Preliminary Draft

Survey Results and Responses

Overview

These survey results were collected from an online survey administered from June 24, 2011 to July 25, 2011. Every mailing address in Sausalito was provided a postcard with a brief description of the project, the web site to perform the survey online, and contact information for questions or concerns. For example, some respondents asked for a hard copy of the survey instead of completing it online. The raw data will remain anonymous; the City of Sausalito paid for the survey mailing and retains the raw data, contact list and information of those who would like to stay informed or engage in Sausalito's community development plans, and all material provided for this project. Please contact the City of Sausalito for more information on the data and any other inquiries.

Appendix II is organized by question number. Tables are provided for each questions asked when appropriate. The raw responses by those who answered questions that were fill-in ("open-ended") are also within this appendix. The reader of these results should see these answers and responses as data to help guide community development efforts. Some of these answers are not grammatically correct, and were not corrected to retain the raw form of the answers.

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Survey Summary

Total Started Survey: 461

Total Completed Survey: 414 (89.8%)

Breakdown of Partially Completed Surveys Respondents:

Answer Options	Response Percent	Response Count
Resident	46.8%	22
Business Owner/Representative of a Sausalito-based Business	25.5%	12
Resident and Business Owner/Representative of a Sausalito-based Business	27.7%	13
	answered question	47
	skipped question	0

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Question 1: Which of the following choices best describes your relationship to Sausalito?

Which of the following choices best describes your relationship to Sausalito?		
Answer Options	Response Percent	Response Count
Resident	60.3%	278
Business Owner/Representative of a Sausalito-based Business	13.2%	61
Resident and Business Owner/Representative of a Sausalito-based Business	26.5%	122
	answered question	461
	skipped question	0

Question 2: How long have you lived in the City of Sausalito?

How long have you lived in the City of Sausalito?		
Answer Options	Number of years:	Response Count
5 Years or less	83	83
6-10 Years	84	84
11-15 Years	52	52
16-20 Years	49	49
Over 20 Years	147	147
N/A	40	40
	answered question	454
	skipped question	7

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Question 3: In an average month, how often do you shop or dine in Sausalito?

In an average month, how often do you shop or dine in Sausalito?		
Answer Options	How often?	Response Count
Everyday	103	103
A few days a week	189	189
Weekly	102	102
Monthly	36	36
Rarely	21	21
Not at all	0	0
N/A	3	3
	answered question	450
	skipped question	11

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Question 4: In an average month, how often do you shop or dine specifically in the downtown area?

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

Answer Options	How often?	Response Count
Everyday	24	24
A few days per week	72	72
Weekly	116	116
Monthly	107	107
Rarely	101	101
Not at all	27	27
N/A	4	4
	answered question	448
	skipped question	13

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Question 5: In the past month, what local services have you used?

In the past month, what local services have you used? (Check all that apply)

Answer Options	Response Percent	Response Count
Real Estate Agency	4.4%	20
Restaurant	89.8%	404
Retail, apparel and /or gifts	44.7%	201
Grocery store	91.8%	413
Personal Services (Hair Salon, Dry Cleaners, Automotive Care)	54.2%	244
Professional Services (Legal, Accounting, Financial Services)	10.9%	49
None of these	2.0%	9
N/A	0.4%	2
Other (please specify the different industry)		76
	answered question	450
	skipped question	11

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Crosstab Table for Question 5: This provides a look at the responses broken down by the specific respondent as identified in Question 1 (resident, business owner/rep, or both)

In the past month, what local services have you used? (Check all that apply)

Which of the following choices best describes your relationship to Sausalito?

Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Percent	Response Count
Real Estate Agency	10	3	7	4.4%	20
Restaurant	246	52	106	89.8%	404
Retail, apparel and /or gifts	116	26	59	44.7%	201
Grocery store	254	49	110	91.8%	413
Personal Services (Hair Salon, Dry Cleaners, Automotive Care)	145	23	76	54.2%	244
Professional Services (Legal, Accounting, Financial Services)	22	11	16	10.9%	49
None of these	5	1	3	2.0%	9
N/A	1	1	0	0.4%	2
Other (please specify the different industry)					76
				answered question	450
				skipped question	11

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Question 5 Open Answers:

1 Auto repair
2 Automotive, marine services
3 Banking
4 Bar (Sports, Music)
5 Bayside Boat Works, West Marine
6 Beauty salon
7 Boating, Maritime, Maritime services i.e.: canvas, motor, charter, boat yard, etc.
8 Bridgeway Gym and Fitness
9 Business/office services
10 Chandlery
11 Charter School
12 Cinema, schoonmaker small boat storage & beach
13 Coffee shop
14 Copper Door
15 Core Pilates - so glad they are right in the heart of town.
16 Deli
17 Dentist
18 Dentist/Marina Berthing all year round (why was this aspect of business not asked it's huge?) How about Fitness studios?
19 Doctor, taxi, veterinarian
20 Dog Park. People come here for small town atmosphere. Not a big modern city. Rents and retail apparel and gifts have been raised and makes ti high overhead for the stores to stay
21 Don't shop in Sausalito-too expensive
22 Dry cleaners
23 Exercise classes
24 Fitness
25 Florists
26 Flowers
27 Frame Shop
28 Gas
29 Gas Station, Marin City Pharmacy, Post Office, Gift Store
30 Gasoline, banking
31 Gym, Wells fargo, Starbucks (not a restaurant)
32 Hair stylist, dry cleaners, book store, bank, attorney
33 HARDWARE
34 Hardware store
35 Hardware Store
36 Hardware Store
37 Hardware store
38 Hardware store, gasoline, eyeglasses
39 Hardware, gas, movies, furniture,

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Question 5 Open Answers (cont.)

40 Hardware, shoe repair, jewelry, papery,
41 Library, Farmer's market, ferry landing, bank
42 Mail drop, cleaners,
43 MARINA
44 Marine Products
45 Marine Supply
46 Mostly on Caledonia Street, coffee shop at far end of Bridgeway along the bay front and my favorite restaurants are Saylors, Fish and several more
47 Not to have downtown
48 Nursery, flower shop
49 Physician, Dentist, and Gym
50 Picture framing service and the veterinarian
51 Picture framing, kayaking, Pilates
52 Pilates studio
53 Post office
54 Post office
55 Post office
56 Post office,
57 Post Office, FedXKinkos, Bank
58 Post office, library, Bank of America
59 Printing
60 Professional Business services
61 Retail -- marine services (West Marine; Marine electronics); hardware
62 Sailboat rental, rowboat rental
63 Sausalito Jewelers
64 Smithy's bar
65 The ferry and commuter parking
66 Toy store
67 Until recent closure shopped everyday at Real Food on Caledonia
68 UPS store
69 Vet, window washer, UPS, Post office, pilates
70 Waterfront services -- 5 Stars Yacht; Open Water Rowing Center; SeaTrek Sports Center
71 We are a small home-based business. We are also depending on Social Security & must price shop.
72 West Marine
73 Window Cleaners - Is that a PERSONAL Service?
74 YOGA
75 Yoga studio
76 Yoga studio

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Question 6: What types of businesses or services do you believe the City of Sausalito is currently lacking?

What types of businesses or services do you believe the City of Sausalito is currently lacking? (check all that apply)

Answer Options	Response Percent	Response Count
Real Estate Agency	0.7%	2
Restaurant	17.4%	53
Retail, apparel and /or gifts	24.0%	73
Grocery store	44.7%	136
Personal Services (Hair Salon, Dry Cleaners, Automotive Care)	5.9%	18
Professional Services (Legal, Accounting, Financial Services)	4.3%	13
None	33.2%	101
Other (please specify)		216
	answered question	304
	skipped question	157

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Crosstab of Question 6: This provides a look at the responses broken down by the specific respondent as identified in Question 1 (resident, business owner/rep, or both)

What types of businesses or services do you believe the City of Sausalito is currently lacking? (check all that apply)

	Which of the following choices best describes your relationship to Sausalito?				
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Percent	Response Count
Real Estate Agency	1	1	0	0.7%	2
Restaurant	34	5	14	17.4%	53
Retail, apparel and /or gifts	44	6	23	24.0%	73
Grocery store	86	13	37	44.7%	136
Personal Services (Hair Salon, Dry Cleaners, Automotive Care)	11	2	5	5.9%	18
Professional Services (Legal, Accounting, Financial Services)	6	4	3	4.3%	13
None	64	14	23	33.2%	101
Other (please specify)					216
				answered question	304
				skipped question	157

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Question 6 Open Answers:

1 24 hour dinner
2 A bakery
3 A bakery selling fresh bread and a grocery store on Caledonia Street
4 A better choice for grocery store (like Mollie Stone's) closer to Caledonia Street, so you can walk to it. A good Bakery/Euro-style deli store
5 A casual outdoor restaurant with simple and inexpensive food-something catering to locals, not tourists. Maybe a brewpub in the old Gaylord's space?
6 A downtown pier where boats can tie up and utilize the local businesses.
7 A good health food store
8 A good salad bar, a good yogurt shop with easy parking, restaurant delivery service
9 A good shoe repair shop. A drug store.
10 A hardware store in Old Town would be great. Otherwise I'm all set.
11 A water taxi to SF and a ferry that runs until mid-night to accommodate late nights in SF or Sausalito so people do not need to drive
12 Affordable Health Food Store - Just lost ours
13 An affordable grocery store. Safeway and Trader Joe's are too far. Mollie Stones is obscenely expensive.
14 An organic store that isn't as overpriced as M. Stone's. Also a non-ethnic healthy restaurant
15 An organic/health and natural food store to replace real foods asap!!!
16 Another health food store and more and restaurants that are not all Italian
17 Art gallery, clothes, gym
18 ART SUPPLIES; simple, inexpensive eating venues; lumber yard;
19 Asian Restaurants (need more)
20 Bakery
21 Bakery
22 Bakery
23 Bakery & Butcher Shop
24 Bakery, drug store, grocery (loss of Real Foods)
25 Bakery, Health Food Store, Juice Bar, Clothing Retail and Shoe Retail Stores
26 Banks, parks, medical
27 Bar-B-Que/Soul Food Restaurant and replacement for Real Foods store
28 BBQ food!
29 Better grocery store than Mollie Stones is needed. A real car wash would be great
30 Better ones than t shirt shops
31 Boat yard & boat service business
32 Businesses that are stable and don't only cater to tourists. A good sports bar would be great, More restaurants on the North End of town and not fast food. More clubs to go dancing and stay open later then 10PM
33 Car Dealer (to bring in tax revenues!)
34 Car rental agency, locksmith service
35 Casual eateries
36 Character firms that build image for the city. Waterfront business

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Question 6 Open Answers (cont.)

37 Cheaper supermarket (Mollie Stone too expensive)
38 Citibank Music store
39 Community Center
40 Community Center including gym… I'd love to see the VA building on Liberty Ship Way turned into something like that.
41 Cooler, hipper, trendy shops for apparel. The current offerings on bridgeway seem awfully dated.
42 Coop or Organic fruit and veg location/Health food store was a big loss
43 CVS or other drug store, organic grocery store
44 Doctors
45 Don't know.
46 Drug Store
47 Drug Store
48 Drug store
49 Drug store (like Walgreens) within walking distance; grocery store less expensive than Mollie Stone's within walking distance
50 Drug store and five-and-dime
51 Drug store; wine store (particularly one with good prices)
52 Drugstore
53 Drugstore (although it's a short drive to the Walgreen's in Tam Valley)
54 Dry cleaners
55 Entertainment- music, independent films, arts
56 Exercise Gym
57 Fast Food
58 Fewer Italian eateries! More healthy choices. More child friendly services.
59 Fine Art Galleries
60 Fine wine store, bakery.
61 Food store with ORGANIC fruits/vegetables, and ORGANIC bulk foods: grains/beans/nuts/seeds/cereals etc.
62 Free parking for residents that are outside of the city limits of Sausalito but live in Sausalito. As a resident paying for parking totally discourages me from shopping in the downtown area. I will not even bring my visitors into downtown Sausalito because of lack of parking. Dining is more expensive in Sausalito, since I cannot find parking or have to pay for parking, I would rather head north to Mill Valley, Larkspur, or San Rafael for dining for myself and my visitors.
63 Full bakery, wine shop (not wine tasting place designed for tourists, cheese shop, more good quality places for light/healthy food, in the mid-price range (mid-range places aren't very good); some place to hear live music (besides "No Name")
64 Full service drug store
65 Good Mexican restaurant
66 GOOD RESTAURANTS!! And Organic Food Store. Molly Stones is terrible. We drive to Whole Foods a few times a week!
67 Grocery store specializing in healthy foods and supplements (to replace the recently closed Real Food Company; that is where many of us did all of our food shopping)

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Question 6 Open Answers (cont.)

68 Grocery to replace real foods
69 Grocery--specifically health food like the former Real Foods of Caledonia at Turnkey.
70 Gym near downtown, community pool
71 Gym other than Bridgeway Gym
72 Hardware store
73 Haven't been here long enough to judge
74 Health food store
75 Health food store
76 Health food store
77 Health food store
78 Health food store (like The Real Food Co.)
79 Health food store focusing on organics. Mollie Stones way too expensive a not focused on local produce/meat.
80 Health food store to replace real food company
81 Health food store, bakery
82 Health food store, bakery, bait shop
83 Health Food Store, Less Tacky Tourist Shops, home furnishings, classier stores, destination anchor store like Smith and Hawkins once was to downtown Mill Valley
84 Health Food Store/ Healthy Restaurants
85 Health Food Store/Natural Grocery
86 Healthy fast food take out, more cheap eats more water front opportunity, Sausalito sams!
87 High tech, computer services, modern marine repair facilities. Health clubs, locally oriented waterfront recreational facilities
88 I only go to Mollie Stone's in an emergency. I mostly go to Trader Joe's. What about some doctor's offices?
89 I shopped at least three times a week at Real Organics prior to its closing. I could go to local farmer's markets but preferred shopping there to support my community. I would love to see another organic market in its place.
90 I will really miss Real Foods on Caledonia. This was a great place to purchase organic/healthy food. I would love to see more healthy related stores, as well as more fitness related activities.
91 It's lacking decent retail stores!! We need more Mill Valley type of stores. More 'good' restaurants and another grocery store.
92 Lacking shops for locals
93 Landscaping supplies, health food store
94 Large Grocery Stores to compete with Molly Stones
95 Late-night dining options
96 Less expensive lunch menus
97 Live music venue with current music dance club
98 Local businesses for the everyday lives of local people such as drug stores or anything authentic
99 Local healthy grocery store
100 Local supporting local farmers and community especially grass fed traditional meat
101 Loss of Piccolo Tetra was very unfortunate, as the more restaurants and bars downtown, the more reason to visit. It leaves a big hole. We sure don't want to fill it with more tourist junk shops.

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Question 6 Open Answers (cont.)

102 Lots - I find myself having to go up to Corte Madera or San Rafael often for a wider selection of retail and other services, e.g. automotive
103 Marine and water oriented business
104 Maritime
105 Men's & Women's shoes, Candle shop. Kitchen/Culinary shop like Sur la Tab
106 Men's apparel - in the JC Penny/(x) Mervyn's price range. Something between Gene Hiller & Ross.
107 Mollie Stones is a dump, an alternative would be great. Fewer tourist oriented stores and more for locals, quality establishments. A Peets!
108 Molly Stones and Golden Gate Markets are poor quality grocery stores. I would shop everyday at these stores if the quality were anything near their prices.
109 Molly Stones needs some competition. I checked restaurant b/c the quality of many of the existing restaurants is so poor that locals will not frequent them. Needed: for fee anchorage for private boats. No fee dock mooring for private boats i.e. Chart House, Paradise Bay. Do you think Sam's is overflowing with patrons because their food is so good?
110 More affordable versions of all of the above
111 More Art to keep in the tradition of Sausalito Being a Art Mecca in the San Francisco Bay Area and Northern California
112 More choices in grocery i.e.: butcher, produce shop. Fish shop
113 More Night Life!
114 More the merrier
115 More varied restaurants, additional ethnic, etc.
116 More variety of GOOD restaurants - example, Salad/lunch spot, creperie, healthy/organic restaurants Retail - missing whole foods store & drug store
117 Music and arts, natural foods store
118 Music venue,
119 Natural food store
120 Natural foods store like Whole Foods or like the old market in downtown Mill Valley
121 Natural foods store to replace the loss of Real Foods.
122 Natural/organic food store
123 Needs to be have move variety, catering to locals not tourists
124 Nightlife
125 No more Dry Cleaners or Nail Salons!!!
126 NO MORE TEE SHIRT SHOPS!!! If you want residents to shop here offer QUALITY merchandise.
127 None Enough, We did just fine before 2008, better than many other towns in Marin. We did not spend money on consultants. Had a reserve finds, Many visitors and people and tourists, if in hotels. Look for sundries. Like a small drugstore to buy small items, Tissues, Glasses (sun), proteetions, makeup, lotions, etc. Sewing kits, skincare. I believe we have a souvenir shop.
128 Normal retail is needed outside of the cheesy tourist items.
129 Not the touristy kind of retail
130 Office supplies
131 Office supply group
132 Office things
133 Old Real Foods location
134 Organic and Bulk Food Store Drug Store

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Question 6 Open Answers (cont.)

135 Organic food store

136 Other than Italian. Love Italian, but seems a bit repetitive here. Would love more options for other types of cuisine.

137 Outdoor cafe

138 Parking on streets perpendicular to Caledonia

139 Peet's Coffee

140 Peet's Coffee

141 PEET's!!!!!!!!!!!!!!!!!!

142 Peet's, Trader Joe's, bookstores, stationery-office supplies, a post office open on Saturday mornings or up to 6pm (like Mill Valley)

143 Performing arts, not just music in the park. We turn on the street lights at dark and there is no reason for anyone to visit the downtown area after dark and/or dinner

144 Pharmacy

145 Pharmacy

146 Pharmacy

147 Pharmacy

148 Pharmacy

149 Pharmacy

150 Pharmacy

151 Pharmacy A replacement for Real Food! Improved food/fish/produce shopping on Caledonia St.

152 Pharmacy and quality goods stores

153 Pharmacy General store (Five & Dime, etc.)

154 Pharmacy, bakery,

155 Pharmacy, book store

156 Pharmacy/drugstore

157 Pharmacy/Organic Market

158 Pharr Pharmacy

159 Photography

160 Presence of local talent in downtown area

161 Quality butcher and produce store on Caledonia street, a bakery, lounge bar, shoe retailer, & the morsel shop (sfmorsel.com)!!!

162 Real Foods!

163 Really good gym

164 Resident serving, second health oriented grocery store like Whole Foods...Molly Stones doesn't cut it...too expensive, family oriented restaurants

165 Restaurants that cater to locals, not just tourists. Bar Bocce, La Garage, FISH. Avatar's are all awesome, and we need more like them.

166 Restaurants: reasonably priced food for locals; more basic services retail; overnight lodging that will support more of the current restaurants and shops

167 Retail for clothing, housewares, things other then related to tourism

168 Retail other than gift shops and tourist oriented retail.

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Question 6 Open Answers (cont.)

169 Sailboat moorings, the city has a big opportunity to lay moorings and charge rent for them. Newport RI does this and makes a lot of money from it. Sailors come from all over the world to moor in Newport and the city provides bath facilities and a launch service to bring sailors to and from the moorings. Sausalito has a better climate and wonderful water for sailors. It should do as Newport does, particularly in light of the upcoming America's Cup race.

170 Sausalito desperately needs good neighborhood markets (i.e. on Caledonia) with a wide variety of fresh organic vegetables, fruits, nuts, grains, etc. and good choices of can foods, etc. It is shocking that Mill Valley has the fabulous Mill Valley Market, Safeway and two Whole Foods and Sausalito only has a marginally adequate and very expensive Mollie Stones. WHY CAN'T SAUSALITO HAVE BETTER FOOD STORES?? I don't get it!! Is it possible to have a Trader Joe's or a Mill Valley Market in Sausalito??

171 Sausalito isn't lacking any of these although some of them seem old and tired.

172 Seems to be sufficient

173 See's Candies. Peet's Coffee Bakery Vegetarian Restaurant Raw Food Pet Store like in Carmel Whole Foods Market

174 Services to the marine and boating community

175 Shoe store, lingerie store, cosmetics, garden supply, bakery

176 Shoe store, lingerie, good bakery, brew pub

177 Small specialty food stores, i.e. pasta shop, butcher, cheese shop, etc.

178 Some competition for Mollie Stones

179 Something affordable and convenient for residents and tourists. I get asked everyday for that when I walk my dog.

180 Specialty shops

181 Stationary supplies

182 Stores more high-end, less touristy, better window displays, less t-shirts and cheap jewelry. Mill Valley is a good example

183 Stores that don't sell tourist "junk" ... which is most of the stores downtown ...

184 Sundries store - Travelers look for a place to buy skincare products, makeup tissues, etc.

185 Swimming pool Less expensive stores Drug store

186 The City should somehow let people know about Princess St. shops.

187 The loss of Real Food is major. The inability to park off Caledonia after 6 pm unless you live in the adjacent blocks also makes it difficult for the rest of us to use downtown businesses after 6. There should be green, short-term spots up the side streets or all Sausalito residents should have 2-hour stickers.

188 The Real Foods grocery/health food store! Something similar to Ideal Stationers. And please, no more tee shirt or dry cleaners.

189 The visual appeal of Bridgeway is becoming tacky by way of architecture, signage and kinds of businesses.

190 There really should be a grocery store in Marin City. Residence there need a supermarket they can walk to. I don't live there, but I often think of how inconvenient it must be for those without cars to do any food shopping.

191 Too many business licenses being given to non-legit retailers. Starting to look like Fisherman's Wharf.

192 Tourist oriented Shops on bridgeway are such..???... Art galleries are a joke

193 Trader Joes

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Question 6 Open Answers (cont.)

194 Trader Joes

195 Trader Joe's

196 Trader Joes would be great!

197 Trader Joes! Smaller, casual (meaning less $$) restaurants

198 Trader Joes, Bev Mo, and other retailers with good selection and good prices. These could be located in the north end of town away from the ferry/tourist areas. Why do residents have to shop at badly designed, cramped, overpriced little shops with poor selection, or else drive to Corte Madera?

199 Unsure

200 Varied, affordable natural food store

201 Water Taxi Service. Public visiting yacht tie up area downtown. Alternative Energy & Clean Tech R & D firms. Biotech and Alternative Health development firms. Expand multi-media and applied art uses. Marine Service uses

202 Water taxi service/more artistic education/city operated recreation facility

203 Waterfront Access Waterfront Restaurants Waterfront Bars Waterfront Activity Areas Caledonia Fine Food Grocery

204 We are drowning in touristy T-shirt and souvenir shops. We need quality clothes, art, and gifts such as in St. Helena.

205 We lost our health food store.

206 We lost our natural foods grocery - our Mollie Stone's does not carry a good selection or quantity of organic/natural foods.

207 We need a good health food store to replace Real Foods! And a good, home cooked, inexpensive restaurant.

208 We need a live music venue such as the Sweetwater from Mill Valley.

209 We need boutique retail stores with style and professional visual window display, the entire store windows downtown look like stores in the Third World Countries. With the incredible prime location of Sausalito we should have the beautification program similar to that of Carmel and Yountville. Clean and inviting. We need to improve the streets of Sausalito before the America Cup, inviting all the downtown stores to participate with improving the streetscapes. We have one of the top Landscape Architects based in Sausalito - SWA - they have been employed to landscape the streets of Shanghai, Beijing, Japan, and the Middle East etc. Perhaps they would be interested in working with The City. Sausalito will be introduced to The World during the America Cup; we need to improve our image.

210 We need our health food store back. We need to make sure that Pine Street Papery stays on Caledonia and that our hardware store stays. Keeping Caledonia resident serving is vital. We heard that Heath might be leaving because the city doesn't improve flooding situation and the terrible condition of the street in front of their store. What a loss that would be!!!!! Inexcusable. Businesses must be supported!

211 What happened to a service category: plumbers, electricians, car repair, handyman, printing, etc.?

212 What is lacking is more reasonably priced and higher quality restaurants and retail stores.

213 With so many companies having a difficult time, it is very difficult to see where growth opportunities exist

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Question 6 Open Answers (cont.)

214	Woman's apparel boutique- upscale, non tourist, for the middle aged woman -used to have Gene Hiller for Her and Ursula's and; also need a woman's shoe store; also a home decor/bath kitchen type store
215	Women's apparel
216	Would like to see a better organic grocery store instead of having to go to Whole Foods in Mill Valley for quality. Maybe mini-whole foods for us! GG MT is great for misc daily use...love 'me. ALSO-BOOK STORE.

Question 7: If there was an opportunity to add non-retail businesses in Sausalito, do you think it would be beneficial for the community?

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

Respondents appear to be optimistic but cautious towards non-retail growth. Their responses are split between "Yes" and "Maybe."

Answer Options	Response Percent	Response Count
Yes	40.0%	170
No	8.9%	38
Maybe	42.4%	180
N/A	8.7%	37
	answered question	425
	skipped question	36

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Crosstab of Question 7: This provides a look at the responses broken down by the specific respondent as identified in Question 1 (resident, business owner/rep, or both)

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

	Which of the following choices best describes your relationship to Sausalito?				
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Percent	Response Count
Yes	86	25	59	40.0%	170
No	22	3	13	8.9%	38
Maybe	126	21	33	42.4%	180
N/A	23	6	8	8.7%	37
				answered question	425
				skipped question	36

Question 8: Why? What type of non-retail business?

Why? What type of non-retail business?

	Which of the following choices best describes your relationship to Sausalito?			
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Count
	99	17	50	166
			answered question	166
			skipped question	295

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Question 8 Open Answers:

1 ???
2 ??????
3 A balance of retail/non-retail businesses is a good blend for any small city.
4 A fabulous health club with an outdoor pool. Losing out on getting the Bay Club when we had the chance was big mistake. Also, the design quality of the town needs to be improved--both town/space planning, planning for parks and promenades, and design for individual establishments.
5 A real municipal pier that allow boats from all over the world to come and enjoy our little town.
6 An annual Dog Parade ending in the park; as kitsch as our crazy little 4th of July Parade. Brings people in for fun and will likely spend $ while here. Quirky, silly and wonderful.
7 An entertainment (restaurant/bar) zone in the Marinship to bring folks to the area at night, enliven the area, and bring in tax revenues.
8 An entertainment or new media company would be great. I understand that Autodesk had its start here. Attracting a company (is) with 50-300 employees would be a great boom to Sausalito business.
9 Any business that brings in people to utilize our services. That is with employees who will buy food, use restaurants, dry cleaners, stores, etc.
10 Any business that can occupy the empty retail space, will provide additional people who can patronize the local businesses
11 Any company moving to Sausalito that has more than 5 employees will add economic vitality to this town. They eat and shop locally when they work here.... And maybe even buy a home here (my biz), so I'm all for larger companies moving in. I'm excited about the potential VA medical facility on Libertyship in the old/abandoned building. Imagine folks coming to Sausalito (non tourists) that will actually need to stay the night (if they are visiting a loved one) or eating at local restaurants, etc. I'm much more excited about non-retail biz coming into the community... I think we have enough restaurants and retail; we need to get bodies filling up existing businesses!
12 Any non-retail business that employs residents
13 Any office use to support the tax base and local restaurants / retail
14 Any small manufacturing business, computer or network tech.
15 Anything
16 Anything commercial to add employment and new younger residents. Maybe a new marina? Something for the Marinship?
17 Anything related to biotech, clean energy, computers [hardware or software], marine related industries
18 Anything that is non-polluting that brings jobs with people that will shop.
19 Artist & marine work
20 Arts foundation maybe a museum
21 Arts, music, entertainment
22 As long as they bring people to town. Most of the locals shop in San Francisco, Mill Valley or Corte Madera.
23 Because it would increase the diversity of the local economy and make it less volatile.
24 Boat haul out, & boatyard downtown
25 Boat rental service, boat yard, other marine services
26 Boating

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Question 8 Open Answers (cont.)

	Boating and marine services that would attract business and visitors from all over the bay area.
27	Establish a mooring field like Annapolis and numerous Eastern ports.
28	Caledonia needs more resident focuses service businesses in general - Caledonia is a good beginning. Marine services for floating homes
29	Cass Marina needs focus. A sailing school and/or as a community service dock for police/fire boats.
30	Comedy/stage theater, bar/lounge, services for children
31	Community garden, public sailing
32	Consulting, green tech, creative (media, marketing, design, custom software development) senior services.
33	Corporate
34	Corporations or small businesses, any type, to add to the tax base
35	Create more jobs, revenue, taxes and a more vibrant community.
36	Depending on where the business was
37	Depends on the business!
38	Depends on the type of business
39	Depends where in Sausalito, how large a company, and whether it would require new construction.
40	Diversity is important for the health of our economy.
41	Don't think I would like business office complexes
42	Don't understand. Like a CPA or architecture form?
43	Employees of these businesses are year-round customers for Sausalito's retail shops and restaurants. Such businesses can pay market rate that could subsidize lower rent paying maritime service uses.
44	Employers who would have people that dine for lunch
45	Environmentally focused business should do great here. Whatever work people are driving into SF to do could be done here. It seems like we could have more advertising or design (green, landscaping, architecture, etc.). I don't think we have any financial services firms here -- I go to San Rafael for that.
46	Expand tax base and bring in people to patronize local retail businesses and perhaps even add parking revenue
47	Fill the office spaces, boat building
48	Financial Services, Software, High Tech
49	Good to have local employment.
50	Graphics Companies
51	HEADQUATERS OR HOME OFFICES OF NON-RETAIL BUSINESSES
52	High Tech (software development, general office)
53	High tech companies green industry - energy efficiency services industry
54	High tech, design and arts-oriented, start-up and innovative.
55	High tech; Fin Svcs. These would bring new blood to Sausalito and regular LOCALS to shop, dine, rent, live. Our current communist mayor is the most anti-business stalinist I have ever seen be a major of US town.
56	High-tech
57	Hotels, guest boat berthing

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Question 8 Open Answers (cont.)

