

## **Appendix I**

### **Sausalito Community and Economic Development Study**

#### **Tables and Figures to Support Main Text**

**Table 1A: Economic Benefits of Sausalito Private Industry Mix Compared to Marin County, 2009<sup>1</sup>**  
**Sausalito, Selected Industries**

<b>Sausalito</b>	<b>Employment</b>	<b>Firms</b>	<b>Business Revenue</b>
Construction	152	30	\$40,302,537
Manufacturing	232	27	49,264,696
Wholesale Trade	150	52	44,265,503
Retail Trade	380	100	65,142,277
Transportation and Warehousing	25	16	15,558,534
Publishing and Computer Software (Information)	258	44	103,085,258
Finance and Insurance	176	37	173,752,004
Real Estate and Rental and Leasing	173	47	34,018,698
Professional, Scientific, and Technical Services	1,112	249	276,301,927
Management Consulting	45	3	51,503,716
Facilities, Human Resource, and Waste Management	301	45	55,242,835
Private Educational Services	184	19	60,408,166
Health Care and Social Assistance	108	35	160,807,743
Artists and Recreation Activities	220	30	23,856,507
Bars and Restaurants and Hotels	880	75	45,252,800
Other Services (Private Sector)	430	359	51,946,239
<b>Totals</b>	<b>4,900</b>	<b>1,169</b>	<b>\$1,259,386,300</b>

**Sources: Bureau of Economic Analysis, Census Bureau, IMPLAN, and MEF**

---

<sup>1</sup> These data are based on 2009 data per Census Bureau on Sausalito and Marin County employment. The economic impact model estimates the business revenues and wages based on employment levels and average wages paid for both Sausalito and Marin County. Census 2010 will estimate the 2010 employment situation by industry, for which the data are coming during or after press of this report. Also, private-sector agriculture, mining and utilities are not included, and neither is local government because these sectors are unlikely to be foci of a business attraction and retention strategy in Sausalito.

**Table 2A: Economic Benefits of Sausalito Industry Mix Compared to Marin County, 2009<sup>2</sup>**  
**Marin County, Selected Industries**

<b>Marin County</b>	<b>Employment</b>	<b>Firms</b>	<b>Business Revenue</b>
Construction	6,111	949	\$1,001,303,000
Manufacturing	2,014	230	806,531,300
Wholesale Trade	2,325	392	996,567,700
Retail Trade	13,024	954	2,060,337,100
Transportation and Warehousing	891	85	429,842,800
Publishing and Computer Software	2,117	236	1,239,905,800
Finance and Insurance	5,108	604	2,353,951,300
Real Estate and Rental and Leasing	2,556	501	526,878,700
Professional, Scientific, and Technical Services	10,661	1,722	3,789,451,800
Management Consulting	1,889	50	764,085,400
Facilities, Human Resource, and Waste Management	5,904	560	930,566,900
Private Educational Services	3,134	165	1,622,040,500
Health Care and Social Assistance	13,222	951	3,277,227,700
Artists and Recreation Activities	2,771	225	381,671,600
Bars and Restaurants and Hotels	9,853	620	834,308,100
Other Services (Private Sector)	5,820	2,525	979,484,900
<b>Totals</b>	<b>87,400</b>	<b>10,769</b>	<b>\$21,994,154,600</b>

Sources: Bureau of Economic Analysis, Census Bureau, IMPLAN, and MEF

<sup>2</sup> See Footnote 1. Any errors, rounding or otherwise, are the author's alone.

**Table 3A: Sausalito Multipliers for Business Revenue (2010)<sup>3</sup>  
For Every \$1Million of New Business Revenue in a Specific Industry<sup>4</sup>**

<b>Industry</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Accounting, tax preparation, bookkeeping, payroll	1.50	1.84	0.34	Professional, Scientific, Technical Services
Adhesive manufacturing	1.29	1.45	0.16	Manufacturing
Advertising and related services	1.54	1.88	0.34	Professional, Scientific, Technical Services
Air purification equipment manufacturing	1.31	1.45	0.14	Manufacturing
All other crop farming	1.31	1.46	0.15	Agriculture, Forestry, Fishing
All other miscellaneous manufacturing	1.33	1.55	0.22	Manufacturing
Misc. professional, scientific, and technical services	1.45	1.75	0.30	Professional, Scientific, Technical Services
Amusement parks, arcades, and gambling industries	1.56	1.85	0.29	Arts, Entertainment, and Recreation
Analytical laboratory instrument manufacturing	1.45	1.69	0.24	Manufacturing
Animal production, except cattle and poultry and eggs	1.30	1.47	0.17	Agriculture, Forestry, Fishing
Apartment Rentals	1.33	1.66	0.33	Real Estate and Rental and Leasing
Architectural, engineering, and related services	1.56	1.92	0.36	Professional, Scientific, Technical Services
Auto repair and maintenance, except car washes	1.41	1.70	0.29	Other Services (Private Sector)
Automotive equipment rental and leasing	1.46	1.81	0.35	Real Estate and Rental and Leasing
Banks and Credit Unions	1.42	1.70	0.28	Finance and Insurance
Bars and Restaurants	1.44	1.71	0.27	Bars and Restaurants and Hotels
Boat building	1.41	1.64	0.23	Manufacturing
Book publishers	1.52	1.81	0.29	Publishing and Computer Software Design
Business support services	1.44	1.78	0.34	Admin and Waste Management
Cable Television services	1.83	2.09	0.26	Publishing and Computer Software Design
Carpet and rug mills	1.14	1.24	0.10	Manufacturing
Cattle ranching and farming	1.51	1.60	0.09	Agriculture, Forestry, Fishing
Child day care services	1.47	1.74	0.27	Health Care and Social Assistance
Chocolate/confectionery manufacturing	1.32	1.43	0.11	Manufacturing

<sup>3</sup> The data in Tables 3A, 4A and 5A all come from the IMPLAN® model for Sausalito set for 2010.

<sup>4</sup> The multipliers are split into four groups on pages 16 and 17 of the main report, but in Tables 3A, 4A and 5A, consider them as the following: Direct = 1.00, Sausalito = Total Effect = Direct + Indirect + Induced. If an accounting firm has \$1 million more of demand, then Sausalito will have indirect and induced effects of approximately \$500,000 of business revenue on other industries than accounting firms.

<b>Industry: Table 3A, Business Revenue</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Commercial/industrial machinery and equipment rental	1.54	1.87	0.33	Real Estate and Rental and Leasing
Commercial/industrial machinery and equipment repair	1.39	1.65	0.26	Other Services (Private Sector)
Commercial Fishing	1.21	1.41	0.20	Agriculture, Forestry, Fishing
Communications equipment manufacturing	1.43	1.58	0.15	Manufacturing
Computer systems design services	1.52	1.92	0.40	Professional, Scientific, Technical Services
Concrete pipe, brick, and block manufacturing	1.37	1.58	0.21	Manufacturing
Construction of new commercial/health care structures	1.40	1.64	0.24	Construction
Construction of new nonresidential manufacturing structures	1.36	1.59	0.23	Construction
Construction of new single- and multi-family structures	1.38	1.67	0.29	Construction
Construction of other new nonresidential structures	1.43	1.70	0.27	Construction
Construction of other new residential structures	1.36	1.65	0.29	Construction
Couriers and messengers	1.35	1.64	0.29	Transportation and Warehousing
Custom computer programming services	1.48	1.83	0.35	Professional, Scientific, Technical Services
Dairy cattle and milk production	1.28	1.40	0.12	Agriculture, Forestry, Fishing
Data processing, hosting, ISP, web search portals	1.46	1.81	0.35	Publishing and Computer Software Design
Direct and electronic retail sales	1.44	1.72	0.28	Retail Trade
Directory, mailing list, and other publishers	1.43	1.71	0.28	Publishing and Computer Software Design
Dry-cleaning and laundry services	1.41	1.69	0.28	Other Services (Private Sector)
Electric power utilities	1.30	1.59	0.29	Utilities
Electronic and precision equipment repair and maintenance	1.39	1.67	0.28	Other Services (Private Sector)
Electronic computer manufacturing	1.31	1.38	0.07	Manufacturing
Employment services	1.46	1.82	0.36	Admin and Waste Management
Environmental and other technical consulting services	1.53	1.90	0.37	Professional, Scientific, Technical Services
Extraction of oil and natural gas	1.35	1.73	0.38	Mining, Quarrying, and Nat Resources
Fitness and recreational sports centers	1.56	1.87	0.31	Arts, Entertainment, and Recreation
Food Banks and rehabilitation services	1.54	1.90	0.36	Health Care and Social Assistance
Fruit farming	1.29	1.49	0.20	Agriculture, Forestry, Fishing
General and consumer goods rental (Boat Slips)	1.52	1.88	0.36	Real Estate and Rental and Leasing
Grain farming	1.27	1.44	0.17	Agriculture, Forestry, Fishing
Greenhouse, nursery, and floriculture production	1.31	1.54	0.23	Agriculture, Forestry, Fishing
Hand tool manufacturing	1.37	1.58	0.21	Manufacturing
Hardware manufacturing	1.34	1.54	0.20	Manufacturing

