

BUSINESS WALK SERIES A METRO PULSE PROGRAM



a METRO  CHAMBER production

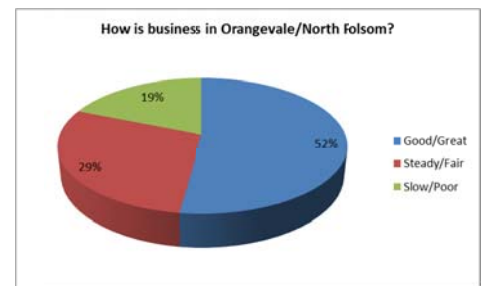
Orangevale/North Folsom | November 1, 2013

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On November 1, 2013, volunteer business and civic leaders visited 152 businesses in Orangevale/North Folsom area. Volunteer business walkers were successful in interviewing 141 of the businesses visited. Their conversation focused on three basic questions: how is business, what do you like about doing business in Orangevale/North Folsom, and what should be done to improve doing business in Orangevale/North Folsom?

Question 1: How Is Business?

About half (52%) 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 that are helping businesses grow. Some businesses have even taken the opportunity to invest in expansion. Others are simply pleased to see that business has been steadily increasing this year. Twenty-nine percent of respondents reported **steady/fair** business conditions, saying that business has been like a roller coaster ride but overall has increased from last year. For the 19% of companies who described themselves as **slow/poor** continued difficulties related to the last recession and increasing competition has caused a decrease in sales.

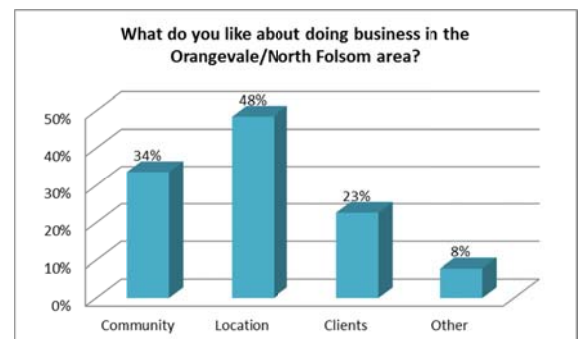


Question 2: What do you like about doing business in the area?

Location is the top reason (48%) companies cited for liking to do business in Orangevale/North Folsom. They view Orangevale/North Folsom as a central location which allows a broad customer base. Respondents expressed that being able to both live and work in the area is a significant benefit.

Community is another reason why businesses enjoy doing business in Orangevale/North Folsom. They really appreciate the strong community involvement in the area which creates a friendly and inviting atmosphere.

“Regulars” and “loyal” are key words used to describe the **clients** in Orangevale/North Folsom. Companies enjoy having diverse clientele in their businesses and repeat customers help keep business thriving.



Question 3: What should be done to improve business?

The main area that needs improvement is **safety and homelessness**. Companies expressed that homelessness has been on the rise. One business even said that “it has gotten worse since the opening of the food bank”. Some companies interviewed believe that affordable housing projects in the area have caused an increase in violence and theft. Businesses would like more police and security to help with these problems.

A decent percentage of respondents (21%) stated that **nothing** needs improvement in the Orangevale/North Folsom areas. **Marketing and signage** along with **government oversight** are two issues that are tied at 19%. Some businesses reported that more advertising and signage would help attract more customers and combat business visibility issues. They also said that they would like to see more community events in the area. The cost of fire inspections was a recurring theme for companies citing issues of government oversight. Overall, though, they would like to see lower taxes and fees along with less regulation.

Aesthetic improvements were another popular answer amongst respondents (17%). Many businesses expressed that trees need to be cut because they are blocking their business or they are just a burden. Road conditions need to be improved and general beautification measures would help make the area “pop.” Companies in Orangevale/North Folsom want improvements in the **economy** and would like to see vacant buildings filled in order to get more businesses and customers in the region.

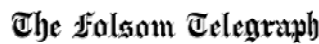
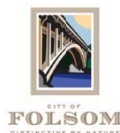
When it comes to the issues of **traffic and parking** businesses expressed that more stop lights and stop signs are needed in order to prevent speeding and car accidents which has currently been an issue. They feel it would help make the community a safer place.



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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