



San Anselmo Econ Development Ideas

San Anselmo, CA October 22, 2014

Robert Eyler, Ph.D.

CEO, Marin Economic Forum

eyler@marineconomicforum.org

San Anselmo as a Place to Do Business

- Question to Consider:
 - Why would a business choose San Anselmo?
- Economic
 - More ROI than other locations
 - Labor force, space, other resources available
 - Logistics and supply chain closures
- Social
 - Good schools
 - CEO/Leadership lives locally: reduces costs
- Regional: how much different is San Rafael, e.g.?

Four Agreements

- Industries/Businesses of Focus
- Space to provide such businesses
- Support Industries in place
- Residential Buy-in
- How many of these are achieved to date?

Recognition of Interactions

- Think of San Anselmo like a small country
 - Want to trade with other places, and focus on exports
 - Have flows from other places: people and \$
 - Want control but also controlled from outside
 - Support “domestic” businesses the true focus
 - Domestic residents served also

Tools to Use

- Asset Inventory
 - What differentiates and possibly constrains San Anselmo?
 - Even if agreement on industries to grow, will they be supported?
 - A central spot to gather and synthesize business data
- Use economic impact data to plan for change
 - Part of asset inventory also
 - Describes local supply chain (or lack thereof)
 - Includes labor analysis based on growth

Asset Inventory

- An asset inventory is:
 - Database of economic assets
 - Identifies economic links among industries
 - Describes demography of workers and residents: matching
 - Include an organic database of commercial and residential real estate
- Two outcomes in general
 - A tracking device for business and demographic flow; and
 - A showcase for potential business attraction, retention and expansion

Collision: Social and Economic Issues

Growth: Housing and Transport

- What we want: “Good” jobs
 - Slow movements in cost of living
 - Beautiful place to live
- What we find out:
 - Growth comes with tradeoffs (inflation and traffic)
 - Where will people park?
 - Where will people bike?
 - What will happen to the “culture” of the town?

Transportation

- Two major projects in Marin County in terms of commerce and transportation
- SMART: will light rail provide
 - Lower costs of commuting?
 - Lower levels of traffic?
 - More access for visitors?
- Think basic economics: why do we have so many commuters?
 - Need to reduce traffic: what about broadband?

Demography

- Marin aging quickly
 - Both good and bad with aging
- Ethnic diversity: a want, but tough to “legislate”
- Tied to issues above:
 - Costs of living rise
 - Wealth requirements to live locally rise
 - Without it, local demography ages

Tourism as an Industry

- Good: tax revenue
 - Additional retail
 - Additional restaurant support
- Bad
 - More traffic and parking issues
 - May come for short times or as a pass-through
 - Residential “cake and eat it too” problem
- Issue
 - Is San Anselmo a destination?
 - Are there support industries?