<b>Industry: Table 3A, Business Revenue</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Hotels and motels	1.51	1.80	0.29	Bars and Restaurants and Hotels
Independent artists, writers, and performers	1.49	1.83	0.34	Arts, Entertainment, and Recreation
Individual and family services	1.49	1.82	0.33	Health Care and Social Assistance
Industrial mold manufacturing	1.43	1.68	0.25	Manufacturing
Insurance agencies, brokerages, and related activities	1.50	1.84	0.34	Finance and Insurance
Insurance carriers	1.54	1.82	0.28	Finance and Insurance
Internet publishing and broadcasting	1.27	1.47	0.20	Publishing and Computer Software Design
Investigation and security services	1.44	1.79	0.35	Admin and Waste Management
Investment Banking	1.62	1.94	0.32	Finance and Insurance
Iron and steel mills and ferroalloy manufacturing	1.38	1.49	0.11	Manufacturing
Irradiation apparatus manufacturing	1.37	1.49	0.12	Manufacturing
Jewelry and silverware manufacturing	1.28	1.43	0.15	Manufacturing
Laminated plastics, sheet (not packaging), shape manufacture	1.32	1.48	0.16	Manufacturing
Legal services	1.50	1.83	0.33	Professional, Scientific, Technical Services
Lime and gypsum product manufacturing	1.35	1.49	0.14	Manufacturing
Loan Brokerage	1.48	1.79	0.31	Finance and Insurance
Maintenance and repair of nonresidential structures	1.41	1.72	0.31	Construction
Maintenance and repair construction of residential structures	1.34	1.63	0.29	Construction
Management of companies and enterprises	1.51	1.85	0.34	Management of Companies and Enterprises
Management, scientific, consulting services	1.50	1.85	0.35	Professional, Scientific, Technical Services
Medical and dental offices	1.46	1.78	0.32	Health Care and Social Assistance
Medical/diagnostic labs and outpatient/ambulatory care	1.42	1.74	0.32	Health Care and Social Assistance
Men's and boy's cut and sew apparel manufacturing	1.38	1.61	0.23	Manufacturing
Metal and other household furniture manufacturing	1.35	1.51	0.16	Manufacturing
Metal cutting and forming machine tool manufacturing	1.41	1.62	0.21	Manufacturing
Miscellaneous nonmetallic mineral product manufacturing	1.32	1.5	0.18	Manufacturing
Motion picture and video industries	1.57	1.88	0.31	Publishing and Computer Software Design
Museums, historical sites and parks	1.53	1.86	0.33	Arts, Entertainment, and Recreation
Natural gas distribution	1.21	1.64	0.43	Utilities
Newspaper publishers	1.32	1.59	0.27	Publishing and Computer Software Design
Office administrative services	1.49	1.82	0.33	Admin and Waste Management
Office Furniture	1.36	1.55	0.19	Manufacturing

<b>Industry: Table 3A, Business Revenue</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Office supplies (except paper) manufacturing	1.32	1.51	0.19	Manufacturing
Ophthalmic goods manufacturing	1.38	1.59	0.21	Manufacturing
Optical instrument and lens manufacturing	1.48	1.66	0.18	Manufacturing
Other accommodations	1.52	1.83	0.31	Bars and Restaurants and Hotels
Other amusement and recreation industries	1.54	1.82	0.28	Arts, Entertainment, and Recreation
Other computer-related services, including facilities mgmt.	1.43	1.77	0.34	Professional, Scientific, Technical Services
Other cut and sew apparel manufacturing	1.45	1.69	0.24	Manufacturing
Other electronic component manufacturing	1.49	1.67	0.18	Manufacturing
Other engine equipment manufacturing	1.4	1.51	0.11	Manufacturing
Other general purpose machinery manufacturing	1.36	1.52	0.16	Manufacturing
Other Publishing and Computer Software Design services	1.47	1.74	0.27	Publishing and Computer Software Design
Other personal services	1.43	1.74	0.31	Other Services (Private Sector)
Other private educational services	1.47	1.8	0.33	Educational Services
Other state and local government enterprises	1.48	1.8	0.32	Local/Federal Government
Other support services	1.42	1.72	0.30	Admin and Waste Management
Packaging machinery manufacturing	1.42	1.58	0.16	Manufacturing
Paperboard container manufacturing	1.32	1.47	0.15	Manufacturing
Performing arts companies	1.59	1.94	0.35	Arts, Entertainment, and Recreation
Periodical publishers	1.44	1.75	0.31	Publishing and Computer Software Design
Personal and household goods repair and maintenance	1.37	1.63	0.26	Other Services (Private Sector)
Personal care services	1.47	1.77	0.30	Other Services (Private Sector)
Pharmaceutical preparation manufacturing	1.49	1.64	0.15	Manufacturing
Photographic services	1.52	1.83	0.31	Professional, Scientific, Technical Services
Pottery, ceramics, and plumbing fixture manufacturing	1.42	1.62	0.20	Manufacturing
Poultry and egg production	1.18	1.27	0.09	Agriculture, Forestry, Fishing
Private elementary and secondary schools	1.48	1.82	0.34	Educational Services
Private household operations	1.39	1.75	0.36	Other Services (Private Sector)
Private universities and professional schools	1.55	1.82	0.27	Educational Services
Professional organizations	1.59	1.99	0.40	Other Services (Private Sector)
Promoters of arts and sports and agents for public figures	1.62	1.95	0.33	Arts, Entertainment, and Recreation
Real estate establishments	1.38	1.67	0.29	Real Estate and Rental and Leasing

<b>Industry: Table 3A, Business Revenue</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Religious organizations	1.65	1.89	0.24	Other Services (Private Sector)
Retail Stores - Building material and garden supply	1.50	1.82	0.32	Retail Trade
Retail Stores - Clothing and clothing accessories	1.49	1.79	0.30	Retail Trade
Retail Stores - Electronics and appliances	1.50	1.84	0.34	Retail Trade
Retail Stores - Food and beverage	1.51	1.83	0.32	Retail Trade
Retail Stores - Furniture and home furnishings	1.51	1.83	0.32	Retail Trade
Retail Stores - Gasoline stations	1.46	1.77	0.31	Retail Trade
Retail Stores - General merchandise	1.51	1.84	0.33	Retail Trade
Retail Stores - Health and personal care	1.48	1.80	0.32	Retail Trade
Retail Stores – Miscellaneous	1.49	1.81	0.32	Retail Trade
Retail Stores - Motor vehicle and parts	1.50	1.84	0.34	Retail Trade
Retail Stores - Sporting goods, hobby, book and music	1.51	1.82	0.31	Retail Trade
Scenic and sightseeing transportation and support activities	1.41	1.76	0.35	Transportation and Warehousing
Scientific research and development services	1.52	1.89	0.37	Professional, Scientific, Technical Services
Search, detection, and navigation instruments manufacturing	1.52	1.73	0.21	Manufacturing
Services to buildings and dwellings	1.34	1.63	0.29	Admin and Waste Management
Showcase, partition, shelving, and locker manufacturing	1.38	1.55	0.17	Manufacturing
Social advocacy organizations	1.71	2.11	0.40	Other Services (Private Sector)
Software publishers	1.50	1.84	0.34	Publishing and Computer Software Design
Sound recording industries	1.90	2.15	0.25	Publishing and Computer Software Design
Specialized design services	1.48	1.80	0.32	Professional, Scientific, Technical Services
State and local government electric utilities	1.20	1.48	0.28	Local/Federal Government
State and local government passenger transit	1.53	1.84	0.31	Local/Federal Government
Telecommunications	1.46	1.76	0.30	Publishing and Computer Software Design
Telephone apparatus manufacturing	1.40	1.52	0.12	Manufacturing
Textile bag and canvas mills	1.34	1.54	0.20	Manufacturing
Transport by rail	1.51	1.76	0.25	Transportation and Warehousing
Transport by truck	1.32	1.64	0.32	Transportation and Warehousing
Transport by water	1.41	1.68	0.27	Transportation and Warehousing
Travel services	1.46	1.76	0.30	Admin and Waste Management
US Postal Service	1.45	1.79	0.34	Other Services (Private Sector)
Vegetable and melon farming	1.29	1.47	0.18	Agriculture, Forestry, Fishing



<b>Industry: Table 3A, Business Revenue</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Veneer and plywood manufacturing	1.61	1.53	-0.08	Manufacturing
Veterinary services	1.53	1.74	0.21	Professional, Scientific, Technical Services
Video tape and disc rental	1.6	1.88	0.28	Real Estate and Rental and Leasing
Wholesale trade businesses	1.49	1.81	0.32	Wholesale Trade
Wineries	1.42	1.59	0.17	Manufacturing
Women's and girl's cut and sew apparel manufacturing	1.46	1.66	0.2	Manufacturing

**Table 4A: Sausalito Multipliers for Job Creation (2010)**  
**For Every \$1Million of New Business Revenue in a Specific Industry, Number of Jobs Created<sup>5</sup>**

<b>Industry: Table 4A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Accounting, tax preparation, bookkeeping, and payroll services	11.5	13.8	2.3	Professional, Scientific, Technical Services
Adhesive manufacturing	3.5	4.6	1.1	Manufacturing
Advertising and related services	11.7	13.9	2.2	Professional, Scientific, Technical Services
Air purification and ventilation equipment manufacturing	6.6	7.5	0.9	Manufacturing
All other crop farming	5.4	6.6	1.2	Agriculture, Forestry, Fishing
All other miscellaneous manufacturing	6.5	8.0	1.5	Manufacturing
All other miscellaneous Professional, Scientific, Technical Services	4.6	6.7	2.1	Professional, Scientific, Technical Services
Amusement parks, arcades, and gambling industries	10.3	12.2	1.9	Arts, Entertainment, and Recreation
Analytical laboratory instrument manufacturing	5.1	6.5	1.4	Manufacturing
Animal production, except cattle and poultry and eggs	14.9	16.1	1.2	Agriculture, Forestry, Fishing
Architectural, engineering, and related services	12.2	14.7	2.5	Professional, Scientific, Technical Services
Automotive equipment rental and leasing	5.3	7.5	2.2	Real Estate and Rental and Leasing
Automotive repair and maintenance, except car washes	11.7	13.7	2.0	Other Services (Private Sector)
Banks and credit unions	6.9	8.7	1.8	Finance and Insurance
Boat building	6.0	7.5	1.5	Manufacturing
Book publishers	7.3	9.2	1.9	Publishing and Computer Software Design
Broadcast and wireless communications equipment manufacturing	4.3	5.3	1.0	Manufacturing
Business support services	17.4	19.7	2.3	Admin and Waste Management
Cable and other subscription programming	4.5	6.2	1.7	Publishing and Computer Software Design
Carpet and rug mills	3.6	4.2	0.6	Manufacturing
Cattle ranching and farming	10.0	10.7	0.7	Agriculture, Forestry, Fishing
Child day care services	18.0	19.9	1.9	Health Care and Social Assistance
Chocolate and confectionery manufacturing from cacao beans	3.4	4.2	0.8	Manufacturing
Civic, social, professional, and similar organizations	24.2	26.7	2.5	Other Services (Private Sector)
Commercial/ industrial machinery and equipment rental and leasing	6.7	9.0	2.3	Real Estate and Rental and Leasing
Commercial/industrial machinery equipment repair and maintenance	7.6	9.4	1.8	Other Services (Private Sector)
Commercial Fishing	26.3	27.8	1.5	Agriculture, Forestry, Fishing

<sup>5</sup> The multipliers are split into four groups on pages 16 and 17 of the main report, but in Tables 3A, 4A and 5A, consider them as the following: Sausalito = Total Effect = Direct + Indirect + Induced. If an accounting firm has \$1 million more of demand, then Sausalito will have a demand for approximately 11.5 full-time equivalent workers across an array of local businesses, including accounting firms.

