



Arden Arcade | October 6th 2016

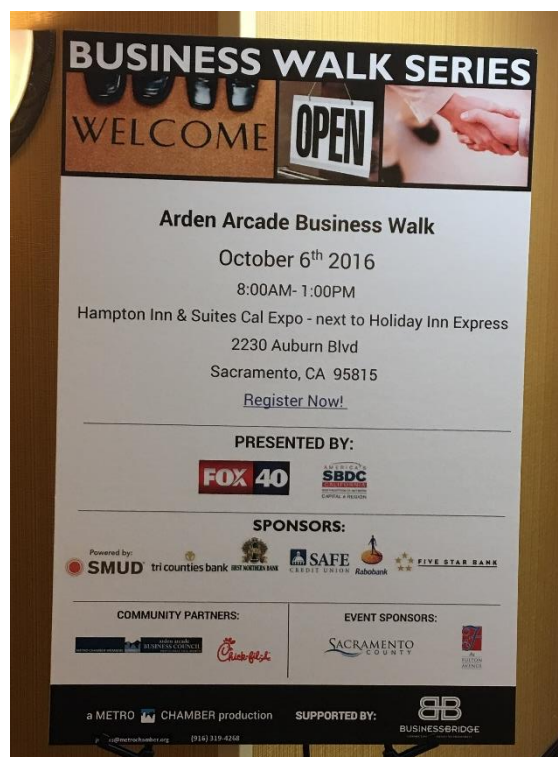
The Sacramento Metropolitan Chamber of Commerce presents the Business Walk, an ongoing economic development program hosted in the six-county Sacramento region. On October 6th, 2016, volunteers, business owners and civic leaders gathered at the Hampton Inn & Suites Cal Expo and set out to visit 103 Arden Arcade businesses for interviews.

Arden Arcades Business Walk resulted in a general consensus for most answers. The survey consisted of three general questions, followed by a unique question pertaining to the area:

- How's business?
- What do you like about doing business in the area?
- What needs to be done to make it even better?
- What if any changes have you seen in the last 3 years?
- Do you have plans to relocate or expand? Where?

Summary Results

The Arden Arcade Business Walk concluded that 70% of businesses were doing well, while 21% reported that business was fair. Most business' spoke about the good location and overall businesses were happy with their community. Arden Arcade businesses, however, want to address the looming issues of homelessness as well as the crime and vandalism, though many stated crime has improved over the years.

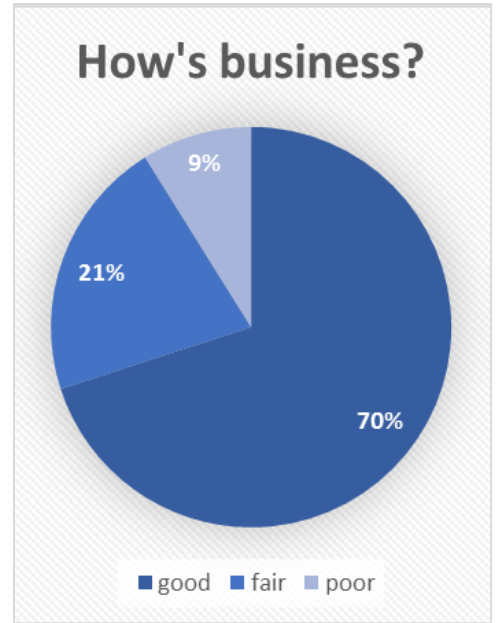


How's Business?

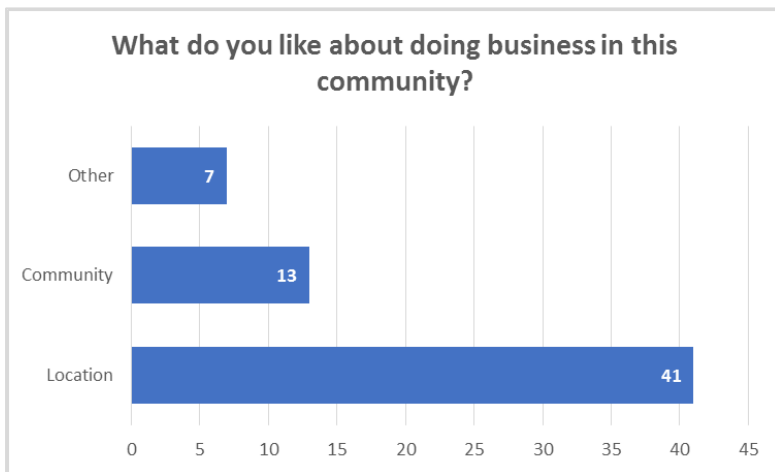
70% of businesses surveyed responded favorably that business was good and they were very happy to be located in Arden Arcade. Most accredited their success to their great location and its great accessibility to the freeway. The average years spent in businesses are 14 years, however, it was not just long time businesses who were happy with the location, almost every recently opened business expressed that they were happy they made the choice to open their business there.

