CALL TO ORDER

ADMINISTRATIVE BUSINESS (5 minutes):
   Approval of Order of Agenda
   Approval of Minutes of August 8, 2017 (*to be provided separately / at meeting*)

ORAL COMMUNICATIONS FROM THE PUBLIC (10 minutes):
   This portion of the agenda is available to the public to address the Committee on any
   issue within the subject matter jurisdiction of the Committee that is not on the agenda.

DISCUSSION ITEMS (40 minutes):
   1. Acknowledge of Departing Committee Members
   2. Recap of Report to Council (Attachment 1)
   3. Business Educational Series - Samantha Hauser, Victor Spano
   4. Palmetto Avenue Update - David Leal, Samantha Hauser
   5. Funds Request to Council to support EDC work - Kevin Cubba
   6. EDC Knowledge Transfer (changing membership) - Kevin Cubba
   7. 2017/2018 Goals/Work Plan - Kevin Cubba

INFORMATIONAL ITEMS (10 minutes):
   1. Update by Library Advisory Committee – David Leal
   2. Update from Chamber of Commerce – Victor Spano

STAFF COMMUNICATIONS (10 minutes):

COMMITTEE COMMUNICATIONS (10 minutes):
   1. Updates from Committee Members
   2. Topics for Next Meeting

ADJOURNMENT
*Please note that timeframes were provided at the request of the Committee Chair and are meant to provide guidance and not limitations.

THE CITY OF PACIFICA WILL PROVIDE SPECIAL ASSISTANCE FOR DISABLED CITIZENS UPON AT LEAST 24 HOUR ADVANCE NOTICE TO THE CITY MANAGER’S OFFICE (738-7301). IF YOU NEED SIGN LANGUAGE ASSISTANCE OR WRITTEN MATERIAL PRINTED IN A LARGER FONT OR TAPED, ADVANCED NOTICE IS NECESSARY. ALL MEETING ROOMS ARE ACCESSIBLE TO THE DISABLED.
Economic Development Committee

Members
- Kevin Cubba, Chair
- Matthew Dougherty
- Samantha Hauser*
- Jim Heldberg
- David Jones
- David Leal, Vice Chair
- Jonathan Mizrahi*
- Brent Shedd
- Victor Spano

Council Liaisons
- Sue Digre
- Mike O’Neill

Staff Liaison
- Lorenzo Hines

*New Member
Our Mandate
(Resolution No. 27-2011)

• Work with the City Manager, to review and develop plans to improve customer service in departments interfacing with current and potential Pacifica businesses;
• Facilitate owners/operators in existing business districts to organize, develop and implement plans for improvement and business development; and
• Devise and implement a plan for outreach and marketing of Pacifica to encourage business growth.

Economic Development Committee

Agenda

• Activities/Accomplishments
• Economic Metrics
• Challenges
• Opportunities
Business Engagement/Outreach

Where We’ve Been, 2016-17

Increased sewer fees on horizon

City proposes raising sewer charges to support projects, maintain recycling plant

Commercial customers will see an increase of eight percent every year for the first three years, then an increase of seven percent for years four and five. Commercial customers will be rated a “strength factor” based on the state revenue guidelines for sewer flow depending on the kind of business. These rates will remain the same, except for restaurants with grease traps. These rates will rise from 1.2 strength factor to 1.5 strength factor.

Retail Series – Business Education

Where We’ve Been, 2016-17
Where We’ve Been, 2016-17

Retail Series: Attendance

Retail 101
- Average Rating: 4.6, Excellent
- Attendees: [Graph]

Retail 102
- Average Rating: 4.6, Excellent
- Attendees: [Graph]

Retail 103
- Average Rating: 4.6, Excellent
- Attendees: [Graph]

“Solid information for retail business owners. Good practical, pragmatic, and actionable advice and insights! Perfect!”

“Outstanding, professional presentation; very enlightening insights into small business development that help facilitate success.”

Retail Series: Next Sessions

Fall Schedule

• Social Media 101 - October 12th
• Website best practices - October 19th
• Starting a home based business - October 26th
• Business Plan - November 2, 2017

Where We’ve Been, 2016-17
Palmetto Streetscape Project

- Business Engagement
- Community Engagement
- Digital Promotion
- Graphic Support
- Groundbreaking

Where We’ve Been, 2016-17
Palmetto Streetscape Project

Next Steps – Drive for Momentum

• Next phases of streetscape
• Palmetto Avenue Marketing
• Continue Palmetto Business outreach
• Re-Engage Sharp Park residents
• Support Development of old Treatment Plant space
The city revenue streams most directly affected by economic development activity are Sales tax and Hotel TOT.

### Economic Metrics - Revenue Streams

- Transient Occupancy Tax – 6%
- Sales Tax – 7%
- Property Tax – 34%
- Other Sources – 53%

### Economic Metrics - TOT

**HOTEL OCCUPANCY RATES (274 ROOMS)**

- JUL-14
- SEP-14
- NOV-14
- JAN-15
- MAR-15
- MAY-15
- JUL-15
- SEP-15
- NOV-15
- JAN-16
- MAR-16
- MAY-16
- JUL-16
- SEP-16
- NOV-16
- JAN-17
- MAR-17
Economic Metrics – Sales Tax

Where We’ve Been, 2016-17

*Reporting from HDL. Q1 2017.

*7.5 cents on each dollar collected.

Challenges

- Economic Development Manager Role is Vacant.
- Budget Cuts to Economic Development Activity.
- Expanding our retail inventory is difficult
- EDC needs budget for promotion, advertising and events.
- 3 member’s terms expire next month

Where are we going?
Opportunities

• Competitive advantage rooted in our geography
• Focusing on Transit Occupancy and Sales Tax
• Leverage Community Outreach
• Coordination with Planning Commission
• Embrace synergies with other initiatives

Where are we going?

2017 ANNUAL REPORT

THANK YOU