



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

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# PRESS RELEASE

August 27, 2018

## CITY OF PACIFICA RELEASES RFQ FOR OCEAN FRONT HOTEL DEVELOPMENT

*Development of this Beach Front Property Will Enhance the California Coastline*

FOR IMMEDIATE RELEASE (Pacifica, CA) 27 August 2018 -

The City of Pacifica is pleased to announce a Request for Qualifications (RFQ) for a hotel/conference center development opportunity for a 3-acre parcel of City-owned property located at 2212 Beach Blvd., the northwest corner of Montecito Ave. and Beach Blvd. in Pacifica, CA. This is a unique opportunity to enhance the look of the California coastline through the development and operation of a hotel/conference center on the beach of the Pacific Ocean in Northern California.

For this Request for Qualifications (RFQ), the City is seeking statements of qualifications and a narrative description of a preliminary development concept from qualified developers/development teams with the resources, expertise and broad vision to develop a spectacular hotel/conference center on the ocean front site.

“This is an exciting opportunity for the City of Pacifica to partner with a hotel developer to create a world class hotel and conference center on one of the most beautiful beaches in California,” said City of Pacifica Mayor John Keener. “In order to continue to enhance the City’s economic base, and target Pacifica as a visitor-serving tourist destination, we’re pursuing this opportunity to anchor the Sharp Park neighborhood and continue the transformation of Palmetto Avenue as the City’s historical Main Street, with pedestrian and bicycle-friendly access and with shops, restaurants and cultural activities.” The City of Pacifica is located on the coast of California along scenic Highway 1, just 13 miles south of San Francisco. Situated in northwest San Mateo County, it is immediately accessible to the Bay Area Peninsula by Skyline Drive/CA Highway 35, and is adjacent to the Pacific Ocean.

“The release of the RFQ is an important step in the evolution of the City of Pacifica,” said City of Pacifica Economic Development Manager Thomas Myers. “We’re confident that we’ll receive some innovative and exciting responses to the RFQ, and look forward to continuing this development process.”

Responses to the RFQ must be submitted on or before 5:00pm PDT on Monday, October 8, 2018. The RFQ and more information about this development opportunity can be found on the City of Pacifica website at <http://www.cityofpacifica.org/hotelopps>

For more information, contact: Thomas Myers, Economic Development Manager @ (650) 738-7402 or [myerst@ci.pacificaca.us](mailto:myerst@ci.pacificaca.us)

Distribution: City Council, City staff, *Pacifica Tribune*, media outlets