



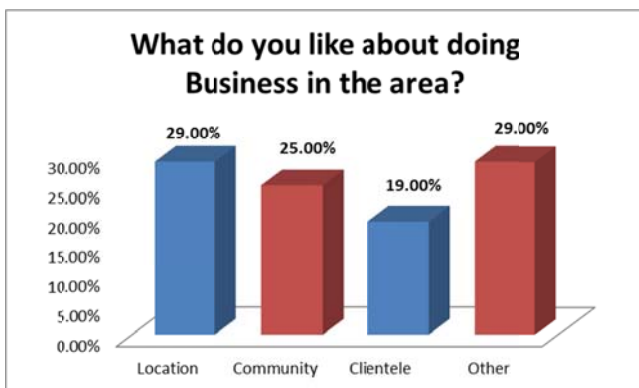
Northgate | June 13, 2014

POST-EVENT REPORT

The Business Walk is an ongoing economic development program that takes place throughout the six-county Sacramento region. On June 13, 2014, volunteer business and civic leaders visited 101 businesses in the Northgate area of Sacramento and were successful in talking with 85 them. Their conversation focused on three basic questions: 1) How is business; 2) What do you like about doing business in the community; and 3) What should be done to improve doing business in Northgate?

Question 1: How Is Business?

When asked how business is doing overall, over half (52%) of the companies interviewed described their business as good/great. Although many did not specifically cite a reason for their good business **climate**, some attributed their success to being established institutions or businesses with recent management/ownership change. A modest 29% of businesses indicated that they were steady/fair. Most of these suggested that their business is “up and down” and largely dependent on the season. Finally, 19% of businesses reported that their business is poor/slow. For these companies, they also viewed their business as being dependent on the season and claimed summer was simply their slow months.



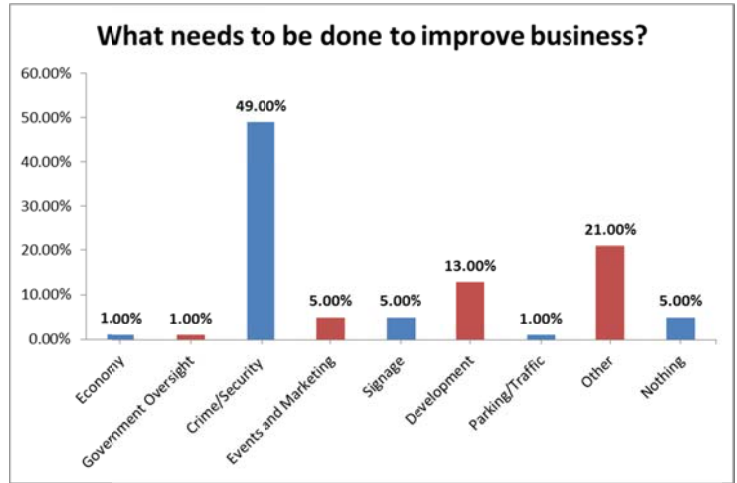
Question 2: What do you like about doing business in the area?

Location was the top cited reason (29%) as to why companies like doing business in Northgate. They view Northgate as a good area for business because of the high traffic volume and proximity to home. The community (25%) was also an important reason why they enjoy doing business in Northgate. Many businesses expressed feeling that they like the Hispanic community and the fact that there are a lot of families coming in. Likewise, 19% of

businesses reported that the clientele is strong and loyal. Moreover, 29% of business cited other reasons for liking Northgate as a place for Business. While some said the neighborhood is challenging for business, others simply said it was “okay” and had no strong opinion otherwise.

Question 3: What should be done to improve business?

To somewhat positive surprise, only 1% of businesses thought the economy needed to improve and only 1% believed there was too much government oversight. However, nearly half (49%) of businesses thinks the area needs to improve with crime/security. Many businesses are specifically concerned with the large homeless population that they believe adversely affects business. Many are simply not happy with hesitant police and would appreciate a greater presence of law enforcement, particularly at night since crime has reportedly been an issue. Development was also an important need for businesses. Many want an anchor tenant in the shopping center, and overall cleanup/development of the streets.



While 5% of respondents are still looking for more events/marketing, signage also continues to be a concern. Five percent (5%) of businesses acknowledged that their companies are not all visible from the street and because of that, proper signage is so important. Some had similar issues with maintenance and unattractive trees blocking their building. Parking and traffic appears to be a small concern and other factors (21%) include a need for more technology and more proactive involvement from landlords. Finally, 5% reported that nothing needs to be done to improve business.

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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 Business Bridge, 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 Business Bridge, 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 Business Bridge, visit metrochamber.org/business-bridge

- 1 The Next Economy Capital Region Prosperity Plan is the 6-county Capital region's economic development strategy.
- 2 Business Bridge 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