

From: [REDACTED]
Sent: Wednesday, February 25, 2026 2:39 PM
To: City Council <citycouncil@cityofsebastopol.gov>
Subject: NO to Grocery Outlet

Dear Sebastopol City Council,

I am writing in opposition to the proposed Grocery Outlet in Sebastopol.

Sebastopol has a population of 7,500 +/- residents and supports multiple full-service grocery stores and specialty markets. **We already have a saturated market.** With many of our grocery stores **LOCALLY OWNED** and operated, these local, community based markets, do have a wide variety of offerings at all price points and serve our community well- of all income levels.

In saturated markets, new grocery entrants do not meaningfully increase demand. Grocery spending is largely fixed, based on population and household income. Instead, new stores redistribute existing dollars. Furthermore, another grocery chain in Sebastopol would not increase sales tax revenue, but rather just pull sales from the other locally owned markets.

The impact of a Grocery Outlet coming to our community has very real and devastating consequences for the family markets that operate here currently. The decision before you is not about convenience — it is about economic resilience. **Local ownership structures materially affect how much money stays circulating within Sebastopol.**

Grocery Outlet is not a destination shopping beacon, and it's national corporate ethos does not belong in Sebastopol.

Thank you for your time and consideration.

Melissa Staggs

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