

## 2014 Pacifica Chamber of Commerce Accomplishments & Highlights

As we ring in the New Year, the Pacifica Chamber of Commerce continues to work hard for you during these challenging economic times. Your investment into the Chamber allows us to continue to accomplish all that we do to support business and promote our community. We remain committed to our goal of strengthening our partnerships with the City, economic vitality and member services. It is our belief that our local businesses must thrive for our community as a whole to do the same. Together, we're working to create a stronger and healthier business climate so that all Pacifica businesses and residents will prosper! We are here to serve you and as always, we value your feedback.

**Maintained** effective partnerships with key City, County and State officials, **advocating the interests of the business community** and economic development:

- **Held** Candidate's Forum; General Plan Update Seminar; on-going monthly meetings with the Mayor, Members of City Council and City Manager's office.
- **Represented** the Chamber and business community at numerous City Council meetings regarding future economic development projects and business concerns.
- **Unveiled** **cost savings** for businesses – i.e. - **\$500 PG& E annual cap to the City**.
- **Attended** several City and County-wide strategic events - Progress Seminar and Success Summit; Tri-Cities/Chamber Business Forums.
- **Continued** as an active member of the City's Economic Development Committee;

**Maximized** Hotel BID (Business Improvement District) investment by effectively marketing Pacifica as a tourist destination:

- **Contracted** a public relations firm to **promote Pacifica**; live broadcasts on KGO and NPR.
- **Hosted 35 travel writers** for day and weekend experiences, showcasing our outdoor activities, artistic community, unique shops; hotels and restaurants. (Check out the articles on our website – [www.visitpacificacom](http://www.visitpacificacom)).

**Offered** Chamber member businesses marketing, promotional and educational opportunities:

- **Celebrated** 13 grand openings and business milestones with ribbon cuttings.
- **Welcomed** over 40 new chamber members.
- **Held** 4 successful "Networking @ Nite. (Based on recent membership survey, we will be adding four more Networking events in 2015, totaling 8).
- **Hosted** 5 well-attended annual community-wide events offering sponsorship opportunities– Taste of Pacifica; Oktoberfest; Golf Tournament; Rockaway Tree Lighting; Annual Awards Ceremony & Installation Dinner.
- **Offered** "value-added" marketing programs - **searchable and enhanced personalized website**; small website workshops, educational seminars and cost-effective sponsorship opportunities.
- **Participated** with several Pacifica businesses and non-profits at the Annual Multi-Chamber Business Expo at the SSF Conference Center; reaching out and networking with the Peninsula.