TO: SAUSALITO CITY COUNCIL & CITY STAFF

FROM: SAUSALITO BUSINESS ADVISORY COMMITTEE

RE: PRELIMINARY RECOMMENDATIONS FOR PRIORITY CALENDAR

DATE: April 17, 2014

Following are the **five priority projects** that the BAC would like to see "above the line" on the 2014-2105 Sausalito City Priority List which will be reviewed by City Council starting at their April 22, 2014 Council Meeting. The BAC members and its Priority Project Sub-Committee have spent the last few months researching and evaluating what we feel would be most beneficial to sustaining a healthy economy (i.e. city revenues) for Sausalito businesses and residents, which is what our committee has been tasked to do: "evaluate the economy of the City and identify changes to promote the economic health of the business community". We are prepared to elaborate further on all these issues, but understand that for now a brief synopsis will suffice. Thank you!

1. **Business Analytics Services Status Report** -- Using credit card purchasing records of customer expenditure/transactional data, the City can identify core customers considered visitors. Funding for this transactional data & other data resources can be used to develop strategies to diversify the City's retail offerings to visitors, residents, workforce and second homeowners overall
2. **TOT Fund Allocation Raised** -- additional TOT funding needs to be invested in the hospitality industry, associated infrastructure and services which in turn generates revenues for other Sausalito service providers & businesses
3. **Formula Retail Redefined & Consistently Applied** – needs to be better defined and consistently applied; gross contradictions in application and inconsistent interpretations create a negative business environment
4. **Marin Economic Forum (MEF**) Program – participate in additional MEF programs to target business retention and development in low-impact/high-return sectors that have been identified in Sausalito economic analytics
5. **Prepare Climate Action Plan** per Assembly Bill AB 32 to better position Sausalito for potential funding opportunities on this front which will enable the city to better respond to the rising water level issue and its impact on ALL property owners (land values/city revenues), including large segments of the business & commercial business community

Respectfully submitted by BAC Chairperson, Cheryl Popp