58 Hotels, waterfront restaurants, water related sports

59 I assume by 'non-retail' you mean manufacturing? If so, you should say that; if not - then give examples of what you're talking about. There's nothing wrong with a small non-polluting manufacturer. I wouldn't want to see an oil refinery developed.

60 I don't know, but any business that brings employees to Sausalito is good for Sausalito

61 I don't understand the question. What is a non-retail business? Discount stores? If so, Yes. Sausalito stores are very pricey.

62 I get asked every day when I walk my dog for a place to get a snack or something quick to eat. We need a hot dog cart at the ferry landing for instance.

63 I have no idea what this question means. There are already many non-retail businesses in Sausalito. I said, "Yes" because choice is generally good.

64 I like the diversity of biz in Sausalito so I welcome lots of different kinds of businesses. I like a broad local economy. I would like to see more local jobs.

65 I think that building the base of businesses helps with taxes and has more people using retail and restaurants.

66 I would like to see more small hotels or bed and breakfasts.

67 I would need to know the type of business.

68 I'd want to understand what type of business it is

69 If there was a business that brought more employees to the area. They could shop and have services done here.

70 If waterfront related - not something that would make sense in the flats of San Rafael. We should make the most of our location.

71 I'm open to non-retail businesses, but it not sure what else we would benefit from. Plenty of real estate, professional service businesses. And there seems to be plenty of vacant office space available. Not sure I would want those businesses taking up space in locations that would be better suited for retail/restaurants though. Would be nice to see The Plant turned into a recording studio and perhaps some of the vacant warehouses used for film/video production and editing.

72 It depends on the type of business...I liked the idea of Peet's coffee or other local chains.

73 It depends on what we're talking about. I'd say "no" to a large manufacturing/factory business, and "yes" to a technical or software development kind of business.

74 It depends what it is

75 It will only increase the cost of non retail space if demand is increased its hard enough to get a good deal on commercial space that's fair

76 It would bring diversity, a larger sense of community and an opportunity for local businesses to increase patronage.

77 It would depend on the business, but Sausalito could definitely use more casual eateries.

78 It would depend on the type of business and its location.

79 It would diversify the tax base.

80 It would generate income for the city.

81 It wouldn't hurt Sausalito to have a company that employs a fair sized employment base...maybe not as big as Autodesk but someone who brings employees in M-F during the day to support our local businesses and contribute to the tax base

82 Light Manufacturing, web

83 Live-work environments add vitality to a city

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Question 8 Open Answers (cont.)

84 Make the community less dependent on tourism

85 Marine Industrial, Services

86 Marine or arts related. Any business type that would help create or expand socioeconomic diversity in our community. Retail and real estate businesses contribute the least in this regard.

87 Marine oriented

88 Maybe nonprofit org? Not sure really...

89 More activities, music

90 More companies that will use the local business, such as business types that don't relay on the public to sustain the other local retail businesses. Sausalito should have more companies to pay taxes and fill revenue that isn't based just on tourism.

91 More local jobs for the community and the convenience of having a...i.e. Schwab Office location close by.

92 More Marine based services/ but reasonable rents

93 More marine related services that give people access to the bay

94 More Maritime Services in the Marinship

95 More medical services would be nice; the options right now are few, especially for emergency or urgent situations. Other non-retail businesses of course contribute to the tax base and benefit Sausalito overall and indirectly.

96 More mid sized employers, perhaps headquarters of multi locational businesses

97 More offices would be a bad idea - but things like auto services in the industrial area, or plumbing services or other industrial type things that service both residents and the existing businesses would be beneficial.

98 More professional services, high tech and even financial services

99 Music/dancing like the Sweetwater from Mill Valley

100 New businesses in the areas of marine services, Green technology or Internet technology would add to the tax base and provide employment for local people.

101 No more office buildings. More working waterfront. Marine

102 Non retail businesses should not move into retail spaces

103 Not downtown

104 Not sure

105 Not sure what you mean....

106 Office, warehouse, medical, etc.

107 Offices, medical building, a pharmacy

108 Only if it generates an increase in sales tax

109 Open space; parks

110 Opportunities for local jobs could be a good thing.

111 Other businesses would benefit. Advertising agency, development companies

112 Overnight lodging to support current tourist business (higher end, less T shirt shops); light industry / marine for the tax base; keep the office space filled, but do not build out more office space; gym/exercise with swimming pool.

113 Pro: Increase tax revenues Con: Traffic congestion, driving up already high office and apartment rents

114 Probably whatever businesses are doing well during the economic downturn.

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Question 8 Open Answers (cont.)

115 Professional services-anything that would bring tax revenues to the city-more advertising agencies, maybe more attorney's offices, doctor's offices?

116 Professionals who would lease office space and help with tax revenues.

117 Promote small companies for operating in Sausalito good monthly rent on office rentals more folks in town spending young money

118 Protect and add more maritime service related businesses along the waterfront.

119 Provided the business did not take up too much parking. Any online stuff.

120 Provides customers for businesses during the off-season when tourists are less numerous. High tech firms, advertising firms, etc.

121 Restaurants: more choices of ethnic foods

122 Sausalito desperately needs a video rental (or redbox/blockbuster) and a non-specialized grocery store. The grocery stores in Sausalito are incredibly expensive, and it takes a long time to get to mill valley by bike when tourists are inundating the downtown area. I was really sad to see the grocery store on Caledonia close...

123 See previous

124 See previous

125 See previous-

126 Seems quite a lot here already of office space but would be good to encourage 'green' industry here given Sausalito's colorful history

127 Senior Housing, Medical Offices, Bio Tech

128 Service to the residents

129 Small Manufacturing, machine shops. Electronics manufacturing and services.

130 Software companies, A&E firms, design/advertising firms, green technology/energy firms

131 Software, internet and health care (spa) businesses

132 Software, research (marine, environmental, social services), consulting (planning, historic preservation, infrastructure)

133 Some type of software company that brings in restaurant and other retail business.

134 Something that would employ people in the county who are not illegal immigrants and would not bring in more tourist traffic.

135 Such as a business park or something of that nature? How does that add to the small town ambiance of the city?

136 Tattoo parlor, non-chain pharmacy, bait shop

137 Tax Income. Business Offices.

138 Tax revenue

139 Tax revenue and any technology company that would appreciate the environment.

140 Tax revenue from businesses and their workforce contributing to the local economy. Increased traffic could be an issue though.

141 Technology based businesses with small footprint this is not only beneficial, but obligatory if we want to remain a viable community

142 The entire Marinship area is non retail businesses except for Sea Trek which takes advantage of this

143 The new VA would bring in jobs and help our economy! Don't let the historical society ruin this potential economic asset for a dilapidated building they only showed interest in when it might be gone. It is beyond repair and we need the business and potential revenue in town. Let's be business friendly not historically hostile!

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Question 8 Open Answers (cont.)

144 There are so many empty commercial spaces, I would like to see a mix of small businesses in downtown: web designers, architects, and creative agencies...

145 There is already a lot of non-retail business in Sausalito

146 This has always been a hotbed from the Well, to the cloned dogs, to the dot com era, to Dr. Dean Adell, to the Ferrari Restoration, to quite programmers and entrepreneurs and VC people. Yes, Bring it on.

147 This is a much too open-ended question. No parameters in your question to be able to answer intelligently. Would new buildings have to be added, where in Sausalito would they be?

148 Too many empty store fronts

149 Vague question, cant really be answered

150 Waterfront services, fishing pier, more boat slips

151 We don't need more real estate brokers, bankers, and insurance. Gym or athletic facilities would be very nice.

152 We have so many tourist shops peddling "stuff," it would be nice to have more cafes and entertainment venues to draw people. I fear that we are in danger of bolstering a reputation as a quaint place to visit, but with nothing to do but walk up and down the street and shop for bric a brac and so-called "art."

153 We need a variety of opportunities for residents and to preserve the working waterfront/industrial areas - start up businesses, business incubators, and skill development.

154 We need something for our tourists to enjoy. There isn't anything for them to do here. Maybe some kind of fun museum.

155 We need to fill the vacant office space that is already available. Otherwise, it depends on what type of business you are referring to.

156 We need to replace the "old" industries that served not only the city but also the area and the country. We need hard goods as well as software. Speaking of which the best example was the removal of growing companies because of lack of space.

157 We used to have seals which people like. We should not have and more offices. Keep artistic community Not government with too many laws - make it easy for small shops - do not chase them away - Sausalito needs its fishing boats back and a small fish market. Keep our town with charm and quaintness. Not a homeless crowd or criminals - we do not want our town to be like a big municipality with NO income housing. Remember we are the property tax payers. No communal gardens.

158 What is a non-retail business?

159 What type of businesses are you talking about?

160 What type of businesses? Unsure

161 Whole foods, healthy market/grocery store affordable restaurants/pubs

162 Wholesale stores like cost plus

163 Would depend on where and what type of business. If legal, imaginative, vital, smart, ethical, creative.... we need that energy, impact, and image. I vote for making Sausalito a center for creativity in the commercial arts, this of ours, added to our existing artist community. Innovative, visionary...

164 Would need more info on what type of non-retail businesses

165 Would need to know exactly what you mean. How about a performing arts center on the water!

166 Yes, that would be my question...

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Question 9: If the amount of tourists that visited Sausalito were to increase, would there be a positive or negative impact on the residents?

If the amount of tourists that visited Sausalito 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.

Answer Options	1 - Very Negative	2	3	4	5 - Very Positive	N/A	Rating Average	Response Count
It would have a...	47	80	137	88	68	16	3.12	436
							answered question	436
							skipped question	25

Crosstab of Question 9: This provides a look at the responses broken down by the specific respondent as identified in Question 1 (resident, business owner/rep, or both)

Which of the following choices best describes your relationship to Sausalito?

Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Rating Average	Response Count
It would have a...					
1 - Very Negative	33	3	11		
2	54	6	20		
3	92	11	34		
4	57	9	22		
5 - Very Positive	26	15	27		
N/A	6	7	3		
	2.96	3.61	3.30	3.12	436
				answered question	436
				skipped question	25

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Question 10: Why?

Why?				
	Which of the following choices best describes your relationship to Sausalito?			
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Count
	215	32	102	349
			answered question	349
			skipped question	112

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Questions 10 Open Answers:

1 $$$
2 $$$ To help with budget shortfall....
3 $$$$
4 A balance between tourist revenue and over-crowding
5 A lot of businesses make it on their tourist business.
6 Activity breeds activity
7 Additional tourists, especially if they stayed longer and/or ate, would lead to more and better restaurants, plus additional tax revenue, job opportunities, etc.
8 Afraid that more tourist-serving businesses would replace the lesser number of resident serving businesses that exist. Downtown for residents is generally something to avoid - parking/access a pain.
9 Again, with infrastructure for more overnight guests -- less bus traffic. Support higher spend per tourist.
10 Already at or past full capacity in bike parking and restrooms
11 Already loads of tourists in the city of Sausalito
12 Although as a resident, the flocks of tourists are sometimes now easy to live with, Our survival really depends on tourists
13 ALTHOUGH WE NEED TOURIST DOLLARS, WHAT ARE THEY ACTUALLY PURCHASING?
14 As long as it's concentrated in one area (past Caledonia) it would not impact residents.
15 As long as most of the tourists are here on the weekends I don't have a problem, but if it were to be that crowded during the weekdays, it would be a real hassle - both from car traffic and losing the small town feel I think most of us enjoy.
16 As long as the types of shops and restaurants were not tacky/schlocky, it would be great to have visitors and revenue
17 At capacity now
18 Basically, money. Although as the town is small, lodging is sparse and there is only one main road through town, there are limits to how much we would want to increase.
19 Because it would bring more tax revenue to the city.
20 Because it would help to increase city funds to hopefully help improve the City of Sausalito's overall esthetic. Sausalito needs to rely less on the views and ramshackle houseboats and focus on a beatification campaign that elevates this seaside city to a jewel by the sea. Compel private land owners along Bridgeway blvd and the waterfront to beautify their property with matching grants from the city and/or fines for non-compliance, Sausalito's charm drifts too near to careless, rundown and sloppy.
21 Because we need their $$$ & our town is beautiful. Would love to share with others. I hear it all the time how beautiful Sausalito & how it reminds them of the French & Italian Riviera.
22 Better restaurants w/more volume to support a better menu and service
23 Bicycle overload
24 Bikers are too dangerous and ignore rules of the road. Intersection laws/rules are ignored by tourists and bikers
25 Both: Positive: Good for our economy Negative: Too many people, traffic, busses, noise in our small downtown area.
26 Bring money into the community and keep in healthy w. tax income etc. Shopping, dining etc
27 Bring more money to our local businesses, including ours!

Questions 10 Open Answers (cont.)

28 Bring some business to downtown
29 Bringing more business
30 Brings in needed funds
31 Brings more revenue to our city which gives us more $ to spend on improvements.
32 Brings revenue to Sausalito
33 Businesses would benefit, but it's already difficult to walk down the sidewalk on weekends, so these are offsetting arguments.
34 Can't even get thru town
35 City needs the revenue.
36 City revenue could take some burden off residents
37 Collect more taxes
38 Congestion in the downtown area is already very high
39 Congestion, loss of more resident-friendly businesses.
40 Could help downtown retail and the restaurants.
41 Could mean more traffic and more bad and expensive restaurants. We need quality!
42 Crowding, density, crap.
43 Crowds downtown
44 Crowds our town, but helps us financially.
45 Depends on mode of transportation. Bikes have to corralled and numbers reduced.
46 Depends upon caliber of tourists...cyclists are NOT what we need. They clog the streets and don't spend anything
47 Downtown congestion is already bad enough, adding more will just make it worse.
48 Downtown is already congested enough on great weather days. It forces residents to avoid that area during peak hours which is counterproductive to the people that live here.
49 Downtown is already impossible to navigate, especially on weekends. Residents have already lost our prime waterfront space to the tourism industry; more is not better.
50 Downtown is already too congested during tourist season.
51 Downtown is sometimes overcrowded, not enough bathrooms, too many bikes.
52 During the summer, I avoid the "tourist area" due to traffic and the obnoxious buses that park behind the BOA
53 Economic growth both short and long term
54 Enough tourists already
55 For decades the downtown has been used for visitors. Visitors rarely venture past the downtown unless they are on bikes. Until such time as the uses in the downtown become resident serving, I believe an increase in tourism would not affect the community more than it is currently affected.
56 Good for businesses bad for traffic
57 Good for economics, rough for locals who want to enjoy the city too
58 Good for the small group of businesses clustered around ferry landing but a pain in the ass for those of us who bank downtown. Also little help for Caledonia street businesses.
59 Good source of revenue, but they keep residents away from downtown, especially during the summer.
60 Hard to get a seat, parking, etc. Makes the community seem impersonal
61 Help retail and hotel business

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Questions 10 Open Answers (cont.)

62 Help the city revenues

63 Helps support the business community if managed properly.

64 I am mostly concerned about the cyclists who ride over from San Francisco.

65 I cannot go downtown after the first ferry arrives and until the last ferry leaves due to the increased amount of people on the streets

66 I don't have a problem with the tourists just the type of business that's downtown that caters primarily to tourists.....schlock shops!

67 I don't know. If they come and don't spend money, no more should be encouraged, definitely. If they come and support our businesses, maybe. No too more bicycles.

68 I enjoy the tourists but we do have trouble on big holidays like July 4th when parking is so hard to find. If there were more tourists I suspect parking could become a problem but I haven't personally had any trouble parking because we have a private parking area. If there were parking solutions, more tourists would be fine with me.

69 I like the economic benefits of tourists and I like having people from different cultures see this beautiful place. BUT the trash is painful and I have safety concerns especially about bikes.

70 I live in the houseboat community and we have more than our fair share of tourists

71 I live on Bridgeway and it is hectic when the tourist are biking on the sidewalk and dropping their trash

72 I rarely go on Bridgeway!

73 I reason I don't go downtown is the tourists and bikes. Unpleasantly congested. But our merchants need that income so I sympathize w. their needs

74 I tend to avoid the downtown area due to the many tourists. Downtown is not a shopping area for residents - it is geared towards tourists.

75 I think that an increase of tourists would benefit Sausalito especially in the winter months, not only economically but in the general feeling that we have a thriving town. During the day we have excitement in our beautiful little town because of all the diversity of visitors, but at night and in the colder months the city feels empty. However, if we have more visitors we need to be more aware of the added litter and overflowing trash bins. Actually, that is a current problem I've noticed.

76 I think there is a good mix of local residents and tourists as is.

77 I understand the need for the tourist's dollars but it seems they are mostly spending on less expensive items like t-shirts and ice cream cones. More tourists would mean more traffic congestion in and out of town (at least on Bridgeway)

78 I welcome more tourists, and residents are already adapted to them in the summer, adding more touristy stuff would be positive for the economy. Also, I don't understand why people get so up in arms about cyclists.

79 I work in a children's' clothing store on Bridgeway. It would increase our business and that would have a positive impact on my salary.

80 If it increases business, it's good for the economy and will add more jobs.

81 If it were more bikes it would be very negative.

82 If more tourists came they'd support the downtown businesses but as a resident, we avoid that area because there are so many tourists. The businesses downtown cater to tourists and not residents so we have no interest in those businesses. Thus if there were more tourists, we wouldn't necessarily feel any impact because we don't go downtown anyway. The only thing we walk downtown for is to buy ice cream on warm nights at Lappert's or to buy some novelty gift at the Ferry Co.

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Questions 10 Open Answers (cont.)

83 If the City were to have access to more funds then the residents of the City would benefit.

84 If the impact did not affect their daily life or traffic within town they would not "feel" the impact.

85 If we are going to go by the theory that for every $1.00 spent in Sausalito, 68 cents stays in the city then how could it not be beneficial? It would give the city more money to spend on infrastructure, police, fire etc.

86 If we take, we have to invest in keeping things up as well. Just bringing in more until the downtown is overrun and run down is not a game plan.

87 I'm not a resident.

88 In general, it would have a positive impact if the revenue to the city would be used to improve the infrastructure and services to the residents, and if such influx would be driven by improved quality of retail and services that the city provides. Downtown Sausalito is it looks now, is hodge-podge of poor taste, displayed everywhere under a premise that tourists don't know or deserve better and that the locals don't care anyway. Really wrong! I'd be proud of Sausalito if it looked like Carmel and if it used much better it's waterfront. Oh, and a tram/shuttle to Mill Valley would be lovely!

89 In my 39 years here the amount of tourists doesn't matter ... there only here for a few hours a day and gone by 5 or 6pm ... they don't bother me ...

90 In pleasant weather, we have plenty of tourists. I can't imagine Bridgeway any more crowded than it has been on its busiest days. There seems to be a dearth of tourists in the evening. That might be an opportunity.

91 In the evening, the town looks like a ghost town. The tourists seem to leave on the last ferry but the residents do not support their restaurants and bars especially in the winter months.

92 Income generated

93 Increase city revenue, parking fee, sales taxes, and business taxes without requiring a capital investment by the city.

94 INCREASE CROWDING AND TRAFFIC

95 Increase in revenue would be offset by the undesirable effects of having more tourists (traffic, parking, trash)

96 Increase in tourists boosts the spending and increases TOT. Caledonia remains relatively tourist free and residents are not impacted. A win-win.

97 Increase in traffic, parking an issue, sidewalks already crowded.

98 Increase revenue to maintain the beauty of Sausalito

99 Increase tax revenues; support local businesses; add to the "excitement/energy" of city; gives a feeling that you are living in a special place, somewhere "others" want to visit;

100 Increased bicycle traffic

101 Increased revenue, more taxes paid, more business staying in business.

102 Increased revenue. Increase attention

103 Increased tax revenue

104 Increased traffic (foot, cycle, auto), congestion, decrease access to services, increased need for police services to monitor

105 Increased traffic congestion Bicycles are already a problem

106 Increased traffic including bike traffic and increased shops aimed at tourists not locals are negatives, but increased sales tax and parking revenue are positives

107 Increased traffic, congestion, etc. I think it's important to the welfare of Sausalito but it might not all be good.

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Questions 10 Open Answers (cont.)

108 Infrastructure costs i.e. police public works street repairs public safety would out weight revenues brought in by tourism. More emphasis should be on water-based tourism. Water taxi etc. access to shore for transit vessels. Amenities for vessels on shore.

109 It allows for lower taxes for the residents, will probably give rise to additional businesses that the residents can also enjoy.

110 It depends on how the tourists get here (ferry, car, bus). Increased traffic would significantly affect the traffic flow through town, which would be a negative impact on residents.

111 It goes with living in a beautiful place, you have to share

112 It is difficult to walk or drive through town as it is on account of tourists particularly on BIKES!!! They are a hazard to the residents. Either they are lance-wannabes who ride at 60MPH through town or they are johnqpublic who hasn't been on a bike for 20 yrs and they are wobbly. Either one is a hazard and they both ride through town in DROVES esp this time of year. My husband and I go through great pains to AVOID downtown on account of this.

113 It is good to share our town. It would be good for our businesses.

114 It just helps our economy, doesn't it?

115 It makes it difficult to travel through town in a car, on foot or on a bike. The downtown is quite small, so it gets easily overwhelmed when too many tourists arrive. I want to keep the downtown tourist area small.

116 It was increase sales tax revenue which in turn should improve city services

117 It would be good for the economy but parking is always an issue.

118 It would be good for the restaurants to increase business but it will steer the local business and residents away.

119 It would be harder to park, get a seat at a restaurant without a reservation, there would be more businesses catering only to tourists

120 It would be positive if Sausalito could figure out a way to control the bike traffic and provide services that both the tourist and the locals can enjoy together.

121 It would be positive, particularly if the focus is on wealthy tourists, such as sailors and yachters. If the emphasis is on less wealthy day-trippers, such as those who flood in on the ferry, it would only add to the congestion downtown without enhancing most of the town's businesses.

122 It would be very good for businesses but maybe irritating to residents due to crowds and parking issues

123 It would bring revenue into the city

124 It would cause additional traffic, more rental bikes and crowds, there is already difficulty parking. We now avoid downtown on weekends and all summer due to the crowds.

125 It would depend on the type of tourist the town set out to attract. More junk stores and coffee shops would be very negative. No tourists beyond Bridgeway!

126 It would generate more revenue to implement ideas proposed and repair the infrastructure

127 It's a daytime nightmare.

128 It's a revenue base improvement that positively impacts our unemployment rate and our tax base

129 It's just about right -- a lot of tourists in the summer. I commute by ferry to work in SF, and sometimes the number of tourist bikers is a bit overwhelming

130 It's like a family always having way too many guests over to their house. Eventually, the family no longer can maintain strong bonds with each other because the focus is most often given to the guest, rather than who is most important for the household.

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Questions 10 Open Answers (cont.)

131 It's nice to have businesses doing better, i.e., who wants "for lease" signs in windows? But unless it's managed better, the bikers in particular are annoying.

132 It's nice to see a thriving economy, but the retail owners may not be residents of Sausalito, so who is actually benefiting from more tourists would be questionable.

133 Keep the local economy afloat. Bring constant life to the city

134 Limited parking, buses with engines running, too many bicycles esp. on sidewalks. Garbage on streets esp. beyond downtown i.e. Bridgeway north of Napa St

135 Little impact as long as confined to downtown tourist area.

136 Locals do not support the downtown businesses so we could use more tourists. It would have absolutely no effect on the local residents.

137 Main income is from tourists, but we do not have adequate methods to accommodate them and their bicycles

138 Many businesses depend on tourists for livelihood. It is important that we not lose more businesses.

139 Many residents need tourists to improve retail revenues, which allow Sausalito business to thrive and provide choice and vitality to residents.

140 More $$ to local businesses hopefully.

141 More business more taxes for the city

142 More business revenue, questionably more tax revenue

143 More crowds

144 More customers

145 More cyclists and tourist bike riders would put traffic congestion over the edge.

146 More dollars for the city

147 More dollars in city coffers

148 More income to city tax base

149 More money for the City, but a little more hassle for residents.

150 More money made by the city = more money for improvements we can all enjoy.

151 More money spent in Sausalito.

152 More people are good, but more shlockly t-shirt shops, etc. are not good.

153 More people more business revenue

154 More revenue for business as well as City

155 More revenue for the city so they could get the roads fixed in a timelier manner.

156 More sales tax collected.

157 More sales tax revenue coming to the City and fewer lost retail storefronts.

158 More tax $$'s to improve streets, etc.

159 More tax and parking revenue

160 More tax dollars

161 More tax dollars can bring increase in services to residents, or increase our budget to maintain parks etc

162 More tax revenue

163 More tax revenue for the city to make improvements

164 More tax revenues help the City, offset by more congestion.

165 More tax revenues to the city. We should try to turn Sausalito into a destination for high-end tourists who want to do more than just buying ice cream and hamburgers.

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Questions 10 Open Answers (cont.)

166 More taxes and revenue worse traffic

167 More taxes=better foundation and infrastructure for the City and its residents

168 More tourists would not entice locals to try to fight the crowds to shop or dine in downtown

169 More traffic, full restaurants

170 More traffic, more congestion downtown, less space available for residents away from the tourist crowds

171 More traffic, more litter

172 More traffic/accidents. Worse parking. Poor access for tourists.

173 Most tourists stay either downtown, or if they are on bikes along the waterfront. I don't think they bring as much money in as they could if Sausalito was to actually provide attractions other than expensive art galleries and t-shirt shops

174 Much, though not all of tourist related business, cater to the lowest common detonator of the tastes of tourists. This cheapens the town's essence for those who live here.

175 My partner is a merchant and makes a good part of his living on tourism.

176 Need better bike/pad lanes on South end to accommodate more tourists.

177 Nice to see Sausalito come alive with visitors enjoying our wonderful city from all over the world.

178 No one can answer that question without knowing more, like where can they get to town and be a plus or minus. This needs to be a workshop.

179 Not enough parking, bicycles are a headache, better signage, too many import shops and not enough locally made goods.

180 Not enough room for current levels of tourist. Not big enough sidewalks on Bridgeway and not enough parking. Bikers create a danger on narrow roads.

181 Not fond of living in a fish bowl

182 Not just for traditional retail, but to understand the cultural history of the Bay Model and an expanded environmental/sustainability lesson that we uniquely can give.

183 Of course it adds traffic etc., but Sausalito is a tourist town, should be, and tourism must greatly benefit the economy

184 Of course it all depends on how we attend to the tourists. I.e., we don't need more t-shirt shops and crappy restaurants that scalp the tourists.

185 Okay, IF PROPER bike paths, and parking part of the strategic plan to keep Sausalito friendly to residents and visitors.

186 On busy days we are nearing capacity, but overall it's good and an essential part of the community.

187 Parking a problem, only go downtown in early a.m. to walk dogs

188 Parking issues, traffic, noise, privacy, vandalism

189 Parking, not being able to go for my run through the town, but I can live with that!

190 Positive as it would bring more business to the local retailers but the city needs to support the crows by building local bathrooms (not porta-potties) and possibly widening bike lanes/sidewalks.

191 Positive impact for businesses that benefit from tourism. No impact for residents in Northern Sausalito. Some increased congestion and therefore negative impact for residents in Southern Sausalito.

192 Positive on tourist oriented shlock merchants, negative on the quality of life

193 Positive: job creation Negative: traffic and congestion

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Questions 10 Open Answers (cont.)

194 Positive: more taxes paid here, better ferry subsidies (I assume). Negative: more crowding, esp. on weekends.

195 Pro: Tax revenues, support for local businesses Con: Congestion

196 Pros are more revenue for Sausalito; cons are traffic

197 Put more money into local economy

198 Really nothing we can do to stem the flow of tourists. They will descend like locusts during the America's Cup.

199 Residents mostly benefit from non-tourist frequented establishments, with the exception of a few restaurants that are frequented by residents but also rely on tourists.

200 Restaurants, retails stores would continue to thrive.

201 Revenue $$'s Cleaner parks & Streets City Beautification Projects

202 Revenue and increased services

203 Sausalito gets good quality tourists. For example, all the bike tourists are great because they don't bring cars. And tourists are a relatively clean industry, too.

204 Sausalito has enough tourists downtown is jammed during summer. Locals never go downtown for this reason

205 Sausalito Heritage does not care for commercialism and the traffic it creates

206 Sausalito is a beautiful place and sharing it is important.

207 Sausalito is already a major tourist destination and it is clear that most businesses are gear towards tourists - retail, restaurants, and recreation. Having a larger number of tourists coming through Sausalito does have the potential to overrun the locals, but it also has a major potential to bring more business to the town.

208 Sausalito is charming and low key. It is up to us to set the tone, and generally people get it. It is a lovely place to visit.

209 Sausalito needs the tourists for the tax revenue. Therefore an increase in their numbers would be beneficial. However, at times the volume of tourists can overwhelm the charm of the city.

210 Sausalito needs tourist dollars, yet it cannot be at the expense of the community. Caledonia street is protected a bit, and that is good.

211 Sausalito NEEDS tourists to contribute much needed funds and we need to keep that funnel of revenue coming HOWEVER, we cannot totally rely on the tourist trade. There are too many other months when the tourists are not here. Our businesses need support from locals in neighboring cities.

212 Sausalito should focus on keeping those tourists in Sausalito overnight. At least offer more to them daily. The businesses downtown are worthless after 10 min.

213 Sausalito thrives on tourism.

214 Services geared to tourists are unattractive to residents. T-shirt shops, souvenirs, paintings.

215 Sheer numbers don't help...they need to be the kind that spend money. Otherwise, it's totally negative.

216 Shops cater to tourist - mostly crap. It would be nice if the downtown community were more like Mill Valley. Bikes, however, are worse than tourist

217 Simple: Sales Tax and support for downtown businesses

218 So far I am fine w/tourism since I can avoid driving down bridgeway.

219 So much of the residential area is a tourist trap, selling trashy merchandise and bad food to visitors, many of who will likely never return. The more tourists, the more trashy businesses we likely will have

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Questions 10 Open Answers (cont.)

