



Charles Grimm
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March 6, 2014

The Honorable Mark Wyland
California State Senate
State Capitol, Room 4048
Sacramento, CA 95814

Dear Senator Wyland:

For many years, the City of Escondido has endeavored to fairly and legally regulate massage establishments. However, the passage of SB 731 (Oropezo, 2008) has complicated our efforts. I am writing to express the City of Escondido's desire that SB 731 be permitted to sunset on January 1, 2015.

For your convenience I have attached additional information regarding the number and location of massage establishments in Escondido. From Escondido's perspective SB 731 may have been well-intentioned, but it has removed a workable, fair, local system of regulation in Escondido. Cities need local control to operate. We encourage you to advocate for the sunset of SB 731 and return that control to cities.

Sincerely,

A handwritten signature in blue ink, appearing to be "C. Grimm", with a long horizontal line extending to the right.

Charles Grimm
Assistant City Manager

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Attachment

Cc: Michael J. Arnold, Michael J. Arnold and Associates
Clay Phillips, City Manager
Jeffrey R. Epp, City Attorney
Catherine Hill, League of California Cities
Ted Lieu, Chair, Senate Business, Professions and Economic
Development Committee
Susan Bonilla, Chair, Assembly Business, Professions and Consumer Protection
Committee

City of Escondido:

Located in Inland North San Diego County at Interstate 15/State Highway 78 Interchange

Bordered by the Cities of San Diego to the south and San Marcos to the west, and unincorporated County to the north and east

Encompasses 37.30 square miles

Demographics:

Population is 147,514 per 2010 Census

Median household income is \$57,911 (current \$)

3,955 persons per square mile

Median age 32.7

Ethnicity:

White – 44%

Black/African American – 2%

Asian, Hawaiian / Pacific Islander – 5%

Hispanic or Latino - 46%

Native American - <1%

Mixed Race/Other - <3%

Massage Establishments

(Source: Business Licensing):

Year	No. of Massage Establishments	No. of Massage Therapists
2008	37	159
2009	41	168
2010	44	154
2011	47	129
2012	52	100
2013	56	86
2014	55	66

