

MEMORANDUM

DATE: December 16, 2010
TO: Business Advisory Committee
FROM: Jeremy Graves, Community Development Director
SUBJECT: Short Term Business Needs Study



Discussion

At the November 18, 2010 BAC meeting, the BAC requested staff to re-distribute the Request for Proposals the Short Term Business Needs Study to prospective consultants. The BAC authorized CD Director Jeremy Graves and Committee Member Cheryl Popp to review and selected a consultant to prepare the Study. Due to the challenges in identifying and retaining a qualified consultant for the Study, staff has discussed the option of adding portions of the Short Term Business Needs Study to the ongoing work by Rob Eyler of the Marin Economic Forum.

Dr. Eyler will be in attendance at the meeting to discuss revising the Short Term Business Needs Study scope of work, and assigning the revised scope of work to the Marin Economic Forum.

Recommendation

Staff recommends the BAC take the following actions:

- Discuss revising the Short Term Business Needs Study attached scope of work, and assigning the revised scope of work to the Marin Economic Forum.
- Alternatively, provide direction to staff regarding the next steps for distribution of the scope of work to prospective consultants.

Attachment: Short Term Business Needs Study – Scope of Work, revised October 7, 2010

SHORT TERM BUSINESS NEEDS STUDY
SCOPE OF WORK
Revised October 7, 2010

Working in tandem with Robert Eyer, Ph.D. of the Marin Economic Forum, the consultant will focus on the short term needs of businesses in Sausalito by working to retain current businesses and attract new businesses. The consultant is responsible for the following tasks.

Phase I – Create Database of Available Commercial Properties

1. Conduct interviews with commercial landlords to identify:
 - a. Specifications of available properties including site conditions (e.g., physical dimensions, type of finishes, access, parking, and adjacent uses)
 - b. Preferred business types and mixes, as well as dispersal of businesses throughout the City.
 - c. Factors influencing landlord decisions (e.g., financing, fixed occupancy costs, tenant improvement costs).
2. Create inventory available commercial real estate

Deliverables: Listing and mapping of available properties and tenant spaces, including the specifications noted above. The listing must be in a format suitable for posting and updating on the Chamber of Commerce website.

Timeframe:

- Administrative Draft delivered to City 60 days from execution of contract
- Final Draft delivered 5 days from receipt of comments on Administrative Draft

Phase II – Facilitate Marketing of Available Commercial Properties

1. Conduct interviews with commercial brokers and tenants to identify the following attributes facing commercial tenants in Sausalito.
 - a. Space requirements (e.g., what are typical space needs for retail and office tenants in the Sausalito market?)
 - b. Permit requirements (e.g., how could the City/County/State permitting processes be improved?)
 - c. Community attractiveness (e.g., why do tenants want to locate in Sausalito?)
 - d. Other issues
2. Work with commercial brokers and landlords to determine effectiveness of marketing through methods such as LoopNet, brokerage websites, signage, and social media.
3. Provide suggestions to commercial brokers and landlords to ensure available properties are effectively marketed, including targeted outreach to potential buyers and lessees:
 - a. Industry/trade press
 - b. Chamber of Commerce and City websites
 - c. Property tours
4. Participate in meetings hosted by the Chamber of Commerce for commercial landlords.

Deliverable: Written report summarizing the results Phase II work items, including identification of opportunities and constraints for marketing commercial properties.

Timeframe:

- Administrative Draft delivered to City 90 days from execution of contract
- Final Draft delivered 5 days from receipt of comments on Administrative Draft

Meeting Attendance

Presentation of status reports at monthly meetings of the City of Sausalito Business Advisory Committee (generally held on the third Thursday of the month 8:30- 10:00 a.m.)

Budget and Payment Schedule

\$20,000

Payments to be made upon completion of individual deliverables

Selected consultant must obtain a Sausalito Business License

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