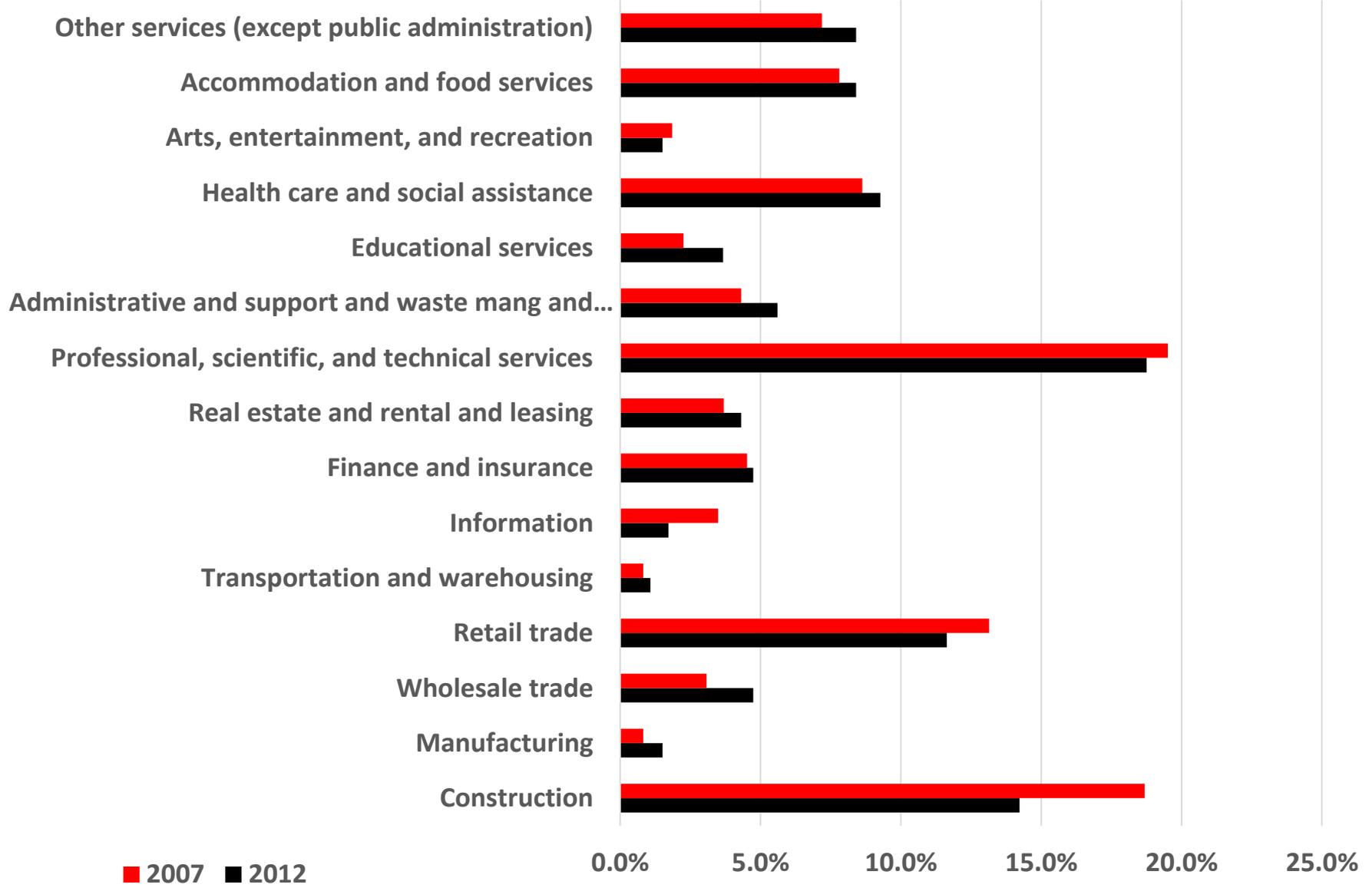
San Anselmo Overview

- San Anselmo about 5% of Marin County households in 2014
- Gross City Product
 - 2010 = \$0.62 billion
 - 2012 = \$0.65 billion
 - 2014 = \$0.68 billion
- Employment
 - 7,800 residents employed, 54.7% employment to pop ratio (Marin County = 54.6%)

Other Interesting Census Tidbits

- Median Age: 2013
 - 44.6 Marin
 - 44.2 San Anselmo
 - 35.7 California
- Median Household Income 2013
 - Marin County: \$90,962
 - San Anselmo: \$100,625
- Households over \$200,000 annual income, 2013
 - Marin County 17.7%
 - San Anselmo 14.4%

Major Industries and Possibilities(?)



Exercise

- What does San Anselmo want to be?
- What can it support long-term?

Conclusions

- Considerations
 - Focal industries: time to get real on space and community acceptance
 - Balance: where will support come from and what does the competition look like?
- Next time
 - Have a simple, strategic session on focal industries and consider the broader context



Thanks!

www.marineconomicforum.org

SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE

Strategic Planning Exercise

As part of his work with the EDC, Dr. Eyler asked members to answer two questions:

What does San Anselmo want to be?

- 1) I think SA wants to be a family-friendly community where people can live in a safe environment and enjoy life. Residents want to have a vibrant economic center where they can shop, eat and be entertained. I don't think SA wants to be SR or Novato, nor does it want to be Fairfax. It is a unique community that wants to maintain its uniqueness.
- 2) San Anselmo wants to be diverse, vibrant, healthy, authentic & appealing. A town that serves the community of all age groups. To be a magnet for the residents and a destination for visitors to be able to spend the day, biking, walking, hiking, eating & shopping or just hanging out in the parks. San Anselmo would like to promote a positive, vital economy and at the same time preserve the unique qualities that are good for business and make San Anselmo a special place in which to visit, live & work.
- 3) I like what I see but want more: Shop that sells toys. More restaurant choices for lunches. More living space above stores to accommodate those who work in town. More senior condos/living spaces. I think we could support some more night life on the Avenue; although I realize that exists on SFD. Office space for small home businesses during the day. A gathering area for teens. A community center. A couple more art galleries...without getting too Mill Valley about it. Gift store where kids could shop; less expensive. Stores and restaurants that fit ALL budgets.
- 4) "The Place to Live and Work" - Successfully marketed and branded. Promote local product development/marketing with retail location for "Local" product sales: Job Creation | Eyler example in Napa. Business-friendly. Best schools. Up-to-date public facilities. Safe.
- 5) San Anselmo wants to remain a small, historically charming town that is attractive to families, seniors and professionals, with an increasingly vibrant downtown and prosperous small business community.
- 6) I'd like to see San Anselmo build on the history of the city – a comfortable, accessible and warm downtown with a legacy as a creative center, transportation hub and central transition link between Marin/SF and Point Reyes/Tamale Bay and the West Marin beach areas. I think the downtown needs a crafted plan to create a mix of local businesses that serve San Anselmo residents and attracts visitors for both daytime activities and evening visits to restaurants, entertainment, movies, etc. I'd like us to work on a vision of what the right mix of downtown business should be and then develop a plan to attract and support those businesses. I think this should include shops (retail and service), restaurants, entertainment venues (music and a movie theater) and a bar or other businesses that will bring people into downtown San Anselmo in the evenings. I think this should also involve a face lift for the downtown area – finding ways to encourage building owners to paint and improve their

