



January 14, 2011

Jeremy Graves, AICP  
Community Development Director  
City of Sausalito  
420 Litho Street  
Sausalito, CA 94965  
[jgraves@ci.sausalito.ca.us](mailto:jgraves@ci.sausalito.ca.us)  
t 415/289-4133  
f 415/339-2256

Hi Jeremy:

Please see the below as the progress report for the MEF project with Sausalito's public-private partnership to look at economic development. We have completed the preliminary economic impact and economic description of Sausalito and now are moving to the survey and report writing stage of the project. This will now include the MarinShip area and the broader, residential factors that affect any changes to Sausalito's commercial climate and business demography. If there are any questions or concerns from the BAC, please let me know.

#### Topic 1: Optimal and Targeted Business Mix

Based on suggestions provided at the December BAC meeting, Ryan Gomes, my intern from Dominican's Green MBA program, and I continue to work on a simple survey instrument and are considering dates and venues for focus groups concerning Sausalito as a place to do business. Residents will also be invited to take the survey, and questions for them will be focused on how they use local businesses (specifically in Sausalito) and their opinion of the current and future commercial situation in Sausalito. How the residents of Sausalito perceive change must be part of this report and ultimately shapes any community development efforts. We will schedule times where I am available to discuss these issues with anyone who wants to drop in or can schedule an appointment with me. I also would like to sit down with each of the council members and the chamber groups.

#### Topic 2: Specific Economic Impacts in Sausalito

The economic impact analysis has to be done on the tourism and non-retail sectors of Sausalito; it is also important that we look at the regional aspects of Sausalito. For the next month, we will look at how these industries in Sausalito integrate with the greater region where that is possible. For example, tourists that come to Marin County likely use Sausalito as a gateway in one of two ways: the ferry and as a final destination (as well as stopping along the way to points north or coming back from the north). The tourism industry has a long reach within Sausalito, and the retail sector is serving both the local population and the tourism. The non-retail sector, depending on how the retail sector is defined (we



will define it in the draft report), is relatively small in Sausalito but has expansion possibilities. The dilemma over the MarinShip area affect any outlook for this industry sector.

### Topic 3: The MarinShip area and its economic possibilities

The MarinShip portion of this report will now begin in earnest and the economic analysis will describe the area and the businesses within; this is where the commercial real estate piece of this report and the specific area. Because this is one of the more controversial topics in the city's future, Ryan and I will run an open forum about the MarinShip area for residents and local businesses to come and discuss their views. We will be working on the basic economic analysis alongside.

It is important to get the commercial real estate piece in place soon from the task force volunteered at the last BAC meeting. Please let me know about the progress there.

Thanks.

Sincerely,

A handwritten signature in black ink that reads "Robert Eyler". The signature is fluid and cursive.

Robert Eyler, Ph.D.  
Interim CEO  
Marin Economic Forum  
[eyler@marineconomicforum.org](mailto:eyler@marineconomicforum.org)  
707-318-0348