



Sacramento Downtown | September 29th 2016

The Sacramento Metropolitan Chamber of Commerce and the Downtown Sacramento Partnership presents the Annual Downtown Sacramento Business Walk. The Business Walks are an ongoing economic development program hosted in the six-county Sacramento region. On September 29th, 2016, volunteers, business owners and civic leaders gathered in Old Sacramento and set out to visit 182 Downtown businesses for interviews of which we were able to capture data for 170 businesses.

Downtown's 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?

Stakeholders were also asked 1 specific question relating to their business:

- Is your business open after 8pm?

Summary Results

The Sacramento Downtown Business Walk concluded that 61% of businesses were doing well, this shows that business downtown is very stable as we look at last year's report the numbers are the same. 32% responded that business was fair. While only 7% responded negatively which is a dramatic improvement from last year's survey of 12.71% reporting negative business outcomes. Most businesses spoke positively about the community and were overall happy with their location. They did, however, want to address the homelessness issue as well as improve the parking in the downtown area. Many of the businesses mentioned that they see an increasing number of foot traffic and growth, though the hope is that the new Golden One Area will continue to improve their business is still an unsure topic.

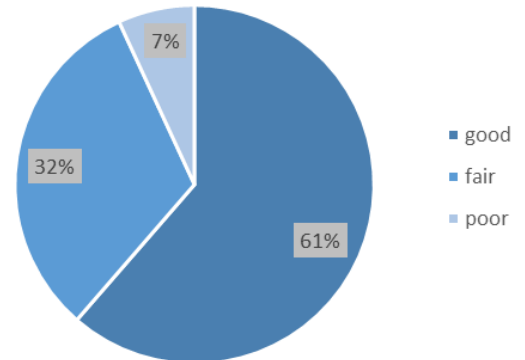
How's Business?

61% of the businesses surveyed responded favorably that business was good and they were very happy to be located in Downtown Sacramento. Most accredited their success to the high foot traffic as well as the great community and location. Most of the businesses have been in the area for a long time, the average years in business is 16.

Most of the businesses reported that they have noticed an increase in the number of tourists and foot traffic in the area. The general feel that that Downtown Sacramento is coming alive again and is starting a new era of attraction. Some of the businesses reported that they are seasonally successful, having more customers during the summer months and holidays.

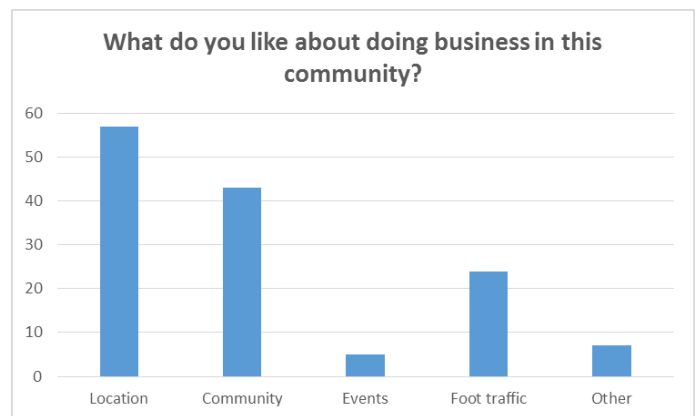
Of the 39% of business respondents that reported business was fair or poor, their main concern was centered on the construction of the Golden 1 arena, street closures and homelessness. While most business owners remained hopeful that the new life brought to the area will help improve there were a few other businesses that were slightly skeptical that it could draw customers away, especially the restaurants. While the excitement for the vast verity of food and entertainment at the arena is talked about, these are the businesses that are the most fearful.

How's business?



What Do You Like About Doing Business In Downtown Sacramento?

Our results concluded that the main reason why businesses stay in Downtown Sacramento is because of the location. Most businesses felt safe in the area but were also concerned about homelessness. Even with the continuing struggle with homelessness in Downtown many reported that there has been improvement and they are hopeful that the City will continue the efforts to improve homeless activity. The Downtown Partnership was very well known among businesses and their participation and continued efforts to clean the area of litter and loitering. The Downtown Sacramento Partnership continues to make businesses aware of the programs available to them as a resource. Many Businesses are taking advantage and are thankful for the DSP's Safe Streets program and call for the assistance of "Guides" to help remove homeless nuisances.



Many businesses have been in the area for many years and enjoy the community, XSight Photography and Video has been in the area for 3 years. They were one of the businesses who highlighted the great cooperation between businesses, the Downtown Sacramento Partnership and loved the customers they had.