<b>Industry: Table 4A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Community food, housing, relief services, including rehab services	30.5	32.9	2.4	Health Care and Social Assistance
Computer systems design services	14.4	17.0	2.6	Professional, Scientific, Technical Services
Concrete pipe, brick, and block manufacturing	5.5	7.0	1.5	Manufacturing
Construction of new commercial and health care structures	8.5	10.1	1.6	Construction
Construction of new nonresidential manufacturing structures	7.8	9.4	1.6	Construction
Construction of new residential single- and multi-family structures	9.7	11.8	2.1	Construction
Construction of other new nonresidential structures	9.3	11.1	1.8	Construction
Construction of other new residential structures	9.9	11.9	2.0	Construction
Couriers and messengers	13.7	15.8	2.1	Transportation and Warehousing
Custom computer programming services	10.5	13.0	2.5	Professional, Scientific, Technical Services
Dairy cattle and milk production	7.5	8.4	0.9	Agriculture, Forestry, Fishing
Data processing, hosting, ISP, web search portals and related services	6.1	8.2	2.1	Publishing and Computer Software Design
Directory, mailing list, and other publishers	6.4	8.2	1.8	Publishing and Computer Software Design
Dry-cleaning and laundry services	20.1	22.1	2.0	Other Services (Private Sector)
Electric power utilities	3.7	5.5	1.8	Utilities
Electronic and precision equipment repair and maintenance	7.8	9.8	2.0	Other Services (Private Sector)
Electronic computer manufacturing	2.3	2.8	0.5	Manufacturing
Employment services	25.8	28.2	2.4	Admin and Waste Management
Environmental and other technical consulting services	11.4	13.9	2.5	Professional, Scientific, Technical Services
Extraction of oil and natural gas	4.8	6.9	2.1	Mining, Quarrying, and Nat Resources
Federal electric utilities	4.7	6.6	1.9	Government
Fitness and recreational sports centers	27.5	29.6	2.1	Arts, Entertainment, and Recreation
Food services and drinking places (Bars and Restaurants)	18.1	19.9	1.8	Bars and Restaurants and Hotels
Fruit farming	7.4	9.0	1.6	Agriculture, Forestry, Fishing
General and consumer goods rental (Boat Slips)	13.1	15.5	2.4	Real Estate and Rental and Leasing
Grain farming	11.6	12.8	1.2	Agriculture, Forestry, Fishing
Grant making, giving, and social advocacy organizations	23.4	26.1	2.7	Other Services (Private Sector)
Greenhouse, nursery, and floriculture production	5.5	7.1	1.6	Agriculture, Forestry, Fishing
Hand tool manufacturing	6.3	7.7	1.4	Manufacturing
Hardware manufacturing	5.1	6.4	1.3	Manufacturing
Hotels and motels, including casino hotels	14.0	16.0	2.0	Bars and Restaurants and Hotels

<b>Industry: Table 4A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Imputed rental activity (Rental Income for Property Owners)	2.6	4.7	2.1	Real Estate and Rental and Leasing
Independent artists, writers, and performers	18.9	21.3	2.4	Arts, Entertainment, and Recreation
Individual and family services	23.3	25.5	2.2	Health Care and Social Assistance
Industrial mold manufacturing	9.0	10.7	1.7	Manufacturing
Insurance agencies, brokerages, and related activities	9.0	11.4	2.4	Finance and Insurance
Insurance carriers	6.2	7.9	1.7	Finance and Insurance
Internet publishing and broadcasting	3.0	4.2	1.2	Publishing and Computer Software Design
Investigation and security services	27.2	29.5	2.3	Admin and Waste Management
Iron and steel mills and ferroalloy manufacturing	2.9	3.8	0.9	Manufacturing
Irradiation apparatus manufacturing	3.5	4.3	0.8	Manufacturing
Jewelry and silverware manufacturing	6.3	7.3	1.0	Manufacturing
Laminated plastics, sheet (except packaging), shape manufacturing	5.1	6.2	1.1	Manufacturing
Legal services	11.3	13.5	2.2	Professional, Scientific, Technical Services
Lime and gypsum product manufacturing	3.9	5.0	1.1	Manufacturing
Loan Brokerages	7.0	9.0	2.0	Finance and Insurance
Maintenance and repair construction of nonresidential structures	11.0	13.1	2.1	Construction
Maintenance and repair construction of residential structures	9.4	11.4	2.0	Construction
Management of companies and enterprises	7.2	9.2	2.0	Management of Companies and Enterprises
Management, scientific, and technical consulting services	9.6	12.0	2.4	Professional, Scientific, Technical Services
Medical/diagnostic labs and outpatient/other ambulatory services	8.6	10.9	2.3	Health Care and Social Assistance
Men's and boy's cut and sew apparel manufacturing	8.6	10.3	1.7	Manufacturing
Metal and other household furniture manufacturing	6.3	7.4	1.1	Manufacturing
Metal cutting and forming machine tool manufacturing	6.1	7.5	1.4	Manufacturing
Miscellaneous nonmetallic mineral product manufacturing	5.0	6.2	1.2	Manufacturing
Motion picture and video industries	6.6	8.6	2.0	Publishing and Computer Software Design
Museums, historical sites, zoos, and parks	8.7	11.0	2.3	Arts, Entertainment, and Recreation
Natural gas distribution	2.3	4.4	2.1	Utilities
Newspaper publishers	10.0	11.7	1.7	Publishing and Computer Software Design
Office administrative services	11.7	14.0	2.3	Admin and Waste Management
Office Furniture	10.3	11.8	1.5	Manufacturing

<b>Industry: Table 4A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Office supplies (except paper) manufacturing	9.0	10.1	1.1	Manufacturing
Offices of physicians, dentists, and other health practitioners	10.4	12.7	2.3	Health Care and Social Assistance
Ophthalmic goods manufacturing	6.6	8.0	1.4	Manufacturing
Optical instrument and lens manufacturing	6.4	7.6	1.2	Manufacturing
Other accommodations	15.0	17.2	2.2	Bars and Restaurants and Hotels
Other amusement and recreation industries	12.0	14.0	2.0	Arts, Entertainment, and Recreation
Other business support services	6.8	8.9	2.1	Admin and Waste Management
Other computer related services, including facilities management	6.4	8.6	2.2	Professional, Scientific, Technical Services
Other cut and sew apparel manufacturing	9.3	10.9	1.6	Manufacturing
Other electronic component manufacturing	7.0	8.2	1.2	Manufacturing
Other engine equipment manufacturing	3.0	3.9	0.9	Manufacturing
Other Federal Government enterprises	12.3	14.5	2.2	Government
Other general purpose machinery manufacturing	7.3	8.4	1.1	Manufacturing
Other Publishing and Computer Software Design services	5.4	7.2	1.8	Publishing and Computer Software Design
Other personal services	6.9	9.1	2.2	Other Services (Private Sector)
Other private educational services	18.0	20.2	2.2	Educational Services
Other state and local government enterprises	6.7	8.8	2.1	Local/Federal Government
Packaging machinery manufacturing	6.9	7.9	1.0	Manufacturing
Paperboard container manufacturing	4.7	5.7	1.0	Manufacturing
Performing arts companies	32.3	34.8	2.5	Arts, Entertainment, and Recreation
Periodical publishers	6.9	8.8	1.9	Publishing and Computer Software Design
Personal and household goods repair and maintenance	8.1	9.9	1.8	Other Services (Private Sector)
Personal care services	21.5	23.5	2.0	Other Services (Private Sector)
Pharmaceutical preparation manufacturing	3.3	4.4	1.1	Manufacturing
Photographic services	15.4	17.4	2.0	Professional, Scientific, Technical Services
Pottery, ceramics, and plumbing fixture manufacturing	8.9	10.3	1.4	Manufacturing
Poultry and egg production	2.0	2.7	0.7	Agriculture, Forestry, Fishing
Private elementary and secondary schools	24.2	26.5	2.3	Educational Services
Private household operations	84.6	87.0	2.4	Other Services (Private Sector)
Private junior colleges, colleges, universities, and professional schools	19.7	21.6	1.9	Educational Services
Promoters of performing arts and sports and agents for public figures	25.7	28.0	2.3	Arts, Entertainment, and Recreation
Real estate establishments	9.5	11.6	2.1	Real Estate and Rental and Leasing