220 Stimulates the local economy, helps businesses which generate taxes and fuel our city infrastructure and services; good PR & marketing ambassadors

221 Streets and sidewalks are not adequate, tourists and bicycles are taking over driving residents away. We have inadequate policing, inadequate traffic /pedestrian control at crossings, inadequate street lighting. Inadequate public toilets...overflowing trash receptacles. We can't even handle the number of tourists we have now. The only beneficiaries are the souvenir shops and that stinking hamburger joint with its overflow of humanity across the sidewalk and into the street. Struggling to eat standing up or on the park broken down park benches across the street.

222 Streets too crowded to enjoy... Too many bicyclists on the road that don't obey.

223 Summer brings more people, which are used to if you have many homeless and crime causing people you will not have many tourists. Love to see this beautiful town as is not like San Francisco

224 Targeted tourism can be positive but the plethora of t_shirt shops and overpriced rents to house them are negative blights on the community. More cultural events, such as live music, little theater, etc are needed.

225 Tax base,

226 TAX REVENUE

227 Tax revenue

228 Tax revenues; this would also help to sustain the Bridgeway business district

229 the ++++ (more revenue) offset the -------. (Traffic)

230 The bicycle traffic on Alexander is saturated on weekends and dangerous

231 The bicycles don't do anything for the city. The people only buy ice cream and move on. Dangerous traffic situations and discourage residents from staying in town.

232 The bicyclists that come down from Alexander gets heavy during the summer and Bridgeway becomes too slow for traffic when driving through downtown

233 The city and down business owners cater to the tourists in a narrow way. Encouragement should be given to local quality businesses that would benefit residents and visitors; this would be better for business and the reputation of the city.

234 The City benefits from the income from tourists. Bring them on.

235 The community needs its tourists/visitors to bring in much-needed revenue, not to mention the payment of California sales tax, which benefits both the town and the state.

236 The downtown currently weighs heavily toward tourists. The quality of life for residents would further decrease.

237 The economic vitality of the downtown depends on the tourist industry.

238 The increased revenue to the city coffers.

239 The infrastructure for handling bicycles is dangerous to the tourists and the residents.

240 The local retail and dining businesses will do well, and in turn, as a local, we are able to take advantage of those thriving businesses

241 The tourist "population" seems significant - the roads are congested enough! I'm not sure you can have more tourists and keep the roads open to cars

242 The tourists are absolutely the worst part of living here. I intentionally take the Spencer exit from the freeway to avoid the tourists on weekends or weekdays/early evenings, and I hate winding through the roads on the hill. All of the retail stores on bridgeway toward the south end of town are awful anyway, so if a decline in tourists shut a few of the their doors, I'd be so incredibly happy.

243 The tourists come by boat and have little reason to stay after the last boat

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Questions 10 Open Answers (cont.)

244 The tourists on bikes don't seem to spend much cash at local shops. It could be a logistics issue - i.e. it's hard to carry shopping bags on a bike.

245 The traffic downtown is ridiculous on the weekends, there is too much garbage - need extra pick-ups. I don't want to see our lovely town overrun by tourists that don't appreciate that people live here too.

246 The volume of tourism now is about right. They add both economic and cultural benefits. But enough is enough!

247 There are already too many tourists to maintain a safe and comfortable quality of life for the residents.

248 There are times during high tourist season when the feeling of the local town (specifically the downtown area) is lost--overwhelmed by visitors.

249 There are too many visitors now, ESPECIALLY BIKERS. There are not enough garbage cans and on Monday mornings there is garbage blowing around the streets and getting into the Bay.

250 There is no attraction for tourists, other than the standard retail - dining on the Bay. The congestion caused is a deterrent for using services for me.

251 There is too much traffic now

252 There would be less parking and more traffic

253 They are a nuisance and obstruction and only benefit a limited number of retailer/restaurants.

254 They are all over the streets - in traffic on foot and on bicycles, but I do not see them spending much.

255 They bring "new blood" (vitality) to our businesses and seem to create an "excitement" about our town...a certain "good will" feeling seems to feed off the high number of tourists. An almost "carnival" atmosphere is created...people are happy!

256 They bring business revenue.

257 They bring income, but they allow mediocre business to continue to thrive because that's all that's here. I hate the downtown shops & restaurants and avoid them at all costs. They are awful.

258 They bring money to the City but make it more difficult for locals to walk around

259 They bring tax dollars

260 They certainly clog the streets...and they don't benefit my own business.

261 They crowd the community and they cause additional traffic... though if they are they are the only tax revenue then bring it.

262 They do bring income to our city.

263 They litter, crowd sidewalks and roadways and it is not manage well by the city at all.

264 They pay sales tax...help local merchants

265 They spend a lot of money here and add revenue.

266 They spend little money

267 They spend money here, which is good for our economy

268 They stay downtown so don't affect me except with slower traffic and I know the ways around it.

269 They support Sausalito with their purchases, however they do tend to make Bridgeway feel a little crowded.

270 This presumably will always be a balance with the vibrancy of the town relying somewhat on tourism - but perhaps the charm of Sausalito would be to keep it as a small community to visit and not an outright tourist destination

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Questions 10 Open Answers (cont.)

This would depend largely on what type of tourist visits. More tourists on bicycles from SF will have a negative impact, as they do now; i.e. breaking traffic laws for which they are not ticketed, so we pay for police time but receive no benefit; cost of services in general (maintaining bike parking, public toilets, fire dept rescue, janitorial) increases while this group spends the average of the cost of an ice cream cone. At some point an increase in tourists would result in diminishing returns for everyone, residents and merchants alike, but the residents would feel it
271 first.

272 Too crowded already

Too crowded is not good either. There would be more crime. We do not want a Coney island or a
273 marina del ray, ca. Leave as is and more tourists will come

274 Too crowded, too many bikes,

275 Too many bicycles

276 Too many bicycles, riders purchase only water and ice cream

277 Too many bikes and people - difficult to walk except in the early morning or evening.

278 Too many people

Too many rude and arrogant bike riders!! By far our main issue at this time...We live at Main St
279 and the intersection there is too dangerous.

280 TOO MANY TOUIRST DON'T OBEY THE TRAFFIC LAWS, ESPECIALLY BIKES

281 Too many tourists on bicycles already who don't share the road.

282 Too much cheese

283 Too much congestion.

284 Too much traffic and garbage - tourists drop a lot of garbage

Tourism = Revenue ...The only drawback is that it can make the sidewalks a little crowded on nice days. As a local, I can always find secret places to escape the tourists - but at the same time
285 we need them!

Tourism adds to the vitality of the community, brings sorely needed revenue to the city coffers, especially those who stay in the hotels. They generate the most dollars per visitor with the least
286 impact on the infrastructure and services.

Tourism helps sustain the Sausalito community. The more $ spent in Sausalito, the more $ the City gets from sales tax and TOT tax which can then be used to improve roads and services for
287 residents.

288 Tourism is a major source of income for the City, therefore more visitors would be beneficial

Tourism is fine if you put in a better bikeway and pedestrian path do encourage nonmotorized
289 traffic.

Tourism is good business. People bring their money, drop it off and leave. This is the way to
290 fund a level of city services beyond what most towns our size enjoy.

Tourism is only a part of the economy, but dominates public resources. We need to recognize a limit on how many tourists we should attract and how to allocate resources so that non-tourist
291 related industries to be attracted to Sausalito.

Tourism is vital to Sausalito and its businesses. The problem is that there is not enough parking
292 space if there were even more tourists.

Tourism seems to remain our main source of income, which is helpful if some of those dollars remain in the city. However, having other viable sources of city business income is always prudent. But if business overtakes the livability of the city, we will have destroyed a jewel and
293 our home.

Questions 10 Open Answers (cont.)

294 Tourism should stimulate the maritime and cultural heritage of this part of the Bay region also help to increase local revenue.

295 Tourist businesses displace resident serving businesses

296 Tourist only go to downtown, buy very little and don't contribute to the stable business of the town. Congestion is horrible as it is already

297 Tourist related revenue accounts for over 50% towards the city's income and since many tax-paying residents under Prop 13 still on contribute minimal revenue we need the income right?

298 Tourist stay downtown... They may clog traffic

299 Tourists = $, however they also bring problems which cost money to solve

300 Tourists always bring in revenue...

301 Tourists are great for our downtown businesses and Golden Gate Transit ridership.

302 Tourists are impersonal and even block walking through the downtown area.

303 Tourists are the key monetary influx to Sausalito, which keeps it afloat. However, their impact on traffic and parking for residents is horrific.

304 Tourists are too concentrated in the downtown area

305 Tourists bring a positive energy. We need to keep attracting them.

306 Tourists bring in money and tend to stay on Bridgeway. Having them here should be a benefit, though if we don't do something to bring tourists here to do something other than buy t-shirts we will lose our town and the tourists. Even now I have friends say when people come to SF "Sausalito, why bother." We don't have destination restaurants, and the waterfront views have t-shirt shops and asphalt. Downtown needs more than the Chamber of Commerce to help it build a sustainable destination identity.

307 Tourists bring money into the local economy, but are not a sustainable source of revenue.

308 Tourists bring revenue; traffic impact of tourism is much less than in 1970's when we wouldn't even consider driving through Sausalito on Bridgeway due to the gridlock.

309 Tourists buy things to take with them. We gain from the sales tax collected thereby keeping other taxes such as property tax and special assessment taxes lower for the residence.

310 Tourists have been mostly confined to waterfront areas, so Sausalito gets revenue without high negative impacts from traffic.

311 Tourists have no impact on my life in Sausalito; the lack of City services does.

312 Tourists mainly stick to the downtown/ferry area, and the tourist bicyclists are better behaved than those who live in the area and act like they're in a race.

313 Tourists only help out the very few business along Bridgeway no one else benefits, I'm sure they cost more (clean up, wear and tear)

314 Tourist's services and resident services do not generally coincide.

315 Town size limits capacity

316 Trade off - good for retail, restaurants, etc. which increases the tax base, but more crowding, traffic, etc.

317 Traffic

318 Traffic

319 Traffic and congestion

320 Traffic and more junk stores....

321 Traffic congestion

322 Traffic congestion is already a big problem. The bicycle situation is already a mess and this would increase

DRAFT

Questions 10 Open Answers (cont.)

323 Traffic congestion, bicyclists, on Bridgeway to north end of town

324 Traffic downtown is difficult to get thru for residents

325 Traffic is horrible - especially bicyclists that are rude and dangerous and typically bring nothing to the city in terms of financial support

326 Traffic would be worse in/out of town. Of course, locals know how to go through the hills to get to the GG Bridge, which helps a bit.

327 Traffic, bike traffic, crowded sidewalks, trash all over the place.

328 Traffic, especially bicyclists are a problem. The bicyclists (non tourist) are often incredibly reckless and rude.

329 Traffic, no stores that serve residents

330 Traffic, parking

331 Understand they spend money here and that's beneficial, but sidewalks and main street already seem quite full on nice days

332 Unless facilities are built to handle them, they will overrun the town.

333 Unless the tourists participate in an activity provided by a resident of the city then they get off the ferry/bus, walk around eat ice cream and go back to SF!

334 Up in the hills we don't deal daily with downtown and the tourists- we use Caledonia and the other end of town for our services...more tourism should help the economy and then maybe streets can be paved, city clean- up more often

335 VISITOR EXPENDITURES REPRESENTS THE LIFE BLOOD OF SAUSALITO

336 Visitors add economic vitality.

337 We are lacking a strong community shopping & gathering place(s). Caledonia str. needs t thrive....skip the t-shirts!

338 We can use the tax revenue and residents don't usually go to the "touristy" downtown (south of new fire house)

339 We don't have the infrastructure to support the tourists that we have coming into town now. I don't want my property taxes increased any more (especially given the economy and declining house values) so "Blazing Saddles" can add 1000 more bikes coming over the bridge into Sausalito... The tourists don't spend any money here. And, we have to pay through the nose to expand bike lanes to make it safe; police/fire/emergency medical staff, etc...

340 We don't want Sausalito to turn into Fisherman's Wharf. Then the Tourists will stop and the residents will leave, too.

341 We have an awful lot of for rent signs on commercial property in this town. WE NEED TOURISTS

342 We need revenues to support our local services. Much of our local revenue comes from local businesses, including TOT so tourists are essential to our town's wellbeing.

343 We need the revenue from sales taxes so that is good.

344 We need the tourists dollars to survive, but I don't go downtown in the thick of the season

345 We need to control the cyclists and the tour buses. They cause a lot of back up down bridge way.

346 We would bring more business here, and it would be lively. And the revenue could help us create more infrastructure for the visitors.

347 With increased overnight guests, transient occupancy tax receipts would climb, as would tax revenue from restaurants and retailers.

348 Would avoid the downtown area altogether.

349 Would be nice to have some more business in Caledonia St. The shop owners would not just work for their landlords and were not forced to move to Mill Valley etc.

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Question 11: What other thoughts or concerns do you have regarding tourism within Sausalito? Please share.

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

Answer Options	Which of the following choices best describes your relationship to Sausalito?			
	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Count
	170	31	85	286
			answered question	286
			skipped question	175

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Question 11 Open Answers:

1 - Have later ferries to / from San Francisco. - Improve waterfront access through the bay ship. - Improve road for cyclists around 2nd St. / South Street and onto Alexander Ave. I'm not a cyclist but those traveling uphill towards Alexander Ave have a

2 ...The more the merrier!

3 3 THOUGHTS: 1. Expand the number of overnight visitor accommodations to optimize per capita expenditures, to minimize the hustle and bustle associated with short-term visits and to enhance Sausalito's reputation as a foremost vacation destination; 2. Continually re-invest a portion of the City's income from tourism in order to enhance and expand visitors' pedestrian (sight-seeing) experience and to benefit residents during the slow months of the year; 3. Conduct and systematically make use of "exit surveys" toward improving visitor satisfaction.

4 A better or more ways to park, and transport bicycles back to San Francisco. Better bicycle signage

5 A big effort should be made to create bike lanes to increase safety.

6 A fresh look at how to make Sausalito a tourist friendly place would be helpful. Everything from international language signage (throughout all of town) to using the parking police as ambassadors of good will would greatly help. Could the street entertainers be registered to provide better quality experiences and less harassment for the tourists? The entertainers could be a better asset to the city and the favorable/pleasant experience of the tourists.

7 A harbor should be built to allow visiting boats to a city that prides it's marine beginnings

8 A lot of residents have negative views on tourism but we are now in the middle of a long and harsh recession and Sausalito should be happy to have anyone (tourists or otherwise) shopping, eating and spending here!

9 A lot of tourists would completely destroy the experience and character of the town.

10 A wide range of well managed services & facilities must be provided for visitors to avoid negative impacts to the town and residents. We need to provide activities throughout the Town and the means to get there without driving, such as water taxi and shuttles. Visitors will then stay longer and spend more money, thus enhancing our local economy. Tourists want to come here, but we don't welcome them well, or provide them with opportunities to enjoy Sausalito's unique qualities. We are terrible hosts and by being so, miss the economic benefits being a better & smarter host can offer.

11 Above

12 All downtown stores seem to cater nearly exclusively to tourists. Hence, except for the recently closed Real Foods Grocery Store where we were weakly customers, we have no reason to shop in Sausalito.

13 All of the bikers going down Alexander - very dangerous. Especially the families wearing no helmets.

14 All visitors should leave Sausalito with a positive experience. We should not be anxious to give parking tickets / only have tee shirt type stores /dirty streets/ roads with potholes etc. It would be great to have a location showing the artwork of our many local artists rather than only chain art stores.

15 Although the cyclists bring in a certain amount of business, they are a pain...always on sidewalks and nearly running residents over at Main St. while they speed downhill. Control is needed here.

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Question 11 Open Answers (cont.)

16 Am concerned about the hordes of bike renting tourists. Nice to see them enjoying themselves, but they should be supporting our economy not the bike rental companies. We're not part of thru GGNRA.

17 An increase in inexperienced bikers is/could be a problem with traffic and foot traffic.

18 An incredible asset for the community, needs more focus to provide services for Tourists

19 Arrest the bicycle offenders

20 As a resident and business owner, my only benefit from the tourists visiting Sausalito is their contribution to tax revenues, which I appreciate. But the cost of living in a tourist town sometimes challenges even the most forgiving of temperaments. Personally, I would think we should attract fewer, more affluent tourists and stop the buses and bicycles. There are a few cities upon which we can draw as examples, and of course, the most common is Portofino, Italy. We don't need volume to be successful.

21 As long as our representatives are concerned with resident, environmental and safety response systems (our park and community services, police, fire and emergency preparedness and response systems (coast guard.) then we should be fine.

22 Availability of car and bicycle parking, and traffic congestion. Lack of adequate restroom facilities for tourists.

23 Be sure to have lots of signs for biking and also parking. Have a smile on your face when a tourist reading the map runs into you!

24 Because of the success and widespread positive reputation of the Sausalito Art Festival, an effort should be made to attract more galleries and promote more art-shopper tourism. Because of the city's reputation as a creative wellspring, an effort should be made to attract "creative" enterprises. We also need political representatives who can break the planning logjam at City Hall, particularly to the blighted areas near the water that are ripe for creative development and have been wrangled over for far too long. We are a tiny town, but the quality of the debate about property development makes it feel like Sacramento.

25 Besides walking on Bridgeway purchasing t-shirts nothing else for the tourist to see. Suggest artist studio's downtown, or some side streets, maybe shuttle buses to artist studios?

26 Best to target hi-caliber tourists as they are more likely to spend $ and return

27 Better business and services bring a better tourist to town.....

28 Better marked biking lanes. All bikers should be required to wear a helmet.

29 Bicycle crowding on the weekends. No lanes to support the number that come into town.

30 Bicycle rentals from San Francisco are very dangerous. We have seen many bicycles to car accidents this year.

31 Bicycle traffic

32 Bicycles

33 Bicycling needs to be minimized if you want to enhance the residential experience of living in Sausalito!

34 Bicyclists are very dangerous. They often don't look and are arrogant with their driving habits. They don't follow the rules of the road.

35 Bicyclists need to be monitored aggressively to avoid accidents and anger.

36 Big buses are not a boon. Parking and traffic is impossible in downtown from Memorial Day through Labor Day.

37 Bikers are a challenge, as they don't seem to respect the traffic rules.

38 Bikers do not stop for traffic lights

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Question 11 Open Answers (cont.)

39 Bikes

40 Burden on infrastructure such as restroom facilities

41 But a large tourist influx increases revenue for the city

42 Cannot stop them, cannot put a fence, need to manage impact wisely.

43 Congestion in downtown, distracted drivers and pedestrians, tourists in downtown (Bridgeway) deterring locals from the area.

44 Contain tourism to downtown. Leave Marinship and other waterfront areas to residents, existing historic maritime activities and local artisans.

45 Control the speeding bikes...Tourists are not nearly as troublesome as the die-hard latex speedsters running red lights and tailgating locals!

46 Dangerous driving. Too many bikes

47 Do not allow bike traffic to get larger than present. Do NOT alter the streets to allow in more bikes. TOO DISRUPTIVE

48 Do something about all the bikes

49 Don't mind it. They come here because it's beautiful. That's why we live here.

50 Don't want tourist-serving businesses to take over northern waterfront areas. We have a niche - a water oriented town. Let's not ruin it.

51 Downtown is a lost cause anyway, let's milk the tourists.

52 Downtown shops operate primarily to service the tourists and there is no incentive for a resident to visit them.

53 Due to the cheesy quality of many of the businesses in the Bridgeway corridor and lack of variety Sausalito isn't likely to attract people to particularly are coming to shop nice stores that represent the best of what Marin has to offer. We would probably get more local tourists and a higher class of tourists if there were more to offer. And perhaps locals would spend more of their money in town versus going to nearby towns.

54 During the busy season (from Memorial Week-end thru September) there should be more trash containers in the most trafficked part of town. By the end of the day, the containers are totally over-loaded and there is garbage strewn about; also the empty containers should be hosed down inside as well as out with some kind of disinfectant as they can, by the end of the day, smell quite unpleasant. I can see the eyesore from my apartment windows and since I am a pedestrian I am aware of the 'aromas' of the trash containers.

55 Euros do not follow local customs and tip appropriately (if at all). Maybe the local mores should be listed in a handout to educate them because the first thing I do when I go to a new area I research the local customs so as to fit in.

56 Focus on getting new non-retail businesses into our expansive vacant properties.

57 Get rid of the ice cream shop and tee shirt shops downtown. They are a nuisance to businesses that are attempting to attract a higher class of visitor to Sausalito.

58 Hate to see a bunch of shops Selling touristy kitsch

59 Heavy traffic and overcrowding would cause deterioration

60 However I do tend to stay away from downtown during "tourist" hours - when the ferries are running

61 I am continually concerned about the tourist bikers - more for their safety than anything. A bike path seems essential for the non-local, tourist biker

DRAFT

Question 11 Open Answers (cont.)

62 I believe Sausalito depends on revenue that tourism affords. As a resident I plan activities in Sausalito at times that I think it may be less crowded in town (i.e., early morning walk from north end to south end of town)

63 I believe that tourism issues, such as bicycles or cars in the city can be managed. The quality to be accentuated is the city's individual, quirky nature - all its facets. Otherwise, there is no "there" there - just tee shirt shops.

64 I don't know how the numbers stack up now vs. the past recent and further past, but I think there is a limit and I'm not sure what that limit is, regarding congestion, both pedestrian and auto.

65 I don't know why we don't focus on making Sausalito a destination for local SF/Marinites living nearby. That would be better for residents and the business community.

66 I don't mind the tourists since I just avoid that part of town.

67 I generally like it. It makes things a bit more interesting. However, Too Many Tourists can ruin the experience for the tourists themselves and hence, could tarnish the reputation of Sausalito as a nice, quaint seaside town and instead it could gain a reputation of a "Coney island" atmosphere.

68 I hate the wobbly tourist bikers - I also hate the Lance Armstrong Speeder bikers who ALWAYS pass and speed - they never go 25mph on bridgeway. The shops in town are a bit cheesy, too. I wish we could get a few nationally recognized high-end stores like designer stores, etc. Why can't we have any chain stores? If you go back east, like in Greenwich Connecticut, you can shop for almost anything, and so can the tourists.

69 I have already shared some of my distress and disappointment above. This has become a cheap tourist trap town controlled by the "wrong" people solely driven by the profit motive. The buses parked in the center of town with their motors running, poisoning the air with their toxic fumes and creating havoc of people are another. Meanwhile the bus drivers are paid to funnel the tourists into certain nearby shops. I actually feel sorry for the dazed tourists who stop me daily to ask simple questions like where is the a public toilet. The Chamber of Commerce is not doing anything to contribute to their good memories. I suggest they visit other seaside towns in Cape Cod or Nantucket and copy their example.

70 I have great concern with the bicyclists coming down Anderson Dr. Very Dangerous

71 I have no concerns. It's a beautiful town, why not share it?

72 I have not opinion; I live at the north (forgotten) end of town, which is only valued by the city council for our taxable property.

73 I hope we charge those tour buses for parking here...it is very dangerous to have them unloading right on the street. There should be off street places for them to park. On Sat and Sun we should have crossing guards for the 3 main crosswalks downtown

74 I like Sausalito being a representative of the U.S. -- I think it speaks well of the U.S. and I'm proud of that. But I don't like litter (especially cigarette butts!)

75 I like the investment in better bike lanes for safety purposes. And I like that the police enforce the rules of the roads for car drivers and cyclists alike. Makes it easier to get along - and safer for all.

76 I like tourists. Payback for all the times I'm a tourist. I would be more positive if the tourists were managed better i.e. a seamless, off the road (as much as possible) bike/hiking path that traverses as much of the waterfront as possible all the way to Mike's Bikes. From the GG Bridge they should be required to descend down to C. Point and then along the waterfront.

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Question 11 Open Answers (cont.)

77 I love the tourists ... it adds to the charm of Sausalito. I am concerned about biking; however as I do not think some of the tourists understand how dangerous it can be.

78 I love the tourists. They are usually classy, educated, well dressed and interesting. They had to do research to find Sausalito. I stay off the streets during tourist times.

79 I mostly like the fact that we have tourists--it does help the local economy

80 I question why the city and chamber devote so much resources to this

81 I remember the old days when the tourists were so abhorred. I think the current solution is a good, tending to guide them to downtown Bridgeway sores & restaurants. I work at info kiosk & it seems to satisfy most visitors.

82 I think it would be nice if the residents of Sausalito spent more money at the businesses located here and we weren't so dependent on tourism.

83 I think it's great for the downtown businesses, but probably not so ideal for the downtown residences.

84 I think that residents should be able to register for a type of rebate card, so that we could get a discount in stores, as the price level to me seems geared to the tourists' purse. Many services much higher than in SF, I noticed. That's OK, but I think residents should get a break.

85 I think the more tourists the better.

86 I think we need to attract more upscale businesses to attract a different caliber of tourist-one that spends more money and therefore brings more tax revenue to the City. I think we should develop the Northern Waterfront per Imagine Sausalito. And I think we should offer moorings to larger boats that might come into Sausalito, spend time and spend money (as opposed to the tourists who come over on the ferry and spend little money and add to congestion.

87 I volunteer at the Visitor Kiosk and hear how much the tourist enjoy Sausalito.

88 I want to see the industrial/working waterfront be a draw for residents as well as tourists. We have a scarce resource and should work hard to make it prosperous.

89 I was especially disappointed when the park with the fountain was opened to Tourists. Now I hear that it will also be necessary to put in a handicap ramp. It would better serve the community to close the park again. It is visible from the street and would be less maintenance for the city.

90 I wish that residents were more welcoming to visitors. It seems to me that there is no "memory" of when our residents travel to other cities and how they like to be treated when traveling.

91 I would be very curious to see how many cyclists actually spend money on any of the local retail stores.... So maybe they buy a burger or sandwich/coffee... But sit down to eat at one of our fine restaurants? I doubt it. I moved to Sausalito because I liked the small town feel. I avoid the downtown area during the Summer and weekends, because it's overrun with Tourists. I have been active in residential real estate sales for the past 15 years and have been Sausalito Top Realtor for the past eight years.... I have never sold a home to someone that came here by Ferry for the day, or by bike (a tourist). I have been referred clients that were staying at local Hotels for several days that fell in love with Sausalito and asked the Manager who they should contact.... I can't imagine a single resident being excited about more tourists.

92 I would hope that locals would have pride in their town so they would want to keep it appealing and would be willing to pay for services required to keep it up.

93 I would like to see greater regulation of bicycling tourists.

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Question 11 Open Answers (cont.)

94 I would try to encourage as much tourism as possible. I love capitalism The only time I don't feel like we're in a recession is when I'm hanging out here at home in Sausalito, or Mill Valley or Larkspur. I'd never live anywhere but Marin.

95 I'd like to see some of the tourist traffic diverted along Princess Street. There are a few shops there that don't get enough traffic.

96 If cyclists could be controlled on weekends probably not much effect.

97 If it encourages more mass transit (ferry runs, and buses), then great.

98 If it increases a lot there will be a lot more people parking on my residential street

99 If there is going to be an increase in tourism I think visitor docking should be increased to allow people to arrive via water. We don't have the infrastructure and roadways to accommodate more road traffic.

100 I'm not a tourist-hater; I used to be a tourist here myself. Now I'm fortunate enough to live here.

101 I'm proud to live in a town that others come to visit from around the world

102 Improve the quality of restaurants More outdoor/waterfront dining options

103 In with the new, out with the old if we want to survive the next 100 years. Let's make Sausalito fun and hip again, not old and crusty.

104 Increased traffic makes driving around town challenging.

105 Invite more tourists. Add more trashcans on the streets, and empty them more often. Most visitors try to use them, but often they are overflowing.

106 Ironically, by far the most disruptive visitors are the Bay Area resident bike riders who speed through town on road bikes. The ferry riders crowd the streets some but support businesses and taxes. The wobbly bike riders can be annoying on the streets but are actually far more considerate than the guys who watch the Tour de France on TV and want to live their fantasy. The regional visitors are a) far more likely to pedal through Sausalito without stopping to spend significant money (vs. the renters who are headed to the Ferry), and b) are constantly being rude to residents and to our employees here, both to drivers and to pedestrians. I'd keep welcoming the wobbly rental bike riders and ferry visitors and ask the SPD to crack down hard on the regional bike riders who treat Bridgeway like their personal freeway and think of us as Disney employees who are supposed to smile and get out of their way.

107 Is their mission or policy behind Sausalito's tourism industry and tourism marketing? That might help.

108 It depends on the type of tourist - not bike tourists-they don't spend money. Carmel type tourists are ideal.

109 It has to be encouraged but it must be strategically-driven...which it isn't today

110 It is time for tourists to be held to the same standards of law that are applied to the residents; read writ large: bicycle riders, both the meandering, distracted tourists, and the raging weekend road warriors that tear through town.

111 It isn't about how many tourists, but how much we get from each tourist.

112 It seems like there's been a focus on cheap t-shirt shops and daylong tourism without thinking about what would benefit the city long term. I really hope the city will consider my recommendation that it look into laying moorings and inviting yachts to overnight here. Newport makes $50 per night on its moorings and the sailors spend a lot of money on services and in the restaurants and shops there.

113 It seems to be a necessary evil but I would love to limit the tour buses and bikes for my own traffic and noise levels

DRAFT

Question 11 Open Answers (cont.)

114 It takes forever to get through downtown with all those tourists

115 It's a stunning place. Make it easier to see and stay. A late ferry would benefit the restaurants. It's awful. The pedestrians take over the streets, making it completely impossible to drive on sunny afternoons and any weekend day. Pedestrians should not be able to just walk into any streets. I think that having something regulating them - signs, traffic officers, something - would greatly benefit the traffic flow. Like I mentioned before, tourists make me avoid downtown and take the spencer avenue exit; thus, the overflow of tourists in the streets decreases my incentive to do my shopping in Sausalito itself. Tourists on bikes are a hazard to anyone walking any motorist, because they don't know how to steer and go on the sidewalk

116 despite the signs posted.

It's seasonal and provides revenue. The trick is not to let business that specialize in extracting

117 money from tourists channel all the revenue out of Sausalito.

