

BUSINESS WALK SERIES

A METRO PULSE PROGRAM



a METRO  CHAMBER production

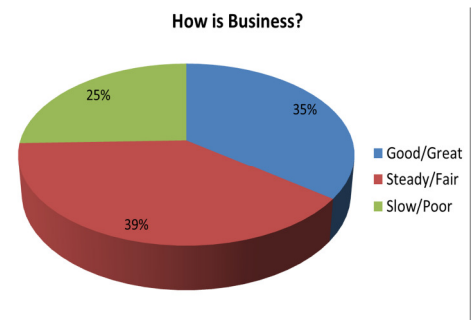
Pollock Pines-Camino | May 3, 2013

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On May 3, 2013, volunteer business and civic leaders visited 56 businesses in Pollock Pines-Camino. Volunteer business walkers were successful in interviewing 52 of the businesses visited. Their conversation focused on three basic questions: how is business, what do you like about doing business in Pollock Pines-Camino, and what should be done to improve doing business in Pollock Pines-Camino?

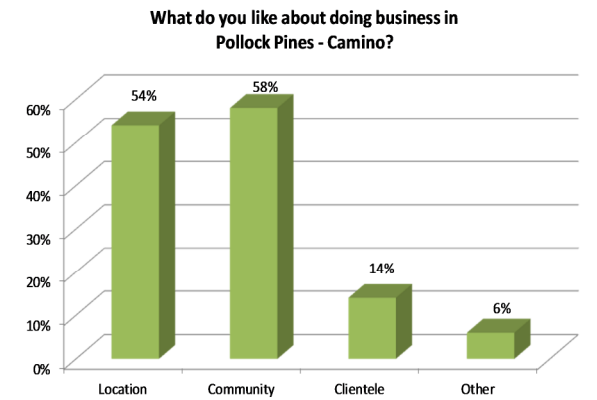
Question 1: How Is Business?

A little over half of the companies, 35% described their business as **good/great** when asked how business is doing overall. They attributed this to the fact that their businesses have been in high demand and are performing well day in and day out. Almost 40% of the companies interviewed stated they are **steady/fair**. The majority of those companies stated that they are doing better than last year but would like more growth in their business. The companies who described themselves as **slow/poor** referenced seasonal issues.



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

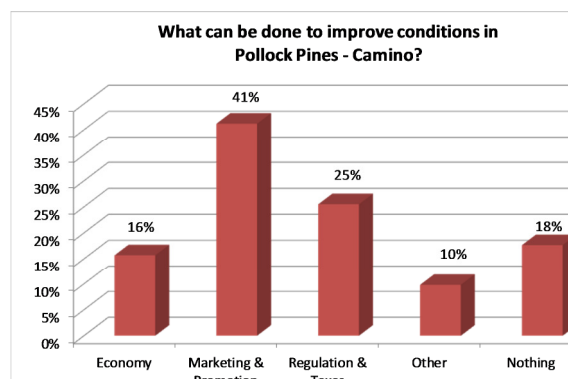
The top reason businesses enjoy working in Pollock Pines-Camino is the **community**. About 58% of the businesses said they enjoy the community because they enjoy the small town feel and lower levels of competing businesses. An almost equal percentage (54%) stated **community/people** as the reason they like Pollock Pines-Camino. These companies appreciate that the people are nice and a greater likelihood of getting to know the **clientele**. Some respondents provided several **other** reasons for liking the area, such as a belief in the community's redevelopment and growth potential.



Question 3: What should be done to improve business?

Of those interviewed, 41% of companies mentioned that **marketing and promotion** was what needed to be improved upon the most. They report wanting to see more businesses and more advertising, which they feel is necessary in order for improvements to occur. Some said more attractions, community spirit, and

networking are prerequisites for economic growth in Pollock Pines-Camino. A quarter of those interviewed claimed **regulation and taxes** were what needed to be improved the most because rates for necessities like water, and taxes on their businesses were too high. Companies don't feel support from the government either which also factors into their assessment that there is a lack of promotion and advertising. Although, 18% of companies did say they felt that **nothing** needed to be addressed to improve business conditions in Pollock Pines-Camino. Some businesses mentioned the **economy** could be improved upon to better business conditions through more employment and keeping the money circulating locally. Some had a variety of **other** suggestions - from more accessible sidewalks to less computer-based work.



Presented By:



Businesses Visited:

A to Z Automotive LLC
 Anderson Backhoe and Trucking Service
 Belles & Beaus
 Best Western Stagecoach Inn
 Burger Barn
 C and T's Restaurant
 Camino Animal Hospital
 Camino Community Church
 Camino Food Center
 Camino Heights Golf Course
 Camino Hotel
 Camino Power Tool

Campora Propane
 Cigarama Smokes
 Crystal Basin Bistro
 CVS # 9490
 Edward Jones
 El Dorado Savings Bank
 Ghost Mountain Ranch
 Gold Country Realty
 Green Giant Hydroponics
 Jodar Vineyard & Winery
 Kathee's Kitchen
 Knotty Pine Lanes
 M & M Auto Body & Towing
 Millwood Furnishing
 Mountain Glass & Mirror

Nancy's Pet Supplies & More
 New Haven
 Nicholson Akersloot & Associates, LLP
 O' Reilly Auto Parts
 Pine Lodge Club
 Pizza House
 Ponderosa Mobile Estates & Mini Storage
 Rusty Nail Saloon
 Safeway (Pollock Pines)
 Shear Excellence
 ShipShape USA
 Sierra Banquet Ctr
 Sierra Pacific Industries

Sierra View Automotive
 Snoline Service Station "Valero"
 Sportsman Hall
 Subway # 25077
 Technician Plus
 The Pro Shop
 True Value
 U Turn for Christ
 Umpqua Bank - Pollock Pines
 Unique Nails
 Western Sierra Medical Center
 Westhaven Inn
 Wine Country Station

Volunteers:

Megan Arevalo
 Theresa Beauchamp
 Debbie Borrow
 Kevin Brown
 Jaimie Dominikus
 Ryan Donner
 Wanda Flores
 Kim Graham

Charles Hamilton
 Linda Hopkins
 Priscilla Hurtado
 Joyce Joy
 Kristin Lannum
 Kathy Matranga-Cooper
 Ray Nutting
 Millie Perry

Emma Pilgrim
 Debra Risley
 Terry Rogers
 Don Ross
 George Sabato
 Garrett Sanders
 Terry Sebren
 Jodi Slaight

Wendell Smith
 Tim Snyder
 Robbin Van Steenberge
 Blair Will
 David Williamson
 Vicki Yorty

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