Arden-Arcade | October 20th

The Sacramento Metropolitan Chamber of Commerce presents the Business Walk, an ongoing economic development program hosted in the six-county Capital Region. On October 20th, 2017, volunteers, business owners and civic leaders gathered at the Holiday Inn Express and set out to visit 103 Arden-Arcade businesses for interviews.

The survey completed by business owners during the Arden-Arcade Business Walk consisted of the following questions:

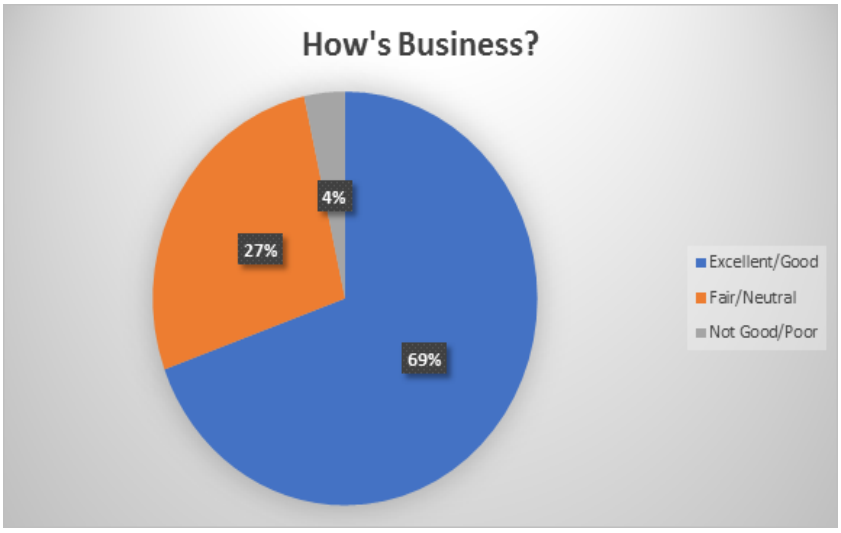
- How's business?
- How long have you been in business in the area?
- What do you like/dislike about doing business in the area?
- What needs to be done to make business even better?
- Have you noticed any changes in 3-5 years?
- Do you have plans to relocate or expand? What resources do you need?

Overview

The majority of businesses say that business is good, and that they like the Arden-Arcade area due to its proximity to the freeway and the mall. Most agree that the homeless population has grown over the past few years and is negatively impacting their business. New business growth seems to be healthy, with about half the businesses surveyed reporting to have been open less than ten years and the other half reporting to be open for ten-plus years.

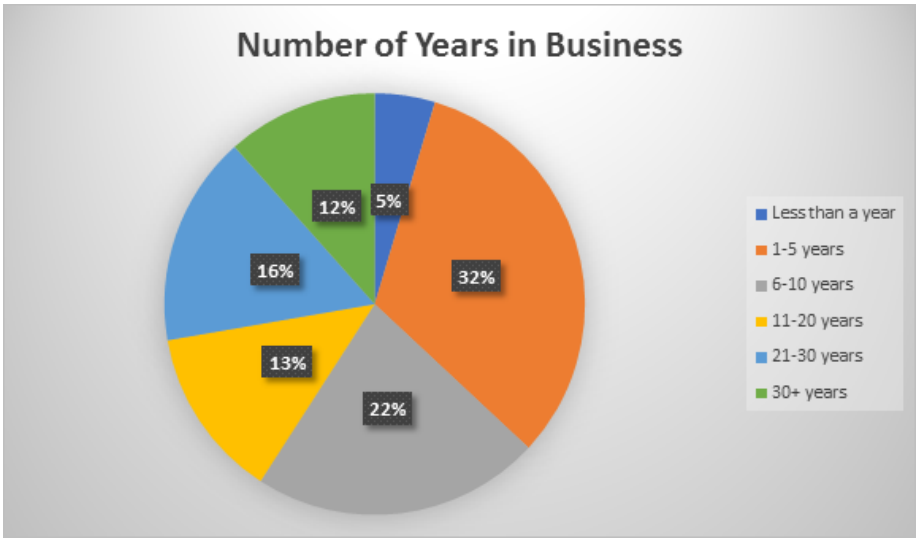
How's Business?

Of the businesses surveyed, 69% deemed business to be excellent/good, while 27% said business was fair/neutral, and only 3.4% said business was not good/poor. These results are similar to our findings from 2016 where 70% of the businesses reported that business was good. This suggests that business has been steady since last year, which indicates a healthy, stable economic environment



How long have you been in business in the area?

Of the businesses surveyed, 32% have been operating in the Arden-Arcade area for 1-5 years, and 32% have been operating for 20 or more years. This seems to indicate a healthy balance of new and old businesses. Leatherby's has been a staple of the Arden-Arcade area for 36 years, and they say the "great community support" is why they have remained in the area for over three decades. Furniture & Upholstery, which has been in the Arden-Arcade area for a year and a half, cites the friendly clientele as the reason why they chose the area for their business.



What do you like/dislike about doing business in the area?

