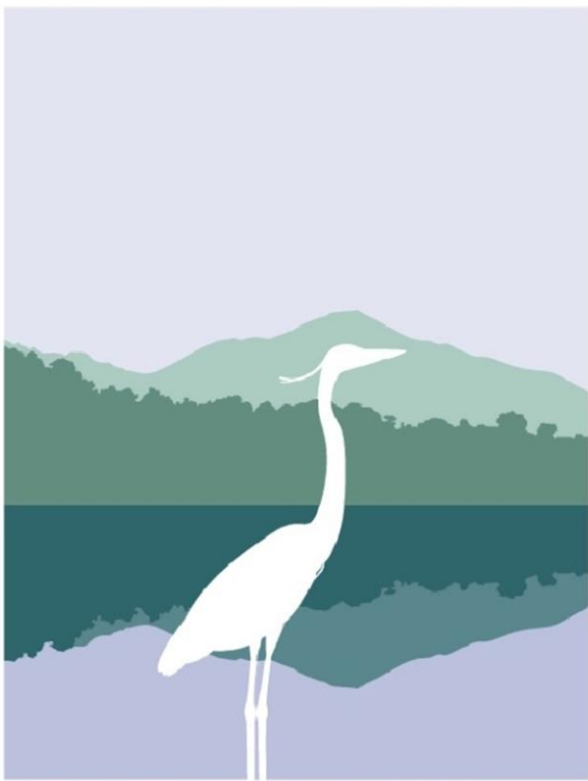


# COMMUNITY PROFILE



THE TOWN OF  
CORTE MADERA

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MARIN COUNTY CALIFORNIA

Town of Corte Madera – Town Hall  
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Corte Madera, CA 94925  
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Todd Cusimano  
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# COMMUNITY PROFILE

## The Community

The Town of Corte Madera California, a community of 3.2 square miles with just under 10,000 residents is devoted to preserving its rich history and maintaining today's unique quality of life, while carefully planning for its future. Corte Madera is strategically located at the southern end of Marin County with easy access to San Rafael, San Francisco, Oakland and the greater Bay Area, along with having a trade area population of over 112,000 within a 10 minute drive.

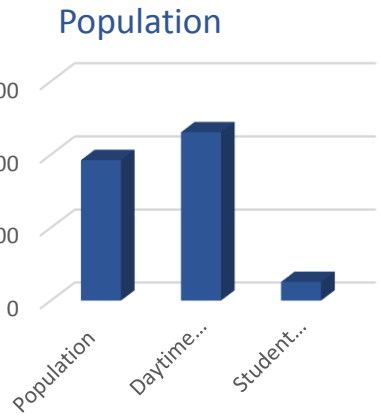
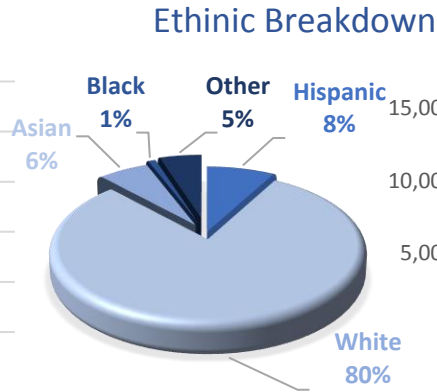
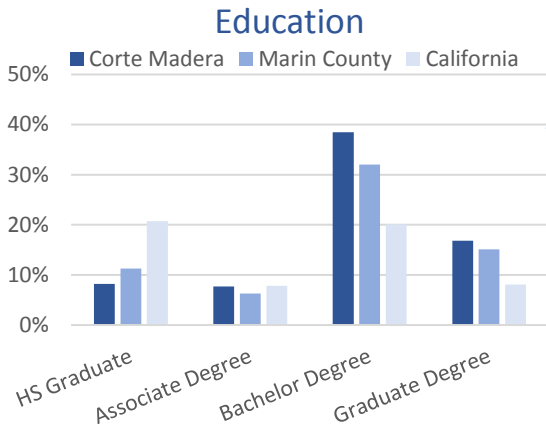
Corte Madera offers two premier shopping experiences through the Village at Corte Madera and Town Center Corte Madera. Both these U.S. 101 situated centers offer open-air lifestyle environments with highly desired retail brands such as Nordstrom, Macy's, Barnes & Noble, Apple Store, lululemon, Crate & Barrel, Pottery Barn, Urban Outfitters, Williams-Sonoma and REI, along with popular restaurants including Cheesecake Factory, Pacific Catch, Il Fornaio, Blue Barn Gourmet, Veggie Grill and The Counter.