I've noticed a lack of trashcans and debris removal. I wouldn't expect it to be a major burden to the city to put a few more trash can out especially in the center of town next to the water where most tourist congregate. There's too much over flow and much of the garbage ends up

118 in the bay.

Keep Sausalito as is - we have many tourists- we could offer more if we didn't have to pay these consultants to figure our town out - tourists can't understand how we have been able to

119 keep development out.

120 Keep the busses out

121 Keep the damn bicycles off the sidewalks!!

Keep the ferries and their employees; better downtown stores would bring more sales and more revenue- the retail shops are not the caliber we should or could have being we are a world known destination- more tourists might start spending the nights in Sausalito rather than SF if we had more advertisement and encouragement to stay and if we had better

122 restaurants they would also dine downtown and hence more revenues to the city

Keep them all downtown and especially close to the ferry landing so they can get the hell outta

123 town without blocking traffic.

124 Keep them downtown.

125 Keeps the retail community solvent

Let's bring the downtown store merchandise back for residents...why have we given away this

126 beautiful downtown to tourists.... I never shop or go to the tourist area...I would love to....

127 Like the walking tourists. Hate the bicyclists.

128 Like to see fewer tee short shops and more upscale stores.

Living off of second street, it would be great if there was a bike lane or sidewalk bicyclists could go on- it also takes a really long time to get through Bridgeway traffic with all of the

129 pedestrians having the right of way to cross streets

Local tourism, meaning the weekend warrior cyclists are a major problem. The run down pedestrians, don't respect speed limits, ignore traffic lights and stop signs and are incredibly

130 aggressive.

Low quality tourism services could impact real estate values and degrade the community. Also

131 tourism is not a stable industry and does not support a sustainable community.

Make downtown more tourists friendly. Bathrooms are hard to find, there could be walking

132 tours, and make it safe for bike riders coming from SF down Alexander

DRAFT

Question 11 Open Answers (cont.)

133 Making great recreational space, cafes, shops that appeal to locals will automatically also appeal to tourists. We don't need more poorly designed shops with dolphin art and souvenirs. Create a promenade along the water, and provide more well-designed cafes like Bar Bocce, and tourists will come and contribute the city revenue.

134 Managing the hordes of bicycles is still a problem in spite of efforts to do so

135 More bikes on the road lead to more congestion and possibly more accidents and angry drivers. Looking forward to more bike lanes so there is plenty of room for the tourists on bikes.

136 More tourists staying overnight in Sausalito would support restaurants and spread the load from the daytime crush

137 More tourists would create more congestion - one of the least appealing aspects of life in the Bay Area, or most urban areas.

138 Most tourists to Sausalito are interesting and nice, and should be welcomed. Some are not, but we can't keep them out, so we should make what we offer both high quality and appealing to people of taste and discrimination AND PRACTICAL (for instance, minor drug store items, camera accessories, etc.) That means putting pressure on property owners to hold out for quality tenants and practical services those locals and visitors really need and/or want. Determine the kinds of services and products both residents and visitors find attractive in this very special place (as opposed to what's offered at shopping malls and Disneyland reproductions) and provide incentives for those kinds of businesses to come here and property owners to make it financially possible.

139 Need a way to drive business to Caledonia retail area

140 Need better traffic control. Pedestrians think they are in Disneyland and wander across streets w/o looking. Bikes are a real pain in the butt. They slow the ferry service down and riders do not follow rules of road. They too often ride on sidewalks. Why is this not better policed?

141 Need more parking

142 Need to closely monitor and control bicycle traffic.

143 Need to have more control over the tourist bikes. Someone will be seriously injured eventually.

144 Need to improve infrastructure if you want more tourist. Dangerous for bikers and cars going on northern Alexander Ave. It is too narrow and too many cars parked.

145 Need to keep bicycles out of traffic and off of sidewalks when riding.

146 Needs to be a public square to accommodate both tourists and locals

147 Needs to increase.

148 Negative impact is - Traffic, noise, clutter...

149 No reason not to increase it; most of the tourism I encounter is by bus and ferry...

150 Not a big problem and they drive revenue to downtown retail shops

151 Not enough public bathrooms

152 Of course there are some inconveniences, like parking

153 One of the most pleasurable experiences is to have the opportunity to travel and be a tourist, however, I don't think the local residents appreciate tourists in their own hometown. We should embrace them and appreciate the dollars that they bring to Sausalito.

154 Our downtown caters mostly to tourists, hence why locals don't shop there much nor find quality restaurants worth patronizing.

155 Overly commercialized by non-local or national chains/businesses; that access to the water should be increased by the enhanced business

DRAFT

Question 11 Open Answers (cont.)

156 Parking

157 Parking lots are a disaster. Unfriendly, lack of service. Poor immediate picture of City

158 Parking meters charge too much! No bike lane where needed. Ferries run too seldom (check out Sydney Harbor)

159 Parking, parking, and parking. Outside Sausalito city limits residents are not issued passes to park. More tourism will only worsen this condition and further prevent myself and my visitors from gaining access to retail and dining.

160 Ped crossing in downtown needs to be redesigned at El Portal. Between bikers that disregard the cross walk and absent minded tourists, nightmare....

161 People live here. It's not just about tourism. As it is, there is a general lack of service for residents.

162 Please get a fee associated with the bicycles that invade our city. It could be assessed at the time of rental and given back to the city.

163 Please, none of those silly Segways. They take over the sidewalks and endanger the safely of pedestrians and casual strollers.

164 Provide bike rentals here

165 Provide more retail opportunity for Sausalito's residences to sell their work or homemade products directly to the tourists via a high standard, semi-permanent food and craft's fair/farmer's market.

166 Put some traffic control, on foot, in the downtown intersections during peak periods.

167 Recognize houseboat community by giving us the right to purchase downtown resident parking permits. We have been denied because we reside in county area not city. Tourism should focus on shore amenities for transit vessels.

168 Relying solely on tourist industry is very risky as single point of failure Also high danger for the city to lose its soul if it becomes just a tourist town. I think the city has reached its limit on number of tourists it sees particularly during summer, making residents' life difficult; I understand it's hard to find the right balance but we must attract other businesses and why not in the energy and green industry

169 Remove the fellow with the bird, he was somewhat tolerable when he did whiteface, didn't speak or force the bird on people and his kaleidoscope was in good repair. Remove Romanowsky from hanging out at the ferry landing he is a disgrace to the community and certainly not the first or last impression people should have of our otherwise charming community. Then there is the common their Bo.

170 Restrict tourist buses

171 S.F. commute

172 Sausalito always focuses on bringing tourists downtown but there are other areas of Sausalito that are also interesting for tourists

173 Sausalito could be a world-class tourist and living destination if the waterfront was developed. We are sitting on a gold mine and wasting it with junk "business" littering the water front

174 Sausalito has a colorful history and identity (Sitting on the Dock of the Bay springs to mind) This 'old world charm' and eclectic identity would be sad to lose to a slick shops and hotels and restaurants persona

175 Sausalito is a popular destination for bicycling tourists. (Which I think is good.) But most of these biking tourists enter or leave via Alexander Avenue, which is dangerous for cyclists. It is very desirable to make Alexander Avenue safer for cyclists or route them through East Road.

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Question 11 Open Answers (cont.)

176 Sausalito is a tourist destination period. We are lucky that most tourists are gone in the evening so we can also enjoy our little town. Isolating Sausalito from tourism is a lose-lose for all

177 Sausalito is a walking tourist town - but the touristy downtown area is very small, cut off from the Caledonia business corridor, and lacks any sort of gathering areas that would encourage tourists to spend more time. Indeed, many tourists end up standing in the streets because the sidewalk areas are too small.

178 Sausalito really needs to be looking at its public transportation opportunities and move forward with options that relieve parking deficit and helps alleviate traffic congestion during peak season

179 Sausalito should be a town first for the residents and businesses and a tourist destination 2nd. The town should be sustainable on its own, tourism should be gravy.

180 Sausalito survives on the tourists that visit but they not very welcoming or inviting. The residents can't stand them, but they should be grateful to them

181 See above

182 See above!

183 Since I have lived here (73), I have seen bakery, 5 and 10; real foods and other businesses leave for tourist-centered shops. Can we just look for community-based businesses so we did not need to go to Mill Valley for everything?

184 Some residents complain about the crowds, but not me -- so it takes an extra minute or so to get across town, big deal. If you don't like tourists, it's easy enough not to hang out downtown on weekends. Tourists liven the place up. And let's face it, without the tourists; this is just a town full of rich old white people.

185 Something needs to be done (still) with the bicyclists -local and tourists -- so dangerous to be in a car around them -- no helmet - riding on sidewalk or wrong side of street

186 Something needs to be done about the bikes.

187 Speaking as a retailer, the tour buses stay long enough for a tourist to get a hot dog and that's it.

188 Speeding bicyclists on Alexander Ave and Second Street are a serious danger to themselves and others.

189 Stated in a prior comment, concern about the inadvertent message being sent to tourists about what there really is to do in Sausalito. Recent bike rental companies coming in is a good thing. I would like to see more activity-based business for the tourists. I fear that our offering is too retail oriented.

190 Streets and sidewalks not wide enough. Should close off parts of bridgeway to traffic for pedestrians if possible

191 Tax the spandex soldiers for their use of our roads

192 The bicycle traffic is very much at capacity. This is a problem for the streets, and particularly the commute ferries.

193 The bicyclists passing through town do not follow the rules of the road.

194 The bike traffic is a joke, it's said they purchase things here, NO

195 The bike traffic is horrendous, the riders are rude

196 The bike visitors particularly from Blazing Saddles are a menace and hazard on Bridgeway and simply don't know what they are doing. Zero training from Blazing Saddles.

197 The city council cares more about the bicycle tourists than about residents. Why are the police handing out traffic tickets/ Hey, it's easy money?

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Question 11 Open Answers (cont.)

198 The current shops are terrible and embarrassing. Tacky t-shirts shops, some chain stores and other junk.

199 The Day Tourism does not spent so much money so it would be much more important to make the City more attractive for locals especially the Caledonia St. Area.

200 The downtown area could use some significant spiffing up. Some years back, there was a proposal to install a plaza and some shops (coffee shop, museum??) in Lot 1. I thought it was a great idea as Lot 1 is likely one of the most beautiful spots on the planet, and using it for parking has to be one of the poorest land use planning choices on the face of the planet. But, that plan faced major opposition. Most of the criticism that I heard was along the lines of, "Why should we spend taxpayer dollars to make the town nice for tourists?" I don't agree with that position, but it is a clear example of how tourism adversely affects living in Sausalito.

201 The ferry needs a fare established for bicycles, so that the vendors have an incentive to come and pick them up rather than the mess that the ferry has become.

202 The flow of tourist activities need to be managed.

203 The frequency of the ferryboats is an excellent way to promote tourism and reduce the need for more parking spaces. It has significantly improved the downtown...giving it a more pedestrian scale that is suited to the small sidewalks, water view, etc.

204 The maritime aspect and Sausalito's waterfront history should be represented better. There's more than just houseboats and maybe the bay model - if they find it.... there should be on the water tourist business, boats going out, charters, sail, boat rental. Tourism is a way to bring in revenue to help preserve this local history without giving up city funds that are better spent fixing the sewer system

205 The more the better. Make sure you have public restrooms available to them.

206 The only negative is high season traffic

207 The parking authority is out of control. My brother in law visited and was ticketed when all the machines were down in the lot. I was ticketed in under 15 min in a yellow zone to drop off an item at the Casa Madrona. I have receipts to prove it. It makes tourism a negative experience also the down town bathrooms need overhauling.

208 The police does little to nothing to enforce bikers and tourists compliance with the laws and regulations. Sausalito should implement a bike toll for Sausalito non-residents and tourists traveling through Sausalito

209 The rental bikes are out of control. Too many uninitiated riders trying to negotiate a very difficult downhill (Alexander). Also, ferry boarding is delayed for regular commuters. / I feel like I moved to Fisherman's wharf.

210 The reputation of the city decreases as a vibrant interesting community to live in as tourism increases. The model for the downtown should be the SF ferry building, where visitors and locals get access to the best of our local community, not imported T-shirts, poor quality food and imported poor quality art.

211 The self-destructive attitude that so many people have is ridiculous...except for hating the cyclists...if I could get a commission on red light fines; I'd be able to afford to shop at Mollie's.

212 The stores downtown need diversifying, i.e. the Christmas store. Furthermore, Sausalito should take more pride in the waterfront and develop it more for boating. The city sits on the water, but the only thing being enjoyed is the view.

213 The streets and trashcans should be cleaner. The information booth (Ice House) should be open on Mondays, a real problem, as Mondays are always busy with tourists, and I know they could get volunteers for that day.

DRAFT

Question 11 Open Answers (cont.)

214 The tourists on bikes are a hazard and they don't seem to spend money, except for on sandwiches and such.

215 The tourists who arrive by specialty bus and vans should be encouraged. They seem to patronize local shops and restaurants more than bikers.

216 The town caters to tourists, not residents.

217 There are lots of places outside of downtown for resident-serving businesses like restaurants or a pharmacy, but I don't think City Hall will allow anything that people will actually use.

218 There are too many bicycles. The riders don't seem to pay any attention to the rules, which are set out to keep them safe.

219 There is a lot of potential that exists along the waterfront. The entire town of Sausalito sits on the waterfront. If we can somehow drive more business to that part of Sausalito, downtown may not be so overwhelmed with tourists.

220 There is a way to maintain a solid, diverse community (as we used to have) and entertain visitors as well, but it really is a matter of balance. Even visitors know this when choosing where to go.

221 There Is no place for boat owners to come and park or stay over night

222 There should be more pathway development along northern shoreline to attract tourists to walk north along older waterfront as opposed to just south along Bridgeway

223 There should be traffic lights on the crosswalks; current situation is very dangerous when peds just dart in front of vehicles assuming the vehicle will slam the brakes.

224 They bring in $$ for the "tourist crap stores" ... you can regulate taste. So downtown is stuck with what it is ... I don't shop at any of the stores ...

225 They have a hard time with the new parking lot systems and meters. Please fix that as the money would be a great source of revenue.

226 They will come no matter what and residents are smart enough to avoid downtown during a weekend. What we need to do is a better job of managing the flow through from a traffic/parking perspective and provide a great experience for them as there is not enough of our local history shared to make their visit even more memorable

227 Think historic. Project Mosaics is a good start.

228 This is a small city that everyone loves, especially those of us who live here. We want to maintain that and also realize that tourists love to come here. One issue is the bicycles that come into town.... dangerous roads and most of them ride on the sidewalks. Need some instructions from the rental agencies...most notably "Blazing Saddles".

229 This is a town that is tourist friendly and I don't have anything against that.

230 Too many bicycles without police control.

231 Too many junky shops- Christmas store, T-shirt shops. Need for some elegance. More control of cyclists-- they don't follow the rules of the road. And many of them barely know how to ride a bike and are dangerous. Starbucks should not have been allowed into our town. The new parking system is awful.... no one can figure it out.... the old one was fine. If it isn't broke, don't fix it.

232 Too many people clogging the city on rental bikes and road racers.

233 Too many tourist busses as of last 3 years! Please, park somewhere else!

234 Too many T-shirt shops and tourist junk. Tourists do not have the same needs as we residents.

235 Too much anti-business sentiment, pandering to micro-local interests, not enough strategic vision, and poor execution on basic services.

236 Too much emphasis on tourism.

Question 11 Open Answers (cont.)

237 Too much is made of the tourist industry and not enough of the basic reason they come i.e., the arts and crafts of the local town and country. Not Eastern imports!

238 Tourism also causes the ferry to be delayed/overburdened at times.

239 Tourism and retail dollars could increase with better, later public transport options.

240 Tourism brings dollars into our local economy, which is a good thing.

241 Tourism for Sausalito is great. I would hate to see more water based tourism if the city allowed a pier or a transient marina...

242 Tourism is a long established fact of life in Sausalito and is probably the second largest industry in the Bay Area. At worst it is a necessary evil. Why make it harder for people who come from all over the world to visit us?

243 Tourism is confined to a small part of Sausalito

244 Tourism is good and might be a good idea to extend the wealth down to old town and keep it less segregated.

245 Tourism is good, but it has overrun retail businesses in Sausalito, living us residents with only a few businesses actually catering to locals and has left us with virtually nothing downtown except schlocky tourist-oriented businesses. The corner of Bridgeway and Princess has a beautiful building. Unfortunately, it houses a Benetton selling t-shirts. Typical.

246 Tourism is here and is not going away. We might as well deal with it. Better restrooms would be a positive first step. Also, keep the damn bikes OFF the sidewalks.

247 Tourism is vital to Sausalito. We should feel blessed that we live in such a beautiful place that people from all over the world come to visit. They make possible what we take for granted. Without tourism, the city would not have a balanced budget.

248 Tourism must be kept out of the Marinship and Resident serving areas.

249 Tourism supplements some businesses revenues since many of our residents do not use the local retail shops, restaurants or services.

250 Tourist need something more interesting to do while in town.

251 Tourists are great for the city's economy. Bike lanes are the only real problem I see.

252 Tourists are mostly downtown. Not where residents shop for the mostly part, except restaurants.

253 Tourists keep things lively, and bring $$$ into the town. No more T-shirt shops, though, please.

254 Tourists reflect the attractiveness of the community. Local tourism (SF and surrounding bay area) is the most sustainable form of tourism. Eliminate tee shirt and curio shops and focus on fine restaurants and events.

255 Traffic

256 Traffic congestion, car/bus air pollution

257 Traffic congestion, especially the weekend conflict with bike riders, dissuades more upscale tourists.

258 Traffic, both pedestrian and vehicle.

259 Traffic, waste, debris

260 Upgrade the stores and you will upgrade the tourists.

261 We all have concerns with many answers.

262 We have always tried to attract tourists who would spend money but we've never succeeded

263 We have an unsafe ever-increasing number of bicyclists just waiting to be involved in a major accident.

DRAFT

Question 11 Open Answers (cont.)

264 We have had tourism since 60's people love coming here, its quaint and charming an artist community no big business - as long as it stays this way tourists will come. European tourists have always been surprised at its beauty and being able to keep from development

265 We have too many tourist type "trinket" shops.

266 We need a better bike path to accommodate all the tourists, and we need better public transportation. A free shuttle all year round would be great.

267 We need all economic activity, and tourists spend money - more power to them

268 We need better access by water. Much of the original waterfront access has been removed or deteriorated. Most of our residents travel and lest they forget, they are tourists.

269 We need better parking

270 We need it; it is fine

271 We need more cruise ships coming to Sausalito.

272 We need the tourist business & should not consider the tourists as if they are unwanted.

273 We need to attract bay area resident to Sausalito and embrace our waterfront culture. Again, use Annapolis, Bristol R, etc. as example of real waterfront communities with vitality. These communities benefit from their involvement in waterfront activities.

274 We need to come up with another idea other than tourism, or a way for them to bring more. Can we charge blazing saddles a fee, can we out lay busses and force them to take ferry, what if we make Sausalito a foodie destination with a variety of choices both $ and type. I really don't know what tourist bring don't we get enough $ from local taxes?

275 WE NEED TO HAVE BETTER CONTROL OF THE CYCLISTS THAT VISIT, NOW THEY ARE A PARTICULAR PROBLEM FOR THE COMMUTERS WHO ARE OFTEN DELAYED BY THE PRESENCE OF SO MANY CYCLIST DURING COMMUTE HOURS.

276 We need to maintain a Sausalito-specific tourism experience by ensuring any new retail or restaurants are non-chain, and work to limit encroachment of tourism into local downtown areas (Caledonia)

277 We need to make down town more of a Plaza area. Michael Rex years ago did a design of how Sausalito could do a Plaza layout that would be tourist and residence friendly and provide more of a destination point for Sausalito

278 We need to tax them to come here, so the residents get some benefit, not just the t-shirt and ice cream shops.

279 We need tourism dollars. We have to face the fact that Sausalito is a destination and we need to accommodate these visitors.

280 We should not let all of the multinational tourists just unload from the ferry from SF and ride precariously to Mill Valley and return without understanding the tremendous history in Sausalito, that can be demonstrated through the Bay Model. They can better be served by local businesses related to our restaurants, boating industry, etc. than at present, where they simply ride-by without NO interpretive understanding of how rich our region is in terms of its

281 We wish the stores that we do have downtown didn't mirror those in Fisherman's Wharf. The addition of Crazy Shirts was a real turn-off and the sale of SF memorabilia in some shops added to the revulsion.

282 We've lived here for over 50 years and have never seen a problem with tourists. At one time many years ago downtown traffic was impossible, but now solved.

283 We've lost the city to tourists. All of the retail seems geared to tourists, the restaurants are almost all overpriced and mediocre quality, parking is more challenging, and there is less and less a sense of community here.

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Question 11 Open Answers (cont.)

284 Why do we need more? The city is already poorly provisioned to take care of residents. More tourism will mar the livability of Sausalito for residents and local non-tourism businesses.

285 With tourism, comes opportunity, however we really could use a "Sausalito Guide" possibly just a map with businesses on it. Guiding people to all corners of the city, which will "thin" out the crowds in South Sausalito. However I also like the quietness of Caledonia street as well.

286 Would like to see more art, creative stores, less t shirts & apparel

Question 12: Do you own or represent a Sausalito-based business?

Do you own or represent a Sausalito-based business?

	Which of the following choices best describes your relationship to Sausalito?				
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Percent	Response Count
Yes		52	138	42.9%	190
No	241	2	10	57.1%	253
				answered question	443
				skipped question	18

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Question 13: Which of the following industries best describes your business?

Which of the following industries best describes your business?

Answer Options	Response Percent	Response Count
Real Estate Agency	4.5%	8
Restaurant	2.8%	5
Retail, apparel and /or gifts	10.1%	18
Grocery store	0.0%	0
Personal Services (Hair Salon, Dry Cleaners, Automotive Care)	2.8%	5
Professional Services (Legal, Accounting, Financial Services)	29.1%	52
Other	49.2%	88
Not a business owner	1.7%	3
Other (please specify)		98
	answered question	179
	skipped question	282

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Question 13 Open Answers:

1 4 units apt. Building
2 A family member owns a charter sailboat business
3 Ad Agency
4 Advertising Agency
5 Alternative energy technology
6 Antique pueblo pottery business. No showroom. We do occasional shows and have a website.
7 Apartment building
8 Apartment houses owner
9 Apartment Rentals
10 Architect
11 Art gallery
12 Art Gallery
13 Art Studio
14 Art, manufacturing, and electronic design services.
15 Artist
16 Arts
17 Attraction
18 Bicycle sales
19 Branding & Advertising
20 Business consultant
21 Ceramic manufacturer and retailer
22 Charter yacht
23 Cleaning - Janitorial and Window - Residential and Commercial
24 Colorectal boutique, Yoga Studio and Spa
25 Computer Software
26 Construction Animal Care
27 Consulting
28 Consulting - Project Management & Operations
29 Consulting firm
30 Consulting, wireless telecom
31 Contractor
32 Cooking school.
33 Designer
34 Educational consulting
35 Executive Office
36 Film and Television
37 Fine arts
38 Fitness Products
39 Fitness/health and wellness
40 Freelance creative director/designer
41 Graphic and exhibit design

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Question 13 Open Answers (cont.)

42 Graphic design
43 Graphic Design, specifically publication and collateral design
44 Graphic Designer
45 Graphics and exhibits planning and design
46 Home based residential rental
47 Hotel
48 http://glassdoor.com/ (web site)
49 I am a freelance videographer and web designer.
50 I have a printing business. As I've stated before you don't have any category for service businesses besides other. Not too helpful and these businesses are what the people who actually live here and are not tourists need! Service businesses such as plumbing, electricians, carpenters, etc.
51 I mange an apartment complex
52 I owned a shop in Sausalito for 8 years and closed it 3 years ago.
53 I represent Modern Sailing School and Club, a sailing school.
54 I work with Frank Howard Allen as a realtor out of my home.
55 Industrial/storage.
56 Interior Design
57 Interior design
58 Investments and commercial real property
59 Investments, not necessarily in Sausalito
60 Marina
61 Marine business
62 Marine business
63 Marine related
64 Maritime
65 Maritime- Sail and motor yacht charters and events
66 Market Research and Communications
67 Marketing & communications
68 Marketing communications
69 Marketing Communications
70 Nautical History Tours, Treasure Hunts, Sign Art
71 Non profit
72 Nonprofit
73 Nonprofit sailing school
74 Nursery school
75 Office base for imports to the Interior Design Industry
76 Old world sailing charters
77 Online Marketing, Video Production, Photography, Website Production, Marine and Aerial Film Services
78 Optometry
79 Orthopedic implant distributorship
80 Personal services

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Question 13 Open Answers (cont.)

81 Photographer
82 Previously owned a business (for 15 years). Water oriented recreation business that still exists.
83 Private Consulting practice
84 Professional Photography
85 Publishing
86 Rental units
87 Resort
88 Retail. We sell and rent standup paddleboards.
89 Sales Rep for Critical Power Back Up
90 Strategic and Environmental Planning
91 Technical multimedia consulting.
92 Technology Consulting
93 Travel agency
94 Water front rental business.
95 We are a service industry and can operate anywhere, focusing on Pharmaceutical Recruiting.
96 Wholesale
97 Writer
98 Your friendly neighborhood bar

Question 14: What percentage of your business's revenue comes from tourism?

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

Answer Options	Response Percent	Response Count
None/NA	68.3%	123
Less than 20%	15.0%	27
20%-39%	7.2%	13
40%-59%	1.1%	2
60%-79%	4.4%	8
80% or more	3.9%	7
	answered question	180
	skipped question	281

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Question 15: In the past month, what local services has your business used?

In the past month, what local services has your business used?	
Answer Options	Response Count
	141
answered question	141
skipped question	320

Question 15 Open Answers:

1	2 local machine shops, hardware stores, a bank.
2	All local (and normal) business services (We support our local grocery stores, hardware stores, restaurants, dry cleaners, etc. and they are very good.) We need a 'drug store' (non-national chain) and a travel agent (that can deal with the complexities of current issues).
3	Am no longer owner, so cannot answer. When I did, used local printer and West Marine extensively. Also hardware store, but less often.
4	Attorney
5	Attorney, hair stylist, dry cleaners, bank, grocery, restaurants
6	Automotive repair
7	Bank, food, legal, architect, engineering, entertainment
8	Banking
9	Banking grocery restaurant kinkos
10	Banking mail services
11	Banking, restaurants, cleaners grocery
12	Banks
13	Barber, grocer, restaurants, gifts
14	Bay Adventures Photo Boat Rentals, Boa, Bank of Marin, United States Post Office, An Accountant and an Eye Doctor
15	Branch banks
16	Caledonia Hardware Store UPS Store Best Buy USPS Post Office
17	Copy service, contractors, sub contractors, artists auto repair, groceries
18	Copying and grocery store
19	Copying, Federal Express, Post office. (Marin City Best Buy purchases) not sure that counts
20	Dining out
21	Dining, grocery store, yacht basin
22	Dry cleaners, market, gas station, restaurant, print shop, gift
23	Dry cleaning, florist, restaurant, hardware,

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Question 15 Open Answers (cont.)

24 Fed ex, post office, notary.
25 FedEx Office
26 FedEx services including shipping and copying, post office, catering services, printing
27 FedEx, Banking
28 FedEx, UPS, coffee to go, take out food for lunch, snacks and beverages purchased for book groups.
29 fedex,ups,bank,usps
30 FedEx/Kinks
31 Feed kinks bank of Marin grocery store Caledonia St deli small grocery Zoe repair laundry etc
32 Financial
33 Florist, wine shop, grocer, stationary store, printer, banking,
34 Food service, gas station service, jewelry repair
35 Food, auto (gas) boats
36 Frame shop, hardware store, post office,
37 Grocery
38 Grocery
39 Grocery Store
40 Grocery store, divers, marinas, restaurants
41 Grocery store, gas station, dry cleaner, restaurants, UPS store.
42 Grocery store, retail shopping, restaurants
43 Grocery Store, Retail, Repair Service (Plummer, Electrician, Etc.)
44 Grocery store, the marine store, mail places,
45 Grocery, cafes, restaurants, hardware, marine ware, gardening supplies.
46 Grocery, FedEx, Massage, restaurants,
47 Grocery, hair salon, restaurant, bike
48 Grover Gifts
49 Hardware store
50 Hardware store, supermarket, restaurants, marine store
51 Hardware,
52 Hardware; auto service
53 I go outside of Sausalito for my business i.e. San Rafael
54 I have to go to other areas either San Francisco or L.A. for services, typically.
55 I use all local services
56 Janitorial, restaurant, floral

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Question 15 Open Answers (cont.)

	JoAnne's Print shop for all of my printing needs. Valeting Auto sport to repair company car. Kitty's Place to cater my open houses/brokers tours. Wellington's to entertain clients. Bar Bocce to entertain clients. CIBO to entertain clients. Paradise Bay to entertain clients. Kitty's Place to entertain clients. UPS Store to ship packages. Limber Properties at 10 Liberty ship for mail collection. Angelino's to entertain clients. Louie's Deli to pick up lunch for clients/staff. Sausalito Moving and Storage to pick up moving boxes. Schoonmaker Point Marina - where we berth our boat and have used same to entertain clients three times in the last month. Sausalito Moving and Storage to move two of my clients (I referred them). Best Buy to purchase office supplies/new printer. Water street Hardware to have keys for three properties made. Water street Hardware to buy supplies for one of my listings. Service station at the corner of Johnson to purchase fuel for company car. Shell station for wax/detail of Co. car. Nancy Anne's for flowers for two of my listings. Nancy Anne's for Thank you gifts for two clients. Habitat Books -
57	Purchased 10 Sausalito Memories books to give to clients for recent sales.
58	Joanne's print shop Watertown Hardware (not sure of proper name) Goodman's (actually in Strawberry)
59	JoAnn's Printing for one.
60	Just personal services.
61	Kinko's, Bike Shops, misc.
62	Kinkos, UPS, post office
63	Kinkos, UPS, USPS
64	Kinko's/FedEx
65	Kinks local Engineer local CPA Local sub-contractors
66	Kinks, ups, gas, storage,
67	Laundry
68	Legal
69	Library, post office, FedEx, a few shops on Caledonia
70	Local fabricators
71	Lunch for staff, coffee for staff. Purchased eyeglass holders from a local artist
72	Marine Magazine Restaurant
73	Marine mechanics, shipwrights, haircut, groceries, restaurants, fuel, office supplies & copies, etc
74	Mollie Stones Gas station Restaurants (many) Starbuck Canvas (maritime service) West Marine Ship and Mail Empress Events (Maritime) Five Stars Yacht (Maritime) Modern Sailing (Maritime) John Mair Woodshop (Maritime) Fed Ex/ Kinkos Waterstreet Hardware
75	Mollie Stones --Grocery Store Caledonia Street Hardware -- Hardware Store Diversions -- Restaurant Supply Store Health Ceramics -- China Best Buy (Computers)
76	None
77	None
78	None
79	None
80	None
81	None
82	None
83	None

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Question 15 Open Answers (cont.)