Most of the businesses reported that they have noticed an increase in customers and overall business growth. While some businesses stated they were still struggling slightly, most businesses were hopeful it will continue to improve.

Of the 30% of business respondents that reported business was fair or poor, their main concern was centered on the safety and homelessness in the area, as well as problems with the economy still looming.



What Do You Like About Doing Business in the Area?



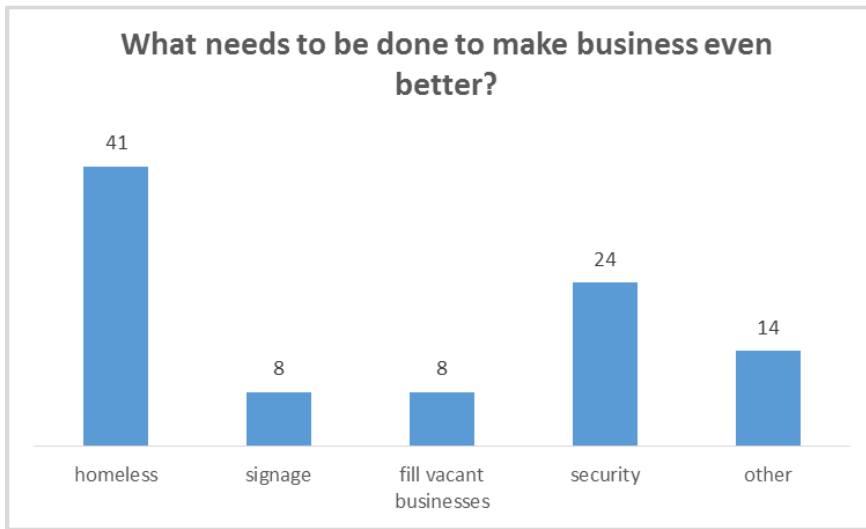
Our results concluded that the main reason why businesses stay in Arden Arcade area is because of the great location. Most businesses feel that the traffic is high, customers are great, and they are always busy.

Many businesses have been in the area for many years and enjoy the community and location. Most businesses report that they have a lot of foot traffic from the surrounding area as well as the local residents. AutoMundo Inc. which has been in the area for 2.5 years, said "This is a prime location for auto sales". Maita Subaru and Toyota both agrees with that statement.

Other positive comments about business in the Arden Arcade area was the improvements seen over the last few years. This includes more lightning on the streets as well as improvements in aesthetics and modernization of the area. Several businesses mentioned the reduced crime rates too and have noted a positive difference in the police response time.

What needs to be done to make business even better?

Several of the businesses interviewed had more than one concern. The concerns that topped the list were homelessness and security issues.



According to almost half of the businesses surveyed homelessness is getting worse in the area. While a few businesses mentioned drug usage on the streets, prostitution, and crime. These businesses did state that there were times that customers would leave due to the activity.

Barber Joe's has been doing business in Arden Arcade area since 1961, they are satisfied with their location and their customers. Nevertheless, they have noticed more homeless not just at night, also during the day.

Many businesses don't feel safe in the area and have requested an increased presence of the police as well as continuous patrolling. Some businesses are afraid not just from homeless, but also from thefts. On the other hand, many feel that there is continued effort to increase safety and they are looking forward to the efforts remaining permanently.

Several businesses mentioned that there are many vacant stores in the area, and it has a negative effect on their business. They would like to see those vacancies occupied which would increase their customer base and foot traffic.

Many felt that this could also impact the homeless problem positively by removing locations for them to loiter.

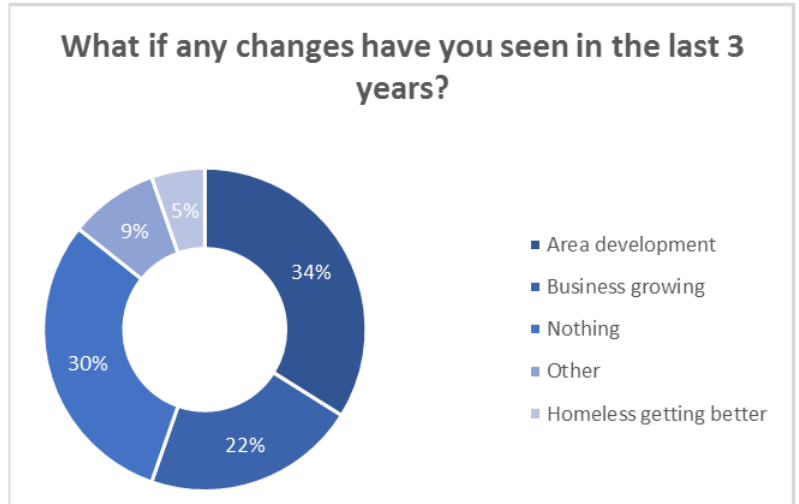


A few businesses stated that signage was regulated a bit too harshly making it difficult to catch the attention of street traffic for the smaller businesses.

While the area has improved over the last few years many businesses would like to see street cleanup, beautification and updates made to the area.

What if any changes have you seen in the last 3 years?

