



November 16, 2010

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Hi Jeremy:

Please see the below as the first of the progress reports for the MEF project with Sausalito's public-private partnership to look at economic development. In short, we are collecting data and looking at other municipalities to begin our study and also to frame how we will approach the residents and business owners in Sausalito about their vision (or a vision) of the city. For each of the main topics below, see the latest and greatest. Please let me know if there are any questions or concerns from the BAC; I have heard that the commercial real estate consultant ended up not taking the assignment, so let me know when you can about that aspect of this study.

Topic 1: Optimal and Targeted Business Mix

I have hired a Dominican GreenMBA student as an intern. His name is Ryan Gomes and he graduates with the MBA in April 2011. He will be my point person on the information gathering and survey processes with the residents and business owners in Sausalito. I have asked him to look at other models throughout California for similar sized municipalities and those that have recently gone through a strategic planning exercise/assessment of their local area. I also asked, if possible, to find a city or town that was coastal and looking at a broad array of options. Ryan has so far come back with three candidates for "case studies":

- Santa Monica;
- Malibu; and
- Pasadena.

In the case of Pasadena, they have gone through an exercise where they looked at rezoning, reconstituting space, and a focus on green and clean tech businesses, which may be appealing in parts. It is Malibu that is likely the base comparison case, as Malibu is a local tourist spot, also draws from a major metropolitan area for worldwide tourism, and is relatively affluent concerning its residents. They have also completed a strategic planning exercise about the mix of businesses, retail leakage, use of commercial space, etc. Ryan is investigating further if they have specific plans for their seaside



businesses and space. More soon on that. Santa Monica has similar characteristics, but a less robust planning cycle recently. Ryan is also investigating that possibility.

Ryan has also been in contact with the Sausalito Chamber concerning the identification of local businesses. I have recently met with Charlie Francis of the City of Sausalito concerning the available data on local businesses, TOT taxes and other economic data. Ryan and I will be synthesizing all of that in the weeks to come. My hope is that by the December BAC meeting, I will have some preliminary survey and data results to share. We will see.

The work on the other topics will flow from our data synthesis and gaining access to a more robust set of business contacts. Ryan and I are working on a simple survey instrument and considering dates and venues for focus groups concerning the opinion of Sausalito as a place to do business for those currently here. There will also be residential focus groups, as well as those who are land owners but not necessarily residents (both residential and commercial real estate). The MarinShip analysis will flow from the above as we go forward.

A major concern of mine is if the commercial real estate and survey piece is not going to be done parallel to our work as planned. Please let me know. Thanks.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Eyler", is positioned below the "Sincerely," text.

Robert Eyler, Ph.D.
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