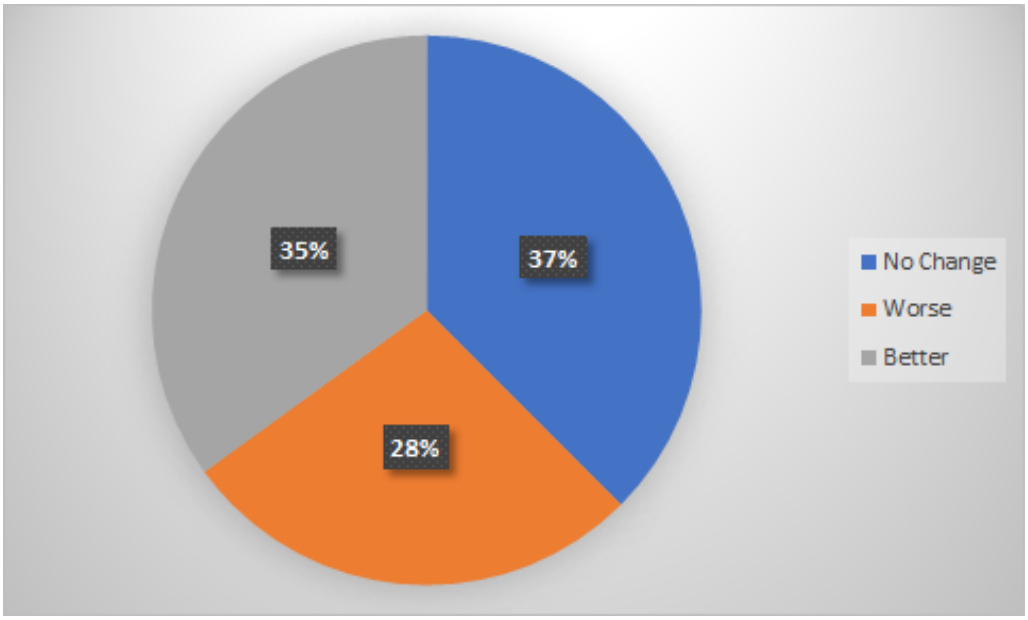
The most common “like” among businesses in the area is the location near the freeway and the mall, which results in a lot of potential customers for them. The owners of Tandoor Halal Food like the area for the amount of foot traffic they receive, and that most of their customers are very friendly. An overwhelming number of businesses claim that the homeless population in the area has gotten bigger over the past few years, which they say has hindered their business by discouraging customers to come to the area. Some businesses also claim that they have needed to hire private security to keep homeless people off their property, in addition to cleaning up the trash they leave behind.

What needs to be done to make business better?

The majority of businesses claim that the city and county should be doing more to address the growing homeless population in the Arden-Arcade area. While many of the businesses commended the Sheriff for responding quickly to their requests, they also believe that the police could be doing more to reduce the number of homeless people in the area. Some businesses claim that their business is not very visible from the street and they wish they could advertise on the sidewalk to attract more customers. A common suggestion from businesses was to enhance lighting throughout the Arden-Arcade area to make the area feel safer for customers.

Have you noticed any changes in the last 3-5 years?

Most of the changes noticed in the last 3-5 years were mentioned in the likes and dislikes of the businesses surveyed. The majority of businesses say that there are more homeless people in the area, but there were a few that said there were less homeless people around now than in recent years. Many businesses reported that there have been more customers in the area. 24 Hour Fitness said that they have seen sustained business growth over the last three years. However, it doesn't seem that all businesses have experienced growth, as some claimed their business has slowed down. There are a number of factors that could be influencing individual business growth, but the responses are similar to last year's report, suggesting that there have not been any significant changes to business in the area.



Do you have plans to relocate or expand? What resources do you need?

Most of the businesses surveyed do not plan to relocate, but 22% of them are looking to hire new employees. Many of the businesses claim that they have trouble finding and retaining high quality employees. They believe their business would perform better if they had access to a consistent talent pool of reliable, capable workers. The number one skill set that businesses in the Arden-Arcade area are looking for in new employees is experience in social media. This seems to be common across the region, as businesses are learning how to market themselves in the digital age.

Participating Businesses

AT&T
Salon
Subway
RU Tan
Save On
City of Sac
Shell Oil
Domino's Pizza
Fed Ex
Tire & Alignment Linville Bros. Michelin
4 Wheel Parts
State Farm
Furniture and Upholstery
Elliott's Food
24hr Fitness
Kings Liquor
Creative Fresh Café & Catering
Sacramento Garage
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Progressive Chiropractic
State Farm
Jack in the box
American Cancer Society- Discovery Shop.
Robinsons TaeKwonDo
Kiene's Fly Shop
We Support Fit
Kiss N Tell
Weave
Mattress Firm
Western
Crickelt
Yogurtland
76 Gas Station United Pacific/ My Goods Market
Raley's
Tandoor Holal Food
Fresh Cleaners
Field House Sports Bar
Payless Shoes
Oasis Laundry
Ester's Cupcakes
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Chevron
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Cork Stop
Auto Zone
Fred Loya- Insurance
Budget Inn Suites
La Canasta Mex. Rest.
Pavilion Chevron/ Car Wash
Arteagas Food
Paris Baguette
KT'S Coiffure Salon
Lucero's Hair Designers MAACO
Vitamin Shoppe
Leatherbys
Save Auto Sales/ Everest Enterprise
Preschool
Nick Fargo Auto Plaza
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Rite Aid
Starbucks
Dos Coyotes Dollar Store Arhold Cleaners
Alterations to go Gala gifts/ Hallmark
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