buildings. Building support for the kind of jobs and residents we'd like to attract is also an important part of this equation. What options are there for small startup businesses to find affordable office space? Shouldn't we have office space options that would enable tech startups to be housed here in the early formative years? With the close proximity to San Francisco and Silicon Valley San Anselmo could be an ideal and more affordable location for new business development. We have a good combination of community events but I think these need to be improved and build more consistency with these events – and tie them into local businesses. Underlying all of this we need to find ways to make the downtown area more accessible – which means dealing with the parking problem. This has to be a city focused priority – there is no incentive for private businesses to develop parking here. As part of this I think we need to find ways to build a combination of city/taxed base funding with private sources of funding to support a compelling vision of what San Anselmo can be.

What can it support long-term?

- 1) SA can clearly support quality restaurants and stores that provide basic services such as grocery stores and drug stores that people need on a regular basis. I think it can also support high end gift and clothing stores, but also needs more “everyday” shops that people can shop in regularly without having to spend a fortune.
- 2) A variety of restaurants: high-end, outdoor cafe's, deli's & take-aways. A pharmacy. Fitness studios: yoga, pilates, children's martial arts, wellness stores like herbal & tea shops, acupuncture, fitness centers. More accommodations like B&B's or inns. A community gathering center.
- 3) I'm not worried about attracting people from outside. The more we build on what we have, the more will come. The question is: how can we attract the people who already live here? People move here because they like the schools and the small town atmosphere, but do they shop here? I think not. Perhaps we can build on our reputation as a small town and enhance that for those who already live here. I'm in favor of a “branding” effort.
- 4) Local product development. History. Railroad. Asset-based planning approach. Focus on what the town has, rather than on what it lacks. Develop a strategic economic development plan and implement it.
- 5) To support this vision, the Town should promote the maintenance and appropriate development of existing and new infrastructure, (e.g., parking, small-scale mixed-use buildings, free downtown WiFi) that will attract specialized service businesses and visitors. San Anselmo should be able to leverage and improve its existing attributes to make it an even more attractive place to live, work and visit.
- 6) I think the city, the businesses, people who live here and people who visit San Anselmo can support an exciting vision for San Anselmo, but it has to involve multiple sources of financial support and financial incentives to support a transition and transformation. Ultimately this needs to involve a plan that builds long term support and incentives for change. It does seem that there is a growing group locally who are interested in helping to create and implement a new vision for San Anselmo so I think our task is to provide the initial spark to get the engine of change running!

SAN ANSELMO ECONOMIC DEVELOPMENT COMMITTEE

TO: San Anselmo Economic Development Committee
FROM: Dr. Robert Eyer
RE: Ideas Generated from EDC Responses
DATE: April 3, 2015

The summary of comments you sent me provided some 2,000 ft level ideas, which are listed below. Some 2-ft level ideas, may include:

1. New signage by Red Hill to direct West Marin bound traffic to downtown San Anselmo;
2. Looking at current, vacant commercial space and considering how a new tenant diversifies (or does not) the downtown
3. How linked are Red Hill and downtown as complements to each other, and can more of a bridge be formed through partnerships?
4. Can the Town of San Anselmo provide marketing dollars for local businesses, sort of like a BIA or BID, but expand to all of San Anselmo and not just downtown?
5. Identify who shops and patronizes the downtown versus Red Hill as the major "retail" districts

Some 2,000 ft level themes from what you provided from the questions I asked included:

1. San Anselmo should become more of a place to work and live for residents of SA;
2. Downtown should be a mix of family-oriented stores and activities;
3. Historical charm should remain as possible;
4. Long-term: resident attraction to local retail, commercial space, restaurants, activities, services
5. City needs to provide some financial incentives for the "correct" mix of businesses.