Through its friendly neighborhoods and quality shopping area, along with vast open space and rolling hillsides with spectacular vistas of Mt. Tamalpais, Corte Madera is a community that offers variety in housing stock, employment opportunities, recreation and entertainment possibilities and quality public services. The Town of Corte Madera is a friendly, highly educated, involved and inviting community to live, work, shop and visit.

## Demographics

Population	9,623
Daytime Population	11,522
Land Area (sq. miles)	1.2
Mean Travel Time to Work (mins)	35
Average Age	43
Total Housing Units	3,963
% Owner-Occupied	68%
% Renter-Occupied	32%
HH Occupancy Size	2.53
% Residents that Possess a High School Graduate or Higher	86%
% Residents that Possess a Bachelor's Degree or Higher	55%

Sources: City of Corte Madera, HdL STI: PopStats, STI Workplace (July 2019), United States Census Bureau (YR2010)

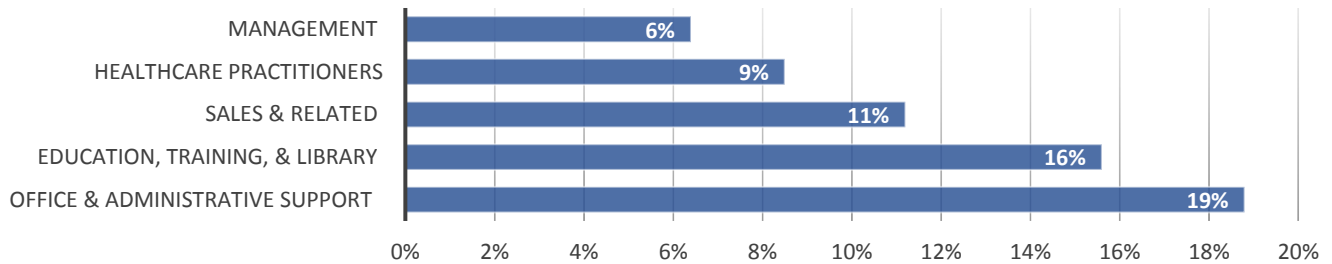


## Market Area

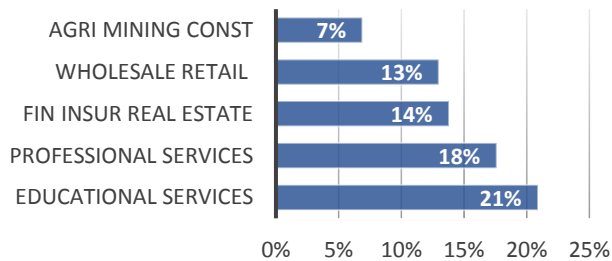
### Market Statistics (Residents)

Labor Force	5,368
Per Capita Income	\$73,509
Average HH Income	\$178,485
Median HH Income	\$138,425
Workplace Establishments	525
White Collar/ Blue Collar Jobs	85.5%/14.5%

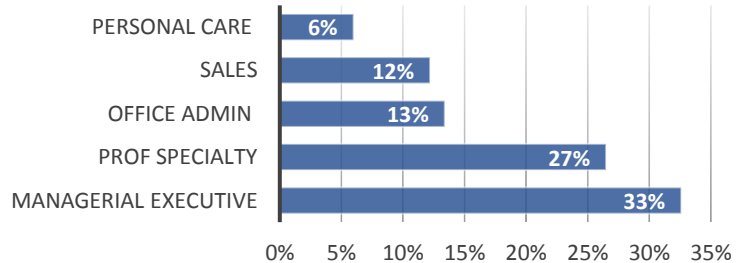
### Occupations Located in Corte Madera



### Industry - Residents Employed



### Occupation - Residents Employed



Sources: HdL STI: PopStats, STI Workplace (July 2019), United States Census Bureau



## Business Community

### Top 15 Business Types

(list in alphabetical order; based on CA Department of Tax & Fee Administration (CDTFA) sales tax payments)

Auto Lease	Family Apparel	New Motor Vehicle Dealers
Auto Repair Shops	Fast-Casual Restaurants	Repair Shop/Equip. Rentals
Casual Dining	Home Furnishings	Specialty Stores
Contractors	Jewelry Stores	Sporting Goods/Bike Stores
Electronics/Appliance Stores	Medical/Biotech	Women's Apparel

### Top 20 Sales Tax Producers

(list in alphabetical order; based on CA Department of Tax & Fee Administration (CDTFA) sales tax payments)