<b>Industry: Table 4A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Religious organizations	10.9	12.5	1.6	Other Services (Private Sector)
Retail - Direct and electronic sales	15.2	17.1	1.9	Retail Trade
Retail Stores - Building material and garden supply	11.6	13.8	2.1	Retail Trade
Retail Stores - Clothing and clothing accessories	13.1	15.1	2.0	Retail Trade
Retail Stores - Electronics and appliances	12.3	14.5	2.3	Retail Trade
Retail Stores - Food and beverage	14.2	16.4	2.2	Retail Trade
Retail Stores - Furniture and home furnishings	13.4	15.5	2.1	Retail Trade
Retail Stores - Gasoline stations	5.6	7.6	2.0	Retail Trade
Retail Stores - General merchandise	19.9	22.1	2.2	Retail Trade
Retail Stores - Health and personal care	14.9	17.1	2.1	Retail Trade
Retail Stores – Miscellaneous	26.7	28.8	2.2	Retail Trade
Retail Stores - Motor vehicle and parts	13.4	15.7	2.3	Retail Trade
Retail Stores - Sporting goods, hobby, book and music	18.7	20.8	2.1	Retail Trade
Scenic and sightseeing transportation and support activities	9.6	12.1	2.4	Transportation and Warehousing
Scientific research and development services	10.1	12.6	2.6	Professional, Scientific, Technical Services
Search, detection, and navigation instruments manufacturing	5.7	7.2	1.4	Manufacturing
Securities, commodity contracts (Investment Banking)	10.3	12.3	2.0	Finance and Insurance
Services to buildings and dwellings	20.1	22	1.9	Admin and Waste Management
Showcase, partition, shelving, and locker manufacturing	7.7	8.9	1.2	Manufacturing
Software publishers	5.9	8.3	2.4	Publishing and Computer Software Design
Sound recording industries	6.5	8	1.4	Publishing and Computer Software Design
Specialized design services	9.5	11.6	2.1	Professional, Scientific, Technical Services
State and local government electric utilities	3.3	4.7	1.5	Local/Federal Government
State and local government passenger transit	22.8	24.9	2.1	Local/Federal Government
Telecommunications	4.9	6.8	1.9	Publishing and Computer Software Design
Telephone apparatus manufacturing	3.4	4.2	0.8	Manufacturing
Textile bag and canvas mills	8.3	9.6	1.3	Manufacturing
Transport by rail	25.7	27.4	1.8	Transportation and Warehousing
Transport by truck	10.7	13	2.3	Transportation and Warehousing
Transport by water	4.6	6.4	1.8	Transportation and Warehousing
Travel arrangement and reservation services	10.2	12	1.8	Admin and Waste Management

<b>Industry: Table 4A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
US Postal Service	13.3	15.6	2.3	Other Services (Private Sector)
Vegetable and melon farming	4.4	5.8	1.4	Agriculture, Forestry, Fishing
Veneer and plywood manufacturing	8.6	8.7	0.1	Manufacturing
Veterinary services	15.3	16.9	1.6	Professional, Scientific, Technical Services
Video tape and disc rental	23.4	25.3	1.9	Real Estate and Rental and Leasing
Wholesale trade businesses	8.1	10.3	2.2	Wholesale Trade
Wineries	4.4	5.5	1.1	Manufacturing
Women's and girl's cut and sew apparel manufacturing	6.0	7.4	1.4	Manufacturing

**Table 5A: Sausalito Multipliers for Indirect Tax Revenue (2010)**  
**For Every \$1Million of New Business Revenue in a Specific Industry, Indirect Tax Revenue Created<sup>6</sup>**

<b>Industry: Table 5A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Accounting, tax preparation, bookkeeping, and payroll services	0.03	0.05	0.02	Professional, Scientific, Technical Services
Adhesive manufacturing	0.02	0.03	0.01	Manufacturing
Advertising and related services	0.04	0.05	0.01	Professional, Scientific, Technical Services
Air purification and ventilation equipment manufacturing	0.02	0.03	0.01	Manufacturing
All other crop farming	0.07	0.07	0.00	Agriculture, Forestry, Fishing
All other miscellaneous manufacturing	0.02	0.03	0.01	Manufacturing
All other miscellaneous Professional, Scientific, Technical Services	0.03	0.04	0.01	Professional, Scientific, Technical Services
Amusement parks, arcades, and gambling industries	0.11	0.12	0.01	Arts, Entertainment, and Recreation
Analytical laboratory instrument manufacturing	0.03	0.04	0.01	Manufacturing
Animal production, except cattle and poultry and eggs	0.05	0.05	0.00	Agriculture, Forestry, Fishing
Architectural, engineering, and related services	0.03	0.05	0.02	Professional, Scientific, Technical Services
Automotive equipment rental and leasing	0.12	0.13	0.01	Real Estate and Rental and Leasing
Automotive repair and maintenance, except car washes	0.11	0.12	0.01	Other Services (Private Sector)
Boat building	0.03	0.04	0.01	Manufacturing
Book publishers	0.03	0.04	0.01	Publishing and Computer Software Design
Broadcast and wireless communications equipment manufacturing	0.02	0.03	0.01	Manufacturing
Business support services	0.04	0.05	0.01	Admin and Waste Management
Cable and other subscription programming	0.03	0.04	0.01	Publishing and Computer Software Design
Carpet and rug mills	0.01	0.02	0.01	Manufacturing
Cattle ranching and farming	0.05	0.05	0.00	Agriculture, Forestry, Fishing
Child day care services	0.03	0.05	0.02	Health Care and Social Assistance
Chocolate and confectionery manufacturing from cacao beans	0.02	0.03	0.01	Manufacturing
Civic, social, professional, and similar organizations	0.06	0.08	0.02	Other Services (Private Sector)
Commercial and industrial machinery and equipment rental	0.08	0.10	0.02	Real Estate and Rental and Leasing
Commercial and industrial machinery equipment repair	0.08	0.09	0.01	Other Services (Private Sector)
Commercial Fishing	0.02	0.03	0.01	Agriculture, Forestry, Fishing
Community food, housing, and relief services, incl. rehab	0.04	0.06	0.02	Health Care and Social Assistance

<sup>6</sup> The multipliers are split into four groups on pages 16 and 17 of the main report, but in Tables 3A, 4A and 5A, consider them as the following: Sausalito = Total Effect = Direct + Indirect + Induced. If an accounting firm has \$1 million more of demand, then Sausalito will generate approximately \$30,000 of additional tax revenue in various forms for Sausalito's city government.



<b>Industry: Table 5A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Computer systems design services	0.06	0.08	0.02	Professional, Scientific, Technical Services
Concrete pipe, brick, and block manufacturing	0.03	0.04	0.01	Manufacturing
Construction of new nonresidential commercial/health care structures	0.03	0.04	0.01	Construction
Construction of new nonresidential manufacturing structures	0.02	0.04	0.02	Construction
Construction of new residential single- and multi-family structures	0.03	0.05	0.02	Construction
Construction of other new nonresidential structures	0.03	0.04	0.01	Construction
Construction of other new residential structures	0.03	0.04	0.01	Construction
Couriers and messengers	0.07	0.08	0.01	Transportation and Warehousing
Custom computer programming services	0.06	0.07	0.01	Professional, Scientific, Technical Services
Dairy cattle and milk production	0.03	0.04	0.01	Agriculture, Forestry, Fishing
Data processing, hosting, ISP, web search portals and related services	0.03	0.05	0.02	Publishing and Computer Software Design
Directory, mailing list, and other publishers	0.03	0.04	0.01	Publishing and Computer Software Design
Dry-cleaning and laundry services	0.06	0.08	0.02	Other Services (Private Sector)
Electric power utilities	0.14	0.15	0.01	Utilities
Electronic and precision equipment repair and maintenance	0.08	0.09	0.01	Other Services (Private Sector)
Electronic computer manufacturing	0.02	0.02	0.00	Manufacturing
Employment services	0.03	0.05	0.02	Admin and Waste Management
Environmental and other technical consulting services	0.03	0.05	0.02	Professional, Scientific, Technical Services
Extraction of oil and natural gas	0.08	0.09	0.01	Mining, Quarrying, and Nat Resources
Federal electric utilities	0.02	0.03	0.01	Government
Fitness and recreational sports centers	0.06	0.07	0.01	Arts, Entertainment, and Recreation
Food services and drinking places (Bars and Restaurants)	0.09	0.1	0.01	Bars and Restaurants and Hotels
Fruit farming	0.04	0.05	0.01	Agriculture, Forestry, Fishing
General and consumer goods rental (Boat Slips)	0.09	0.1	0.01	Real Estate and Rental and Leasing
Grain farming	0.02	0.03	0.01	Agriculture, Forestry, Fishing
Grant making, giving, and social advocacy organizations	0.05	0.07	0.02	Other Services (Private Sector)
Greenhouse, nursery, and floriculture production	0.03	0.04	0.01	Agriculture, Forestry, Fishing
Hand tool manufacturing	0.02	0.03	0.01	Manufacturing
Hardware manufacturing	0.02	0.03	0.01	Manufacturing
Hotels and motels, including casino hotels	0.12	0.13	0.01	Bars and Restaurants and Hotels
Imputed rental activity (Rental Income for Property Owners)	0.13	0.15	0.02	Real Estate and Rental and Leasing
Independent artists, writers, and performers	0.03	0.05	0.02	Arts, Entertainment, and Recreation

