

1. Marin Economic Forum - Sausalito Survey

Thank you for taking the time to complete this survey.

The Marin Economic Forum, in a partnership with the City of Sausalito, is distributing this survey to gather information and opinions from residents and business owners in an effort to improve Sausalito's local business environment.

We know your time is valuable; please take just 5 to 10 minutes to respond to this short survey. Your responses will be kept confidential and anonymous.

Feel free to forward this survey link to other residents and business owners in the community.

Thank you,

Robert Eyler, Ph.D.
Interim CEO
Marin Economic Forum
eyler@marineconomicforum.org

2. Sausalito Residents

* **Are you currently a Sausalito resident?**

Yes

No

3. Sausalito Residents

How long have you lived in Sausalito?

5 Years or less

6-10 Years

11-15 Years

16-20 Years

Over 20 Years

4. Sausalito Residents

In an average month, how often do you shop or dine in Sausalito?

Everyday

A few days a week

Weekly

A few days a month

Rarely

In an average month, how often do you shop or dine specifically in the downtown waterfront area?

- Everyday
- A few days a week
- Weekly
- A few days a month
- Rarely

5. Sausalito Residents

In the past month, what local services have you used?

In the past month, has the issue of finding or paying for parking prevented you from visiting a Sausalito business?

- Yes
- No
- N/A

6. Sausalito Residents

As a resident, what types of businesses or services do you believe the City of Sausalito is currently lacking?

If there was an opportunity to add non-retail businesses in Sausalito, do you think it would be beneficial for the community?

- Yes
- No
- Maybe

Why?

7. Sausalito Residents

The City of Sausalito relies on tourism to generate a large percentage of its operating income, if the amount of tourists that visited were to increase, would there be a positive or negative impact on the residents? Please rate your answer on a 1 to 5 scale, with 5 being a very positive impact and 1 being a very negative impact.

	1 - Very Negative	2	3	4	5 - Very Positive	N/A
It would have a...	jm	jm	jm	jm	jm	jm

Why?

What other thoughts or concerns do you have regarding tourism within Sausalito?

Please share?

8. Sausalito Businesses

* Do you own or operate a business located in Sausalito?

jm Yes

jm No

9. Sausalito Businesses

What industry best identifies your business?

What percentage of your business's revenue comes from tourism?

jm None/NA

jm Less than 20%

jm 20%-39%

jm 40%-59%

jm 60%-79%

jm 80% or more

In the past month, what local services has your business used?

10. Sausalito Businesses

Would an increase in tourism positively or negatively affect your business? Please rate your answer on a 1 to 5 scale, with 5 being a very positive impact and 1 being a very negative impact.

	1 - Very Negative	2	3	4	5 - Very Positive	N/A
It would have a...	<input type="radio"/>					

Why?

What other thoughts, issues, or concerns do you have about operating a business in Sausalito? Please share.

11. Sausalito

You're almost done. Just a few more questions.

What do believe the City of Sausalito should do to enhance the economic vitality of Sausalito?

12. Sausalito Demographics

How old are you?

Under 18 Years

18 to 24 Years

25 to 34 Years

35 to 44 Years

45 to 64 Years

65+ Years

What is your annual household income?

Under \$50,000

\$50,000 - \$99,999

\$100,000 - \$149,999

\$150,000 - \$199,999

\$200,000 and over

Do you rent or own your home?

Rent

Own

13. Future Research

We would like to hear your opinions in the future.

If you're interested in being a part of future focus groups, surveys, and interviews about the City of Sausalito, please provide the following information:

Name:

Company:

Address:

Address 2:

City/Town:

State:

ZIP:

Email Address:

Phone Number:

Also, the Marin Economic Forum will be holding an open house for residents and business owners to come voice their opinions and share ideas about the future of Sausalito's business community.

Please check here if you would like more information about participating in this event.

14. Thank You

Do you have any other thoughts or concerns about Sausalito's businesses community? Please share.

Thank you for taking the time to complete this survey.

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