Anthropologie	Chevron	Mini of Marin	Sephora
Apple	Crate & Barrel	Nordstrom	Marin Chrysler Dodge Jeep
Banana Republic	Land Rover Marin	Pottery Barn	Tamalpais Paint & Color
Barnes & Nobles	Lululemon Athletica	REI	Tesla
Cheesecake Factory	Macys	Safeway	Verizon Wireless

### National & Regional Brands

Anthropologie	Ethan Allen	Lululemon Athletica	Restoration Hardware
Apple	GAP	Macys	Rite Aid
Baja Fresh	Il Fornaio	Marin Acura	Safeway
Banana Republic	J Crew	Nordstrom	Sephora
Barnes & Noble	J Jill	Papyrus	Tesla
Big 5 Sporting Goods	Jo Ann Fabrics & Crafts	Peet's Coffee	The Counter
Cheesecake Factory	JP Morgan Chase Bank	Pottery Barn	The North Face
Container Store	Land Rover Marin	REI	Tommy Bahama
Crate & Barrel	Lucky Brand		

Sources: HdL Companies (July 2019)



## Economic Indicators

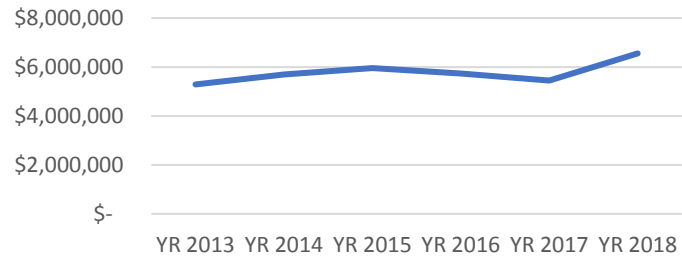
### Sales Tax Summary

The total annual sales tax revenue grew 24% between the 2013 and 2018 calendar years. From 2010 to 2018, the overall growth rate of all major business groups averaged 33%.

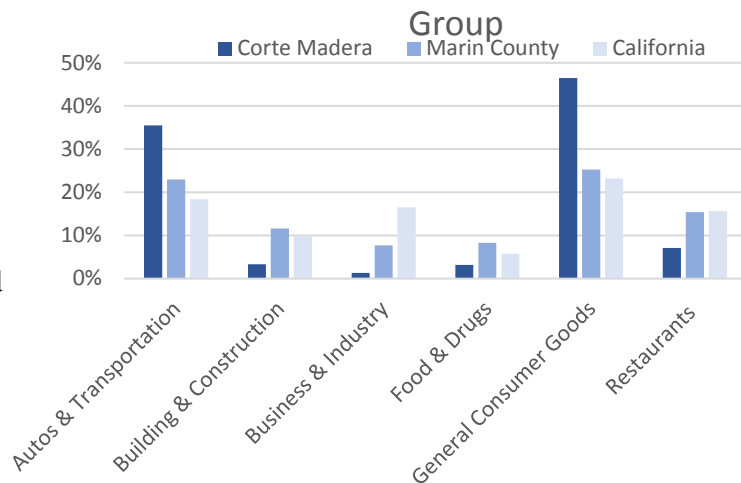
The 2018 calendar year total (%) of sales growth for General Consumer Goods (47%) and Autos & Transportation (36%) outpaced Marin County (GCG 25%, A&T 23%) and California (GCG 23%, A&T 18%). The Food & Drugs and Restaurant industry sales tax growth trended upwards in last two calendar years and showed a 1% increase.

From 2014 to QTR2 2019 calendar years, the sales tax growth of all major business groups totaled over 5%. The sales tax from Auto & Transportation, Building & Construction and Restaurants & Hotels groups averaged \$74,000. With a skilled workforce and technology advancements the Business & Industry and General Consumer Goods major business groups should experience growth in the coming year.