<b>Industry: Table 5A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Individual and family services	0.03	0.05	0.02	Health Care and Social Assistance
Industrial mold manufacturing	0.03	0.04	0.01	Manufacturing
Insurance agencies, brokerages, and related activities	0.03	0.04	0.01	Finance and Insurance
Insurance carriers	0.07	0.08	0.01	Finance and Insurance
Internet publishing and broadcasting	0.02	0.02	0.00	Publishing and Computer Software Design
Investigation and security services	0.04	0.06	0.02	Admin and Waste Management
Iron and steel mills and ferroalloy manufacturing	0.03	0.03	0.00	Manufacturing
Irradiation apparatus manufacturing	0.02	0.03	0.01	Manufacturing
Jewelry and silverware manufacturing	0.02	0.03	0.01	Manufacturing
Laminated plastics plate, sheet (except packaging), shape manufacturing	0.02	0.03	0.01	Manufacturing
Legal services	0.05	0.07	0.02	Professional, Scientific, Technical Services
Lime and gypsum product manufacturing	0.03	0.03	0.00	Manufacturing
Maintenance and repair construction of nonresidential structures	0.03	0.05	0.02	Construction
Maintenance and repair construction of residential structures	0.02	0.04	0.02	Construction
Management of companies and enterprises	0.04	0.05	0.01	Management of Companies and Enterprises
Management, scientific, and technical consulting services	0.03	0.05	0.02	Professional, Scientific, Technical Services
Medical and diagnostic labs and outpatient and ambulatory care services	0.03	0.04	0.01	Health Care and Social Assistance
Men's and boy's cut and sew apparel manufacturing	0.03	0.04	0.01	Manufacturing
Metal and other household furniture manufacturing	0.02	0.03	0.01	Manufacturing
Metal cutting and forming machine tool manufacturing	0.03	0.04	0.01	Manufacturing
Miscellaneous nonmetallic mineral product manufacturing	0.03	0.03	0.00	Manufacturing
Monetary authorities and depository credit intermediation activities	0.04	0.05	0.01	Finance and Insurance
Motion picture and video industries	0.04	0.06	0.02	Publishing and Computer Software Design
Museums, historical sites, zoos, and parks	0.06	0.08	0.02	Arts, Entertainment, and Recreation
Natural gas distribution	0.06	0.08	0.02	Utilities
Newspaper publishers	0.03	0.04	0.01	Publishing and Computer Software Design
Investment Banking	0.06	0.07	0.01	Finance and Insurance
Office administrative services	0.04	0.06	0.02	Admin and Waste Management
Office Furniture	0.02	0.03	0.01	Manufacturing
Office supplies (except paper) manufacturing	0.02	0.03	0.01	Manufacturing
Offices of physicians, dentists, and other health practitioners	0.03	0.05	0.02	Health Care and Social Assistance
Ophthalmic goods manufacturing	0.02	0.03	0.01	Manufacturing

<b>Industry: Table 5A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Optical instrument and lens manufacturing	0.03	0.04	0.01	Manufacturing
Other accommodations	0.06	0.07	0.01	Bars and Restaurants and Hotels
Other amusement and recreation industries	0.07	0.08	0.01	Arts, Entertainment, and Recreation
Other computer related services, including facilities management	0.03	0.05	0.02	Professional, Scientific, Technical Services
Other cut and sew apparel manufacturing	0.03	0.04	0.01	Manufacturing
Other electronic component manufacturing	0.03	0.04	0.01	Manufacturing
Other engine equipment manufacturing	0.02	0.02	0.00	Manufacturing
Other Federal Government enterprises	0.02	0.04	0.02	Government
Other general purpose machinery manufacturing	0.02	0.03	0.01	Manufacturing
Other Publishing and Computer Software Design services	0.03	0.04	0.01	Publishing and Computer Software Design
Other personal services	0.06	0.08	0.02	Other Services (Private Sector)
Other private educational services	0.03	0.05	0.02	Educational Services
Other state and local government enterprises	0.02	0.04	0.02	Local/Federal Government
Other support services	0.03	0.05	0.02	Admin and Waste Management
Packaging machinery manufacturing	0.02	0.03	0.01	Manufacturing
Paperboard container manufacturing	0.03	0.04	0.01	Manufacturing
Performing arts companies	0.09	0.10	0.01	Arts, Entertainment, and Recreation
Periodical publishers	0.03	0.04	0.01	Publishing and Computer Software Design
Personal and household goods repair and maintenance	0.07	0.08	0.01	Other Services (Private Sector)
Personal care services	0.06	0.08	0.02	Other Services (Private Sector)
Pharmaceutical preparation manufacturing	0.02	0.03	0.01	Manufacturing
Photographic services	0.07	0.08	0.01	Professional, Scientific, Technical Services
Pottery, ceramics, and plumbing fixture manufacturing	0.03	0.04	0.01	Manufacturing
Poultry and egg production	0.02	0.02	0.00	Agriculture, Forestry, Fishing
Private elementary and secondary schools	0.05	0.06	0.01	Educational Services
Private household operations	0.02	0.04	0.02	Other Services (Private Sector)
Private junior colleges, colleges, universities, and professional schools	0.04	0.05	0.01	Educational Services
Promoters of performing arts and sports and agents for public figures	0.08	0.09	0.01	Arts, Entertainment, and Recreation
Real estate establishments	0.14	0.15	0.01	Real Estate and Rental and Leasing
Religious organizations	0.03	0.04	0.01	Other Services (Private Sector)
Retail – Direct and electronic sales	0.17	0.18	0.01	Retail Trade
Retail Stores – Building material and garden supply	0.18	0.20	0.02	Retail Trade

<b>Industry: Table 5A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Retail Stores – Clothing and clothing accessories	0.17	0.18	0.01	Retail Trade
Retail Stores – Electronics and appliances	0.15	0.17	0.02	Retail Trade
Retail Stores – Food and beverage	0.18	0.20	0.02	Retail Trade
Retail Stores – Furniture and home furnishings	0.17	0.19	0.02	Retail Trade
Retail Stores – Gasoline stations	0.16	0.18	0.02	Retail Trade
Retail Stores – General merchandise	0.18	0.19	0.01	Retail Trade
Retail Stores – Health and personal care	0.17	0.18	0.01	Retail Trade
Retail Stores – Miscellaneous	0.17	0.18	0.01	Retail Trade
Retail Stores – Motor vehicle and parts	0.18	0.20	0.02	Retail Trade
Retail Stores – Sporting goods, hobby, book and music	0.18	0.19	0.01	Retail Trade
Scenic and sightseeing transportation and support activities	0.12	0.14	0.02	Transportation and Warehousing
Scientific research and development services	0.03	0.05	0.02	Professional, Scientific, Technical Services
Search, detection, and navigation instruments manufacturing	0.03	0.04	0.01	Manufacturing
Securities, commodity contracts (Investment Banking)	0.04	0.05	0.01	Finance and Insurance
Services to buildings and dwellings	0.04	0.05	0.01	Admin and Waste Management
Showcase, partition, shelving, and locker manufacturing	0.03	0.03	0.00	Manufacturing
Software publishers	0.03	0.05	0.02	Publishing and Computer Software Design
Sound recording industries	0.03	0.04	0.01	Publishing and Computer Software Design
Specialized design services	0.05	0.06	0.01	Professional, Scientific, Technical Services
State and local government electric utilities	0.01	0.03	0.02	Local/Federal Government
State and local government passenger transit	0.03	0.05	0.02	Local/Federal Government
Telecommunications	0.08	0.09	0.01	Publishing and Computer Software Design
Telephone apparatus manufacturing	0.02	0.03	0.01	Manufacturing
Textile bag and canvas mills	0.03	0.04	0.01	Manufacturing
Transport by rail	0.02	0.03	0.01	Transportation and Warehousing
Transport by truck	0.03	0.04	0.01	Transportation and Warehousing
Transport by water	0.05	0.06	0.01	Transportation and Warehousing
Travel arrangement and reservation services	0.03	0.04	0.01	Admin and Waste Management
US Postal Service	0.03	0.04	0.01	Other Services (Private Sector)
Vegetable and melon farming	0.03	0.04	0.01	Agriculture, Forestry, Fishing
Veneer and plywood manufacturing	0.06	0.05	-0.01	Manufacturing

<b>Industry: Table 5A, Job Creation</b>	<b>Sausalito</b>	<b>Marin</b>	<b>Difference</b>	<b>Industry Sector</b>
Veterinary services	0.05	0.06	0.01	Professional, Scientific, Technical Services
Video tape and disc rental	0.13	0.14	0.01	Real Estate and Rental and Leasing
Wholesale trade businesses	0.16	0.18	0.02	Wholesale Trade
Wineries	0.09	0.10	0.01	Manufacturing
Women's and girls' cut and sew apparel manufacturing	0.02	0.03	0.01	Manufacturing

**Table 6A: Census 2010 and 2000 Comparisons, Age and Gender**

Geography	2010 Census			2000 Census		
	California	Marin County	Sausalito	California	Marin County	Sausalito
Total population	37,253,956	252,409	7,061	33,871,648	247,289	7,330
Male	18,517,830	124,072	3,349	16,874,892	122,552	3,541
Female	18,736,126	128,337	3,712	16,996,756	124,737	3,789
Median age (years)	35.2	44.5	51.1	33.3	41.3	45.4
Average Household size	2.9	2.4	1.7	2.9	2.3	1.7
Average Family size	3.5	2.9	2.4	3.4	2.9	2.3
Persons Under 5 years	2,531,333	13,932	303	2,486,981	13,396	222
Persons Under 18 years	9,295,040	52,214	615	9,249,829	50,185	544
Persons Age 21+	26,228,272	194,041	6,395	23,146,248	191,291	6,730
Persons Age 55+	8,283,007	82,280	2,997	6,209,751	61,296	2,086
Persons Age 60+	6,078,711	61,454	2,302	4,742,499	44,647	1,339
Persons Age 65+	4,246,514	42,192	1,495	3,595,658	33,432	898
Percent Population Female	50%	51%	53%	50%	50%	52%
Percent Population Less than 18	25%	21%	8.7%	27%	20%	7%

Source: Census 2010 ([www.factfinder2.gov](http://www.factfinder2.gov)), rounding errors may exist

