

Off the Grid At Noon - *In Pacifica* -

Goals: Grow Visitors / Make Pacifica a Destination!

<u>HOW CAN PACIFICA...</u>	<u>LOOK AT THE FACTS: Off The Grid....</u>	<u>EVALUATE THE BENEFITS:</u>
<u>Attract more retail & restaurant customers?</u>	Brings 15K+ people to Bay Area food truck markets each week	PROVEN DRAW • 60% would not be going out to dinner if not for OtG
<u>Draw customers with social media</u>	Reaches <ul style="list-style-type: none"> • 79K+ Facebook Followers • 33K+ Twitter Followers • 10K+ Instagram Followers • 18K+ iPhone App users • 32K+ by Newsletter 	SOCIAL MEDIA IN PLACE <ul style="list-style-type: none"> • 143K+ People reached /wk • <u>32K+</u> more by newsletter/biwkly • 175K+ Total
<u>Get repeat visits to Pacifica?</u>	Drives Visits ONCE a week for a year	BUILDS REPEAT VISITS TO PACIFICA <ul style="list-style-type: none"> • 4 in 10 drive 10 minutes or more • 80% more likely to return & support neighborhood
<u>Get visitors to stay in Pacifica?</u>	Encourages People to stop & linger	PEOPLE STAY, EAT & SOCIALIZE <ul style="list-style-type: none"> • Builds relationships that reflect community identity
<u>Do it now?</u>	Is Ready NOW	TURNKEY
<u>Afford it?</u>	Charges No fee, minimal staff support	AFFORDABLE
<u>NEXT STEP COULD BE</u>	<u>PACIFICA'S INITIATIVE to link visitors with amenities ...</u>	<u>VALUE IS...</u>
<u>Use OtG to publicize Pacifica's retail & restaurants?</u>	Pacifica can launch social media featuring retail & restaurants	MOST EFFECTIVE ADVERTISING