Corte Madera - Sales Tax Growth Trend



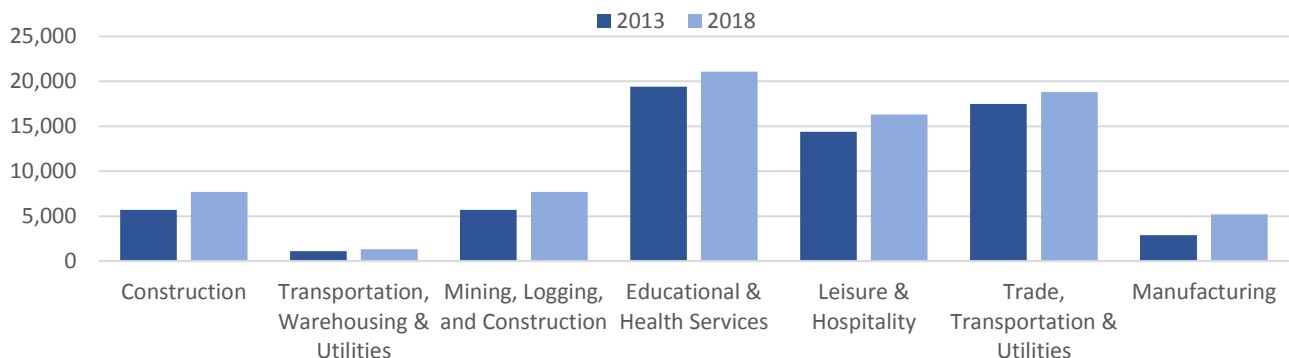
(%) of Sales Tax by Major Business Group



### Labor Market Breakdown

In 2000, the total population was 9,083 and increased to 9,136 residents by 2010. Today's 2019 population is 9,626 a 6% increase from 2010. The current labor force is 7,823 with just a 2.5% unemployment rate. Corte Madera's forecast shows a 2.0% population growth and 1.8% household growth by 2025. With steady economic growth, the town is expected to have a strong labor market.

Marin County - Industry Employment Average Growth

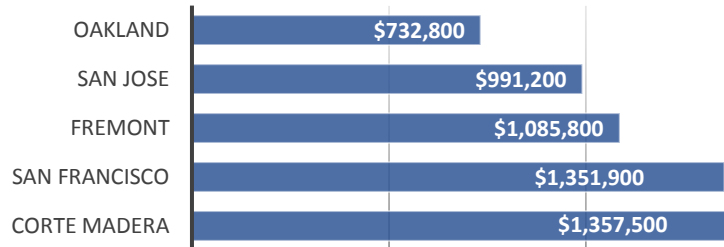




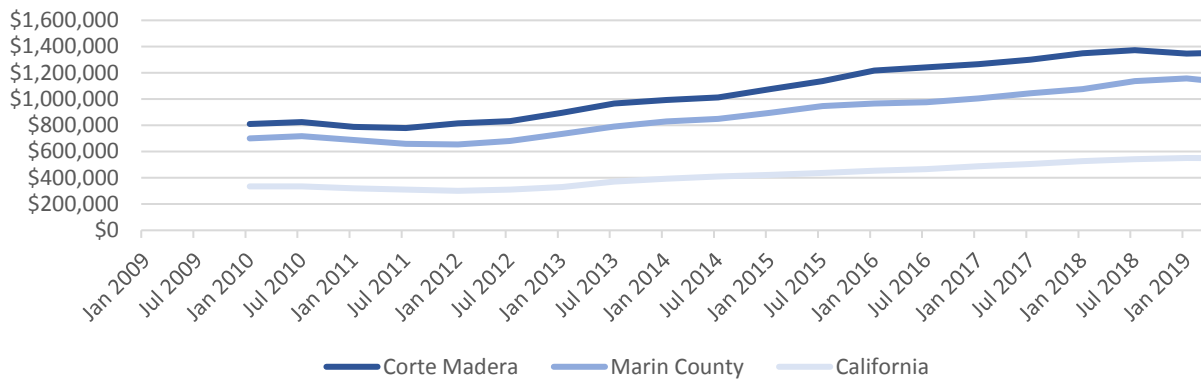
## Housing Market Statistics

The Town of Corte Madera's median home value in 2019 is \$1,357,500. The value increased over \$545,000 between calendar year 2010 to 2019. The price of homes are expected to rise 0.7% within the next year.

## Median Home Value Comparison



## Median Home Value



## Trade Area

### Consumer Demand

Per a Consumer Demand & Market Supply Assessment combined with a sales tax leakage report, Corte Madera offers opportunities in these retail categories.

- >Department Stores
- >Full-service Restaurants
- >Furniture Stores
- >Shoe Stores
- >Special Food Services
- >Speciality Food Stores

## Contact

Todd Cusimano, Town Manager  
 Email: [tcusimano@tcmmail.org](mailto:tcusimano@tcmmail.org)  
 Phone: (415) 927-5050

Sources: Demographic Data and Market-Business Information was formulated from several sources including Town of Corte Madera, Employment Development Department, U.S. Bureau of Labor Statistic, HdL, STI PopStats, United States Census Bureau, X-Span Results Inc., and Zillow.