**Table 7A: Census 2010 and 2000 Comparisons, Race**

RACE	2010		2000	
	Marin	Sausalito	Marin	Sausalito
Total population	252,409	7,061	238,710	7,163
One Race	241,716	6,886	238,710	7,163
White	201,963	6,400	207,800	6,718
Black or African American	6,987	65	7,142	48
American Indian and Alaska Native	1,523	16	1,061	21
Asian	13,761	342	11,203	306
Native Hawaiian and Other Pacific Islander	509	10	388	18
Some Other Race	16,973	53	11,116	52
Two or More Races	10,693	175	8,579	167
Race alone or in combination with one or more other races: [4]				
White	211,647	6,559	215,479	6,876
Black or African American	8,941	94	8,549	64
American Indian and Alaska Native	3,787	56	2,684	58
Asian	18,750	447	14,263	381
Native Hawaiian and Other Pacific Islander	1,132	19	926	30
Some Other Race	19,769	73	14,651	98
HISPANIC OR LATINO				
Total population	252,409	7,061	247,289	7,330
Hispanic or Latino (of any race)	39,069	287	27,351	244
Mexican	18,029	121	14,202	95
Puerto Rican	856	21	539	17
Cuban	455	12	293	10
Other Hispanic or Latino [5]	19,729	133	12,317	122
Not Hispanic or Latino	213,340	6,774	219,938	7,086
White alone	18,133	226	194,254	6,556

Source: Census 2010 ([www.factfinder2.gov](http://www.factfinder2.gov)), rounding errors may exist

**Table 8A: Census 2010 and 2000 Comparisons, Housing Tenure and Occupancy**

Geography	Census 2010			Census 2000		
	California	Marin County	Sausalito	California	Marin County	Sausalito
Total housing units	13,680,081	111,214	4,536	12,214,549	104,990	4,511
Occupied housing units	12,577,498	103,210	4,112	11,502,870	100,650	4,254
Vacant housing units	1,102,583	8,004	424	711,679	4,340	257
For rent	374,610	2,120	126	190,321	806	68
For sale only	154,775	850	44	92,197	424	12
Rented or Sold, not occupied	54,635	405	20	50,846	400	36
For seasonal, recreational, or occasional use	302,815	2,811	158	236,857	1,902	106
All other vacants	215,748	1,818	76	141,458	808	35
Vacancy rate	8.1%	7.2%	9.3%	5.8%	4.1%	5.7%
Homeowner vacancy rate (1)	2.1%	1.3%	2.1%	1.4%	0.7%	0.6%
Rental vacancy rate (1)	6.3%	5.2%	5.8%	3.7%	2.2%	3.0%
Geography	California	Marin County	Sausalito	California	Marin County	Sausalito
Occupied housing units	12,577,498	103,210	4,112	11,502,870	100,650	4,254
Owner-occupied housing units	7,035,371	64,637	2,088	6,546,334	64,024	2,088
Renter-occupied housing units	5,542,127	38,573	2,024	4,956,536	36,626	2,166
Percent Ownership	55.9%	62.6%	50.8%	56.9%	63.6%	49.1%
Average household size of owner-occupied units	2.95	2.41	1.81	2.93	2.42	1.86
Average household size of renter-occupied units	2.83	2.27	1.61	2.79	2.21	1.59

Source: Census 2010 ([www.factfinder2.gov](http://www.factfinder2.gov)), rounding errors may exist



**Table 9A: LEHD Data on Inflow and Outflow of Workers, Sausalito, 2007-2009**

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Employed in Sausalito	5,504	100.0%	5,794	100.0%	5,307	100.0%
Living in the Sausalito	2,851	51.8%	2,872	49.6%	2,876	54.2%
Net Job Inflow (+) or Outflow (-)	2,653	-	2,922	-	2,431	-

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Living in the Sausalito	2,851	100.0%	2,872	100.0%	2,876	100.0%
Living and Employed in the Sausalito	357	12.5%	400	13.9%	351	12.2%
Living in the Sausalito but Employed Outside	2,494	87.5%	2,472	86.1%	2,525	87.8%

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Employed in the Sausalito	5,504	100.0%	5,794	100.0%	5,307	100.0%
Employed and Living in the Sausalito	357	6.5%	400	6.9%	351	6.6%
Employed in the Sausalito but Living Elsewhere	5,147	93.5%	5,394	93.1%	4,956	93.4%

**Source: LEHD (2011), rounding errors may exist**

**Table 9A: LEHD Data on Inflow and Outflow of Workers, Sausalito, 2007-2009 (cont.)**

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Jobs Outside Sausalito Filled by Sausalito Residents	2,494	100.0%	2,472	100.0%	2,525	100.0%
Workers Aged 29 or younger	346	13.9%	392	15.9%	375	14.9%
Workers Aged 30 to 54	1,475	59.1%	1,440	58.3%	1,472	58.3%
Workers Aged 55 or older	673	27.0%	640	25.9%	678	26.9%
Workers Earning \$1,250 per month or less	412	16.5%	449	18.2%	476	18.9%
Workers Earning \$1,251 to \$3,333 per month	482	19.3%	490	19.8%	468	18.5%
Workers Earning More than \$3,333 per month	1,600	64.2%	1,533	62.0%	1,581	62.6%

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Jobs in Sausalito Filled by Non-Sausalito Residents	5,147	100.0%	5,394	100.0%	4,956	100.0%
Workers Aged 29 or younger	1,214	23.6%	1,463	27.1%	1,333	26.9%
Workers Aged 30 to 54	3,080	59.8%	3,095	57.4%	2,858	57.7%
Workers Aged 55 or older	853	16.6%	836	15.5%	765	15.4%
Workers Earning \$1,250 per month or less	881	17.1%	973	18.0%	1,054	21.3%
Workers Earning \$1,251 to \$3,333 per month	1,689	32.8%	1,738	32.2%	1,685	34.0%
Workers Earning More than \$3,333 per month	2,577	50.1%	2,683	49.7%	2,217	44.7%

	2009		2008		2007	
	Count	Share	Count	Share	Count	Share
Jobs in Sausalito Filled by Sausalito Residents	357	100.0%	400	100.0%	351	100.0%
Workers Aged 29 or younger	33	9.2%	45	11.2%	51	14.5%
Workers Aged 30 to 54	196	54.9%	220	55.0%	181	51.6%
Workers Aged 55 or older	128	35.9%	135	33.8%	119	33.9%
Workers Earning \$1,250 per month or less	80	22.4%	96	24.0%	87	24.8%
Workers Earning \$1,251 to \$3,333 per month	113	31.7%	113	28.2%	106	30.2%
Workers Earning More than \$3,333 per month	164	45.9%	191	47.8%	158	45.0%

**Source: LEHD (2011), rounding errors may exist**

**Table 10A: Retail Establishments in Marin County, 2007 – 2010**

<b>Marin County Retail Companies</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010 estimated</b>
Motor Vehicle and Parts Dealers	71	67	67	65
Furniture and Home Furnishings Stores	96	91	85	79
Electronics and Appliance Stores	49	53	42	39
Building Material and Garden Equipment	76	77	75	76
Food and Beverage Stores	133	131	130	131
Health and Personal Care Stores	74	81	83	87
Gasoline Stations	30	32	31	42
Clothing and Clothing Accessories Stores	152	144	129	132
Sporting Goods, Hobby, Book, and Music Stores	90	86	89	95
General Merchandise Stores	24	23	26	22
Miscellaneous Store Retailers	171	168	162	150
Non-store Retailers	43	43	39	37

**Sources: EDD (2011) and Census Bureau (2011), MEF for 2010 Estimates**

**Table 11A: Grocery Store Economic Impact on Sausalito, \$1 million of new revenue**

<b>Grocery Stores</b>	<b>\$1,000,000</b>
Real estate establishments	61,300
State & local gov't, non-education	51,100
Rental Income for Property Owners	47,100
Advertising and related services	33,900
Bars and Restaurants	27,400
Wholesale trade businesses	23,000
Electric power utilities	22,300
Custom computer programming services	10,300
Investment Banking	9,600
Management of companies and enterprises	9,600
Other Industries	214,500
<b>Totals</b>	<b>\$1,510,100</b>

**Sources: EDD, IMPLAN® and BEA**

**Table 12A: Hotels, Economic Impact on Sausalito, \$1 million of new revenue**

<b>Hotels</b>	<b>\$1,000,000</b>
Advertising and related services	45,700
Rental Income for Property Owners	42,900
Bars and Restaurants	40,800
State & local gov't, non-education workers	37,100
Electric power utilities	36,200
Real estate establishments	30,200
Management of companies and enterprises	22,900
Wholesale trade businesses	15,800
Management, scientific, and technical consulting services	11,300
Custom computer programming services	9,900
All Others	217,100
<b>Totals</b>	<b>\$1,509,900</b>

Sources: EDD, IMPLAN® and BEA

**Table 13A: Bars and Restaurants, Economic Impact on Sausalito, \$1 million of new revenue**

<b>Bars and Restaurants</b>	<b>\$1,000,000</b>
Real estate establishments	49,200
Rental Income for Property Owners	40,300
Wholesale trade businesses	30,500
State & local gov't, non-education	30,300
Electric power utilities	25,000
Advertising and related services	21,000
Management of companies and enterprises	19,400
Custom computer programming services	8,500
Accounting, tax preparation, bookkeeping, and payroll services	8,200
Investment Banking	7,400
All Others	200,300
<b>Totals</b>	<b>\$1,440,100</b>

Sources: EDD, IMPLAN® and BEA

**Table 14A: Scenic Transport, Economic Impact on Sausalito, \$1 million of new revenue**

<b>Scenic and sightseeing transportation and support activities for transportation</b>	<b>1,000,000</b>
Rental Income for Property Owners	59,400
state & local gov't, non-education workers	42,300
Bars and Restaurants	27,900
Real estate establishments	23,700
Wholesale trade businesses	17,500
Custom computer programming services	11,300
Electric power utilities	10,800
Construction of new nonresidential commercial/health care structures	9,400
Investment Banking	9,400
Construction of new residential single- and multi-family structures	9,300
All Others	188,900
<b>Totals</b>	<b>1,409,900</b>

