

BUSINESS WALK SERIES A METRO PULSE PROGRAM



a METRO  CHAMBER production

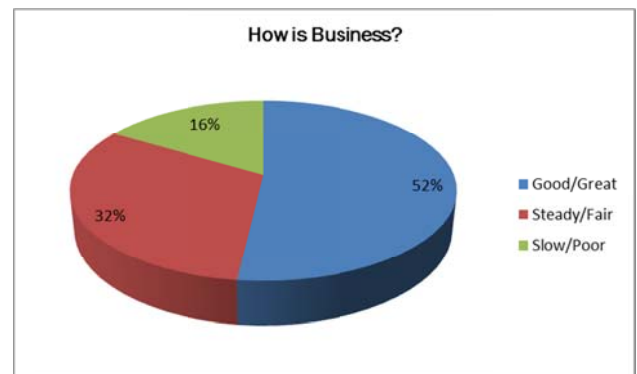
Arden Arcade | August 15, 2013

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Capitol region. August 15, 2013, volunteer business and civic leaders visited and interviewed 111 businesses in Arden Arcade. Their conversations focused on three basic questions: how is business, what do you like about doing business in Arden Arcade, and what should be done to improve doing business in Arden Arcade?

Question 1: How Is Business?

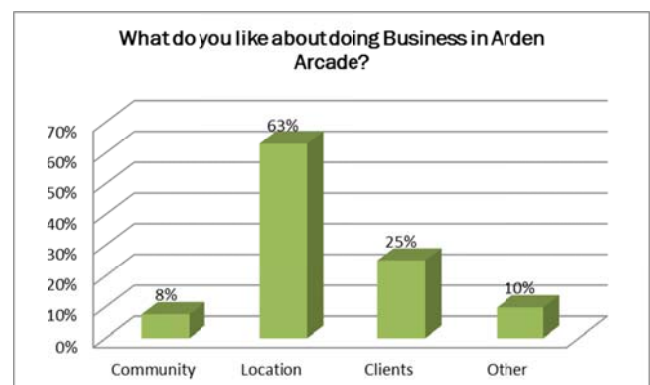
Over half of the companies (52%) described their business as **good/great** when asked how business is doing overall. They attributed this to an increase in sales over the last couple years and said that each year is getting better than the last. 32% of the companies interviewed stated they are **steady/fair**. The majority of those companies mentioned that they have seen small improvements over the years; but overall there have been lots of ups and downs. The companies that described themselves as **slow/poor** stated that the economy has been slow for them and need the economy to improve so that business could be better.



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

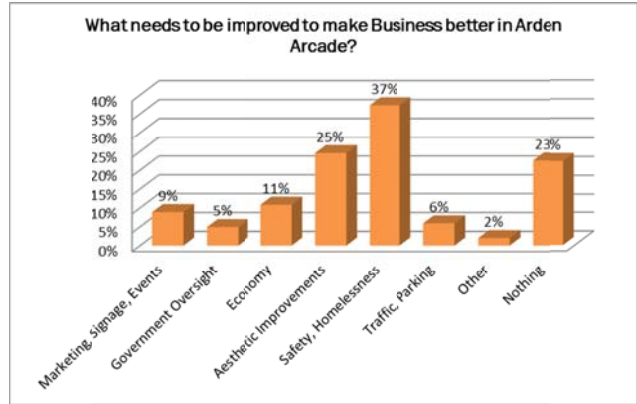
Location was the top reason why businesses enjoy being located in Arden Arcade. Some of those interviewed have been in the area for decades and really love their central location. They enjoy having easy freeway access and being located near busy intersections where their businesses are easily seen.

The next highest ranking reason for liking Arden Arcade was the **clientele**. Friendly, loyal clients who are “always happy” make operating businesses in the area very enjoyable. Only eight percent of businesses interviewed stated they enjoy the family oriented **community** and like how businesses in Arden Arcade work together.



Question 3: What should be done to improve business?

Safety and homelessness are what needed the most to improve the Arden Arcade area according to the companies interviewed on August 15, 2013. Businesses noted a sense that the area is not as nice as it used to be and they have noticed increased crime in the area. They would like more police presence to help with the problem. A couple businesses even said that gas has been getting stolen from their vehicles and that security in the parking lot would help counteract this problem. They would also like sheriffs to have quicker response time when a problem does occur. The homeless are becoming more of a nuisance with increased loitering in the area making it “hard for them to attract new customers”.



Aesthetic improvements are another key area of concern for those companies that were interviewed. Companies expressed that streets and roads need trash clean up. Companies are concerned that the area is starting to show its age. They would like more redevelopment in the area in hope of attracting more customers. They would also like better street lighting for their clients once it gets dark. Numerous businesses (23%) stated that **nothing** needed improvement in Arden Arcade, stating that everything is going smoothly for them. When it comes to the **economy** businesses stated that helping low income individuals and improving the level of income in Arden Arcade would be helpful. They would like more businesses in the area.

Marketing and signage were some (9%), local businesses would like more signage and visibility for their company. Some businesses said that they would like Sacramento County to help in promoting businesses that are independently owned. More outreach in the community would be helpful to bring everyone together and get more customers as well. Only 6% of companies addressed the issues of **traffic and parking** and they said that better lighting and security is needed in their parking lots along with more parking spaces. They would also like to see more public transportation for individuals in the area. A small percentage talked about government oversight and how they would like a more efficient and business friendly government with lower taxes and fees. Businesses have experienced high fees and inspection costs that are negatively impacting their bottom lines.

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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