

EDC Workplan FY1920

Action items to meet EDC objectives

I. Identification of New Businesses That Fill a Neighborhood Market Gap

- a. Conduct community surveys (online, at community meetings, etc.) designed to identify the specific types of goods and services lacking in neighborhoods and business corridors, and identify new businesses to reduce retail leakage;
- b. Develop and maintain a toolkit for potential start-up businesses in Pacifica - "How to Start a Business in Pacifica" - for posting to the City website and distribution to community organizations, residents and potential new business owners.

II. Forum for Exchanging Ideas, Education, Information

- a. Conduct community outreach, recruit & encourage residents & businesses to attend and actively participate in upcoming Planning Department efforts, including the Local Coastal Plan Update, General Plan Update, and Sharp Park Specific Plan meetings;
- b. Assist in the planning of a 2019 celebration of Sharp Park Phase I Streetscape Project and support future phases of the Streetscape Project by involving community organizations, the local business community, and area residents in the process;
- c. Reach out to local businesses and residents to identify opportunities to provide and educate about available City & County Resources.

III. Reach out to the Business Community, Residents, and Visitors

- a. Provide economic development education and information to community residents, businesses and visitors, including coordinating and promoting events and providing information on the benefits of shopping locally, new businesses in Pacifica, and visitor serving information;
- b. Assist the Economic Development Program with the coordination and implementation of the Shop Pacifica CA Campaign, in conjunction with the Pacifica Chamber of Commerce;
- c. Work with the Pacifica Chamber of Commerce and other Pacifica business supporting organizations through volunteerism and administrative support to centralize fragmented internet resources and promote Pacifica as a visitor-serving destination.