Goodie Tucheys on L Street just renewed their lease for an additional 5 years stating that business is getting better and they are happy to be Downtown. Ancient Arts said “Sacramento used to be considered a “Cowtown” but we’re growing out of that and believe that Sacramento is on its way” Indi Visual Eyes on K street has been in the area for over 22 years and mentions that they are happy with the signage, the new bike racks and the new direction that Sacramento is going.

Downtown foot traffic has increasingly picked up in Downtown Sacramento and Businesses are excited about the change. As stated in the summary of the report, Downtown is becoming more and more lively. Bloem Décor said that over 7% of their business is foot traffic. The whole Downtown vibe has been changing, businesses and people are noticing it and embracing the change. As a few businesses said “Things are happening Downtown and its noticeable.”

There were several “shout outs” to the local law enforcement, businesses are thankful for their quick response. Many businesses said that the police officers are attentive to their needs, quick to respond and are polite to the business and their clientele. They were grateful to the officers and their hard work in the area.

Some of the other reasons businesses liked being in Downtown Sacramento was because of their longevity in the area, events and the atmosphere that downtown provided.

What Needs To Be Done To Make Business In Downtown Even Better?

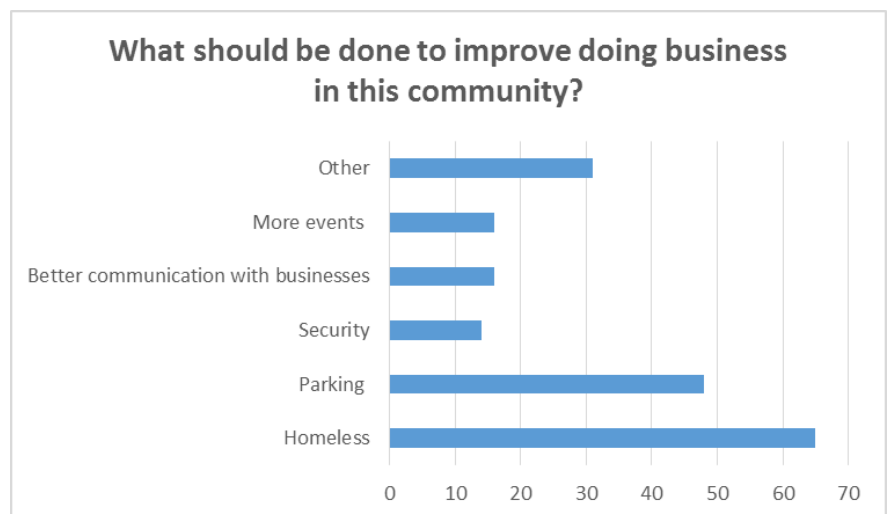
Several of the businesses interview had more than one concern. The concerns that topped the list were homelessness and parking totaling 113 of the businesses surveyed.

Security is also one of the main issues for the businesses. Some of them complained about thefts and homeless entering into their stores. Sometimes employees are afraid of being alone because homeless can get aggressive at times.

Parking in the area is no longer accommodating their customer base and employees. The businesses we survey talked about the complaints they receive from customers on the limited parking available, and also on parking fees. They feel parking is too expensive and it is also hard to find a spot. Other businesses stated that they are unable to find employees due to the parking and the validation system doesn’t always work.

Some of the businesses surveyed would like to see more events in Downtown, like Gold Rush Days. Although more and more tourists come to visit, more events could really improve their businesses and attract more customers.

One of the other things mentioned to improve the area by businesses was the vacant buildings, many businesses reported this as such a catastrophe and has a negative domino



effect on the area overall. There are blocks of empty buildings that give a feel of a deserted location that diverts clients from their business altogether. People feel unsafe around these areas because of the emptiness and increased homeless and crime activity on these blocks. Business in the area are willing to provide support to renovate these buildings and get them filled. This action alone will generate life into the area and draw more people to the Downtown streets.

The construction of Golden 1 Arena was a popular topic and also a confusing one. Some businesses are excited about the opening and they hope for more foot traffic, while others are concerned about how it will affect them. One of their concerns is the increased traffic and its effect on parking.

Other changes mentioned by businesses were that there is not enough communication between the City and the businesses, as well as the request for more advertisement as well. One of the suggestions was to introduce a monthly event calendar or newsletter. Also, more communication within the business community would be useful. Several businesses would like to see improvements of sidewalks and streets, as well as more cleanliness of the area. There were several complains about arena construction and their effect on the business. With the arena opening, they hope it would improve business.