84 Our hotel business and our guests patronize a wide variety of businesses and services in our community.

85 Our staff nearly daily patronize the restaurants, and also the hardware and paper stores, Hardware store, Grocery Store,

86 Photo copying, printing, office supplies, art supplies, hardware, restaurants, grocery store, gas station, coffee house, transportation

87 Plumbing,

88 Post Office, FedEx, Bank

89 Print shop

90 Printing and shipping; restaurants.

91 Printing at JoAnne's Print Shop

92 Printing Service Accounting Banking Gas Station Hardware Store Give Store Flower Shop Restaurants Real Estate Agency

93 Printing services

94 Printing services, contractors, wood workers, arborist, civil engineer, restaurants.

95 Printing, hardware.

96 Printing, post office

97 Printing, retail, cafes, accounting, other health services

98 Printing, shipping, mail boxes, accounting

99 Property management, construction, professional services

100 Rental, notary, banking

101 Reprographics, shipping, contract labor, restaurants, and professional services. We attempt to buy local if we can.

102 Rest. gas station, grocery, retail

103 Rest. gas station, retail, grocery

104 Restaurant and grocery store

105 Restaurant, Grocery

106 Restaurant, retail, grocery, financial

107 Restaurants

108 Restaurants

109 Restaurants everywhere, Grocery Stores, Nail Salons, Hair Salons, Gas, Car Wash, Fitness Gyms, Karate, Yoga, all in/around Sausalito for our employees.

110 Restaurants for employees, grocery store, hardware store, architect

111 Restaurants office supplies computer supplies

112 Restaurants to entertain clients

113 Restaurants, bank, grocery stores, copy shops, frame shop, hardware store.

114 Restaurants, business services, service station

115 Restaurants, computer tech support, grocery store

116 Restaurants, deli, bars, gas station, grocery stores, hair salons. All the employees in this retail store live in Sausalito and frequently use all the above.

117 Restaurants, flower shops, card shops, parking lots, hotels for our customers...

118 Restaurants, groceries, fuel purchase, hardware purchase.

119 Restaurants, office supplies, computer supplies

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Question 15 Open Answers (cont.)

120 Restaurants, shops, grocery, personal, clubs, gas/carwash,

121 Restaurants.

122 Restaurants/UPS Store/FedEx/Kinks/Marina Berthing/The Yacht Club/Boat rental/Grocery Store/Local Bars/Construction Company/

123 Retail (FedEx) and restaurants

124 Retail, grocery, personal, professional, restaurants

125 Scanning, photocopying, mailing, papers and books

126 Shipping, Grocery, Dining

127 Shipping, printing, grocery, card shop, florist, restaurant, automobile,

128 The restaurants and Pine Street papery. My business mostly uses the businesses on Caledonia St. But, I also use some of the restaurants in the downtown tourist area.

129 Though, tourists have come in to the office to become residents.

130 Ups FedEx restaurants molly stone post office

131 UPS Store, Kinkos

132 UPS Store.

133 UPS, Kinko's, Mollie Stones, Burrell Plumbing, Aquamaison, Shell Gas Station, Starbucks, Chamber of Commerce.

134 Utilities

135 Vendors

136 Warehouse space

137 We buy all our flowers here (Nancy an!) bakery goodies (josh at Sausalito bakery!) and most all-fresh food from Mollie stones for our charters. We are always buying things from water street hardware, too.

138 West America Bank, Mollie Stone's

139 Window cleaning, hardware store, drycleaners, flower shop

140 Wine makers, local contractors

141 Work currently in San Francisco, but, past month a small design business

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Question 16: For business owners/reps, would an increase in tourism positively or negatively affect your business?

For business owners/reps, 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.

Overall, business owners expect to see a neutral impact from increases in tourism.

Answer Options	1 - Very Negative	2	3	4	5 - Very Positive	N/A	Rating Average	Response Count
It would have a...	7	10	52	17	34	55	3.51	175
							answered question	175
							skipped question	286

Question 17: Why?

Why?

Answer Options	Which of the following choices best describes your relationship to Sausalito?		
	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Count
	27	83	110
		answered question	110
		skipped question	351

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Question 17 Open Answers:

1 Although I've never sold anything to tourists, people have returned to Sausalito years after their first visit to buy a primary or secondary residence
2 Any increase in tourism is always positive for us! ~
3 As long as the tourists come through the doors, we will have sales.
4 As noted above: tradeoff of revenue vs. congestion.
5 Basically don't do walk in business
6 Because my business totally depends on tourists and the more the better
7 Because the locals do not support us.
8 Because thus far Sausalito and Bay Area residents are not providing the foot traffic/sales that my business needs to survive.
9 Bring more people to town.....
10 Business is not oriented to tourists - learning curve too steep. Do attract experienced out of towers though - and those we welcome.
11 Created too many parking problems in Caledonia St. area
12 Depends how tourism is advertised to include the likes of my work
13 Depends on what kind of tourism is being promoted. Historic tourism a plus.t-shirt and ice cream tourists nonplus.
14 Does not apply
15 Educational environment org
16 Exposure
17 Generate more business for my clients, which means more business for me! Stronger, more sustainable economy. For every $100 spent, $68 goes back to the local economy.
18 Higher percentage of potential clients
19 I am no longer in a tourist related business, but I did used to own SFBayAdventures.com and SFBayWhalewatching.com. I am very private now.
20 I do home sales of clothing 2 times a year
21 I do not rely on tourism for business
22 I do taxes. Tourists don't need their taxes done.
23 I don't know that it would make a difference
24 I don't think it have an affect either way.
25 If the Bay Model and its potential can be incorporated into the overall planning for future tourism, it would be very positive in terms of visitors recognizing the advanced thinking of the Bay Area and why local consultants/operators, from planners to fishermen, offer insights into how world issues can be discussed and repaired.
26 If there was an increase in tourism, they may walk down to Caledonia street and buy sunglasses
27 Increase in customer base.
28 Increase interest in the books we publish
29 Increased traffic and congestion.
30 Increasingly negative image of Sausalito as a town that caters to tourists, while our company tries to promote local craft community, already people assume we are a tourist focuses business if they don't know our history.
31 It doesn't have anything to do with my business

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Question 17 Open Answers (cont.)

32 It makes it harder to get a table in a restaurant. It also makes the experience of taking a client downtown less pleasant because the streets and sidewalks become over crowded.

33 It may increase my sales as tourists find me on the internet. I have very good search engine optimization.

34 It would financially support local small businesses

35 It would have no effect other than to support the infrastructure that my employees enjoy

36 It would not really affect my business but it would make me want to leave Sausalito if we had too many tourists here. One weekends there are hordes of visitors, especially bicycles, they are like a plague

37 It would put Sausalito stronger on the "world map".

38 It wouldn't have an impact on my business because my business is on the north end of town.

39 It's more fun to work here, and visit here.

40 Lessens Sausalito's discrete address.

41 More business

42 More customers

43 More customers

44 More people brings more business and revenue to the community

45 More people come and can use my Photography services

46 More people in the door for services

47 More people within town can be beneficial if the type of visitor is a high end demographic where they could spend money at the art galleries, fine retails shops and eclectic restaurants

48 More sales

49 More sales in Boutique and Spa

50 Most of my work (digital artwork) is handled through the internet.

51 Most of our business is local or longstanding customers.

52 Most tourists don't use my service unless they are here on business and want to keep their fitness up.

53 My business does not provide service to visitors.

54 My business doesn't come from tourism. When I'm with a new client, I don't like to show off Sausalito when there are a ton of tourists... It's definitely a negative!

55 My business doesn't depend on tourism

56 My business is a professional business service

57 My business is not geared toward tourists

58 My business is not tourist related so it wouldn't impact me

59 My business is relationship and referral based in the Bay Area

60 My clients are not tourists.

61 My company is nationwide and if I am able to introduce them to my products here, it can be available for them when they get home. They don't have to carry it around...

62 My customers are online and far away.

63 My work is decoupled from the tourism industry. I simply enjoy seeing and meeting people from all over the world.

64 No impact

65 No impact as I don't serve tourists.

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Question 17 Open Answers (cont.)

66 No impact except to make it harder to go to the bank. I might start visiting the Strawberry WF branch instead of downtown Sausalito.
67 No real impact
68 None
69 None of my business comes from anyone living outside of Marin County
70 Not a tourist enterprise
71 Not a tourist oriented business
72 Not a tourist oriented business, not in downtown area
73 Not enough parking, too much bike traffic. Not enough parking where it is needed
74 Obvious
75 Our business is in the downtown area. The more people in town the more chance of sales.
76 Our income is not derived from tourists
77 Our location
78 Quality of life for resident suffers when there is too many people and traffic
79 Recognition of Sausalito as a vibrant tourist and business community.
80 Sidewalks too crowded to enjoy now...Bikes are making us angry and frustrated!
81 Slightly positive. Our biggest issue is hiring people who want to live in / commute to Sausalito.
82 Specialized gallery. We do not appeal to the ice cream trade. Only need one or two sales to have a good day.
83 The draw of Sausalito makes it easy to get clients here to discuss and do business.
84 The heritage residents in Sausalito are anti tourism because of the traffic and garbage they leave on the streets
85 They are not my customers.
86 They purchase books.
87 They would provide the incremental revenue for the city to provide better services
88 This is obvious as we are a hotel, but I believe overnight guests have an extremely positive and broad financial impact on many businesses in town with the least negative tourism-related impacts on residents (i.e., congestion, traffic, parking.) TOT revenues alone account for approximately 6% of all city revenues.
89 Tourism doesn't affect my business
90 Tourism doesn't affect my business
91 Tourism hardly affects our business but to the extent that bicycles and the Disneyland drivers interfere with traffic, it seeps into the mindset of our workers. There is complete resistance to using any services in the tourist zone, or even traveling through that way because of it. And the recent increase in bicycles means that zone has widened to as far as Harbor Drive...
92 Tourism has nothing to do with the business
93 Tourist's account for zero to my business.
94 Tourists don't really buy houses.... they are the ultimate look loops at open houses.
95 Tourists need to eat!
96 Tourists rarely but sometimes buy homes here.
97 Type of business (accounting)
98 Unfortunately too many residents do not support the local businesses and tourism has dropped of significantly in the past few years.

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Question 17 Open Answers (cont.)

99 Unless the retail and restaurants, etc. used our business for printing, it would have no impact.

100 We are located away from the down town area. However, traffic does make a difference in our getting to work on a timely basis.

101 We aren't in the hub of the tourist area and we have private parking

102 We don't deal with tourist

103 We don't sell to tourists.

104 We have no showroom.

105 We offer skippered charters for people who don't know how to sail but want to get out on the water. Primarily tourists are interested in skippered charters. Locals tend to take courses, join our club, and become long-term clients. An increase of tourism would increase our one-time reservations, especially during the week.

106 We rely on tourist for most of our business

107 We serve locals at the north end of town.

108 We work with local hospitals and surgeons.

109 We're located north of town away from downtown.

110 When people visit here, some return to purchase property or start a business, which helps to increase my client base.

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Question 18: As a business owner, what other thoughts, issues, or concerns do you have about?

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

Answer Options	Response Count
	91
answered question	91
skipped question	370

Question 18 Open Answers:

1 All my photography work in Sausalito is voluntary; i.e., I don't get paid.

2 As a business bringing an extremely important fossil fuel deterrent to society, we get no recognition from the city, especially Golden Gate Ferry

3 As a business owner dependent on tourism, I would like to see some services for the tourists who come to town, such as, clean restrooms and information booths and a welcoming attitude in town. One thing that distresses many of us, is the reception at the ferry landing by certain drunk and obnoxious local homeless people greeting these unsuspecting guests. Another complaint is the shabby, pushy, so called professor with his poor bird at Yoke Take Cheek Park. I've witnessed some very poor behavior on his part particularly with children (forcing them to hold his bird), which someday might result in a lawsuit against the city of Sausalito.

4 As an owner of a real estate company, our business has changed radically over the past three years, due to the inability for most buyers to obtain a loan. Buyers come to Sausalito for its beautify, close proximity to SF, and community. More tourists make it feel less like a small community. My business has also been adversely affected by recent changes with building permit process and planning commission proposals/ordinance changes. I feel like the politics at City Hall have gotten completely out of hand and the Council and City staff have forgotten who they are working for. It's almost impossible for residents to make even the most minor building repairs without exorbitant permit/planning fees, so they are either selling/passing on the needed repairs, or doing it illegally. I have had several issues with multiple listings/sales over the past three years with the sewer lateral/point of sale inspection/repairs. Again, City staff have completely forgotten whom they work for. I'm not only a business owner; I'm also a longtime resident.... And, it's becoming more and more difficult for people in and around the real estate industry to do business in this town... I would include Architects and Contractors, as well...

5 Avoid tourist buses in houseboat areas

6 Better businesses and more parking....

7 Building permit process is a nightmare. The city is full of red tape and hard to manage. I can't imagine telling anyone this is an easy place to get into and situated.

8 Business license fees can be prohibitive

Question 18 Open Answers (cont.)

9 Chamber of Commerce is a social organization---doesn't do much for business

10 Compared to other Cities in Marin the City of Sausalito makes it very difficult to have a business here. Parking is very restricted and fines very high. The levies for current and new businesses are very high and not negotiable and this makes it very unattractive to have a business in Sausalito. The City kind of is mainly focused on their events and feels much to comfortable to support any changes, which would be supporting for the businesses here. No wonder that Real Foods closed down and that other businesses looking in relocating their businesses.

11 Construction -- particularly minor repairs and improvements, is becoming increasingly more difficult and expensive in terms of fees and regulations. Lower end (repairs, small improvements) should be made easier and less costly in terms of fees. Business license process also should be streamlined.

12 Cost of business

13 Cost of rents and got taxes

14 Depends on the business. We don't need other tacky junk business that only cater to tourists.

15 FREE PARKING for business owners/employees

16 Have no answer to that question. We could conduct our business from anywhere.

17 High cost of renting office and gallery space in town for residents

18 Home-based business has access to sufficient services, except office supplies.

19 I am a manager, not an owner

20 I am outside of the city limits and receive none of the benefits, such as parking.

21 I have no problems operating a business in Sausalito

22 I have to pay for parking, which I find very annoying as well as expensive and I know that business owners in other towns/cities don't.

23 I hope America's cup won't be utter chaos - it really needs to be thought out. Being a charter yacht it would be my dream to have a designated viewing "area" or right of way off cavallo point so we could sell out our yacht every day. - It could make millions for us if we are a friendly town and can mix well and be agreeable to what SF is doing

24 I think Sausalito is geographically located in a very special place - very near downtown SF, yet not really urban. As such it attracts financial services, high tech, professional services and other white-collar professionals, which make up a large part of the community. However, I don't see Sausalito making any real effort to attract more of those businesses, and instead spend too much time and resources focusing on the tourists and tourist related businesses.

25 I think that it is important for the community to work together to better Sausalito as not only a tourist destination, but also a place to live. All agencies (Chamber, Rec Department, etc.) need to have similar goals and work together with business to help them reach their goals.

26 I wish they were an increase in awareness of Caledonia street to locals as well as tourists. If residents shopped in Sausalito, we would have more businesses in Sausalito

27 I'm concerned that there are too many tourist-oriented businesses here and not enough for the locals.

28 it is close to Ana Francisco

29 It is far too difficult to establish a business in Sausalito, far too restrict zoning system. In this recession the city should welcome businesses and use it as an opportunity to make the city thrive

30 It seems that City Hall hates business. People do business in Sausalito because it is beautiful here, and DESPITE the existence of the City management. City Hall is a reason NOT to do business here.

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Question 18 Open Answers (cont.)

31 Lack of support from city management and city council -- local business generates $1Million in TOT tax and the city only gives back/ invests 4% to local business via its Hospitality Committee; non-retail businesses benefit even less

32 Limited parking. Restrictions of no parking after six pm.

33 Make it easier to open a new business. The two renovated shops on Princess Street had one nightmare after another to open. Both benefit Sausalito.

34 Many locals do not support the businesses here in town.

35 Mine is sports related, which seems like a natural for our town.

36 Most of my work is outside of town

37 Mostly rent. As demand is increased by businesses servicing the tourism industry the arts and creative community will be displaced.

38 My business in hidden in a large building in Sausalito on the waterfront, not seen by tourists. I believe Sausalito is in trouble right now with many buildings for sales. There is a need for tourist dollars.

39 My Landlord raising the rent 10% every year. Being hidden behind locked gates.

40 New police chief seems terrific and engaged in the community; mayor is a hand on fellow, City Manager and Parks & Rec Staff accessible and engaged. Happy to hear Erin is staying with us. More engagement and coordinated efforts among business, residents, city and non-profits. Art Festival and 4th of July two primary events that engage everyone? Lighted boat parade to some degree.

41 No concerns, I like having access to the downtown areas of town.

42 No issues - all my business takes place outside Sausalito - my business is home based

43 None

44 None

45 None

46 Not a lot of people live here to do business with. I attract people from outside Sausalito (but not tourist) form working outside of Sausalito.

47 Not greatly supported by local.

48 Not much business in the off-season. November to April. We need a more consistent local business

49 Other than dealing with tourist congestion downtown when driving, Sausalito is a good place for my specific business.

50 Our communist major

51 Parking

52 Parking is a big issue. We need more spaces, change machines, and a simplified system for the city lots. Longer operating hours for the ferries would benefit the tourists and residents.

53 Permit process is long and expensive

54 Permitting process is cumbersome and local government has more concern with citizens over businesses.

55 Rent

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Question 18 Open Answers (cont.)

56 Residents, Merchants and Maritime are the main groups represented year round in Sausalito. There is a seasonal visitor/tourist industry that supplies the local industry with business that helps with the financials for the rest of the year. It is important for the Maritime businesses to be considered in this survey. They are located along the waterfront, in town and have relationships with the Chamber and other local merchants. Maritime community, industry and boats are a historic component and attraction for many years in the City of Sausalito.

57 Sausalito has a unique collection of creative businesses that can and do collaborate. This should be encouraged and facilitated by maintaining and promoting manufacturing zones such as along Gate 5 road.

58 Sausalito has very few businesses that cater to residents and local businesses now. Why do we need more tourism? It will wreck the atmosphere of a beautiful small town.

59 Sausalito is a small town but does not have a small town feeling, it is very competitive and City is very hard to deal with

60 Sausalito is a very hostile environment to operate a business in. There is a general NIMBYattitude prevalent among the residents [I have been a resident for significant parts of the last 30 years] This attitude spills over into the politics and the workings of the city government

61 Seems all is running smoothly

62 Sewer fee for apartments prohibitive.

63 Since I am just a consultant the tourism does not affect me.

64 Slow response time from city hall/planning department for project approval

65 Small businesses are nickel and dimed in this town and the planning/permitting/building process is over the top tedious. We have lost several retail businesses to Mill Valley and surrounding towns because of the hassle of getting anything done in this town.

66 Sure are a lot of rules

67 That the infrastructure is not well maintained, e.g. landscape, trash removal on streets, rusty post boxes, old "storage" vehicles allowed to sit parked daily and overnight on the streets, derelict boats in the harbor.

68 The "admin / convenience fee" on the business license application - give me a break! It's a money grab, pure and simple

69 The anti-business environment that exists. From City Council, City Employees, etc

70 The building and remodeling permit process sucks it's too costly and bureaucratic and frankly sending out for plan checks takes way too long

71 The Chamber of Commerce is terribly weak in marketing and promotion outside of its own area

72 The city is too short sited when it comes to making the waterfront more accessible to local tourism and boat friendly services.

73 The City of Sausalito is not very welcoming to business and it takes a long time to get through the whole process of setting up a business

74 The foot traffic on Princess Street is very slim compared to the traffic on Bridgeway. Also, parking is a real issue within the town but particularly on Princess Street. Requiring $2.00 or more in quarters to browse a few shops is a definite drawback. The city needs to upgrade the meters to take credit cards or other means of payment.

75 The infrastructure is in a sad state of repair and reflects negatively on the community. It also results in added expense for vehicle repair and maintenance.

76 The leadership of Sausalito seems to believe that the revenue derived from visitors and employees is a guarantee and they do nothing to promote local businesses

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Question 18 Open Answers (cont.)

77 The permitting process MUST be streamlined & not just CONTINUALLY talked about. It MUST be made user friendly, solicitous, approachable and responsive. Business owners who have left Sausalito, or past over Sausalito for greener pastures have told me the approval process lasted only weeks in other communities as opposed to many months and/or up to a year here. In fact, some communities even called the prospective businesses asking them on a weekly basis what they could do to help them move the process along.....a novel idea for govt.

78 The Plan approval process is so complex and time consuming; it discourages starting and/or growing a business, or improving property. It's too bureaucratic. Decisions aren't made in a prompt manner. City Hall is adversarial, rather than helpful. The staff are nice people, but are more concerned about protecting their jobs than serving the public. The Marinship Specific Plan is a failed plan and must be rewritten without delay. The Marinship area is dying and the City is letting it happen. Volunteers are asked to help and then their hard work is ignored, discouraging civic participation. The City Council behave like children, always fighting instead of working together. I

79 The price to rent our space is expensive.

80 There is little that creates the mixing of folks who work in offices at companies, resident serving businesses and residents during regular working weekdays.

81 There is not a good vision for the future of the town, and the infrastructure and flooding make it unlikely our for our business to grow. As a business with a 60-year history in town and a strong community vision it does not feel like our businesses utilized by the city for what it could represent.

82 There should be more direct sign on Bridgeway that will direct people to Princess St.

83 To many political issues to have to go through to establish a business

84 To say shop local is one thing, to actually mean it is another. Right now what our business is feeling is shop local as long as it's cheaper than going anywhere else, but if you can find it online or across the bay, that's okay if it cost more locally.

85 Too many similar galleries with the same merchandise. Too many non-legit business people copying each other when they are not legit dealers of a given brand or artist. Too much grey market activity going on. Turning into Fisherman's Wharf.

86 Tough to do business in town!! The city government makes it difficult to make changes to your business -- permitting!!

87 Want City to be even more pro business

88 We are so lucky to be here!

89 We must focus on the future. We have a major opportunity to affect many people who visit us. We have represented (w/SF) the future, and we cannot retreat from this for many reasons. Now is our real opportunity to move forward again.

90 Well it is really irrelevant for me. The only upside is the proximity to the City - I am declining to state my revenue because I am just coming back after being out of the real world fighting cancer. I won. But my revenue is not relevant to anything right now.

91 We're doing okay.

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Question 19: How long has your business been in Sausalito?

How long has your business been in Sausalito?

Over 50% of businesses have been operating in Sausalito for over 10 years.

Answer Options	Response Percent	Response Count
Less than 1 year	6.4%	11
1 to 3 years	13.5%	23
3 to 5 years	7.0%	12
5 to 7 years	11.1%	19
7 to 10 years	11.7%	20
More than 10 years	50.3%	86
N/A	0.0%	0
	answered question	171
	skipped question	290

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Question 20: What is the annual revenue of that business?

What is the annual revenue of that business?

Based on the businesses that were willing to state their income, almost 25% (the largest section) were businesses making less than $100,000 in annual revenue.

Answer Options	Response Percent	Response Count
Under $100,000	24.8%	39
$100,000 - $249,999	16.6%	26
$250,000 - $499,999	7.6%	12
$500,000 - $999,999	7.6%	12
$1,000,000 and over	12.7%	20
Decline to state	25.5%	40
N/A	5.1%	8
	answered question	157
	skipped question	304

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Question 21: What do you believe the City of Sausalito should do to enhance the business community of Sausalito?

What do you believe the City of Sausalito should do to enhance the business community of Sausalito?

Answer Options	Response Count
	335
answered question	335
skipped question	126

Question 21 Open Answers:

1	Have law-abiding citizens here. Not have undocumented people living here and not working and non-English speaking. Also a stop to bring homeless people walking over GG bridge from San Francisco and parolees in some no income housing. No high-density buildings. Advertising on Google across the state that this is the best to be if homeless. Also ads (signs) in Mexico and Guatemala to come to San Rafael ca and be taken care of. All of this will spoil Sausalito for tourists and of course residents. Do not stereotype out town or its people. WE are not San Francisco or Chicago.
2	?????
3	1. Better offerings for the tourists -- on the tourist side of town most of the items for sale are quite "junky". 2. Caledonia - Better clothing/shoes -- only Green Apple
4	1. Get real about blighted areas with little historical significance or aesthetic value. 2. Get aligned on the city's mission and branding. 3. Get proactive in attracting clean, creative, enterprises to the city. 4. Make an effort to upgrade the quality of the retail / tourism establishments. 5. Make it more like Carmel and less like Alcatraz.
5	1. Interview the type of retail business for downtown to make sure effort is made to have good visual display for their products regardless of the type of merchandise. 2. Clean streets, regularly paved without pot holes 3. Clean Trash / trash containers 4. Make parking reasonable and discourage parking tickets. 5. Improve streetscapes with more hanging baskets and trees as well as the parking lots. 6. A meeting will be held @ The Galleria Design Center in SF. on the 10th August @ 5.30 p.m. To discuss the improvement to San Francisco and the surrounding areas for the America Cup. Everyone is invited.
6	1. Reserved free parking for residents in downtown area. 2. Reduce overhead (i.e. police staff) and lower taxes

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Question 21 Open Answers (cont.)

	1. To make it easier for business people to do business in Sausalito and not make it difficult and expensive to get permits, signage etc for your business. Customer service should be more of a priority and these businesses are the City's customers. We should make people WANT TO DO BUSINESS IN SAUSALITO! 2. To issue very clear guidelines on the type of retail businesses we want in our town. There should be specific numbers set for specific types of businesses, to prevent too many competing stores in the same business - for instance we do not need more t-shirt shops or Native American or costume jewelry or restaurants serving Italian food in the downtown area. This was done very successfully in towns like Healdsburg where city planners set specific guidelines. 3. The City needs to be seen to be more consistent in their rulings. Petes Coffee and Subway were not allowed to set up business in Sausalito, yet we have had some "chains" come to town recently such as Real Restaurants and La Hacienda. 4 To recognize the important role the Chamber plays in bringing business to town, especially tourists and to put the Chamber in charge of the entire visitor experience. This would include training volunteers and staff at the Visitor Centers, producing all the marketing and PR material etc. This would mean increasing the % of TOT money that is given to the Chamber through the Hospitality Committee. 5. To provide more stipend money to pay volunteers/staff at the Visitor Center and Kiosk so we might be able to attract more young volunteers. In general, we have some very nice knowledgeable but older volunteers and it would be good to have some younger people in the mix. These volunteers are the tourist's first introduction to the town so we it is important that we
7	have a vibrant mix of volunteers.
	1-Friendly to guest boaters 2-More nautical activities 3-Friendlier atmosphere from all City staff towards community at large. 4-Take advantage of AC34 in 2013. 5-Better parking and welcoming planning and atmosphere 6-Develop surveys for visitors and purchasers of goods
8	separately. 7-City PRIDE!!!!!
9	A decent grocery store. Better restaurants. Nice retail store. Drug store
10	A more health and wellness oriented grocery store and a year round farmers market.
	A well-published guide to businesses that are currently located in Sausalito. A brief description of what the services are. Provide free access to parking, or validation of parking. If the city did validation for parking perhaps more people would actually spend more dollars on businesses and services. Most people I see and hear are talking budgeting. I guess it depends on just where the city would garner more income, from taxes paid here on goods and services, or money on
11	meters.
12	A wine stroll is an interactive way to introduce residents to new and unrepresented businesses.
	Accept a mix of businesses, faster procedures to handle business applications, open the very strict zoning system. Allow waterfront for more small cafes and water sports firms. Make it easy for residents to store their kayaks, rowboats, paddleboards etc close to the water. Rethink how Sausalito can turn into a thriving community for tourists who bring money in and for local residents who live here (and don't want increased taxes) and want to establish small businesses
13	here rather than commuting to SF or elsewhere.
	Accessibility is key. If people can get here without the hassle of searching for parking and getting tickets or rushing to catch a ferry they will be back. Also some "Share the road" signs might help
14	with cyclist accidents and close calls.
	Add more non-retail business and add a local walkable grocery store to fill the place of Natural
15	Foods that is no longer in town.
16	Add stores that residents would want to shop at. We have enough tourist souvenir shops.
17	Advertise

Question 21 Open Answers (cont.)

After years of frustration with our public schools, Willow Creek Academy--I've been the volunteer Treasurer for the past ten years--now represents a comfortable, first class public school environment for Sausalito residents. Nothing is more important to our town than the quality of public education offered. Recognition of this asset, and its ongoing support among the business community and residents should be, I believe, a primary goal of all of us. It encourages families with children to locate here, and this demographic group probably spends more to support our businesses than any other. I also believe that the properly crafted needs of the business community are sometimes overlooked by our public leaders--particularly the restrictions on the
18 types of businesses that can occupy near-waterfront office/ retail locations.

19 Again, it would be nice to see more variety - real life stores - not tourist t-shirts and souvenirs.

Allow a water taxi Work w/Golden Gate transport to extend ferry hours Make permits for businesses easier to obtain - too much red tape, too much planning commission interference, too
20 many fees

21 Allow business owners a complimentary parking space in front of their business.

Allow Fish to have more tables and allow more outside dining in the summer/better weather
22 times of the year keep the ferries coming....

