



ECONOMIC AND HOUSING DEVELOPMENT MANAGER



Shape a Thriving Future. Lead Pacifica's Economic Development & Housing Vision.

The City of Pacifica is seeking an innovative and strategic leader to serve as our next Economic and Housing Development Manager. This high-impact role offers a unique opportunity to shape the economic and housing future of our dynamic and vibrant coastal community. The position leads efforts to attract, retain, and grow businesses, while advancing housing strategies that reflect the values and needs of Pacifica's residents. This role aligns public and private initiatives to strengthen the City's economic foundation. It's a meaningful opportunity for a collaborative, forward-thinking professional to help guide Pacifica's sustainable growth by balancing progress and future economic sustainability with community character.



THE COMMUNITY

Located in San Mateo County just twelve miles south of San Francisco, Pacifica feels worlds away from it yet is easily accessible from Highway 1. The most panoramic coastal town in the San Francisco Bay Area, Pacifica is famous for its six miles of scenic coastline, classic northern California beaches, breathtaking vistas, and charming ambiance. The city is nestled in between small valleys, with Sweeney Ridge to the east, Montara Mountain to the south and the Pacific Ocean's rocky bluffs and sandy beaches to the west. Pacifica encompasses roughly 12.6 square miles, of which approximately one-half is publicly owned open space. Numerous cities, county, and state parks provide panoramic views, and a feeling of spaciousness rarely found in suburban areas. Several miles of coastal and ridgetop trails tie Pacifica to neighboring communities.

This natural connecting point of beaches, headlands and hills provides a wide range of recreational opportunities from surfing, kayaking, paddle boarding, scuba diving and paragliding, to hiking, whale, and bird watching and cycling. Pacifica's one-quarter mile fishing pier is considered to be one of the best in the state and is ranked number one by anglers in the Bay area. Other recreational amenities include golf, archery and team sports. Pacifica's natural beauty is enhanced by its Mediterranean-style weather.

With a population of approximately 38,600, Pacifica is a unique family oriented coastal community that prides itself on fostering a "small town" feel. Many of Pacifica's residents

are highly engaged and involved in the community. Pacifica has excellent elementary and secondary schools, both public and private, and was recently named 3rd safest suburb in California in 2025, according to SmartAsset's ranking.

The community enjoys a diverse economic base and has a significant number of smaller businesses. Tourism is very important to Pacifica's economy with thousands of people annually attracted to its beaches, vistas, and open space. Unique shops and a variety of lodging are available with restaurants offering relaxing sunset and coastal viewing. For live local theater and performing arts, Pacifica Spindrift Players is a local and popular favorite, along with Pacifica Performances, which regularly provide both musical presentations and performing arts as well. The world-class bromeliad nursery, Sheldance Orchid Gardens, is located just off Highway 1. Pacifica plays host to the Pacific Coast Fog Festival each September, which showcases everything from artists and performers to children's activities and a hometown parade.

Pacifica is a place where one can step into the natural world and enjoy a variety of recreational offerings, sample a cultural arts performance or gallery opening, and later relax at a local restaurant and bask in a spectacular sunset. Pacifica's rich cultural heritage and unique personality make it a community worth uncovering.

To learn more about the City of Pacifica, please visit www.cityofpacifica.org



THE ORGANIZATION

The City of Pacifica is a General Law City incorporated in 1957 and operates under the Council/Manager form of government. The City's legislative authority is vested in a five-member City Council elected by district for four-year overlapping terms. The Mayor is selected each year by a majority vote of the other Council members. The Council appoints the City Manager, City Attorney, and members of advisory commissions and committees. Pacifica's City Manager, Kevin Woodhouse, is highly regarded in the profession for his collaborative, supportive and inclusive management style, fostering a work environment where every team member feels valued and empowered. Under his leadership, the city has thrived as a high performing organization, achieving its goals, and delivering exceptional services to the community. The City Manager upholds the highest ethical standards, ensuring transparency, integrity, and accountability in all operations and this commitment to excellence has created a dynamic workplace culture to attract and retain top talent, driving continuous improvement and innovation throughout the organization.

Pacifica is a full-service city (approximately 201.75 FTE) with a FY 2025-26 general fund budget of \$53.2 million. The City delivers municipal services through seven departments: the City Manager's Office (including the City Clerk, Economic Development, and contract City Attorney); Administrative Services (Finance, HR and IT Divisions); Parks, Beaches, and Recreation; Community Development; Public Works (Field Services & Engineering and Wastewater); Police; and Fire (via North County Fire Authority).