Sources: EDD, IMPLAN® and BEA

**Table 15A: Miscellaneous Tourism Activities, Economic Impact on Sausalito, \$1 million of new revenue**

<b>Other amusement and recreation industries</b>	<b>\$1,000,000</b>
Real estate establishments	81,800
Electric power utilities	37,200
Rental Income for Property Owners	32,700
Advertising and related services	30,600
Bars and Restaurants	27,300
Wholesale trade businesses	24,900
State & local gov't, non-education workers	24,900
Management of companies and enterprises	23,200
Architectural, engineering, and related services	15,200
Accounting, tax preparation, bookkeeping, and payroll services	13,400
Other Industries	228,900
<b>Totals</b>	<b>\$1,540,100</b>

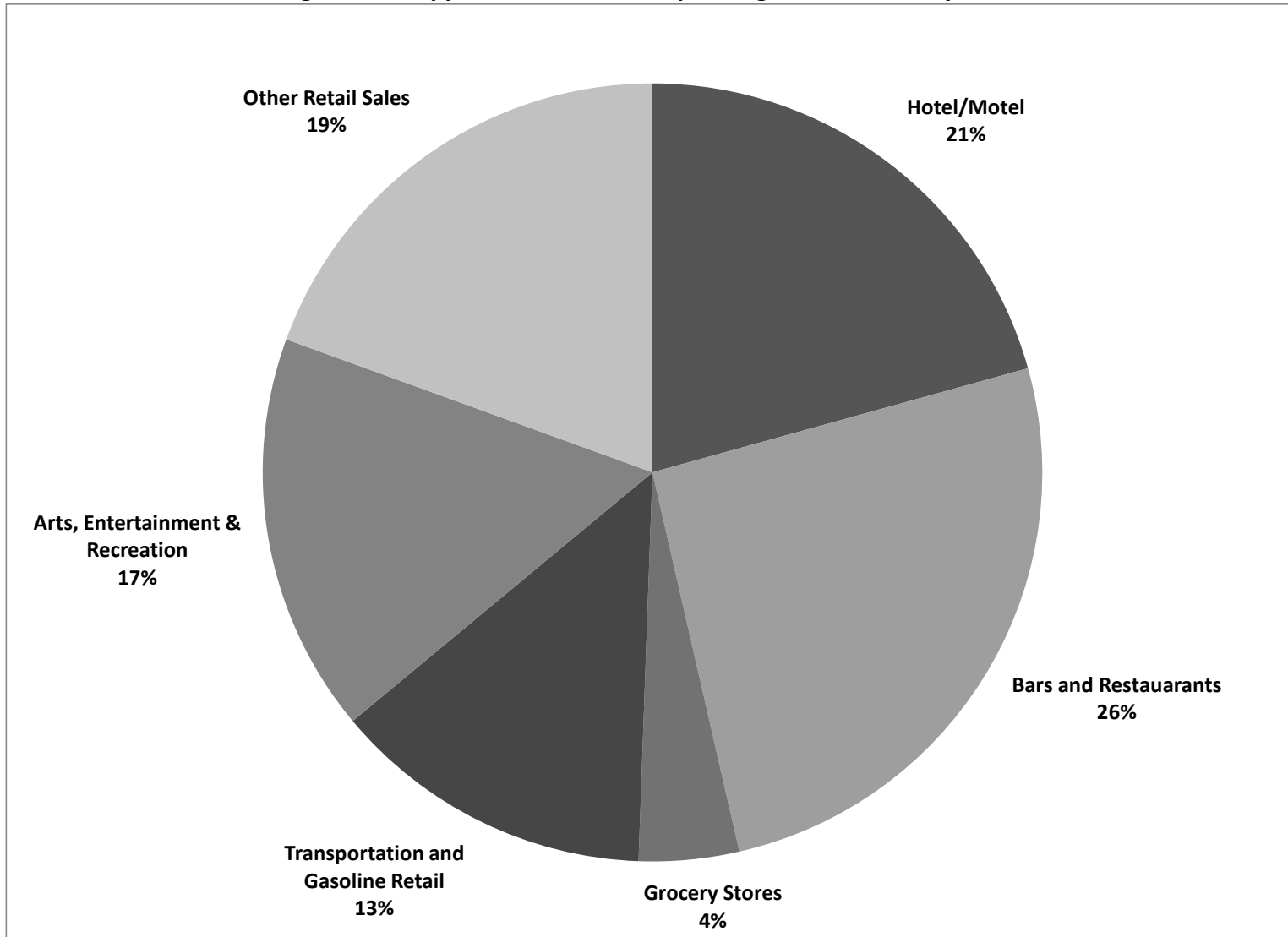
Sources: EDD, IMPLAN® and BEA

**Table 16A: Transient Occupancy Tax, Marin County and Municipalities, 2001 – 2009**  
**Thousands of Dollars**

<b>City or Town</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Corte Madera	\$670	\$541	\$482	\$514	\$521	\$585	\$610	\$655	\$567
Fairfax	29	27	24	28	20	16	20	16	18
Larkspur	628	427	406	409	383	520	585	554	442
Mill Valley	436	369	326	350	389	429	471	482	401
Novato	1,136	950	869	887	931	1,053	1,112	1,076	1,005
San Rafael	1,817	1,453	1,395	1,279	1,340	1,543	1,680	1,964	1,678
Sausalito	687	596	594	642	782	946	988	1,006	860
Tiburon	451	432	367	331	314	205	446	549	458
Unincorporated	1,538	1,502	1,490	1,446	1,523	1,559	1,865	1,995	2,151
<b>Totals</b>	<b>\$7,392</b>	<b>\$6,297</b>	<b>\$5,953</b>	<b>\$5,886</b>	<b>\$6,203</b>	<b>\$6,856</b>	<b>\$7,777</b>	<b>\$8,297</b>	<b>\$7,580</b>

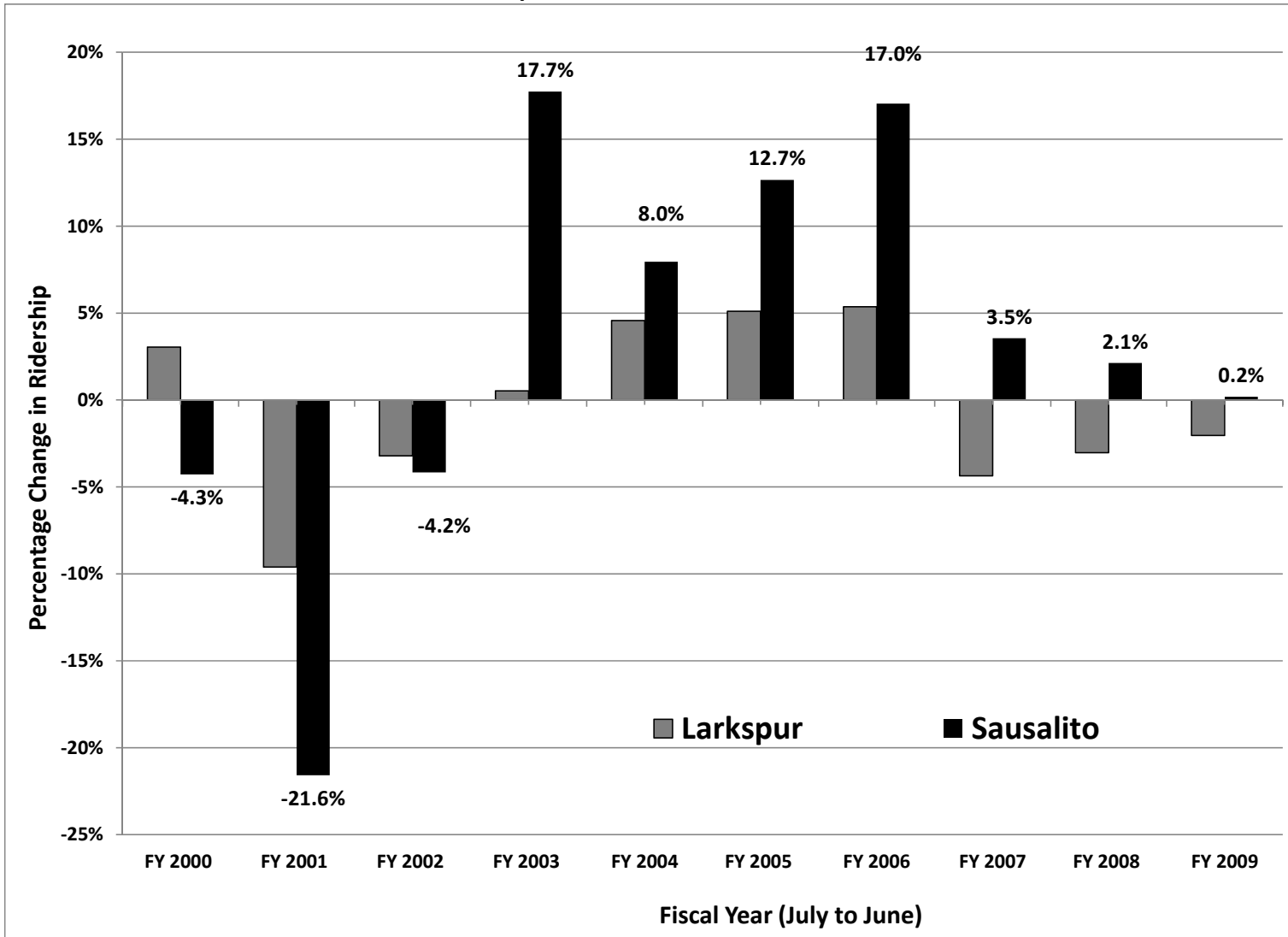
**Source: Dean Runyan Associates, MEF and City of Sausalito, rounding errors may exist**