Allow for easy access for building permits, signage not make it difficult to do business in the town not look at throwing a company picnic as tax revenue for 1,200.00 that is ridiculous... not allow for such long city council meetings... start promptly and end at a reasonable hour... have the city council get involved with the business in town and identify ways that support current businesses and help them grow... and get out of the boutique business and bring in retail shops where residents can shop... instead of shopping in San Francisco, Novato and San Rafael... have the city invest in the Chamber and truly partner and part with the TOT dollars... the Chamber appears to
23 be the voice of the community to generate business not the City.

Already said we need to focus on bring other SF/Marinites to Sausalito to shop and dine. The Chamber has done a good job of promoting some of those events but they need City support to
24 do more.

25 Are we talking enhancements for visitors or locals.....a big difference!!

As I said before, get more companies: ex. Accounting, corporations, computer, any type to add
26 to tax base

As mentioned above, later ferry service would make tourism in Sausalito more available - it's the best ferry ride in the Bay! - and would help Sausalito residence avoid driving to the city for
27 events.

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Question 21 Open Answers (cont.)

As mentioned previously, the City of Sausalito could do much to honor its waterfront history by attracting visiting yacht owners. It could easily do this by creating laid moorings and renting them by the night to visiting sailors. Newport RI does this very successfully, renting moorings throughout their harbor for $50 per night. The city also has clean restroom/ shower and laundry facilities and a motor launch service that guests pay for separately from the nightly fee. The moorings would pay for themselves very quickly and provide income, jobs and new tax revenues to the city. If the city didn't feel it had the expertise to care for the moorings, it could offer contracts to lease off-shore areas for 5 years by local entrepreneurs. From an ecological standpoint, moorings are also less damaging than anchors, which tear up the seabed and disturb native mollusks and sea worms. It would also look nice to see lovely yachts moored off our coast rather than the junky free anchor-outs that are there now. By doing this, Sausalito could establish itself as a center for yachting on the West Coast. The city is already doing some good things by hosting the Friday night summer concerts, Independence Day Parade, Chili cook-off and other civic events. More people would stay to dine afterward if the Sausalito police weren't so eager to issue parking tickets and driving ticket. They should lighten-up on the ticket giving and spend

28 more time looking for thieves and other criminals.

As mentioned previously. The parking authority needs to mellow out down town and fines are too steep. The parking lot machines need to be regularly and consistently maintained. The public

29 bathrooms need an overhaul.

As noted, streamline the business license process; make it easier for personal and very small businesses; flat fees for one owner / operator (non-professional) businesses under a revenue cap

30 (say $500K).

As said previously... Too many T-shirt shops. Tacky stores such as the Christmas shop. Not a great deal of variety. Nothing that suits tourists -- Carmel, St. Helena have qualitative shops- with

31 all price ranges.

32 Ask business owners what the toughest part of doing business in Sausalito is directly

33 Ask the businesses how they can help then develop a plan to assist in making it happen.

Attract a more upscale and resident serving (as well as tourist serving) mix of businesses for

34 downtown. Encourage maritime businesses in the Marinship.

Attract more upscale retailers to attract a more affluent tourist base. Develop the waterfront with more restaurants like Le Garage and Fish. Make the building permit process easier so

35 businesses are not discouraged to move here.

36 Be kinder about parking.

Be more flexible. Allow more outdoor eating. Allow more business to advertise their places of

37 business through tasteful but effective signage.

Be open minded about retail. Turning down Peet's coffee as "formula retail" was very short

38 sighted

39 Better bike lanes into the city. More parking. Late ferry service.

40 Better retail stores

41 Biz x meeting is good

42 Bizx meeting good

Bring in a local pharmacy so we do not have to travel outside the city limits. Provide lower rents

43 for resident based business so we can 'buy local'

Bring in more tourists, provide better signage, promote local businesses to Sausalito and Bay

44 Area residents, and make it easier to park!

DRAFT

Question 21 Open Answers (cont.)

Bring in quality businesses. During political campaigns, candidates are saying they don't want us to turn into another Pier 39. Look around. We already are. There are no quality shops here. Everything seems to be geared for the tourist looking for a cheap souvenir. I think the artists at the ICB should have a shop on Bridgeway or Caledonia. I think Heath should have a shop. The rents are high and I acknowledge that but if one were to look at the Chelsea Market in NYC, they have a bunch of shops bundled together and it works. A good quality bakery would be nice and

45 STOP with the Italian restaurants!

46 Bring in quality businesses. And send the "fisherman's wharf stores" out

47 Build a harbor downtown

Build the community icon and image, get rid of the t-shirt shops and get docking space for visiting yachtsman. We have a beautiful city and waterfront, perfect for boat visitors and we reject them and their money because we have no guest docking. Use the America's Cup as the torch to move into the future. If I had the money I would start a marine art and artifacts store ala Mystic, CT. We need small unusual fun shops. Finally, clean up the waterfront north of Paradise Bay. It's a

48 mess!

Business is well represented in town; I think the chamber is the right vehicle for enhancing the

49 business community.

Businesses are failing left and right because of the outrageous rents. There is way too much restriction on the types of businesses because of the bureaucracy in City Hall. Licenses and permit fees keep small businesses from starting up. There are too many chiefs and not enough Indians in City Hall. They all have this high need for control. My friend wanted to start a hot dog cart at the ferry landing but the hoops she had to jump through made it impossible. She finally left town and started it up elsewhere. I get asked every day by tourists when I walk my dog through town for a quick and affordable place to eat. People want that type of venue and City Hall stops everything from being approved. I was born in this town and it is very sad to see how many businesses have closed down. Construction crews don't even want to work in this town

50 because every nail that gets hammered needs a permit. It's ridiculous.

51 Can incentives be offered to attract more businesses?

Cater as much to local residents as to business. A good case in point would be to help find a

52 replacement Organic Grocery store for the former "Real Foods" store.

53 Cater more to residents.

54 Cater more toward locals. Too many tourist/t-shirt shops. More retail for locals.

Chamber seems more like a club function then a concerted effort to connect its members and services. We find most of our window cleaning business comes from Belvedere and Tiburon but we are happy to have some regular customers here regardless! I quite going to chamber meetings because I just didn't feel they were worth it. We haven't really gotten that much

55 biz...although we service the Chamber itself! Too busy to think about this survey that much!

Change the zoning. The W zone needs to be changed to let other businesses in besides marine

56 related. We would like to see the W zoning be changed to Industrial as well.

City council needs to represent the town; roads are in shambles; bike lane expenses are not

57 necessary.

City should be more friendly. Parking has become a main revenue source. But also a determent

58 to small retail variety

Consider a "made in Sausalito" campaign and provide an opportunity for very small home business to display and sell their products to visitors of Sausalito. Instead of a farmer's market, a

59 "Sausalito Market".

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Question 21 Open Answers (cont.)

60 Continue to encourage downtown support by locals. Perhaps early evening walks/ other celebratory events to incent locals while minimizing tourists

61 Continue to encourage the small, diverse businesses that are here now, instead of wanting to tear down their places of business and put in condos. Bus service is poor so people who work here must drive and park. There are many offices and small businesses about a mile north of downtown and very few inexpensive places to eat. People have to go to Mollies for lunch, and then eat at their desks. Ick.

62 Continue to keep out all chain enterprises.

63 Continue to promote Buy Local -- people need to be reminded constantly. Many businesses are just barely hanging on, and need the boost.

64 Continue to showcase our businesses at street fair. Include adds in playbills (MTC or ACT).

65 Create a "local shopping area" of merchants serving locals as opposed to tourists with better parking available...this could happen in the area recently vacated by the Police Dept when they moved back to permanent quarters. Zoning and "no CHAIN STORES" attitude of the City Council is detrimental to survivable retail in a tourist town and will have to change for any retail success for locals.

66 Create a sound general plan for the downtown area and quit listening to a few very loud biased residents. They do not represent the whole community.

67 Create a space that both locals and visitors can enjoy

68 Create a vision and identity based on its history and encourage locally bases business focusing on locally created products and services to become the anchors.

69 Cut regulations, red tape, and political interference.

70 Develop the large warehouses along the water that are currently empty.

71 Develop the waterfront for boaters to utilize. This would attract Bay Area visitors, not just foreigners. It would also increase legitimate retail.

72 Different style clothing, different healthier food stores and restaurants. Places for community to gather.

73 Discourage any further souvenir type t shirt ice cream stores and encourage more upscale stores, clothing, house wares, more of the types of stores locals can shop in.

74 Diversify our economic base by focusing on attracting green or sustainable business to the city. Make Sausalito a place that is synonymous with both tourism and the green economy. Pioneer the development of "green tax breaks" at the city level.

75 Diversify the type of industry/business that it seeks (too strong dependency on tourism industry at the moment), and focus/target on a few only: 1) retail: it seems the focus is mostly on retail for the tourists. I'd like to see retail for residents other than restaurants or cleaning/personal services, such as grocery, shoe stores, office supplies etc. 2) Leverage the boom of the green industry and attract these businesses 3) high tech industry: with the explosion of social networks and collaboration software, Sausalito should make every effort to attract these businesses: its beautiful natural environment makes a strong and attractive value proposition for these businesses by offering a peaceful and relaxing community that nurtures creativity. Of course transportation infrastructure would have to be revamped.

76 Do not allow more chain stores. Try to find business that the residents would actually patronize, not just tacky tourist stuff.

77 Doing a great job attracting many and varied events...please continue

78 Don't have any idea.

79 Don't know

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Question 21 Open Answers (cont.)

80 Don't know. Not a business person. Seems hard to compete in such a land-pricey area w. Corte Madera or San Rafael - both a few minutes up the road.

81 Don't really have any comment as my business doesn't tend to be local and I don't have much interaction with the business community

82 Don't really have much perspective on this. I do like the various promotional efforts to push shopping locally, and giving locals' discounts, however. This was one element I appreciated about Piccolo Teatro, and do appreciate about Poggio. Both catered effectively to both locals and tourists, and filled a void for locals. Now that P.T. is gone, only B of A and Poggio draw me to Bridgeway, with the exception of the occasional visit to no name.

83 Don't try to regulate it. Not allowing a Subway sandwich store or blocking BevMo from opening a store is disgraceful

84 Draw in more artisan type businesses.... Craft businesses Spas! Better move theatre with sloped seats and better ventilation Parking issue!

85 Drop the maritime use limitation in the Marinship so allowing more general businesses.

86 Due to the nature of our residents and tourist impact, we are fortunate to operate in this town. The City of Sausalito does a great job balancing the interests of a variety of businesses.

87 Ease up on the parking meters (every single day?) residents should be issued a certain amount of tokens for the meters. The ferry terminal use to be free for residents, now it's down to on 3 hours. Given that it takes more than 3 hours to visit the city, this puts the residents in the same category as tourists. This situation drives us to San Rafael and particularly Larkspur Landing, adding to the crowding there.

88 Eliminate business taxes

89 Eliminate the amount of Junk Retail stores that have multiplied in the downtown area. Replace these with fine art or high-end retail establishments. Encourage a more active nightlife in the downtown area to attract more people. Many visitors express surprise and disappointment that the town closes at 6:00 pm

90 Encourage and support the art and marine communities

91 Encourage more of it at the north end of town.

92 Encourage residents to shop and gather downtown with more options for them. For instance, merchants and other venues could create a coupon booklet available a couple times a year that would offer discounts to locals. It could and should be available year-round to encourage regularity. This could be distributed through the Chamber or at Town Hall. Especially valuable in the shoulder and slow seasons. Perhaps increase the discount then or give "two-fers" or Early Bird specials at restaurants. There was something like this a while back but the benefits were very slim, something like a free cup of coffee or a tiny dessert, I seem to recall. Another idea would be a card for residents that offers some gift or benefit after a certain purchase amount has been achieved. Whatever the city does, the rumor that the old Valhalla may be turned into low-income housing would be -in my opinion- a land grab for contractors and a horrible detriment to the city's history and to the building's location. Surely, more suitable sites can be found that would serve this purpose without going to such an extreme measure.

93 Encourage residents to shop locally. For example, the new downtown parking machines are NOT conducive to residents shopping/dining locally. The Proximity Card was GREAT...I don't go downtown nearly as often as I used to. They are there for tourist revenue, not to enhance the local Sausalito "experience."

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Question 21 Open Answers (cont.)

94 Encourage small manufacturing and engineering. Discourage generic "office" use of the Marinship properties. Make stuff, not paper. Don't focus on catering to tourists. They will come if we create a vibrant, self-sustaining, local culture focused on a balance of meaningful work, leisure, and community. Encourage and promote art. Improve the school system and make the area attractive to young people and families.

95 Encourage small venues for entertainment (music, comedy, etc.). Host a jazz or blues festival. Promote Sausalito artists.

96 Encourage the tourist trade to come to Sausalito and stay the day (both by bike, car, ferry). Add more trash cans for food debris, benches in Vina del mar park...(OH Heavens!!! such a thought), give gift certificates to bike companies to hand out to their customers that would be good for free drink, discount on ice cone, certain lunches, tee shirt, sandwich...etc. People are coming into town...entice them with SOMETHING to stay and enjoy. Rather than just give them directions & maps to go to Tiburon, Muir Woods or Mt. Tam. This isn't rocket science. Market the City sights, food/bevs & what makes Sausalito so special. Adding more bike parking, signage has helped but we can do so much more. By the way, is the powers that be have any clout at all...the signage at Ft. Baker is VERY mis-leading. Signs just before Travis marina buildings indicate you can proceed to the right and get to Sausalito. This is not true. Going to the right will take you up to the bunkers. You have to take the road in front of the Discovery Museum and go right to Sausalito. We walk this area everyday and have to direct mis-guided bicycle riders to Sausalito. GGNRA has it all wrong.

97 Enhance and support the arts in our community.

98 Ensure that decisions by the Planning Division or the Building Division remain fast and efficient. I don't mean to imply that today they are not. (My personal experience as a resident has been good.) But in many towns decisions by Planning or Building departments can be slow and/or arbitrary. Businesses everywhere need clear and fast decisions. This should not necessarily compromise safety, environmental or aesthetic values.

99 Expand opportunities to be involved in commissions, task forces, and local projects beyond the usual suspects. Make rents and tax policies extremely attractive to new businesses, artists, entrepreneurs, etc. Highlight the skills, experience and history of the city and waterfront.

100 Fewer restrictions on restaurants (more outdoor seating and adding quality waterfront restaurants and cafes would be ideal for us residents). Having so much unused waterfront capacity with dilapidated buildings is wasteful and unnecessary.

101 First, I am extremely annoyed that Pete's, a local chain, was barred from the City. Secondly, the blighted waterfront is a huge turnoff. While I love open land, open slums are not. Thirdly, business for local residents would be wonderful but doesn't seem to fit our business model. Things like a drug store, a fabric store, a craft store, entertainment, etc.

102 Fix Bridgeway...encourage businesses that will attract the right tourist demographic and add to tax revenues. We're leaving $2-5 million dollars on the table b y not offering the right commercial and retail mix. Spruce up the city...it looks tattered and torn...unpainted newspaper boxes, unkempt retail frontages, etc.

103 Fix the new parking situation. Not really visitor friendly.

104 Focus less on selling ice cream and t-shirts and more on cultural interests of fine dining and shops. Make us a destination for bay area people and not focus so much on the tour bus crowd.

105 Follow what the stated City of Sausalito's Mission, Vision & Value statements. Which include: to support the waterfront culture, informed risk taking, effective, and efficient City workers and to balance the City's character with change.

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Question 21 Open Answers (cont.)

106 For the residents: We need a pharmacy and more grocery options, especially now that the Real Food Company is gone.

107 Frankly, I think the Chamber of Commerce and the City are doing a great job.

108 Frankly, they need to change the parking restrictions. I live on the south side of town, and frequently cannot find parking on or around Caledonia Street (since my residential parking permit is not the type allowed on the nearby streets). Additionally, the new police station's designated police parking eats up about ten former spots (which are always vacant since the police park in regular parking spots). Further, the parking police are extremely aggressive - which is reasonable. As a result, I patronize Strawberry, Mill Valley, and San Francisco businesses rather than Sausalito businesses. If a resident is doing this, there is no doubt that a huge percentage of tourists and visitors are doing the same. I have personally seen tourists asking the parking police if there are any places to park - and being told "no." I'm sure that this strongly contributes to the difficulties that Caledonia businesses have making their rent.

109 From my perspective, tourism should not be the primary concern of our city. It is a by-product of our community but has grown a life of its own because of the "tourist shops" downtown and now, allowing the flood of rental bicycles to take over the streets. I find the pandering to tourists ugly and destructive to a community. I would not be upset to see more restrictions on tourist-based businesses and a focus on shaping tourism in Sausalito to something a bit more exclusive. We can keep the hotels full and the upscale shops busy without pandering to tour buses and boatloads of rental bicycles. I believe that many of the restaurant owners in Sausalito have done a brilliant job of attracting non-tourist business, which they must do as they are generally open during evening hours where there are few bus and bicycle tourists (Pogo of course being the best example). And the tourists they do attract are spending money on our hotels and local services.

110 Fully explain the prices, times, and mode of payment on the parking meters and parking signs

111 Get a BALANCE of Tourists and local shops that cater to locals. EXAMPLE: the auto repair shop in town, boatyards, West Marine and Molly's are part of the balance.

112 Get more inspectors. It is very difficult to stay on schedule with the planning dept when the schedule for inspections is so limited.

113 Get more publicity for the City via the internet and advertising. The events we hold here are terrific, but I'm not sure the shopkeepers benefit from the Art Festival, and the bicycle races, or the classic car show. The Caledonia Street fair draws people and their vendors don't really compete with the local businesses (I think). But drawing more people to wander Bridgeway, etc., seems like a more likely way to bring shoppers into the stores.

114 GET OUT OF THE WAY!!!

115 Get over itself, and let some progressive people sit on the City Council. Preserve the waterfront by all means, but get Sausalito into the 21st Century in tech infrastructure, especially Wireless Broadband. To not hold a cell phone call on Bridgeway, and beyond, is a joke.

DRAFT

Question 21 Open Answers (cont.)

Get rid of Regulation. Get rid of liberalism and liberal Democrat policies. Vote OUT liberal politicians in town and throughout Marin's district. Vote IN Conservative Republicans and Independents. Lower taxes. Encourage GROWTH of small and mid-size businesses in town. You'd better believe this is political! Conservative residents like myself in Sausalito (and across the country) are on the warpath! Address the homeless problem in Sausalito. Set up a short term shelter (at the old temporary Police Station lot) they get a bed for two weeks to try to get on their feet and get a job - if they can't or won't, they're OUT! No more homeless sleeping along our bay shoreline paths. They're a turn-off to tourists - look at what they've done to San Francisco. I was enjoying the view on my bike on a public bay shore path when a homeless woman came up to me and told me I was in her campsite - on City land! I pay 9 grand in taxes a year and I have freeloaders trying to kick me off public land! It's over. If the city won't do

116 something about it, I WILL!

Get rid of the bird man, Romanowski and Bo for starters. Invest more in co-promoting the town and numerous activities and events to the residents and surrounding communities as well as visitors. There are so many opportunities and activities available in our community that many of the residents are unaware of. Take a vacation at home, experience all the wonders of our

117 community visitors come from around the world to enjoy.

118 Get the federal/city out of it.

119 Give parking permits to the residents of the Waldo Point Harbor.

Give them the environment they need to thrive. Don't let the great ones, especially, (Heath, e.g.) get away through benign neglect. Start promoting Sausalito as a center of creativity and innovative businesses. Look for ways to build bridges between artists and businesses, through

120 mutual awareness and encouragement of collaboration.

Half of the existing waterfront is a veritable junkyard or a diamond in the rough to put it more kindly. There is a vast opportunity to make the Marinship the engine for healthy future for the City and jobs for the County's young citizens, most of whom have very limited options to have a

121 future here.

122 Hard to say since I'm a resident and not a business owner.....

Have a Chamber of Commerce that is more user friendly. When you place a call to the Chamber it is difficult to get a live person on the line. I have had occasion to call with questions about an upcoming event that I was interested in attending. The Chamber's first question to me was if I was a member of the Chamber. When I said no, they hung up on me. Didn't make me want to

123 join the Chamber if they were this unfriendly and inhospitable.

124 Have a community garden as a place where people can get together.

Have more affordable options available for the less-wealthy community members. Naturally, Sausalito itself is an incredibly wealthy community, but absolutely everything here is expensive and specialized. Also, having more "night" options would benefit community members. I always have to go into SF to find something to do at night, unless I go to one of the bars to watch a game on TV. The movie theatre is an excellent asset to this community, as it's affordable, fun, and can

125 be utilized any day and any time of day.

126 Have the guts to develop the Marinship area.

DRAFT

Question 21 Open Answers (cont.)

Help support the Chamber of Commerce like many other cities do. The chamber helps to promote businesses, which in turn helps to increase city coffers. We have a certain portion of our city council, which is very anti business growth and verbally, have stated that they are proud of it. That kind of attitude negatively impacts the financial success of city revenues. There have been YEARS, in fact decades, of studies, group thought, commissions, consultants etc on how to develop along the waterfront in a balanced and environmentally conscious way and it always gets demonized by a FEW at the detriment of the whole community. This needs to stop. Additionally, the vehicular & bike traffic violations along South street need to be seriously addressed by the all agencies; local, state & federal opposed to each pointed the finger at the other and saying "it's not our jurisdiction or we don't have the resources to patrol the street". This attitude demonstrated by the GGNRA Park Service, California Hiway Patrol & Sausalito Police is pervasive,
127 arrogant, irresponsible and dangerous.

Hire amongst themselves. Try and lure someone like twitter, or a high tech company back down to the Liberty Ship area. Keep the culture creatives happy here. We have a huge brain trust here. A lot of really happening creative businesses that don't interface with tourists at all. Lexicon for example in the New Liberty Ship building (the yellow one). Do you know who they are? They are world class at developing names and brands. Stuart Brand lives here. Founder of the Whole Earth Catalog and The Well. There are a lot of people beyond the crowd at the Taste of Rome. When I first moved here I thought working at Cybernautics in Schoonmaker Marina was the end of the earth. It is really awesome to work here. You should take an inventory of the kinds of businesses in Schoonmaker Marina, That yellow liberty shipbuilding and the 2020 Bridgeway. I am sure you know. Plus the town is riddled with Hi-Tech players, documentary makers, photographers and other creatives. I love the waterfront. I love boats. It is part of the appeal. Rowing before work was the epitome of heaven when I first moved here. There sure are a lot of vacant workspaces. People can't afford them. That's all. Many creative brain trust businesses just simply cannot afford the overhead. But if you could get one campus type business up here it would be great. US Web had taken over most of the Schoonmaker Marina in 1995. I notice there is a high tech headhunter firm on the second floor now. A guess the quick answer would be get a savvy tech connected realtor. Hey and what about that Marine Mammal Center. That is a big deal. Cavallo Point, it brings high-level think tank like conferences. Sausalito has more going on then it seems.
128 Sausalito Film Festival???? Ok.

129 I am not sure I think the chamber is doing a great job.

I believe it has to start at City Hall. If the residents are happy, then we'll have more productive businesses. Residents will buy/stay local and use local services.... The building/planning departments are making it impossible for people to repair/remodel their homes. Sausalito has the worst reputation in the County, for the stringent requirements by our Planning Department. I believe repairs to the infrastructure, are imperative for the City to have vitality. With issues like undergrounding, sewer lateral repairs and street repairs taking precedence, businesses will grow and prosper. Think of all of the contractors, engineers, PG&E employees, plumbers, architects we can put to work? Coming to Sausalito every day.... Bringing larger businesses to the
130 community, with employees that will use local services is also key.

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Question 21 Open Answers (cont.)

I believe that business represents about 50% of City Revenues, but the City seems interested only in the "Residents." After paying thousands of dollars in sales taxes, you would think that the City would THANK business owners, rather than crucify them. Someone from "Community Development" should approach each business owner and ask "Since you contribute to the City's coffers each year, we want to know how WE can help YOU. What can we do to help your business?" The City should be out recruiting visitors to Sausalito who come and buy our products and services -- they should hire someone to do marketing for the City, rather than just sitting on their hands. They could use the Chamber to help in those efforts. They have a homeless community floating in Richardson Bay -- even the Police Chief has identified this as a crime den -- why does the City Council permit this? It's shameful and dangerous. It seems like Gate 5 road is under water half the time, and a lot of the Marinship is either scary or unapproachable -- why not have businesses like Fish and Le Garage that help bring vitality to that area? I think most people commute into SF each day, so they really don't know what it's like to be here during the week -- can't we give those people jobs right here in Sausalito or Marin? Business owners should be given incentives to pursue things that would be good for the community, like affordable housing. The City is passive -- except when it wants to impose a fine

131 or penalty.

I believe that Sausalito should ease parking restrictions in the Caledonia neighborhood. I would more commonly go to the theater, and patronize the Caledonia restaurants if parking were easier. I am somewhat sympathetic to the neighborhood residents' parking concerns, but that neighborhood has long been next to a commercial area and there should be some reasonable

132 expectation of needing to share parking with people who patronize Caledonia businesses.

133 I do not believe the business community needs to be enhanced.

134 I do not know.

I do not own a Sausalito based business now, but did for 2 years. I don't think simply encouraging businesses to come here is enough. We have a rich history -- for music for example, but we don't entice easily marketable businesses to come. At the same, time, we don't work to bring business that both tourists and locals would frequent. We know this is possible, as Poggio shows. It doesn't seem like the city has a plan for making Sausalito both a great place to live and a great place to visit. It seems the city is bifurcated into cheap retail for tourist and town for the rest of us. Which is fine is some sense for those of us who live here -- but wouldn't it be nice if we had

135 things on our waterfront that drew both tourists and locals, as Tiburon does?

136 I don't feel qualified to answer this.

137 I don't feel qualified to respond without more research.

I don't go downtown because of the parking situation - I don't want to pay by the ferry and then walk to Caledonia - I don't want to get a ticket for parking in the Caledonia neighborhood if I can't find a legal spot and I don't want to walk all the way from my home in South Sausalito. So, when I spend money I drive to Mill Valley, Tiburon, Corte Madera or San Rafael. I do go to Mollie

138 Stone's regularly for some things.

139 I don't know

140 I don't know enough about it.

141 I don't know. I just wish our downtown had something other than cheap tourist shops.

DRAFT

Question 21 Open Answers (cont.)

142 I don't really know the answer to this question. However, I do have one comment. I can't believe the restaurant space at the corner of Bridgeway and Princess has been vacant for so long. I think that space is shameful and could even be considered blight. It's the busiest intersection in the whole city and it's been vacant since before I moved to Sausalito. How many years has it been? For the most part, I do my shopping outside of Sausalito. The merchants in Sausalito are too expensive for the locals to patronize -- they are obviously targeting the tourists. Whether I'm shopping for food, clothes, pet supplies, whatever, I head north for the most part. I probably patronize Mollie Stone's more than any other merchant in town, just because of the convenience.

143 I don't shop much in Sausalito as I think the majority of businesses are geared towards tourists. I appreciate that some businesses give Sausalito residents a 10% discount. I do most of my shopping in Mill Valley, Town Center or The Village. I would love to shop more in my city if there was more variety. I believe Sausalito could use the following businesses: Accessories store (shoes, handbags, hats) Cosmetics (not drugstore variety) Bath/body products/Lingerie/Pajamas (i.e., Bath Sense in San Francisco on Sacramento Street) Specialty home items store (kitchen, tablecloths, cookbooks, sm. appliances, etc.) Larkspur has some very interesting boutique-type shops that would be terrific in Sausalito (Coquelicot, Nicolette)

144 I have no idea!

145 I have no suggestions. I would like to have to have the deteriorated road at Easterby and Woodward repaired.

146 I like it just the way it is. Prefer no further business development along the waterfront.

147 I liked the restaurant specials that have happened---there should be more things for residents--it definitely made me eat out more. Have more limited time parking (including at the main square.) Make the Chamber something that promotes members rather than a social group. This should be a business association.

148 I loved Cheryl Popp's last article in Marinscope.

149 I mentioned earlier that we have tourists who come into town, and just don't know where half of the places are in Sausalito; they congregate in South Sausalito, but rarely venture up towards the Northern sections. Having a map that is available might be the best option in quickly giving better options. Providing parking options for employee's is another area that be addressed. We have many workers in the Downtown area who park in the residential areas, (near my home). Not that this is a problem, but it would be a benefit to reduce concerns for local employees. I see a lot of Business space available, so I know there are options for new businesses to move in.

150 I really would like the ferry service to go on late into the evening. Used to live on Bainbridge Island outside Seattle and the ferry was a REAL option for commuting - not just the 9-5 life, but to go out at night, go in for a movie without having to take the car. The fact that the last ferry leaves SF at 8PM makes the ferry system seem nonviable for real life use, in my opinion.

151 I think everything seems to be working fairly well now considering the state of the economy. I think keeping a good mix of retail, restaurants, bars, services, and hotels is essential and exciting for a downtown. The City has wonderful involved citizens who volunteer for worthy events and are concerned about their beautiful town.

152 I think intentionally keeping 'chain' stores out is unnecessary, especially restaurants. Especially for some of the real estate that seems to be re-vacated regularly. A more well-known name business may have a better chance of being successful. Worth a try.

DRAFT

Question 21 Open Answers (cont.)

153 I think it is a balance between the residents' needs and the business community's needs. If this survey is about water taxies, I am against them for the previously stated reasons. As well as their affect on the views of the residents that live in that part of town. I believe if there is a need for more transportation back and forth to San Francisco, which must be determined, then the ferries should operate more frequently. I do believe the city should make some effort to help local businesses, but the downtown area may also need to change the mix of businesses located there. There are many shops full of inexpensive items and souvenirs. If there were fewer of those, the ones left may possibly do a better business. No chain stores, but maybe a survey of tourists would help in deciding the best mix of retail downtown. I would think more nautical oriented retail might be appropriate.

