

# BUSINESS WALK SERIES

A METRO PULSE PROGRAM



a METRO  CHAMBER production

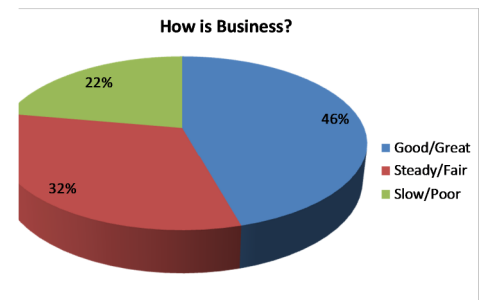
## Carmichael | May 16, 2013

### POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. May 16, 2013, volunteer business and civic leaders visited and interviewed 85 businesses in Carmichael. Their conversation focused on three basic questions: how is business, what do you like about doing business in Carmichael, and what should be done to improve doing business in Carmichael?

#### Question 1: How Is Business?

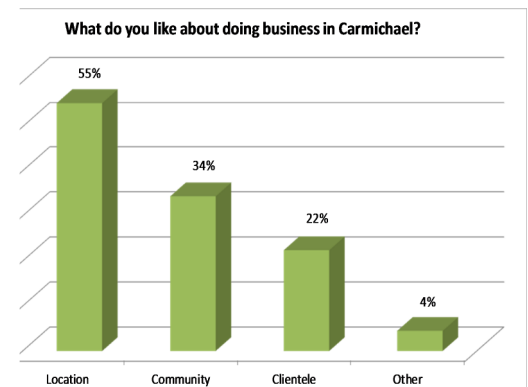
Close to half of the companies (46%) described their business as **good/great** when asked how business is doing overall. They attributed this to recent economic growth. One business even stated “business in the area has never been this good”. 32% of the companies interviewed stated they are **steady/fair**. The majority of those companies mentioned that they have had big ups and downs, averaging out to a “so-so” overall result. The companies who described themselves as **slow/poor** stated that the economy has been slow for them and taken a toll on their business, resulting in very small improvements over time.



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

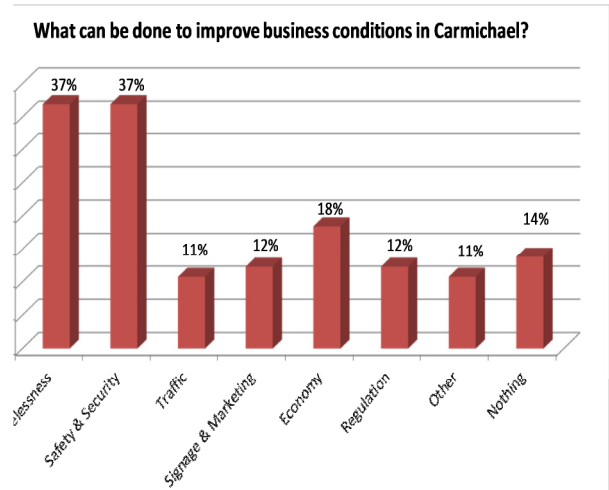
**Location** was the top reason why businesses enjoy working in Carmichael. Some of those interviewed said they like that their businesses are in the center of their community and experience less traffic than other nearby areas. Being close to home and being able to work in a neighborhood community was also another reason why businesses enjoy the location.

The next highest reason for liking Carmichael was the **community**. Friendly, loyal **clients** and being a dog friendly town, they found doing business in this community highly enjoyable and rich in heritage. Some respondents reported there were several **other** reasons for liking Carmichael such as the fact that rents are reasonable.



### Question 3: What should be done to improve business?

Two issues tied for the top spot at 37% - **homelessness** and **safety and security**. In fact, these two issues outpaced all others by a significant margin. Companies cited issues of homeless persons loitering and leaving trash creating nuisances around their places of business. Others have experienced security issues that cause them great concern, including increases in instances of theft. The **economy** is another key area of concern for those companies that were interviewed. In the assessment, empty buildings and too many of the same types of business hurt the diversity of the area and draw in fewer customers. They also reported that needed repairs to sidewalks discourage visitors and potential buyers.



It must be noted that 14% of the companies interviewed indicated there is **nothing** in Carmichael they feel needs improvement. Others though, had **other** suggestions such as cleanup projects to beautify the area and additional resources and services from the Chamber. **Traffic** issues, such as “excessive bus stops,” car accidents, and damaged sidewalks were an issue for 11% of the companies interviewed. Other issues worth noting are **signage and marketing** (12% of respondents) and excessive **regulation** (12% of respondents). With respect to excessive regulation, it was suggested that a greater emphasis is put on crime prevention – rather than new regulations – would be better for growing the local economy.

#### Presented by:



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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 Plan<sup>1</sup> and in its role as managing partner of Metro Pulse<sup>2</sup>, 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](http://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