

BUSINESS WALK SERIES A METRO PULSE PROGRAM



a METRO  CHAMBER production

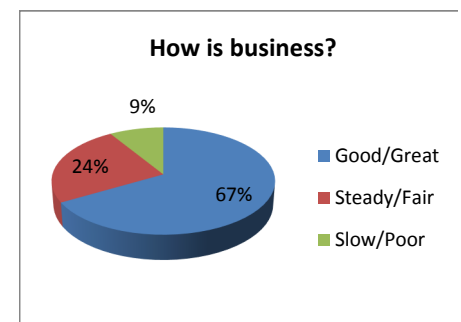
EL DORADO HILLS | APRIL 10, 2013

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On April 10, 2013, volunteer business and civic leaders visited 156 businesses in El Dorado Hills. Volunteer business walkers were successful in interviewing 151 of the businesses visited. Their conversation focused on three basic questions: how is business, what do you like about doing business in El Dorado Hills, and what should be done to improve doing business in El Dorado Hills?

Question 1: How Is Business?

Two-thirds (67%) of the companies visited described their business as **good/great** when asked how business is doing overall. They attributed this to continuing improvements in the economy. Some businesses have taken the opportunity to invest in expansion. Others are simply pleased to see that increases in business from last year have not dropped off this year. With another 24% of respondents reporting **steady/fair** business conditions, an astounding 91% of companies are reporting a positive business climate. For the 9% of companies who described themselves as **slow/poor** continued difficulties related to the last recession, including high costs for supplies seem to be a significant factor in the assessment.

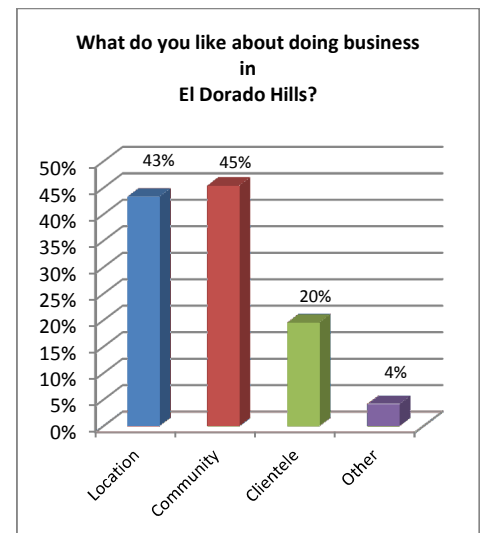


Question 2: What do you like about doing business in the area?

Community is the top reason (45%) companies cited for liking to do business in El Dorado Hills. They view El Dorado Hills as a friendly community with loyal residents that support one another. Companies appreciate that the community has a small town atmosphere to it; and, that there seems to be a high level of engagement within the community.

Location also continues to be a top reason (43%) why businesses enjoy doing business in El Dorado Hills. Respondents expressed that being able to both live and work in the area is a significant benefit. Many have been in El Dorado Hills for multiple decades. For those located near the Town Center, it is seen as a distinct advantage and locational attribute.

“Regulars” and “loyal” continue to be key words used to describe the **clients** in El Dorado Hills. Companies continue to maintain strong relationships with their customers, a critical factor in their continued business success. Owners appreciate that their clients are family oriented, educated, and nice.

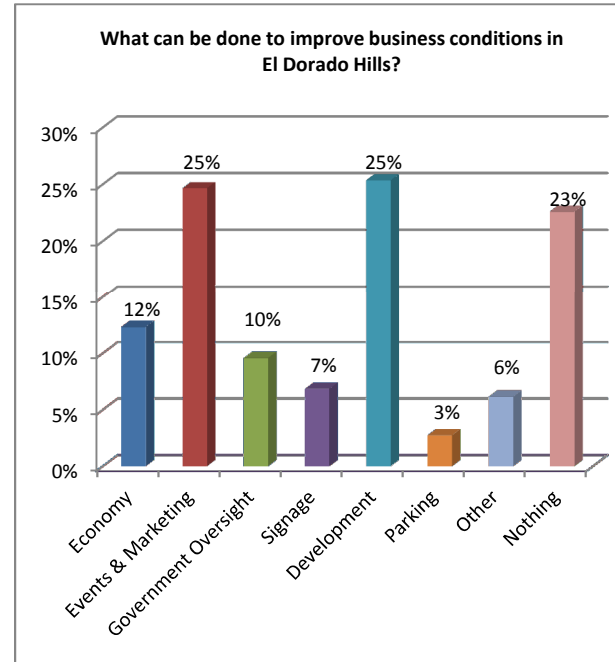


Question 3: What should be done to improve business?

The number of businesses that claim **nothing** in El Dorado Hills needs improvement increased to 23% this year (19% last year). Unfortunately, 12% respondents are still looking for improvements in the **economy**, responses on this issue are down more than 50% compared to 2012. Some would like to see more businesses in the area, such as restaurants, to create jobs, leading to new customers. A need for more **events/marketing** is one of the top issues this year at 25%. Owners are looking for more events that attract new potential customers to El Dorado Hills, as well as additional networking opportunities they can utilize to develop new business relationships. They also believe that more industry specific and family oriented events would help business.

While respondents are still looking for more events, **government oversight** also continues to be a concern, addressing that there are too many burdensome regulations, redundant permits and high fees relating to business expenses. **Signage** was also mentioned by 7% of the respondents. Businesses acknowledged that their companies are not all visible from the street and because of that, adequate signage is so important. Additional visibility is especially needed for the businesses that are not right off Highway 50.

More **development** in the area was the other top issue this year. In addition to more businesses, such as restaurants and retail, respondents are looking for more development activity that will bring in more traffic and customers. It needs to be noted that some of the “development” responses were focused on a desire to see the US 50 interchange project completed. **Parking** is still worth including in the responses (3%), but this seems to be much less of an issue compared to last year (6%).



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The Sacramento Metro Chamber is the largest and oldest voice of business in the greater Sacramento area. Representing nearly 2,000 member businesses and business organizations in the six-county Sacramento region, the Metro Chamber serves as the region’s leading proponent of regional cooperation and primary advocate on issues affecting business, strengthening the regional economy and quality of life. As a principal partner in Next Economy Capital Region Prosperity Plan¹ and in its role as managing partner of Metro Pulse², the Metro Chamber executes the Business Walk Series in cooperation with its local chamber and public sector partners. The Metro Chamber has partnered with 19 other regional jurisdictions and economic development organizations to provide one-on-one support for county businesses and throughout the 6-county Capital region. These organizations, through Metro Pulse, are meeting one-on-one with businesses throughout the region to identify and address individual business needs and ensure continued growth and economic prosperity. For additional information concerning Metro Pulse, visit metropulse.org.

1 The Next Economy Capital Region Prosperity Plan is the 6-county Capital region’s economic development strategy.
 2 Metro Pulse is a coalition of 20 public and private sector partners focused on ensuring that the 6-county Capital region is the best place to do business in California