154 I think it is outrageous that resident parking permits are required to park on streets perpendicular to Caledonia Street in the evening. It would not be so bad if those without neighborhood stickers could park for one or two hours while frequenting businesses on Caledonia. It's amazing that any restaurants (or the Cinema) stay in business.

155 I think Mill Valley or even Larkspur could be a good model. Their downtown is both charming and offers much for the residents in terms of good quality shops and dining experiences. And probably most importantly they are WALKABLE!!! Because of the hordes of bicyclists, residents are INTIMIDATED to walk throughout our lovely town. And by having to get in our cars and drive we then have more options in which to dine, shop etc. If downtown were more WALKER friendly. I'm sure many of the businesses on the waterfront would find that their foot traffic would pick up enormously if the bicyclists traffic is curtailed. It sounds like there are plans to INCREASE bicycles in the area. This is a MISTAKE! The tourists on bikes are not by nature going to buy high-ticket items the most you can expect is coffee or lunch. Sausalito needs to address this biking problem ASAP! Additionally now that Real Foods has left Caledonia and Pine Street Papery and the Cinema might be following suit we need to RAMP up Caledonia, which has always catered to the residents. It's going to be a ghost town around here if those two other biz leave the area.

156 I think Sausalito already has done quite a bit for the businesses and should put equal focus on making it a better community for its residents to enjoy.

157 I think that it is very important to not further dilute the special uniqueness of the town. In the past decade it seems that the city government and business community has lost a connection to the vision that has created this very unusual place. The new Police Department and Fire Department Buildings are architecturally pedestrian at best. Signage along Bridgeway has taken a new low at Frederick Faudeau's former store with patched awnings advertising Nona's junk store. We now have a massage parlor and panhandlers at the waterfront. What are our city fathers thinking!

158 I think that the city is on its way to enhance the community with the addition of the more casual new restaurants that have popped up recently that cater to the locals and moving the farmer's market to a more accessible location for locals to come in and park.

159 I think that the City of Sausalito should pay more attention to what is needed not only for Tourism but also for the residents. For example, there are too many t-shirt, junk jewelry stores. It looks more like Fisherman's Wharf than an upper scale/ art community. We do have some nice businesses also, but I have actually read in hotel guestbook in S.F. that they recommend skipping Sausalito because there is nothing there to make it worth the trip. We do have some nice stores, The Sunglass store, Sausalito Jewelers, Jewels by the Bay Georgiou, but the other clothing stores are mostly T-shirt/ windbreaker jacket type stores. The Golden Gate Market is a godsend, as it is the only place to get necessary groceries on the south side of town.

DRAFT

Question 21 Open Answers (cont.)

I think that the City should offer more incentives to get quality businesses in town and a greater variety of businesses and services that the locals can use (versus heading to nearby towns to shop or do business). Offer special discounts/incentives to small Sausalito entrepreneurs who can't afford a retail presence in Sausalito -- such as Dragonfly Cakes, Heath Ceramics -- use these incentives to give unique, creative local businesses a more public presence while filling our retail space with businesses that will be an attraction both locals and tourists alike and at the same time make a statement about Sausalito. I do believe that a more diverse business community (retail and non-retail) and benefit Sausalito by bringing more diversity in the type of people who work here, bringing more tax revenue. Somehow I sense that there is a reason why quality retail businesses are not snapping up the vacant retail space when it is available. Unfortunately I don't have the inside scoop. Is it something to do with the building owners/leasors? Is it the tourists looking to bargain versus pay fair retail price (that is what one retailer told me who moved out of town)? I think it is a little of both...and I'm sure some of our Board knows what the issue is. Or maybe it's a lack of awareness...perhaps a more pro-active, well planned business development effort focused on targeting certain types of businesses or a certain quality of business is what is needed. Our restaurant scene is improving and that will help to attract non-retail employers and perhaps even other retail due to an influx of people from SF and other
160 Marin towns coming to wine and dine in Sausalito.

I think that there needs to be a renewed focus on the waterfront. Recreation (kayaking, sailing, boating, kids programs), restaurants, marinas, parks, etc, are a major part of the draw of Sausalito. If the City can help draw attention to these businesses or help expand the waterfront,
161 there can be nothing but success.

I think the economy has been so bad that even when people visit Sausalito they don't want to spend money except for a cup of coffee and an ice cream. They mostly want to window shop.
162 Advertising the city would be good.

I think the Marinship area is a totally untapped resource. There could be live work housing there and still maintain its industrial feel and image. You could preserve the maritime businesses that are there at the same time encourage those land owners to improve their property without any
163 threat of being penalized

I think there needs to be more retail in the Caledonia Neighborhood. Having an advertising agency take up retail space is a shame. Caledonia needs a plan. Tourist are great but creating a draw for people in the northern part of Marin is what will create sustainable businesses. Caledonia has the potential for being a destination to other Marin Residents if done right. Those
164 people have the potential to come more than once like tourist.

I think you will have to get control of the management of the town away from the "mafia' that controls it now. Their priorities are not in the interest of this town. I have a file full of letters, memos sent to the City regarding many issues. Which I will not list here. If and when the creators of this survey are ready to devote real time to addressing the issues I will happily join in with my list. I applaud you for sending the survey and wish you much luck. I love Sausalito and it
165 breaks my heart to see it raped.

DRAFT

Question 21 Open Answers (cont.)

I was a business owner in Sausalito and found little support when I needed it. One very small issue that is still not resolved are the business owners who park in the 10 minute zones in front of their businesses all day. Particularly in front of Wells Fargo where I made daily deposits but could almost never find parking. The local distance bicycle riders are a serious issue. I've seen these people kick and bang on cars, speed through a crowded area. They seem to think they don't have to share the road or slow down in heavy pedestrian areas. It's annoying to see the bike riders get
166 away with this behavior day after day.

I would like Sausalito to be a LESS business-oriented community. A less business-oriented community would give a better sense of residential community. Less tourism would make the downtown more resident friendly, and we could get some of the wonderful stores and restaurants like were here 20 years ago. Currently, residents are forced into a very small part of town to enjoy anything resembling a normal dining and shopping experience...and even that area has lost local serving businesses, like the health food store. We should be focusing on serving the residents, not the half a dozen people who own the downtown blocks and get maximum rental dollars for their tourist shops. This used to be such a wonderfully quaint and unique "town". Now, the few people who own the downtown properties have created an atmosphere wherein tourists only are welcomed. Great for their pocketbooks, but the real cost has been the
167 personality and closeness of the community.

I would shop in Sausalito more if you would allow the house boaters to buy parking permits for Sausalito. Also, we are responsible for drawing large numbers of tourists and are greatly impacted by the Sept Art Fair and yet we are not given local discounts and privileges because we
168 are an unincorporated area of the county. A mere technicality and a bad excuse.

I'd really like a Trader Joe's. I'm in favor of the bike pedestrian pathway and other areas that
169 decrease driving through town.

If Sausalito wants to keep its reputation as an arts mecca, there should be attention paid to the artists within the community. This is an adjunct to the business community, but an important one for the future. I think the city should have a better interactive website and feature some of the
170 arts available.

If the City were to be more pro-actively invest some of the revenues, partnering with the
171 Chamber of Commerce and business community all would benefit.

I'm not deeply involved in city politics. From the outside you're doing a great job. The new police
172 and fire station looks great. The extra bocce ball court is wonderful. The bike lanes are an asset.

173 I'm not sure - I'm new and am still learning my way around the area.

174 I'm sorry, but I have no idea since we have a home-based business.

Imbue a sense of pride for those who do business here, proactively and positively support
175 businesses and make life simple and pleasant

176 Implement the plan developed by the Downtown/Harbor Action Committee...

177 Improve infrastructure...wider and nicer sidewalks.

178 Improve parking.

Improve the beliefs of a few that the city should be kept they way it used to be. Because the way it was, was poor and structured around the water via railroads and wartime expediencies. It is time to look forward not backward and structure the policies toward local, meaning services with jobs tailored to the 21st Century. Get the Planning and business policies pointed towards
179 the future not the past.

Improve the image of a vibrant, contemporary, thriving community that welcomes tourists but
180 maintains its own identity.

Question 21 Open Answers (cont.)

181 In my case I would appreciate the chance to at least quote on the cities printing needs. How can you expect the people to follow if the people who lead don't set a very good example? When I started my business 33 years ago in Sausalito, I used to print for the City; police dept., fire dept., parks and rec. and the actual city. I haven't even been asked to quote on anything for more than 10 years. Not one thing since their shop local campaign. All businesses in Sausalito don't cater to the tourists, but they still need to be supported by the city and its residents or eventually there won't be anything left in town besides art galleries, restaurants, and t-shirt shops. Etc.

182 Include directory of local businesses, including services, in info provided to visitors. Keep business at the forefront City promotions & marketing.

183 Increase activities/businesses that support locals....

184 Increase local bus and ferry service.

185 Invest in Marinship infrastructure,

186 Issue more permits for good ideas grow up and let change happen allow for entertainment businesses on our water front with boat access we should cater more to all the boats that visit Sausalito

187 It doesn't matter how I respond to this question. It is clear to me and has been for 20+ years that the city has no interest in enhancing the business community other than occasional involvement in supporting tourism when pressed to do so.

188 It is a nightmare to deal with the city government; most don't want to do it. There are too many brain dead gods in city hall.

189 It is really quite simple. Lower taxes, lower fees, less regulation, faster pace. The City should be operating as efficiently as any business has to. If this were to be the reality, it would greatly enhance the business environment.

190 It's definitely coming along...all the bike parking stands are good. Try to finish the bike lane so it is actually CONTINUOUS. It's hard on cars right now. Have MORE and BETTER signage: where the boats are, where Caledonia St. and other types of retail businesses are, etc. Be consistent, like all blue and white.

191 It's tough, because there are tons of tourists in the summer, but it is pretty dead around here in the rainy winter. I think improvement/renovation of the huge old warehouses (WW II) below Bridgeway would be a plus -- what about an indoor farmer's market in the winter? I miss having the farmer's market on Friday evenings near the ferry landing...afraid no one will go to Dunphy Park on Sundays, and was sad to see the Marin City Farmer's market die.

192 I've only lived here for a year so far. Difficult to answer this. I am a fine artist and art entrepreneur and would love to gain exposure to the tourist population here without having to have a retail art gallery, which I have had in the past. I would love to organize a regular outdoor art fair once a month in a park setting. Something more intimate than the annual Sausalito Art Festival. Almost like a farmer's market but for fine artists and artisans who either live or have studios in Sausalito. This is me: http://www.CarolynQuan.com and I produce this http://www.MauiOpenStudios.com and publish this http://www.SoMaArtGuide.com Thanks!

193 Je ne sais qua

194 Keep the chains like Starbucks out.

DRAFT

Question 21 Open Answers (cont.)

Keep the downtown vital. Clean and shinning and welcoming. I work in the info booth and think (hope) we provide a welcoming & informative start to people's visits. (Nevertheless I think the location is lousy. hard for people to find) Even when people get off the ferry they tend to walk right by the booth. It is off to the right and out of a visual screen. People who come by car rarely see us. Maybe signage would help! Loved the promotion you had a few years ago where Sausalitans got discounts at restaurants. And, when I moved here 40 years ago, Sausalito residents got 10% off at almost all of the stores on Bridgeway. Great incentive to shop 'locally'. I know very few people that do retail shopping anywhere in Sausalito except Pinestreet Papery. Although I think many of us do use Caledonia St. energetically for service-oriented businesses--
195 hairdressers, cleaners, deli. Oh, the movie theater. Great to have that.

196 Keep the ferries running later at night. This place shuts down after 8:30 or 9:00 PM.

197 Keep the free flow of traffic going. Provide more in and out 10 min parking for drop offs at banks. Keep the rents down encourage landlords to issue long-term leases. SignArt in downtown area
198 to embellish our maritime quaintness

199 Keep the rents down so we can have more diverse businesses.

Keep things affordable for small, vibrant, innovative businesses. Ensure that whatever business comes fits in with a community - a village feel. Perhaps it would be wonderful to replace Real Foods on Caledonia with a cooperative on the lines of Rainbow in the City or in Fairfax. Ensure the cinema thrives, along with good schools and churches. San Francisco with all its wonderful sights and sounds - luxury shops, ferry building, financial district etc is just 15 mins ride on a wonderful ferry away. Conversely, 15 mins from the city just a ferry ride away is a small town with a colorful history and neat, small shops and restaurants where people can kick back and
200 relax and watch the world go buy - keep it small - keep it local - keep it green - the way forward.

Later morning and evening ferry. Ferry that arrives in SF at 8:40am. Ferry that leaves SF at 8:20pm. Good affordable vegetables and fruit. Early morning exercise or yoga finished well
201 before 8am.

202 Leave it all alone, especially the "historic" parts. And continue to keep development out!!!

Leave it alone. It's enough. This survey is clearly a ploy to justify more tourist businesses on
203 Caledonia and on the waterfront.

204 Less restrictions on businesses that want to enter Sausalito

205 Less restrictive parking downtown

Less tourism revive the beautiful downtown for residents stop building at the waterfront bring
206 back the health food store firework viewing for residents...at the site

207 Limit tourists and bikes and traffic.

Linking local businesses (as you have been doing) with each other. The tighter the relationship between local businesses, the better chance their collective survival. The more that people can
208 live and work in the same area, the better for the community and the better for energy use.

Local discounts, and not let a small clique of narrow-minded people decide on issues bringing new businesses in. The same people continue to make narrow-minded views for the whole community. Let the residents decide on this during elections not by committees that only have their own self-centered interests at heart. The denial of Peet's Coffee permit is a prime example of making life inconvenient for residents and driving away a local business because of arcane
209 laws. How much revenue did we lose to this lame brained decision?

Question 21 Open Answers (cont.)

210 Look beyond tourism. There should be a good mix of industries in the city. For example, how is the city helping the marine related businesses in the city? A healthy looking marine industry area might help make it vibrant. Today, many of the marine areas look like low tide. There are a large number of consultants in many industries. I haven't see any outreach or support for this group of businesses. There are many media companies where ultra fast Internet access is a key to on-going viability and success. What is the city doing to encourage ultra fast Internet in the city?

211 Love it when the flowers and pedestrian signs are out....helps with the traffic problem. Bike lanes are GREAT and I am not a biker. It would be REALLY great if you could fix the sidewalks with all the roots causing you to trip easily. Keep the trash cans out. Discounts for residents are always appreciated and they don't seem to be really organized and it seems not too many businesses participate!

212 Lower significantly the cost of rental shop occupancy; encourage batter quality restaurants, keep cost of existing restaurants affordable.

213 Maintenance up and down Bridgeway, the main artery through town would be an obvious place to start. Everyone would benefit from regular maintenance along 'main street'. That may seem obvious, but apparently it is not.

214 Make fullest use of the broad-based, extensive thought process and staff-supported planning efforts contributed by the community over the past few years. Pursue public improvements projects within the context of comprehensive plans for the areas where public funds are to be spent. Before spending public funds for needed improvements, consult affected property owners and the related business community and invite parallel private investments toward improving and expanding existing business facilities and/or toward attracting new businesses. Establish and staff a City Office of Economic/Business Development.

215 Make it easier for a new business or restaurant to build from scratch. Stop the nit picking over 1/8 " being off in construction projects. Be responsive to requests/complaints from local businesses. Work a full day at City Hall, like we do. Get the bicycles off the sidewalks. Charge the same for parking on Bridgeway as you do on Princess Street. Fire the idiot who chose the parking meters for Lots 1 and 2. Confusing to everyone: the meters don't even take paper money. Stop looking at downtown business as the enemy, rather than a partner in Sausalito.

216 Make it easier to gain permits.....it takes tooooo long and is an onerous process. Get different people on the Planning Commission. It has been a problem for a long time.

217 Make it easier to open a business in Sausalito, regarding fees/permits etc. Of course, following the law, but understand that businesses are the backbone of our community. When people shop/dine etc in their town, they will feel more connected. I would love to see year round white lights along Caledonia street, just like downtown. We all want a quaint little street we can bring our friends and family to. It is hard maintaining a business during these tough times, we chose Sausalito because we love it here. It would be great if the city made it easier (taxes, permits, fees etc)

218 Make it easy/affordable for business to advertise their services to the local community. I much prefer to walk/bike to a nearby business & support it however; I might not know they exist unless they are encouraged to advertise.

219 Make it less difficult to start a business here.

220 Make parking easier for residents so we can easily get to local shops and businesses. Especially on Caledonia street. There should be a resident sticker.

221 Make permit process easier and faster. Review General Plan to bring it up to date and applied consistently to downtown business.

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Question 21 Open Answers (cont.)

222 Make permitting more user friendly, actively court small business with more information and clear rules to make coming to Sausalito for business an inviting exercise versus current red tape and attitudes.

223 Make the business environment a bit more hospitable.

224 Make the waterfront accessible to boaters from all over the bay area as well as the world. We have the most beautiful little town and people of the bay area would love to come here with their boats and spend money in our shops and restaurants but have NO access to the downtown area. We are turning away millions of dollars annually by limiting the water access of Sausalito.

225 Make the waterfront more accessible with room for businesses, sort of like the Ferry building in San Francisco.

226 Make them all smoke free

227 Maybe have a map with detailed points of interest for the tourists. Bay Model, Artist studios, Historical points or view the movie about Sausalito Shipyard during the war, tour the piers with the house boats... and provide free shuttle

228 Maybe make a bit less complicated and expensive to park downtown...for our visitors

229 Maybe we could do something like "Best of Marin" and have local businesses receive awards for Best customer service, best prices, best restaurants, etc. We could also have some online and other promotions for the tourists to enjoy, like a free coffee with a meal (dumb example but you get the idea) and tie in a meal in town with clothing or other purchase. Tourist appreciation days? Some online or other type of town contest (who visited this store etc and whoever visits the most (gets a stamp?) wins a free meal or tee shirt or something fun. I could think up lots of silly ideas like that!

230 More affordable business. Add better lighting so you can see pedestrians crossing the street at night.

231 More business for the locals. We don't need t-shirt stores and art galleries.

232 More business friendly zoning and approval ordinances, we need a peets, a decent organic market, among other things. Fewer t-shirt shops, bad art galleries, etc. The City provides no support to amazing businesses like Heath Ceramics, it's sad. Screwed up priorities.

233 More cruise ships and free parking. Get rid of galleries that are grey market and non-legit dealers of various brands and artists. For example, I bring in a new brand and then the guy down the street brings the same brand via grey market and undercuts pricing. Just like Fisherman's Wharf.

234 More free parking

235 More parking

236 More parking options for Sausalito residents in the downtown area. This lack of parking options is a deterrent for residents on the other side of town to spend more money within Sausalito.

237 More public transportation to San Francisco, the East Bay, and north Marin.

238 More residents who are outside of the city limits would patronize downtown businesses if we had the same parking advantages as residents.

239 Most of the businesses-damaging issues I see come from Sacramento, not Locust St.

240 Most of the shops downtown are extremely tacky tourist trap shops. There is nothing quaint, charming or memorable about these shops and I actually feel tourists are disappointed when they visit here. I did a tour of them when I first moved here thinking I was missing something. Have no desire to return. Don't have a solution for you, but hope that in time things will change.

241 N/A

242 Need more waterfront centered location for resident oriented businesses. Sausalito needs better branding for tourists.

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Question 21 Open Answers (cont.)

243 No comments at this time since we have only been in business since Sept 2010.

244 No communal comrades community garden please. Keep business community out of downtown - No left progressives activists governing us with mandates

245 No idea

246 No more T-shirt shops, No more chain stores (Starbucks etc)

247 No opinion at present.

248 No response.

249 No thoughts

250 Not expand tourism for one thing. Foster businesses that serve the local population and the local business community.

251 Not informed enough to opine.

252 Not punish the working class blue-collar workers working on the waterfront while trying to make a tourist path for visitors. Have a guest dock for people in transit on boats tourists come by sea too!

253 Not really sure at this time. Perhaps move Chamber of Commerce downtown were more visible.

254 Not sure

255 Not sure that much needs to be done.

256 Not sure why so many businesses do not survive. Maybe the past recession had a lot to do with this or maybe the leases are too high for the business to make a profit and create a clientele base

257 Not sure, perhaps more flexible, accessible parking, and additional public transportation. More frequent bus service to Marin and SF.

258 Not sure.

259 Nothing comes to mind.

260 Nothing. Let it grow or wither on its own merits.

261 Obviously I believe that Sausalito needs to embrace and celebrate its maritime industry and community by making it a priority. It would be great to just see it on this survey for starters! Sausalito commerce would greatly benefit from more frequent public transportation that travels the entire length of Sausalito not just to the down town area (at least to the Bay Model would be nice!)

262 Offer incentives to locals to increase local revenue in the non-tourist months (i.e. Nov-Apr)

263 Offer tax breaks to get some start ups into our warehouse district. Beautiful but dilapidated buildings ripe for conversion into start-up office space. We are the closest down to SF, yet, the business are in Corte Madera, Larkspur, San Rafael. Why? Because our mayor is a communist who wants nothing to change in Sausalito.

264 On an exception basis, allow larger stores in Sausalito like Whole Foods or Trader Joe's that provide a community benefit and cost savings to the community.

265 Open up more of the shoreline for balanced park/recreation use and retail business (restaurants & bars) use allowing water access. Allow and regulate growth opportunities of some of the more popular chain retail businesses

266 Organic Food Store - Pharmacy

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Question 21 Open Answers (cont.)

Our interests are more intellectual and philosophical and our business is conceptual and analytic. Right now we run a business based in Sausalito but it is national and there are very few outlets for what we do here. We know there are intellectuals and thinkers in them thar hills but we don't run across them often because the activities at the Chamber tend to be, quite appropriately and understandably, focused on retail and service businesses or more basic entertainment. We love Jazz by the Bay, for example, and are not complaining! On the other hand, if there were more events where our kinds of activities were promoted systematically somehow it would nurture our business and attract our participation. We would probably offer our services - change and psychological consulting and teaching - in the hopes of attracting new participants from the community and to do networking more widely in Marin. So generally speaking, the Chamber seems to focus on the kinds of businesses that line the street and less on the intellectual and professional resources that are harder to see. This is the call that most community Chambers make and we have never expected more, but since Marin is the home of a lot of innovative entrepreneurs, thinkers, healers, and philosophers, we suspect there is a large untapped
267 resource that would distinguish Sausalito, should we decide to bring these resources forward.

Outside of the downtown tourist area, businesses and residents should be able to acquire an annual parking permit, which enables them to park anywhere. At the correct price point, this will generate revenues for the city and keep the meter maids from being shot by the locals. Increase tourist parking rates by a large margin. This will encourage tourist to bike and hike. They could use the exercise. It will also increase city revenues. A bike/hiking path should be a high priority. It would inspire commercial/retail development of the north end of town. Sausalito does almost nothing to capitalize on the fact that it is one of the most picturesque boating destinations in the world. If the America's cup does nothing else, it will elevate Bay Area interest in boating. Sausalito should lead; not follow (or not act at all). Boats do not clog the streets or pollute the town. Boaters spend lavishly. On average, they weigh 43 pounds less per person than tourists. For fee mooring buoys in Richardson Bay. Tie-ups in front of a few lucky restaurants. Require a small percentage of the existing moorings be allocated to visiting boaters. Bring back the idea of a protected anchorage that wraps from the Ferry terminal towards the Spinnaker. On that subject, bus the Spinnaker patrons to Tiburon, add an outdoor deck along the city facing breakwater and let the locals take over the place. Open up north town to responsible
268 development for small businesses and retail. Many of the tourists are too heavy to walk that far.

269 Parking fees are too high. Allow more Outdoor dining and coffee shops

Parking is a real issue. I'm not sure what can be done but on Caledonia it's very difficult esp. since
270 the police/fire house reopened.

Parking meters are too high and signage at most locations are not clear. Get control of speeding
271 bike riders!

Parking, parking, parking and free parking would be a plus as well. I avoid Sausalito because of
272 the parking problems. Parking is not resident friendly

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Question 21 Open Answers (cont.)

Partner with the Business community. Implement the good recommendations of Imagine Sausalito. Implement the good recommendations that come out of this survey and the MEF Economic Report. Enhance Sausalito's waterfront with a continuous shoreline pedestrian footpath. Move the parked cars away from the Ferry Landing and create a wonderful place where people can gather. Sausalito's downtown is too auto dominated - it needs to have a stronger pedestrian focus. Stop the studies and stop fighting. Start working together to implement necessary improvements. Provide leadership, not political posturing. Stop listening to the vocal, negative thinkers that kill all positive initiative. They don't own the town. They have little to offer, but sadness. Roll their dark clouds away and let the sun shine. We need a positive, can-do spirit. Fear should not rule the day. Vision and confidence should take its place. We are a smart, caring, talented and wealthy community. We can get it right if we'd give ourselves the chance. Development won't kill Sausalito, but the fear of development will and is.

273 Well-guided change is better than stagnation.

Place fewer restrictions on opening and operating a business. The recent debacle regarding Peet's Coffee is a prime example. The proposed business was resident serving and would have provided local jobs. Instead, the City Council succumbed to the whining demands of a few ill-informed citizens and merchants who were afraid of competition. The idea that allowing Peet's in the space would cause an immediate flood of franchise restaurants into the area along Bridgeway such as McDonalds is ludicrous. And what was so terribly wrong with allowing a Subway to open in the small shopping center at Spring Street? Aside from the fact that it might, just might affect Fred's and the franchise 7-Eleven. Another example of misuse of the speculative "might" or "could" is the ridiculous lawsuit brought by the City of Sausalito against the Cavallo Point development. Now that is established, where is the gridlock that the NotinMyBackyard cabal screamed would bring life as we know it in Sausalito to a standstill. It didn't happen. How much money and time did the City waste on whining? Let market forces

274 determine what is successful and what is not.

275 Practice the rule: "if it isn't broken, don't fix it." Sausalito is a tourist town. Accept that.

Probably less reliance on just supporting art galleries, but I try not to deal with the city as much

276 as possible.

277 Promote maritime including water taxis and a bigger public dock

278 Promote maritime services in the Marinship and stop chain stores

279 Promote shopping locally; have the police force be more business-friendly (parking, tickets, etc.).

280 Promote specials and discounts to residents

281 Promotes taxes, which helps the health of the local government and the services it provides.

Provide cards/coupons for apartment managers to distribute to new residents to familiarize newcomers to our community. Provide incentives to apartment dwelling residents to patronize

282 local restaurants and retail outlets to encourage discovery of shopping/ eating close to home.

283 Provide encouragement in "seeing "the town as well as lunching or dining

284 Provide guidance on what to do to start your business, make permitting easier.

Provide more opportunities for smaller business (food carts, etc.) that can take advantage of the

285 influx of tourists without having a major impact on parking, traffic, etc.

Provide more services for tourists. Larger bathroom facilities, Maybe a promenade with benches

286 a place to relax, enjoy the views and have a sandwich and ice cream

DRAFT

Question 21 Open Answers (cont.)

287 Provide ways for locals to learn about all local businesses. Educate residents about how important it is to use local businesses. This is done by the Chamber but the City should also address this in all communications. People love living here but it doesn't seem they understand how our local businesses provide the financial support for the City to function. That needs to be communicated over and over again. Never stop!

288 Recognize that tourism and small local businesses that offer services to residents are important to the economic vitality of the community. The Historic Downtown Visitor Center is a wonderful example of local residents serving the community. In addition to providing maps and bus schedules, the docents are prepared to answer questions about where to go and what to do. The area generally referred to as the Marinship is interesting and lively. There are many small businesses that provide a variety of local maritime and community resources. Supporting the businesses that have found a niche in Sausalito is a place to start.

289 Redefine and structure zoning and process. Business owners are meant to feel like the enemy and not wanted in Sausalito. There is a presence from the City that any accommodation is a favor. A fresh perspective and big picture attitude need to factor in before this City is bankrupt and has no financial power to make the changes before it's run down.

290 Reduce planning red tape and work closely with the Chamber of Commerce on business priorities.

291 Reduce regulations. Change zoning. Forget this "Marine Business" imperative. There will be no new marine businesses here, just empty real estate...and we could all enjoy development, which would allow us to walk from The Ferry to Fish.

292 Reduce the business community's footprint.

293 Reform the ridiculous planning process. The planning commission is a bad joke. Their net effect is much pointless delay and expense for reasonable projects. Here is one simple reform that would go a long way: don't require 3 votes to take an action. Require only a majority of the commissioners present. Tie goes to the applicant. That would a) encourage commissioners to bother to show up, and b) eliminate the current situation where a recusal has the same effect as a "no" vote. There are plenty of other reforms that could be made...

294 Require strict and higher standards of goods and services provided. Encourage development instead of 'preservation' of 'historic Sausalito', when 'historic' means rotting shipyards and overgrown weeds next to the waterfront. I am from Europe and understand preservation but not when it's ugly and a stumbling block fir growth, quality of life and esthetics. Thank you.

295 Residents should stop labeling the business interests in Sausalito as the villains. And the business interests should stop labeling the residents as intolerant, insular snobs. The city should be the intermediary to encourage this commonality of interests. Council members, since they owe their tenure on the council largely to the voters on the Hill, are understandably reluctant to have anything to do with the Chamber of Commerce or downtown business interests. And some of these business interests are indeed greedy and unconcerned about the welfare of Sausalito. But council members need to take the high ground and have the courage to join with the more civic-minded segments of the business community to promote a high-quality and needs-based downtown commercial sector.

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Question 21 Open Answers (cont.)

296 Review occupational use permitting, certain rules make sense, others don't. Make sure property owners don't present ridiculous leases to keep businesses out. Support the maritime and boatbuilding industry. Work on getting local fisheries going again. Don't concentrate all to catering tourists. Any business people need to drive to mill valley or san Rafael for (except big chains) health food, fresh produce and baked goods, pharmacy, second hand clothing, stationary/office needs, tattoo parlor (why only really expensive permits for downtown? why not in Caledonia st. area!?)