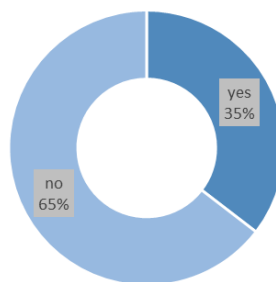
Downtown Sacramento defiantly has its perks and the suggestions for improvement were not at all an inclination that businesses would leave, the contrary, businesses stated that they had no intentions to leave the area and plan on staying.

Is Your Business Open After 8pm?

61% of the businesses surveyed are open after 8 pm. Of the 39% who closes earlier, some of them mentioned that they would like to stay open until later if there was more traffic and clientele, these businesses reported a “stunt” in clients after 6pm. Also, they are curious about how the arena will affect their opening hours. Some businesses only stay open on Friday and Saturday night.

Some businesses said that once the new Golden 1 Arena opens that they are considering staying open longer hoping to generate foot traffic after events.

Is your business open after 8pm?



PARTICIPATING BUSINESSES:

Colonial library	Mikuni	Blackbird Kitchen & Bar
Cyprus Grille	Pieology Pizzeria - Downtown Sacramento	M M Printing
Navin's Custom Clothiers	Residence Inn by Marriott - Downtown Sacramento	La Bou - Downtown
First Citizens Bank	Capitol Garage	Starbucks Downtown
My Sister's Cafe	Ma Jong's	Quiznos
Comerica Bank	De Vere's Irish Pub	Golden Pacific Bank
Joe's Crab Shack	Station 16	United Domestic Workers Amer
Peruvian Crafts	About a bite bakery	Christian Science Reading Room
American Legacy	Indivisual Eyes	Carolina's Mexican Food
Malt & Mash Irish Pub	Mayahuel	Best Collateral Jewelry & Loan
MJ Doyle Jewelers	R. Douglas Custom Clothier	The Kings Chair Barber Shop
Umpqua Bank - Sacramento	Gina's Filipino Kape	California Loan & Jewelry
Zipcar	Capitol Optometry	Red Salon
Embassy Suites by Hilton Sacramento	FedEx Office - Downtown	metro PCS - 727 J Street
Riverfront Promenade	See's Candies - Downtown	Espinoza Bail Bonds
Boost Mobile	Vanini European Men's Clothier	Zara Afghan Cafe
El Rey Sacramento	Downtown Mail	La Bonne Soupe Cafe
Merchants National Bank	Total Body Nutrition Store	Sacramento Bail Bonds
Fat City Bar & Cafe	Goodie Tuchews	8th Street Pizza
Boxcar Eats	Cafe Connection	Eddie Cuevas Bail Bonds
Temple Coffee	Miosa Bridal	Sacramento Credit Union
Graciano's Chicago Deep Dish Pizza & Speakeasy	ysj Vintage	Super Silver
Delta King Restaurant, Hotel, Entertainment	Xsight Photography & Video	William Glen, Inc.
Rodney's Cigar & Liquor Store	Frumoasa	Old Sac Shirts & Gifts
Claim Jumper	Ancient Arts	Fashion 2 Be
PLA Skateboarding	Mikes Bikes	Ana Apple store and studio
Dad's on J Street	DeRow & Sharma	Willie's Burgers
Vela Cafe	A Gift for You	LiBush Africa International Connection
The Underground Tasting Room	Capitol Mini Mart	Garden of Enchantment
G. Willikers Toy Emporium	The UPS Store - Downtown Sacramento	Sacramento Sweets
Latino Importaciones	The Big Salad Shop	Moxy
Stage Nine Entertainment Store	Ambrosia Cafe and Catering	The Candy Barrel
PYM Aces & Eights	Denim Spot	Munchies
Back Door Lounge	California Family fitness Downtown	Visions of Eden
Karel's Giftland	Cafe Bernardo	The Clothing Hang-up Boutique
Artists' Collaborative Gallery	Darna	Rocky Mountain Chocolate Factory
Ten 22	Victoria Beauty Salon	Sacramento Sports and Souvenirs
Old Sacramento Cafe	Bloem Decor	Slice of Old Sacramento
McGee's	Golden Rice Bowl	Turtles
Steamers	Subway - Downtown Sacramento2	Cali Tees
Sock City Old Sac	Burger Inn	A million sunglasses
House Kitchen & Bar	Nails Galore	Danny's Mini Donuts
Erin Hayes Shoe Repair	MEGAMI BENTO-YA	Skalet Jewelry
Hello Gorgeous Downtown	Bud's Buffet	El Maya de Yama
Which Wich	Vampire Penguin	
P.F. Changs	Optometrist Dr. Helen Kwong	
	K Mini Mart	

Presented by City of Sacramento, Produced and supported by you guys, and food provided by Fat's Catering & Banquet Facility and Blackbird kitchen.