Employees are represented by eight bargaining units. City Administration, Community

Development, and Public Works-Engineering are located in a newly renovated Civic Center, located just two blocks from the Pacific Ocean. This prime location opens up various opportunities for recreational activities during a lunch break, such as a stroll along Beach Boulevard or a relaxing picnic by the waterfront, where you can clear your mind with the soothing views and sounds of the waves.

The City Council is strongly committed to economic development, and this position is at the center of that vision as reflected in the FY 2025-26 Budget process and the City's Strategic Plan.

During the Spring of 2023, the City Council undertook a comprehensive strategic planning process, which resulted in the Pacifica Strategic Plan 2023-2030 establishing strategies to achieve the following five overarching goals during the seven-year period:

- Enhance organizational and fiscal stability.
- Improve and steward City infrastructure, streets, and facilities.
- Prioritize protection and development of affordable housing.
- Pursue climate change adaptation and mitigation.
- Broaden public communications and collaboration.

Progress on the Plan is provided through periodic updates, which can be found at the following link:<https://www.cityofpacifica.org/government/citycouncil-strategic-plan>

THE OPPORTUNITY

Reporting to the Assistant City Manager, the Economic and Housing Development Manager will step into a pivotal moment for Pacifica's future.

This role offers the opportunity to shape policy and lead transformative projects in a vibrant coastal city, guiding strategic growth, supporting local businesses, and advancing housing initiatives that reflect community needs and values.

With major groundwork already laid through updated policy frameworks, including the General Plan, Local Coastal Land Use Plan, and Housing Element, and the recent reorganization of the Economic Development Program, this is a career-defining opportunity for a strategic, relationship-driven builder. The successful candidate will thrive in collaboration, bring expertise to complex redevelopment and mixed-use projects, and help unlock new economic opportunities that will strengthen Pacifica's fiscal foundation, revitalize neighborhoods, and enhance quality of life for residents and businesses.

Pacifica's Vision 2025 & Beyond initiative—a multi-year, multi-phased strategic planning process has laid the groundwork for this moment. Built on community-driven financial forecasting, inclusive public engagement, targeted economic development studies, and revenue enhancements, this initiative received the 2024 Award of Excellence in Programs & Promotions from California Association for Local Economic Development (CALED) for its holistic design.

Central to Vision 2025 is the Economic Opportunities Study, which identified high-impact economic development opportunities across five business districts: Pacifica Manor, Sharp Park, Rockaway Beach, Linda Mar, and Pedro Point.

As Pacifica's new Economic & Housing Development Manager, you will:

- Bring Vision 2025 to life by aligning strategic priorities with actionable groundwork, building on the City's award-winning planning foundation.
- Advance and lead catalytic projects such as redevelopment of the City's 4-acre site at 2212 Beach Boulevard, including developer selection, and real estate negotiation; Rockaway Beach revitalization, Sharp Park mixed-use corridor improvements, while exploring hotel development opportunities to expand tourism and revenues driven by the hospitality industry.
- Activate short and long-term initiatives and advance community events and promotion, from housing production to downtown streetscape enhancements, leveraging infrastructure financing tools such as Enhanced Infrastructure Financing Districts (EIFDs), Community Facilities Districts (CFDs), and Climate Resilience Districts (CRDs) to fund major improvements.
- Drive Marketing & Tourism Initiatives as a transformative, comprehensive marketing and tourism campaign that showcases Pacifica's coastal assets and draws new visitors, investment, and business activity.
- Lead integrated planning that aligns economic vitality with housing needs, environmental coastal stewardship, and long-term fiscal sustainability.
- Build strong partnerships with community members, developers, regional agencies, and the local business community to deliver impactful and equitable results across all of Pacifica's business districts: Manor, Sharp Park, Rockaway Beach, Linda Mar, and Pedro Point.





