

February 10, 2011

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## 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 now are moving to the survey and report writing stage of the project. This will now include the analysis of 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

We have scheduled times where I and Ryan, my intern from Dominican University's GreenMBA program, are 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. When this process ends, I will use this data combined with the Short-Term Biz Needs study from the BAC group to finalize the first part of the report.

## Topic 2: Specific Economic Impacts in Sausalito

We are finalizing our data gathering on these industries, also using the Short-term Biz Needs study to help this topic. The available office space will be re-assessed on LoopNet before this portion of the report is finalized. The dilemma over the MarinShip area affects any outlook for this industry sector.

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

The MarinShip portion of this report continues, and most of the one-on-ones have been from this area. I have now heard two different (but predictable stories) on each side of the MarinShip camp and am finalizing a look at the history of that area to understand the issues and possibilities more clearly. Because this is one of the more controversial topics in the city's future, Ryan and I will be asking folks to provide their take on the MarinShip in our informal meetings. We will be working on the basic economic analysis alongside.



We remain undecided about the utility of a resident-wide survey or if the response rate will be worth the effort. Your advice on this is most welcome, as with any aspect of this study. This would also include a survey of the business owners and separate those that own businesses and do not live in town from those that also live in Sausalito. I would want to focus on this in our meeting.

Thank you for scheduling weekly check-ins with me, Jeremy. As I said, we are moving quickly to a draft and the end of this intriguing project.

Thanks!

Sincerely,

Robert Eyler, Ph.D.

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