297 Revise the Marinship land use plan and zoning. Develop an ecologically sound, economically sustainable development plan for the Marinship that is mixed use -- retail/marine/open space etc. Sausalito waterfront could be world class and is sorely under-utilized -- the shoreline should be accessible to residents and visitors and it should generate income for the city. Make the permit and construction process less tedious, more streamlined, efficient and fair for businesses. Current program discourages business from opening in Sausalito.

298 Sausalito has limited vehicle space. There is very little public transit. Something as simple as a dedicated Golden Gate Transit bus route from the Marin City transit center to Lombard and Van Ness could support the needs of residents and tourists alike while possibly reducing traffic and its attendant costs. Further, continually "enhancing" the business community is unsupportable. Sausalito has limited resources. Imagine enhancing Sausalito households 10% per year... 10% larger population, 10% more residential stock. In 7 years we would double the size of Sausalito, as if that were possible. It's so obviously unsustainable. This is our community. Businesses are here with our permission. If the suggestion is to enhance the business in order to raise revenue then maybe we should look to other revenue sources and enhance our community instead.

299 Sausalito need to attract both tourist type and non-tourist business. The non-tourist business should be in the area of services such, as accounting, film producing, legal, computer technology, small to medium size manufacturing medical services, conference center. The tourist type business should be destination type such as hotels, water front recreation services, quality type stores, not the T-Shirt junk stuff. All of the above needs to be arranged with Sausalito having easy and inexpensive public transportation to other parts of Marin and to San Francisco

300 Sausalito needs analyze what kind of businesses are missing here and make it easy for them to come to Sausalito. We do not need another hairdresser or laundry. We must give out a united message to the public of what we have to offer in Sausalito and not work against each other. The City has to realize that they are in service for the city and that they get paid from the taxes we produce. Everybody who works for the city is much too comfortable with their jobs and are resistant to any change, which would benefit the businesses, and in long terms also them. Would be great to also have more good schools here, which make families move pack to town. The police is "kind of waiting behind every corner" handing out tickets to everybody who parked a minute to long or did not stop 100% at the stop sign and there are much more of this examples why people drive out to SF, Mill Valley and Corte Madera to do their shopping. SAUSALITO IS NOT ATTRACTIVE FOR OUR LOCALS AND SOON ALSO NOT FOR ALL THE SHOPS, WHICH SURVIVED THE LAST YEARS. CITY OF SAUSALITO WAKE UP!

DRAFT

Question 21 Open Answers (cont.)

301 See some of my other comments. You need to develop the businesses that are leased or owned in the downtown area. Bring some higher end retail. Open up a sports bar, work with the restaurateurs in the planning process to make it easier for a business, not tourist oriented, to actually be able to afford and open a restaurant or business. So many shops are vacant - Teatro Piccolo .....what happened to that lovely restaurant and why isn't that a priority to get leased. It looks terrible to see the place covered with paper all over the windows with a sign that doesn't mean anything anymore. Get the landlords in gear. The Merchant Assoc./ Chamber of Commerce, need to get the landlords together to research and offer benefits in Sausalito to get them into our town. Keep the parks clean and revamp the waterfront with some interesting businesses that offer more than tourists' junk.

302 Seek diversity of offerings - the last thing we need is another dry cleaner or t-shirt shop.

303 Shops should stay open later on weekends

304 Shuttle that runs often enough to get people and tourist to visit other sites in town such as the Bay Model, Carvello Pt, Discovery museum, etc. Locals need a replacement for our Real Foods grocery. We could support a nice market that had fresh meats, natural products and fresh greens.

305 Since retiring several years ago, I have not kept up with the Sausalito business community. Perhaps find a way to have retired seniors be more involved. Find ways to keep Sausalito residents shopping downtown, like the "buy local, think local, stay local" campaign.

306 Small business owners need support and that's what might help enhance and entice new businesses to the community. I think there should be a special of some sort to attract new business owners to the community. Minority business owners/women/nonprofit org can help attract the business community. Sponsoring events I think is a great way also, i.e. the events in Marin Headlands (run for the seals),

307 Stop focusing on bringing business to downtown; no locals want to there it is full of tour buses and tacky tourists. Think of Sausalito as an entire community both the waterfront and the hill. Don't prohibit a really good chain coffee store like Peets to open on Bridgeway Blvd/ Johnson St, and then allow a cafe /restaurant that impacts the local area with too many people and lots of noise (especially at night). This was biggest mistake City of Sausalito made in years

308 Stop providing so many roadblocks to residents and businesses that wish to improve their property so that the construction business is back in action and both residents and businesses can improve. The city could also widen the clogged sidewalks that make going downtown a pain at tourist time. The city ought to also implement a local artists' plain air show in Gabrielson Park on a weekend day, Caledonia St and Harbor Drive/Gate 5 should be fair game for retail and restaurants. Residents should be encouraged to develop in-law units and rent them out, and the City should stop trying to classify home-based businesses as tax sources.

309 Stop the civil war.

310 Streamline the use permit process

311 Take an objective look at land use policies and how these policies serve the economic interests of the City.

312 Tax breaks perhaps

DRAFT

Question 21 Open Answers (cont.)

The city council needs to toss their priority list and just get things done. There is so much discussion and so little action on Marinship, dunphy park waterfront area, and community garden. Council is stagnant and staff doesn't care as none live in Sausalito. Consider form based zoning and scrap that ridiculous formula based retail policy. It is perfectly acceptable for a city to dictate the design and aesthetic of a building, but not how the business does its accounting, or merchandizing or marketing. Tourists, and locals, like a name brand and like to know what they are purchasing. A known product in an historic building is a recipe for getting more money out of the tourist's pocket. These mom and pops and crappy restaurants, like Seven Seas, aren't maximizing the tax dollar like a Panera Bread (example) would. Progressive and successful chains will partner with a city to fit into historic or local motif buildings, and when they do they simply
313 lap the field.

The city needs to continue to work with the chamber and provide an opportunity and support for businesses to succeed. It is very costly to do business in Sausalito and any downturn or hiccup in the economy can really impact our businesses -- many are barely staying afloat now! We have some really great businesses in town and we need to do what we can to support them or they may leave and go to other business friendly communities or where they feel they can be more
314 successful.

The downtown merchants sell schlock! T-shirts and junk that cheapen our town. I would like to
315 see them sell quality goods and merchandise.

316 The parking is a big factor in not shopping or eating or even going to the movies in Sausalito

The rejection of Peet's at a location that previously had a coffee house on the logic that it was a "franchise" and would ruin the ambiance of the city was a farce when there is a Starbuck's downtown. This fear of "precedent" as the basis for the rejection of a terrific addition to the experience of the city was the greatest lack of leadership I have ever encountered and I will never vote for the three members of the City Council that showed such a lack of concern of what the overwhelming majority of Sausalito residents want. It is this type of arbitrary thinking, this misguided idea that if it is "locally owned" (whatever that means) it must be "better" for Sausalito that is undermining the City's future and creating this culture of "preciousness" and "elitism." The City Council is here to enhance the life of the residents of the city not enhance the business prospects of "local businesses." The absurdity is that BACI which is what went into the space that PEETS should have gone into is owned by people who have other locations in Marin (undercutting their logic of supporting locally owned businesses) and worse is this elitist place...BACI?!? Cmon on...we are not Ross or Belvedere....we have shipyards and businesses and should be a COMMUNITY of business and residence without some politician determining that restaurants for people to play BACI is superior to a hang out like PEETS.... Bottom line: get rid of these ridiculous regulations (zoning or otherwise) and/or the civic leaders that can't understand that leadership means exercising the judgment to allow a PEETS when Starbuck is a block away
317 when that is the will of the people of the city...

DRAFT

Question 21 Open Answers (cont.)

The streets, including Caledonia, should be made prettier/fresher looking with some flowers, hanging baskets of flowers and/or more lights in the trees at night to make it more vacation-like; more benches for resting, as across the street from Casa Madrona Hotel & Spa where there's a long stretch of sidewalk. This is a tourist city whether or not some can wrap their heads around that, and the look should reflect a welcoming, festive environment, such as we see in other cities. The locals would enjoy that also. Perhaps the greatest problem is with the retail/restaurant workers who have no idea what else, other than the shop next door, is offered in the city. I often hear from people entering my bookstore that they're surprised I'm here because when they asked around, the candy shop for example, they were told there is no bookstore other than a used one "down the street someplace". Then they're disappointed that my shop isn't a used bookstore. This has been going on for 3 years. I've gone to these shops to introduce myself and where the owners are working, they're very supportive. I've made it a point to know what else is in town, as I get questions all day, including someone asking about a barber shop while I've been filling this out. Also, while Fish is a great restaurant, some people tell ferryboat, walking tourists it's the best and only place to get good fish in town. Those tourists get a far as my shop at 803 Bridgeway, and inquire about how much farther they have to walk. When I tell them, they're very disappointed, thinking they can't get good, non-tourist food closer, which is ridiculous. Some of the /local people and even workers (not business owners) have an attitude against anything on the main street and try to steer tourists away to places they can't actually get to, which helps no

318 one.

The waterfront is world class and severely underutilized, due to the strong preservation movement for a working waterfront. Not the highest and best use, and limiting potential tax

319 revenues.

320 Too much to ad for now.

Tourism has to be a key component of the business mix. But the city also has the potential to attract tech start-ups, as well. It's a very glamorous place and appealing place to work -- a means for a hip employer to differentiate its workforce. Twenty years ago there were several software startup companies. I used to work as an attorney for one of them. I don't know why there aren't

321 more. It seems like a perfect place for small hip companies.

Try to deal with the underlying reasons that small, independently owned Sausalito businesses

322 have closed down. I suspect part of it has to do with rising rents for small business owners.

323 Try to have better businesses move here.....

Turn the Marinship into a night entertainment zone, mixing marine uses with nighttime restaurant / bar / club use. Get an auto dealer in as well, since auto dealers bring in huge tax

324 revenues.

325 Turnover of business community

Upgrade the quality of the stores on Bridgeway. Have more outdoor seating with coffee and snacks available. Correct our parking debacle. (It was best with real people in the booth!) Fix the bike access to town before someone gets killed. (Alexander Ave. is horrible when congested with

326 bikes.) Go back to buying ferry tickets on board.

Water front development. Look at other water based cities in the world and you will see that the water is used for living, dining, entertainment. Ours is primarily used for storage of junk and small

327 businesses of no value.

We need business for residents vs. tourists, therefore quality. Examples: A Bakery! A Quality

328 Grocery Store!

DRAFT

Question 21 Open Answers (cont.)

329 We should build on our assets, and not retreat into a "shell". We are attractive to an incredible diversity of millions of people from around the world. Why? Because we have represented independent thinking, diversity, and the future! If we dismiss this heritage, we dismiss our future.

330 What business community? The tourist businesses are far different from the local services businesses.

331 What if we make Sausalito a foodie destination, San Francisco is known for food and great chefs, lets bring it over here. We could replace ALL the horrible shops on Bridgeway. We could have the bite of Sausalito, more farmers markets, a huge variety from $ to $$$ guest chef from around the country make it what Sonoma and Napa are to wine. OR bring back the art like Sausalito was known for from the 50s to the 80s. Something besides tee shirt shops. Let's go after one thing, ART, Antiques, Food whatever, now we don't have a clear vision and can't see how that benefits anyone except the very few business along a very short strip of street. They can't bring in that much in taxes

332 Why do we not have decent restrooms, street paving, sidewalk repairs, more outdoor dining, create night time activities, there is a long list of what could be possible.

333 Why not ask how the City of Sausalito can enhance the quality of public services? How about maintaining streets that residents use as opposed to maintaining streets that service businesses?

334 Why? Why not enhance the resident community? Who elects these people, anyway?

335 Work with landlords to make rents more affordable for new/small businesses. Support younger business owners.

DRAFT

Question 22: How old are you?

How old are you?

Residents that are 45 years and older make up 79% of the respondents.

	Which of the following choices best describes your relationship to Sausalito?				
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Percent	Response Count
Under 18 Years	0	0	0	0.0%	0
18 to 24 Years	3	0	0	0.7%	3
25 to 34 Years	11	3	3	4.1%	17
35 to 44 Years	33	8	19	14.4%	60
45 to 64 Years	143	26	63	55.5%	232
65+ Years	66	11	22	23.7%	99
N/A	4	1	2	1.7%	7
				answered question	418
				skipped question	43

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Question 23: What is your annual household income?

What is your annual household income?

There is an interesting clustering of income at both the low and high range (50-99k and 200k+).

	Which of the following choices best describes your relationship to Sausalito?				
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Percent	Response Count
Under $50,000	15	1	6	5.5%	22
$50,000 - $99,999	53	8	21	20.6%	82
$100,000 - $149,999	45	6	20	17.8%	71
$150,000 - $199,999	23	6	12	10.3%	41
$200,000 and over	61	8	21	22.6%	90
Decline to state	47	13	23	20.8%	83
N/A	5	4	1	2.5%	10
				answered question	399
				skipped question	62

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Question 24: Do you rent or own your home?

Do you rent or own your home?

64% of residents own their homes.

	Which of the following choices best describes your relationship to Sausalito?				
Answer Options	Resident	Business Owner/Representative of a Sausalito-based Business	Resident and Business Owner/Representative of a Sausalito-based Business	Response Percent	Response Count
Rent	82	12	41	32.5%	135
Own	172	31	65	64.6%	268
N/A	4	4	4	2.9%	12
				answered question	415
				skipped question	46

Question 25: 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:

Not included to protect personal information.

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Question 26: Do you have any other thoughts or concerns about Sausalito's businesses community?

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

Answer Options	Response Count
	108
answered question	108
skipped question	353

Question 26 Open Answers:

1 Adapt to the changing economic realities or disappear

2 Affordability is a huge here - for housing, retail & services. A solid base depends on more variety and range of costs. Otherwise we remain an enclave of wealthy people who commute to other places for jobs and other services.

3 Allow the market to determine what is successful, not whining NIMBY's.

4 At the rate we're going, soon enough, there won't be a business community. Just a bunch of old people living on the hill, driving to Costco once a week....

5 Bike tourism is a huge revenue generator and clearly would be key for Sausalito's businesses. However, there is little to no bicycle parking, the roads are poorly set up for cycling, and there are horrendous crashes and injuries every weekend. I can't believe that the business community doesn't band together to deal with parking and bicycle issues in a proactive way.

6 Business seems to be OK, but any empty storefront is bad news. Make it easier for business to operate. Publish a set of guidelines for business to follow for a quick approval process on renovations and improvements. Remove the parking meters, or allow an hour free at each meter (police monitor the time now w/chalk marks on tires) - people don't visit downtown as parking can be a pain.

7 Businesses have to take time to show concern for the residents who live around their businesses. There are many residents living close to the business area and they don't appreciate the "tourist first" mentality.

8 Caledonia Street could become such a fabulous, energetic zocalo, but instead it is this odd mix of run-down buildings, apartments, restaurants, and shops. A bit of planning/incentives could go a long way here.

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Question 26 Open Answers (cont.)

Caledonia street lacks a certain depth and vibrancy that would make it a destination like Fourth street in San Rafael. Development of the waterfront could help. The old Police lot is just being wasted. Multi-use low-rise structures including housing, restaurants, shops would be a boon and fun to visit. The area around Schoonmaker could be combined with Bay Model to have more restaurants and galleries and shops. Find room for a Marshall's or TJ Maxx so we don't have to drive all the way to Novato for low cast recreational shopping. Create a high density parking area to free up space for walking plazas surrounded by shops and eateries and galleries. Provide a FREE loop shuttle to help distribute tourists around the area to reduce the clot of tourist glut by
9 ferry plaza. This shuttle could take people to new plaza areas.

City Hall needs to lighten up and give people some freedom from the permit hell we are suffering currently. A permit is a piece of paper and it costs thousands of dollars! What is wrong with this
10 picture?

Don't think we can live in the past so in favor of careful development and sensitive renewal
11 activities

Even Tiburon does it better than us. We have natural assets to rival Carmel and Monterey...and no one is taking advantage of it. Look at the number of businesses, which have closed during this recession...look at the "For Lease" signs for retail and offices. It's small-minded, self-interested hill people who are preventing our progress. Unless they are tearing out a heritage oak (I wouldn't dare pitch a fight with the Trees and Views Committee)...be flexible. If they had been, Autodesk would still be here. Beverages and More would have product at half the price of Mollie
12 Stones.

Generally Sausalito is a fine community. It needs some serious attention to some streets, particularly at the top of Spring St. I realize because of the mountainous terrain, the rains take a
13 toll.

Get the politicians to stop determining "appropriate businesses" based on their misguided idea that residents want to live in an elitist Ross or Belvedere with only organic groceries and Baci restaurants and overpriced FISH and Le Garage restaurants...Sausalito needs to be
14 "authentic"/real/"bluecollar" and not some precious elitist enclave.

15 Good Public Libraries are Important.

16 Great city. Just make it better. Have we done an in depth tourist survey yet?

How active is Sausalito in advertising Sausalito as a tourist hot spot? Never ever do I see any info in travel magazines, or even AAA Travel guide about Sausalito. Any tempting offers, like a free all
17 day parking pass for visitors? Some kind of incentive to get more people to visit.

I am against the development of a marine plaza downtown. The quaint small town nature needs
18 to be preserved.

I am an employment law attorney and always worry about employers being sued by employees. I'd be happy to give a talk to the CofC on the most common mistakes of employers and how to
19 avoid them.

I am very impressed that the Marin Economic Forum, City of Sausalito and Chamber of Commerce are taking this professional, strategic approach to finding a solution for improving our economic vitality in Sausalito and making it an even better place to live. And I'm encouraged that
20 these groups see that there is a need to explore solutions in the first place.

I became familiar with non-retail businesses when Art Walk was held. It put a face and community feel to those businesses. Now, I have little interaction with them and just as soon
21 drive to Corte Madera or the City when a non-retail service is needed.

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Question 26 Open Answers (cont.)

22 I believe Sausalito needs to be known as something more than a great tourist destination - "Sausalito the place for??????"

23 I do not know how to make it more positive but it is essential to any community to make it business friendly.

24 I find the current attitude of the downtown merchants, in general, disrespectful of the long time residents. I know times are tough but for a long time they have fought against local traditions.

25 I generally like to live in Sausalito and commute to the East Bay daily in order to have the Sausy life style.

26 I like the variety of businesses and residential properties. I would like to see the area where the police department was located developed in some way.

27 I love our little city by the bay, but I am afraid that it will become just another Fisherman's Wharf destination. The quaintness of the town is getting lost in the traffic and noise. Some type of Bicycle Shuttle would be nice so that there is not a stream of bikes coming down 2nd Street and along the waterfront on Bridgeway. ** Also a MAJOR problem are the "regular" bikers. They almost run you over and pass the tourists on curves in the road etc. Accidents just waiting to happen. Good luck!

28 I realize the challenges that the city faces regarding vitalizing the economy of the businesses here and thank you for trying to find answers.

29 I think Sausalito is a jewel and should be treasured but also shared.

30 I worry that Caledonia rents are so high the businesses such as restaurants and personal services can't survive. I cannot believe that Real Foods has left. I think it's awful.

31 I'd like to see the music recording industry return to Sausalito, even a touristy studio where amateurs could record themselves on CD, like in Nashville. Cheap band practice rental spaces (maybe I shouldn't be sharing all of my business ideas). More street fairs and concerts. There are enough tacky T-shirt shops and gift shops, don't allow any more of them - they're the same in every tourist destination from coast to coast and don't emphasize the uniqueness of Sausalito. More little boat rentals or tours and paddleboard and kayak rentals and sales.

32 Important that we do what we can to support a viable business community.

33 Is it affordable for businesses to stay in Sausalito? It seems that many leave (restaurants in particular) after only a very short time.

34 It is common knowledge that Sausalito's permit process discourages entrepreneurs from building new facilities and / or undertaking improvement projects. While some business persons joke about this, this is not a laughing meter, not even for painful "gallow's humor." Elected officials should charge city staff with exploring means for accelerating the permit process and should streamline the notoriously cumbersome process. Thank you for this opportunity to put forward our ideas in support of your work toward a promising economic development strategy.

35 It is important that we hear the views of the majority of the resident and business community, not just a small but vocal group of residents. That way, the City and the Chamber can make more informed choices about what we need to do to improve the business and resident experience.

36 It seems as though the city makes it very difficult for small businesses (restaurants) to start. Building codes are too strict.

37 It would be a good idea to get a big box store in the shopping center in Marin City, a Costco or Home Depot. It is dead!!

38 It would be GREAT to finally fill the vacancies at the few restaurants that have been vacant for several years now (Gaylords, Cork Wine Bar, the 2nd level space above Piccolo Cafe in downtown).

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Question 26 Open Answers (cont.)

39 It would be interesting to know what percent of business in Sausalito fail yearly. Also what is the cost benefit of the average business in Sausalito.

40 It would be nice if the "business community" stopped trying to turn Sausalito into some other place.

41 It's dull, unimaginative, conservative, unprogressive, narrow-minded and protectionist.

42 It's time we take our City back and develop a more stable downtown with higher end retail and some interesting shops for more than just tourists.

Keep out town beautiful not modernize it much - keep vina del mar as is - do not raise rents on small retail businesses to have to keep spending money to stay in business - keep out waterfront open not high density housing - keep out what makes our town from becoming a big city with poor neighborhoods. This town is not for making money for the state or big fed government.

43 Think if the local residents who have worked hard and pay money to live here - Now higher taxes.

44 Less restrictions

45 Let's face it, I love Sausalito. I wouldn't do business here if I didn't! What did someone say once: " I looked all over Europe for the most gorgeous city in Europe, and I found it in Sausalito! " :-)

46 Love the town, and hate seeing all the vacant storefronts.

47 Make use of our waterfront to attract more local people and stimulate local interest.

48 May God have mercy on them

49 Mill Valley's business community beats Sausalito any day. Their downtown shopping district as well as Miller Ave is ions better than ours. If you choose to make amendments to Sausalito's business comm, look to Miller Ave.

50 More high end shops for locals not tourists.

51 More networking.

52 Must prevent it from becoming just an affluent retirement community and/or an old 'hippie' community by recognizing the relationship with San Francisco and be more effective at attracting young, urban professionals who have an appreciation for the uniqueness of the place and view it as their family home while sustainably commuting to their workplace. Business

53 Nice survey. Thanks for asking.

54 No

55 No

56 No

57 No more T shirt shops or art galleries- obtain a world class array of boutique- non chain type stores in the downtown

58 NO.

59 None at this time

60 None at this time.

61 Not at the moment, but ask again.

62 Not at the moment.

63 Not at the moment.

64 Not really. Except the city government should stay out!!!!!!!!!

65 Of course the biggest problem is the balance between Tourist $$ and $$ from the residents. Tourist are confined to the central downtown and should be confined there.

66 Only that is not diverse enough. Too much of the same things in a lot of the shops.

DRAFT

Question 26 Open Answers (cont.)

67 Only that most think the city is responsible for all of their business. Sometimes businesses become obsolete. In this changing environment we must provide services that are viable and current

68 Originally a City and its businesses should serve their community but in case of Sausalito it is not really happening. There are too many private interests involved which are blocking any change and there are no visions for the future. :(

69 Parking downtown is a problem v expensive especially for non-residents. I only frequent Loggia's on Spinnaker downtown because they have valet parking

70 Parking is always the key. I want to support local businesses but if I can't find legal parking, I won't. Got a ticket while parked alongside the movie theater (apparently that is RESIDENT parking). Sorry, but businesses need parking, too and illegal subdivisions of houses should NOT get priority.

71 Please share with me the results of the survey.

72 Resident discounts, early-bird pricing for dinners or special night of the week resident pricing. Better Food! Indie-art film theater, special lecture or film review series at the library so I don't have to drive to Mill Valley each month, fewer Starbucks more indie coffee houses, you should never have denied Peet's - shame on you!

73 Sausalito is a little bit of paradise. Maybe have a committee brainstorm some ideas and present them to town during a city council meeting or other venue (party?)

74 Sausalito seems to have three ecosystems. Residents, professional, artistic & marine businesses, and tourists. It seems to me that tourism should not be promoted at the expense of the others.

75 Sausalito should encourage more tourism, as the residents cannot support the all the current businesses.

76 Sausalito should move in a direction that brings the South end of town together with the North end of town. Caledonia and the waterfront should have more ties in to down town. Public transportation should be make frequently available during peak season helping to move the public from the ferry to as far North as the houseboats (which many visitors are curious about and hear about prior to arriving in town.)

77 Sausalito will lose its charm just like Fisherman's Wharf did if the business development people do not monitor the non-legit businesses that are making our town look bad.

78 Seems all is doing well.

79 Take all the shrubbery down next to the sidewalk in front of Dunphy Park along Bridgeway to make it visible to tourists and make the park more approachable & accessible and scenically more appealing like the promenade along southern Bridgeway.

80 Thank God for a store like Gene Hiller's

81 Thank you for keeping the chain stores OUT of Sausalito.

82 Thank you to the Business Advisory Committee for engaging this Economic Study. I hope it won't end up ignored on a shelf like all the other past and good studies. If the business community really wants to be successful in promoting a healthy local economy, it should promote a political action committee to nominate and get elected positive thinking members of the City Council, who could provide better leadership at City Hall. It's all about politics.

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Question 26 Open Answers (cont.)

The business community should spend more effort in beautifying the community, especially the eyesores like the RV parking lots and world-war II era buildings that may please some tastes but generally were designed and thrown up for their cheap and functional status and were never intended to be our legacy for all time. The city should also stop limiting the seating in restaurants and permit outdoor seating wherever it's possible, plus end the ridiculous evening parking restrictions west of Caledonia St. The business community downtown should also be taxed to reinstitute a shuttle between Harbor Dr. and Fort Baker which runs so frequently via Marinship that parking could be implemented there and tourists encouraged by free parking, also
83 reducing traffic downtown and providing residents and employees with free local transit.

The city should adopt a long-range plan to have the right mix of businesses downtown. A compromise between the residents and the downtown business owners needs should be
84 achieved.

The complete failure to implement the plans that have been developed. WAM's report is an
85 excellent example.

The local Chamber of Commerce does a good job and really tries to help keep the business community informed and knowing each other, both by newsletters and mixers, but not all
86 businesses belong, which is a shame because those are the ones that don't know who's who.

The tourist-oriented businesses have too much negative influence. I would much rather have a
87 community centered on local people (like Mill Valley).

There needs to be a balance between preserving the old and allowing for the new. A vibrant business community needs only encouragement (and maybe some creative guidance) from the city. Preservation is usually a sign that something is dead where you want to minimize the stink
88 so that healthy business can carry on.

89 They will all be put out of business so the city council can develop every square inch of land.

Think this is a wonderful process. Glad it is being done. Business community now, companies with offices, are all at the north end of town. Are they inhabited? The 'bird cage', the Westamerica building and the two others there as well as the two big building next to the tennis court, are all enigmas to me. No idea who is there. Are the businesses and their employees involved in the community? No presence in the MARIN SCOPE. Are they in Rotary? Lions? Of course I don't know what those organizations do either. Women's Club, except for great
90 scholarship contributions, is also an enigma.

This is a dumb survey. Leave it to the academics to come up with more useless data from which
91 to draw inconsequential information based on preconceived conclusions.

92 Too many t-shirt and junky trinket shops. Need more art and quality vendors.

Underappreciated. The commercial property owners are almost treated with contempt when the
93 attempt to improve their properties and contribute to the future of the City of Sausalito

Upgrade the crummy clothing, T-shirt, tchotchke shops. We deserve quality merchandise for sale
94 in our town. Our retail sector on Bridgeway is shameful.

We are wasting our most valuable asset. Develop the waterfront and it will change the city for
95 the better.

We need a local paper that supports business but stays neutral in local politics. Marin Scope is
96 notably biased and results in adverse views toward local business in reaction.

We need a water taxi service. City council should approve Vassal Gidley to take over the Cassette
97 marina to enable that property to be safe and put to public benefit purposes

98 We need BETTER and MORE schools, starting at pre-school.

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Question 26 Open Answers (cont.)

99 We need to retain existing business, actively solicit quality new businesses and provide more retail diversity for residents and visitors alike while preserving the small-town character of Sausalito

100 We spend too much time on the Sausalito Art Festival each year and not enough time on long range planning for businesses in general.

101 Well done survey

102 When we received your post card, I found it disappointing that it was printed by Vista Print an online printer in Southern CA. Especially when it concerns shopping local, brought to you by the City of Sausalito, The Chamber of Commerce of Sausalito and the Marin Co. Economic Forum. That's what I'm talking about!

103 Why are you wanting to change our town? For more income for government? We have good tourism. Bring back out fishing boats and fish market. Bring back our seals. All the sights we had. This is a small quaint town. Not a municipality like SF People come here to enjoy its being a village comparable to some in Europe. Stop trying to change our town. No offices downtown - not overwhelmed - keep the rents down on our small shops. Do not cut down any trees - too many surveys - no community gardens - communals - too many consultants - we do not need higher prop taxes and sewers to pay for including a consolidation of fire depts. very expensive for older property owners. We are not all wealthy. I only see government control taking over here. Not welcomed here.

104 Work with our business community members not against them... truly become a partner with the Chamber of Commerce and invest in them as an organization.

105 Would like to learn more about it.

106 Would rather have Peet's (a local Bay Area business) than a Starbuck's in town.

107 Yes. I think the massive police presence in Sausalito... 6 police cars, several other police vehicles, the enormous building whose presence towers over the residential downtown, is a bit shocking and unwelcoming. The police's new enforcement of directional parking, is another hit against the quaintness of our town. For decades, people on these small streets have been allowed to park as they will, with no adverse effects. Now the police want to force people into parking in the correct direction, putting forth the argument that it is DANGEROUS and ILLEGAL to park in the wrong direction. Really? After decades of no problems? Very disturbing. Because, whenever this sort of police action takes place, and peoples' daily lives are changed, we have to ask: what's next?

108 Yet again, we need a better variety of retail businesses. Right now we have three: galleries, tee shirt shops & souvenirs...Seriously, is that all there is?

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