THE IDEAL CANDIDATE

The successful candidate for the Economic and Housing Development Manager role will be more than just a subject matter expert - they will be a thoughtful and visionary leader, a community-minded strategist, and a relationship-builder who can move from vision to action and measurable results. This role calls for someone who can navigate the nuanced intersections of housing, business, and economic development, City Council's strategic vision and community priorities with integrity and innovation. They will thrive in a collaborative environment, working across departments and with external partners to champion critical economic development and housing projects. The ideal candidate will bring both technical knowledge, solid judgement, and emotional intelligence, understanding that revitalizing a city's economy and expanding housing opportunities requires not just policy expertise, but trust, creativity, and the ability to connect. They will also be energized by complexity and challenges, inspired by Pacifica's potential, and ready to lead the City through a pivotal chapter in its history.

Key Attributes:

- **Education:** Holds a bachelor's degree in business administration, urban planning, public policy, or related field and bring at least five years of progressively responsible experience in economic development, housing policy, or related fields. Experience securing grants and managing funding partnerships is highly desirable. A master's degree is desirable and may substitute for one year of required experience.
- **Demonstrated Leadership:** Brings at least five (5) years of progressively responsible experience in economic development, housing policy, or related fields, ideally in local government or through public-private collaboration.
- **Professional Expertise:** Possesses a strong understanding of small business retention, expansion, and support, housing laws and regulations, local, state, and federal grant programs, and can confidently lead funding pursuits to expand impact and resources for key projects.
- **Development Savvy:** Demonstrates a deep understanding of land use, urban planning, real estate development and redevelopment, with a proven record of advancing business attraction/retention and mixed-use and housing initiatives. Energized by complexity, inspired by potential, and ready to lead.
- **Community-Focused Communication:** Builds trust and credibility across diverse stakeholder groups. Ability to work collaboratively with developers, brokers, property owners, businesses, residents, civic leaders, and serves as a persuasive advocate for thoughtful development. Brings exceptional public speaking skills, including presentations to City Council.
- **Organized & Results-Oriented:** Adept at managing projects and priorities, with the ability to oversee strategic plans, public engagement efforts, and grant-related compliance with a high level of professionalism. Ability to effectively supervise professional staff.

COMPENSATION & BENEFITS

The annual salary range for the Economic and Housing Development Manager is: **\$141,336 – \$188,532** based on qualifications and experience. In addition to salary, Pacifica offers a competitive benefits package that includes, but is not limited to:

Health Insurance: Cafeteria style benefits. Employer contribution varies (maximum \$2,438 monthly).

Health In-Lieu Payment Plan: Monthly taxable \$550 in-lieu payment available to eligible employees.

Deferred Compensation: City offers a 3% matching contribution through FY2025-28. Choice of three providers.

Dental: City has a self-funded dental plan (Delta) that typically covers 100% paid premiums of dental expenses and \$2,000 in orthodontic benefits.

Vision (VSP): City paid.

Vacation Leave: Annual accrual rate between 15 and 27 days per year based upon years of service with a California municipality. Up to three weeks of vacation can be cashed out twice annually.

Retirement: 2.5% @ 55 CalPERS (classic); 2% @ 62 formula for New Members. Pacifica does not participate in Social Security.

Holidays: 13 paid holidays per year (includes 2 floating holidays).

Administrative Leave: 72 hours annually.

Sick Leave: 12 days accrued annually.

Long-term Disability Insurance and Life Insurance: City provides paid long-term disability and life insurance coverage through Voya Financial, and an Employee Assistance Program through CONCERN.

Longevity Pay: Employees are eligible for 1% longevity pay upon completion of five (5) years of continuous service.

The City also offers Medical and Dependent Care Flexible Spending Accounts and Tuition Reimbursement.

APPLICATION & SELECTION PROCESS

The closing date for this recruitment is: 11:59 PM PST on September 12, 2025

To be considered for this opportunity, upload a compelling cover letter, resume, and a list of six professional references using the “Apply Now” feature at <https://www.calopps.org/city-of-pacifica>. Resumes in lieu of a completed application will not be accepted.

This is a confidential process and will be handled accordingly throughout the various stages of the process.

For additional information about this position, please contact:



<https://www.calopps.org/city-of-pacifica>



HR@pacifica.gov



650-738-7300



The City of Pacifica is an Equal Opportunity Employer. We are committed to a workplace that embraces diversity and inclusion. All employment decisions - including recruitment, hiring, promotion, compensation, discipline, and termination - are based on individual qualifications, merit, performance, and organizational needs. We strive to create an inclusive and respectful environment where all employees and community members feel valued and supported.