Most of the businesses feel great about the developments in the area. 34% of businesses surveyed mentioned that streets have been fixed, lightning has improved, and they welcomed the modernization of the whole area. Casa Grande Mobile Village mentioned the better lightning and development of bike lanes as great improvements.



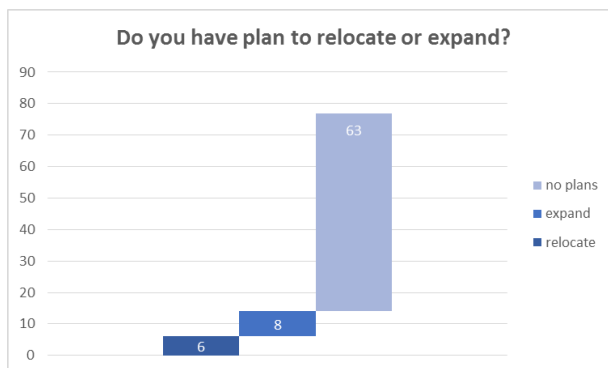
Homelessness is a controversial topic among businesses. Some mentioned that they see the improvement and they meet with less homeless, others complained about having more troubles with them. Some of the businesses still don't feel safe, but they welcome the effort of the police.

30% of the businesses who answered the question experienced growth in their business and are satisfied with their growth rate and sales increase.

Only 9% of the businesses haven't seen any difference in the last three years, and some of them haven't been in the area for enough time to have an opinion.

Do you have plans to relocate or expand? Where?

An astounding 81.81% of businesses surveyed reported that they are not planning on relocating and are wanting to stay in the area. In total 6 businesses would like to relocate. The businesses who would like to expand have plans to open another business in West Sacramento, Elk Grove, Auburn and other cities near to Sacramento.



PARTICIPATING BUSINESSES:

Papa Murphy's
Refill Tech
19 Handles Pub & Grill
Academy Learning Centers
Barber Joe's
Leslie's Pool Supplies
New World Cleaners
James Marta & Co
Larkspur Landing Sacramento
Kiss n Tell
Just a cigar
West Coast Car Audio Inc.
Weave Inc
Tech2U
J smoke shop
Hampton Inn & Suites
Boost mobile
Capital City Loan and Jewelry
Country Club Food & Liquor
Milam Law
State Farm
Country Club Cleaners
Diamond Dental of Sacramento
De Anza auto service
FLYERS
Tower Florist
All World System
World's Best Comics
Circle 7
Subway
Cricket Wireless
Express mart gas station
Sunshine donuts
Aldandan Autos
The Cheap Cigarette Store
AutoMundo Inc
Maita
Ladi Senior Apartments
Avella Specialty Pharmacy
Niello Audi
American Furniture Galleries
Triton of California Insurance
Services Inc.
Fitness 4 Less
Casa Grande Mobile Village
Maita Body Shop
Capitol Billiard
Sands Motel

Pacific Staffing
Mercedes-Benz of Sacramento
Prestige Liquor & Wine
Performance Bicycle
California sun
Total Nutrition
Cosmo Prof
The Original Mel's
Blue House Korean BBQ
Natural Look
Paradise Flowers
The gun range
Sam's Design Gallery
Dollar Tree
Waffle shop
7-Eleven
H&R Block Sacramento
Honey Donuts
Grocery Outlet - Sacramento
Natural Look
Marconi Self Storage
Dental Source of California
Asian Flower Massage
Jack in the Box
Circle of Friends Child Care Center
Raley's
Rite Aid
KFC
Carl's Jr.
Thomas Fleischmann Heidi
Schauffele Doctors of Optometry
McDonald's
State Arden Plaza Cleaners
KT's Coiffure Salon
Today's Furniture
Artistic Edge
Fulton Transmission & Auto
Repair
Fiesta Auto Insurance
River City Fireplace & Barbecue
Les Schwab
Auto Finance of Sacramento
Ataya's Motors
Lending Club Auto
Arden Modern Dentistry
Cost U Less
Fabric Garden
State Farm

Classique Barbers
Altamirano Insurance Mgt
Central Auto
Jerry's Paint & Supply, Inc.
True Motors
Cosmo Beauty Academy
Los Nopales Carniceria
ilt & Match
Laser Eyes
California Burrito
Avalon Hearing Aid Center
Bread of Life
H&R Block
North Point Asset Management
Pizza Guys
7 - Eleven
Kings Wine & Liquor
Fred Loya Insurance
Tami's Hair and Nails
Allen Developments
Liberty Tax Services
Liberty Tax Services
Jame's Beauty Supply
24 Hour Fitness
Jennings Chiropractic
International Rescue Committee
Foster & Parker Insurance
More Smiles Dental
IMKO
Avenue
NutriMost
Marshalls
Atlas Properties
Valero
El Pollo Loco
Rainbow
Crunch Fitness
Regis
Subway
Sally's Beauty Supply
Crosspoint Realty
Price Cutter Market
Sinbad Market & Bakery
Fresh Cleaners
Arteaga's Market
Rite Aid
Quick Stop

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