**Figure 17A: Approximate Tourism Spending in Marin County, 2010**



**Source: Dean Runyan Associates (2010)**

**Figure 18A: Comparison of Percentage Change since Fiscal Year 2000 in Annual Ridership, Larkspur and Sausalito GG Ferries**



Source: Golden Gate Ferries (2011)



**Table 19A: Economic Impacts on Sausalito from America's Cup: Possible Outcomes**

<b>Categories</b>	<b>Business Revenue</b>		<b>Employment</b>		<b>State and Local Taxes</b>	
	Direct	Total	Direct	Total	Direct	Total
Cup Management	\$253,772,666	\$487,639,886	1,390	2,606	\$7,746,608	\$24,872,839
Sailing Teams	215,750,002	367,908,027	1,528	2,286	12,975,508	22,807,510
Local Visitors	215,050,699	360,471,984	2,411	3,119	18,790,199	28,467,913
Visitors from Outside	123,186,969	206,393,471	1,283	1,691	11,105,762	16,589,917
Infrastructure	100,000,000	158,879,003	464	771	2,365,924	6,575,387
Media	33,364,189	58,176,672	222	345	2,484,439	4,103,775
Super Yachts	29,329,472	48,227,911	168	259	2,023,278	3,269,269
Miscellaneous	5,000,000	8,047,683	16	30	115,081	331,835
Side Trips	997,871	1,672,720	10	12	88,790	132,592
Extended Visits	650,070	1,089,705	7	8	57,843	86,377
<b>Total Bay Area</b>	<b>\$977,101,938</b>	<b>\$1,698,507,062</b>	<b>7,499</b>	<b>11,127</b>	<b>\$57,753,432</b>	<b>\$107,237,414</b>

Sources: Bay Area Council Economic Institute, Beacon Economics (2010), Table 15, rounding errors may exist

**Table 20A: Legal, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Legal services</b>	<b>\$1,000,000</b>
Real estate establishments	71,200
Rental Income for Property Owners	50,000
Bars and Restaurants	36,000
State & local gov't, non-education workers	26,100
Other support services	23,400
Advertising and related services	20,800
Wholesale trade businesses	17,100
Investment Banking	12,400
Electric power utilities	12,000
Management of companies and enterprises	11,200
All Others	219,900
<b>Totals</b>	<b><u>\$1,500,100</u></b>

Sources: EDD, IMPLAN® and BEA

**Table 21A: Boat Building and Service, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Boat building</b>	<b>\$1,000,000</b>
Other engine equipment manufacturing	44,800
Wholesale trade businesses	36,100
Management of companies and enterprises	34,600
Rental Income for Property Owners	30,000
Real estate establishments	17,600
Bars and Restaurants	16,900
Advertising and related services	16,600
State & local gov't, non-education workers	15,900
Investment Banking	12,200
Miscellaneous Professional, Scientific, Technical Services	11,400
All Others	171,500
<b>Total</b>	<b><u>\$1,407,600</u></b>

Sources: EDD, IMPLAN® and BEA

**Table 22A: Light Manufacturing (Pottery), Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Pottery, ceramics, and plumbing fixture manufacturing</b>	<b>\$1,000,000</b>
Management of companies and enterprises	41,700
Rental Income for Property Owners	34,000
Wholesale trade businesses	33,800
Electric power utilities	28,900
Real estate establishments	21,300
Natural gas distribution	21,200
Bars and Restaurants	20,300
State & local gov't, non-education workers	17,400
Advertising and related services	13,600
Miscellaneous Professional, Scientific, Technical Services	12,000
All Others	174,300
<b>Total</b>	<b><u><u>\$1,418,500</u></u></b>

Sources: EDD, IMPLAN® and BEA

**Table 23A: Artists, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Independent artists, writers, and performers</b>	<b>\$1,000,000</b>
Promoters of performing arts and sports and agents for public figures	58,100
Rental Income for Property Owners	57,200
Bars and Restaurants	27,200
Real estate establishments	25,200
State & local gov't, non-education workers	23,200
Management, scientific, and technical consulting services	22,000
Advertising and related services	16,500
Wholesale trade businesses	15,500
Accounting, tax preparation, bookkeeping, and payroll services	14,100
Legal services	11,000
All Other	216,500
<b>Totals</b>	<b><u><u>\$1,486,500</u></u></b>

Sources: EDD, IMPLAN® and BEA

**Table 24A: Software Programming, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Software publishers</b>	<b>\$1,000,000</b>
Advertising and related services	46,000
Real estate establishments	40,400
Rental Income for Property Owners	37,500
Bars and Restaurants	30,100
Management of companies and enterprises	27,500
Wholesale trade businesses	26,700
Other support services	24,200
Management, scientific, and technical consulting services	23,000
State & local gov't, non-education workers	19,300
Employment services	14,100
All others	213,900
<b>Totals</b>	<b><u><u>\$1,502,700</u></u></b>

Sources: EDD, IMPLAN® and BEA

**Table 25A: Sound Recording, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Sound recording industries</b>	<b>\$1,000,000</b>
Advertising and related services	132,000
Real estate establishments	39,300
Motion picture and video industries	37,900
Bars and Restaurants	32,600
Rental Income for Property Owners	26,200
Promoters of performing arts and sports and agents for public figures	25,300
Investment Banking	23,800
All other miscellaneous Professional, Scientific, Technical Services	20,900
Accounting, tax preparation, bookkeeping, and payroll services	20,300
Management, scientific, and technical consulting services	18,300
All Others	523,800
<b>Totals</b>	<b><u><u>\$1,900,400</u></u></b>

Sources: EDD, IMPLAN® and BEA

**Table 26A: Environmental Consulting, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Environmental and other technical consulting services</b>	<b>\$1,000,000</b>
Rental Income for Property Owners	48,300
Architectural, engineering, and related services	47,800
Real estate establishments	43,400
Bars and Restaurants	37,200
Management, scientific, and technical consulting services	22,900
State & local gov't, non-education workers	21,400
Wholesale trade businesses	17,900
Other support services	15,900
Accounting, tax preparation, bookkeeping, and payroll services	13,700
Investment Banking	12,400
All Others	250,700
<b>Totals</b>	<b><u>\$1,531,600</u></b>

Sources: EDD, IMPLAN® and BEA

**Table 27A: Custom Computer Programming and Design, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Custom computer programming services</b>	<b>\$1,000,000</b>
Real estate establishments	82,000
Rental Income for Property Owners	55,100
Bars and Restaurants	31,700
State & local gov't, non-education workers	28,300
Electric power utilities	24,200
Wholesale trade businesses	16,400
Management, scientific, and technical consulting services	10,000
Investment Banking	9,500
Advertising and related services	9,100
Employment services	8,000
All Others	204,000
<b>Totals</b>	<b><u>\$1,478,300</u></b>

Sources: EDD, IMPLAN® and BEA

**Table 28A: Architecture and Design, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Architectural, engineering, and related services</b>	<b>\$1,000,000</b>
Rental Income for Property Owners	51,800
Bars and Restaurants	46,900
Real estate establishments	38,700
Miscellaneous Professional, Scientific, Technical Services	35,800
Management, scientific, and technical consulting services	26,000
State & local gov't, non-education workers	22,400
Wholesale trade businesses	19,300
Other support services	13,400
Electric power utilities	11,700
Management of companies and enterprises	11,100
All Others	286,200
<b>Totals</b>	<b><u><u>\$1,563,300</u></u></b>

Sources: EDD, IMPLAN® and BEA

**Table 29A: Boat Slip Rental, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>General and consumer goods rental except video tapes and discs</b>	<b>\$1,000,000</b>
Rental Income for Property Owners	56,300
Management of companies and enterprises	42,300
Wholesale trade businesses	40,200
Real estate establishments	39,400
State & local gov't, non-education workers	35,300
Bars and Restaurants	33,500
Advertising and related services	24,700
Electric power utilities	16,900
Accounting, tax preparation, bookkeeping, and payroll services	10,300
Investment Banking	10,000
All Others	213,800
<b>Totals</b>	<b><u><u>\$1,522,700</u></u></b>

Sources: EDD, IMPLAN® and BEA

**Table 30A: Accounting Services, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Accounting, tax preparation, bookkeeping, and payroll services</b>	<b>\$1,000,000</b>
Rental Income for Property Owners	52,300
Real estate establishments	51,900
Bars and Restaurants	40,100
State & local gov't, non-education workers	23,000
Miscellaneous Professional, Scientific, Technical Services	20,200
Wholesale trade businesses	17,100
Management, scientific, and technical consulting services	14,900
Investment Banking	14,800
Advertising and related services	13,100
Electric power utilities	13,000
All Others	235,300
<b>Totals</b>	<b><u><u>\$1,495,700</u></u></b>

Sources: EDD, IMPLAN® and BEA

**Table 31A: Medical or Dental Offices, Economic Impact on Sausalito, \$1 million of new revenue (2010)**

<b>Offices of physicians, dentists, and other health practitioners</b>	<b>\$1,000,000</b>
Rental Income for Property Owners	53,700
Real estate establishments	40,400
Pharmaceutical preparation manufacturing	37,200
Bars and Restaurants	32,200
Wholesale trade businesses	24,900
State & local gov't, non-education workers	23,300
Management, scientific, and technical consulting services	15,100
Electric power utilities	11,600
Advertising and related services	10,300
Custom computer programming services	9,400
All Other	200,600
<b>Totals</b>	<b><u><u>\$1,458,700</u></u></b>

Sources: EDD, IMPLAN® and BEA