplishments and proposed next year activities.	BR	BE	BA	CMO	EDC	For Sept 8, 2015 City Council Mtg
Meet and work with Pacifica businesses. Find common goals, develop shared work plan & budget, execute. Examples: support existing businesses; Palmetto business retention. Prioritize according to readiness of local businesses to commit time and resources.	BR	BE	-	Jointly w Partners	Jointly w Partners	July - December 2015
Develop existing collaboratives / joint initiatives. Use 2013 E D Plan and TBID Strategy, set near terms goals & work plan, execute. Examples: Super Bowl 50th Anniversary Visitor attraction; Chamber/City sponsorship of "Alcatraz -Life on a Rock" Exhibit	BR	BE	BA	Jointly w Partners	Jointly w Chamber, HBID, Other Partners & EDMgr	July 2015 - February 2016
Coordinate marketing with partners. Coordinate comprehensive marketing materials to maximize effectiveness and reach of message.	BR	BE	BA	Jointly w Partners		Ph 1: Jul - Aug 2015; Ph 2: Sept-Oct 2015
<u>Development</u>						
Market analysis. Determine market potential as necessary.	BR	BE	BA	CMO	EDMgr	TBD

*BR = Business Retention; BE = Business Expansion; BA = Business Attraction

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Assess Resources. Evaluate resources/environmental factors (water, power, sewer and transportation) to determine capacity and need.	-	BE	BA	CMO	EDMgr	July - October 2015
Define Beach Boulevard Site disposition actions and timeline. Assess alternative processes to attract "best fit" for Pacifica.	BR	BE	BA	CMO	EDMgr	July 30, 2015
Facilitate development of the Quarry. Work with property owner: balance multiple interests/opportunities, set schedule, secure approval.	BR	BE	BA	CMO	Directors, EDMgr	Ongoing
Longer Term Activities						
Develop long term tourism plan. Do in conjunction with partners.	BR	BE	BA	CMO	Jointly w Partners	April - May 2016
Capitalize on potential economic benefits of existing open space and natural areas. Develop relationships and discussions with partners, creating base for sustainable long term stewardship.	BR	BE	BA	CMO	EDMgr	November 2015 - June 2016
Explore economic potential of "community assets." Develop initiatives to strengthen/market assets aligned with community interests: environment, education, surfing, hiking and bicycling, local history, arts, public art, culinary specialties. Prioritize based on (1) potential to strengthen Pacifica's identity/capacity, and (2) community/business commitment to fund and sustain initiatives.	BR	BE	BA	CMO	EDMgr	November 2015 - June 2016
Develop alternative funding sources. Identify partners interested in developing capacity to secure and manage funding and other resources through grants and other sources. Determine best mechanisms City could provide to support this effort.	BR	BE	BA	CMO	EDMgr	March - May 2016
Anticipate and prepare for economic cycles. Regional demand for commercial and residential space creates opportunity to upgrade properties. Anticipate/prepare to realize the potential benefits to community at large, City, tax base and property owners.	BR	BE	BA	CMO	EDMgr	Commence November 2015, On- going
Assess future development potential of properties. Identify best use of city-owned properties to meet economic development goals.	BR	BE	BA	CMO	EDMgr	May - June 2016