

BUSINESS WALK SERIES

A METRO PULSE PROGRAM



a METRO  CHAMBER production

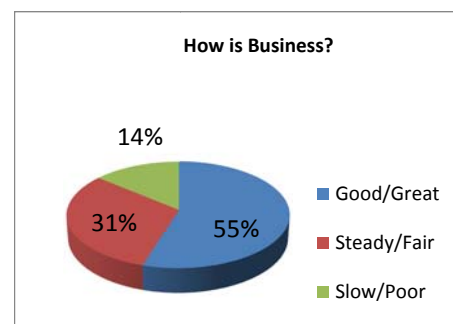
Elk Grove | April 4, 2013

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On April 4, 2013, volunteer business and civic leaders visited 217 businesses in Elk Grove. Volunteer business walkers were successful in interviewing 210 of the businesses visited. Their conversation focused on three basic questions: how is business, what do you like about doing business in Elk Grove, and what should be done to improve doing business in Elk Grove?

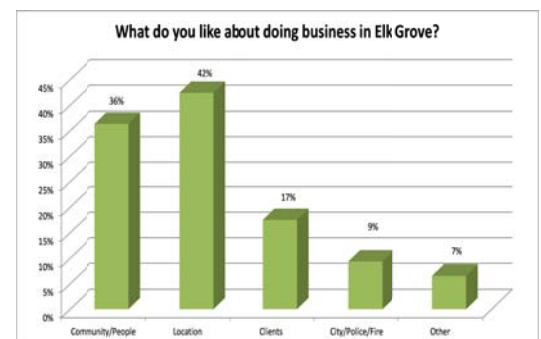
Question 1: How Is Business?

A majority of the businesses (55%) described their business as **good/great** when asked how business is doing overall. Most of these businesses report that they have improved a lot since last year and many of these businesses have established themselves over a long period of time in the Elk Grove area. Nearly a third (31%) of the businesses interviewed stated they are **steady/fair**. These are the businesses that have seen new growth recently and are starting to improve themselves. The companies who described themselves as **slow/poor** represent the remaining 14%. These companies were mainly experiencing slow progress and some inconsistency in their sales. Some of these businesses face location problems or lack of employees.



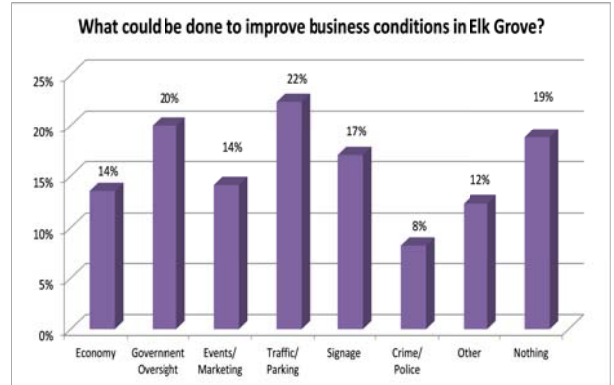
Question 2: What do you like about doing business in the area?

When it comes to what businesses like about the Elk Grove area, the highest marks were seen in **Location**. Respondents expressed that being close to home makes working more enjoyable for them. Many also expressed that being near a lot of residential homes makes business better. Another factor that scored high marks was the relationship with the **community/people**. The “friendly and accepting” customer environment has helped out in building a stronger business. The community is seen as “family oriented” and the people are “good quality.” Businesses also expressed that they have positive relationships with their **clients** in Elk Grove. Comments related to **city/police/fire** were also provided as factors for why businesses enjoy doing their work in Elk Grove. Businesses said the area is managed well and is business friendly.



Question 3: What should be done to improve business?

When it comes to what needs to be improved, 22% cited **traffic/parking issues**. Traffic, excess U turns and traffic lights pose a problem of “unnecessary annoyances” for businesses. Another high percentage (20%), say there is too much **government oversight** with overly expensive taxes and fees. Nearly 20% of those interviewed thought things were basically going well and said they felt **nothing** needed to be improved. Another significant chunk of businesses say **signage** and **events and marketing** could be improved in the Elk Grove area. Lack of visibility for signs and not enough advertising in the area are hindering businesses. Some reported more help from the community would be nice as a means of improving visibility and awareness of local businesses. Many businesses report that they cannot be seen due to a lack of signage and marketing. **Economy** was also cited by 14% as a factor negatively affecting the way their businesses perform. These companies thought the population was too low and there was not enough to do around their businesses to draw people to the area.



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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