

# Elk Grove 2015



The Sacramento Metro Chamber, together with Business Bridge conducted the Elk Grove Business Walk on June 11<sup>th</sup>, 2015. The premise behind the Business Walk is to “identify the successes and obstacles of the local business community, track that information over time and provide assistance in any way possible.” In total, 290 businesses based in the Elk Grove were interviewed during the Walk.

Business Walk interview conversations are focused on three basic questions:

- How is business?
- What do you like about doing business in the area?
- What should be done to improve business in the area?

## Summary Results

How is Business?

As with business across the country, the local business climate has experienced economic challenges over the past few years. Overall, when asked, “How is business,” 65% of the Elk Grove businesses visited responded, “Business is good.” This is a slight increase from the 2014 Business Walk when 59% responded, “Business is good.” While the economy had a strong impact on business five years ago, it appears that Elk Grove is experiencing recovery.

What do you like about doing business in the area?

Several factors were noted when asked about what businesses liked about doing business in the area. The majority of businesses liked the Elk Grove community stating that there is a good flow of customers, Elk Grove is family friendly and diverse.

What should be done to improve business in the area?

Businesses in Elk Grove are looking for ways to prosper. When asked should be done to improve business, the most often noted responses included signage, fill empty vacancies and lower expenses.

The remainder of this report provides detail on responses to each of the interview questions.

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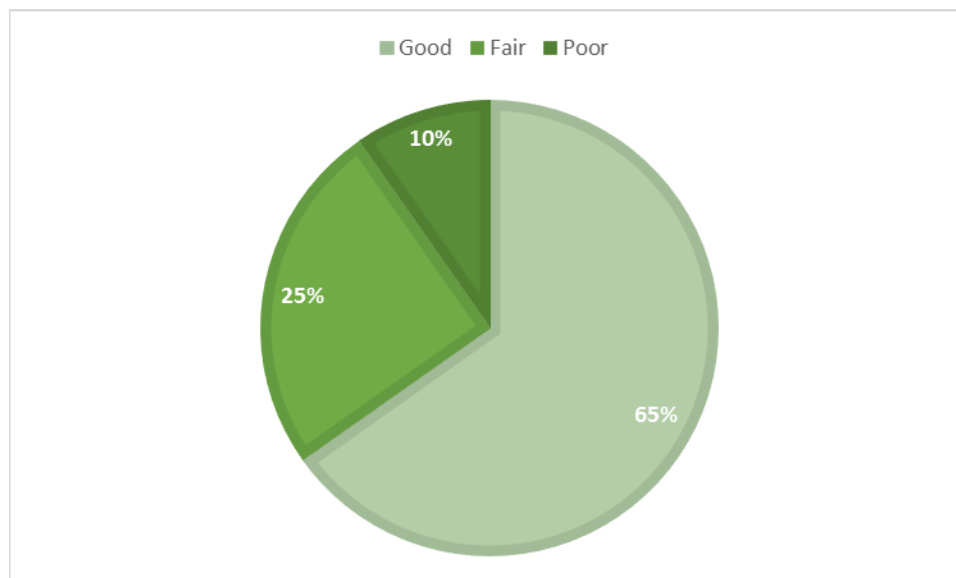
## How Is Business?

When asked, “How is business,” respondents provided answers ranging from, “Business is great,” to “There has been a slight decrease in sales, but we’re still in business.” While very few reported that business is poor or that the business may close.

Sixty-five percent of businesses interviewed stated that business is Great/Good indicating that the majority of businesses in Elk Grove are succeeding and that the past year has been productive. Businesses who were located near the new Elk Grove on ramp to highway 99 reported a significant increase in business due to exposure. Many of these businesses stated that it revived the area and foot traffic and sales have increased dramatically. Other business owners contributed their success to the economy improving.

Twenty-five percent of businesses interviewed state that business is Steady/Fair. Some are still recovering from the overall economic downturn, some have experienced ups and downs over the past few years and are seeing an upward trend as the economy recovers. During the 2013 Business Walk, 30% indicated that business was Steady/Fair indicating that there more businesses in Elk Grove are improving.

Ten percent cited that business has been Slow/Poor. During the 2013 Business Walk, 11% indicated that business was Slow/Poor. This year’s Walk shows a recovery that that indicates the overall business in Elk Grove is doing very well.



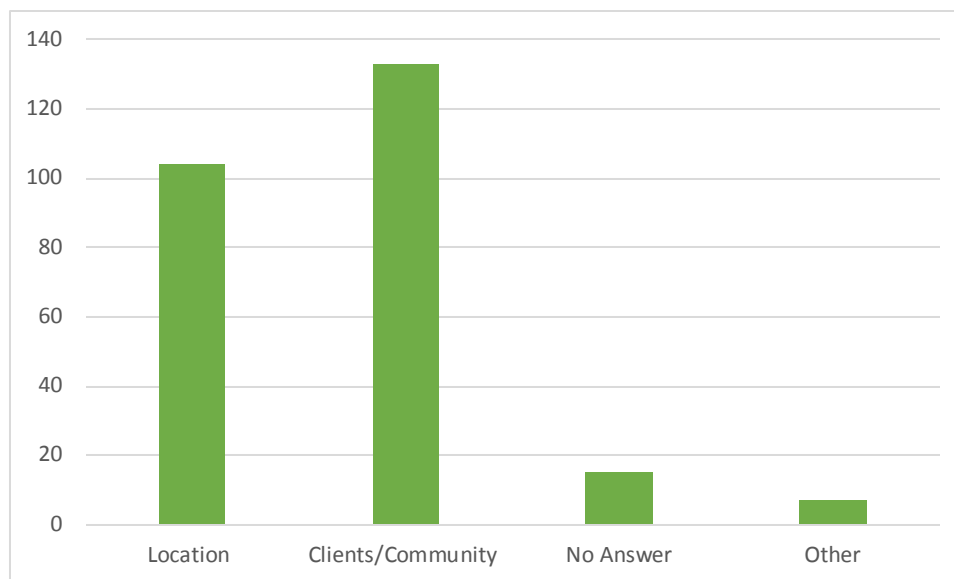
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## What do you like about doing business in the area?

Responses to this question were direct unanimous with a total of 259 Elk Grove business answering this particular question. Based on all of the responses recorded, Clientele and the community was mentioned by 133 businesses. Business owners enjoyed the family orientated community and most of the businesses in Elk Grove lived in the community as well. Business owners liked that their clients were loyal and frequent.

Closely related to clients and community was location. Location was cited as a major reason for doing business in Elk Grove by 104 of the businesses that responded to this question. Specifically, proximity to the Sacramento Region, frequent foot traffic, and visibility were pointed out. Elk Grove's economy has grown making the area a prime location for small and large businesses to work together and be successful. Both corporate and small businesses were very happy with Elk Grove stating that they wouldn't consider leaving.

7 businesses stated other positive features include safety, schools, and diversity while others mentioned that Longevity at their current location is beneficial. 15 businesses did not answer the question.



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## What should be done to improve business in the area?

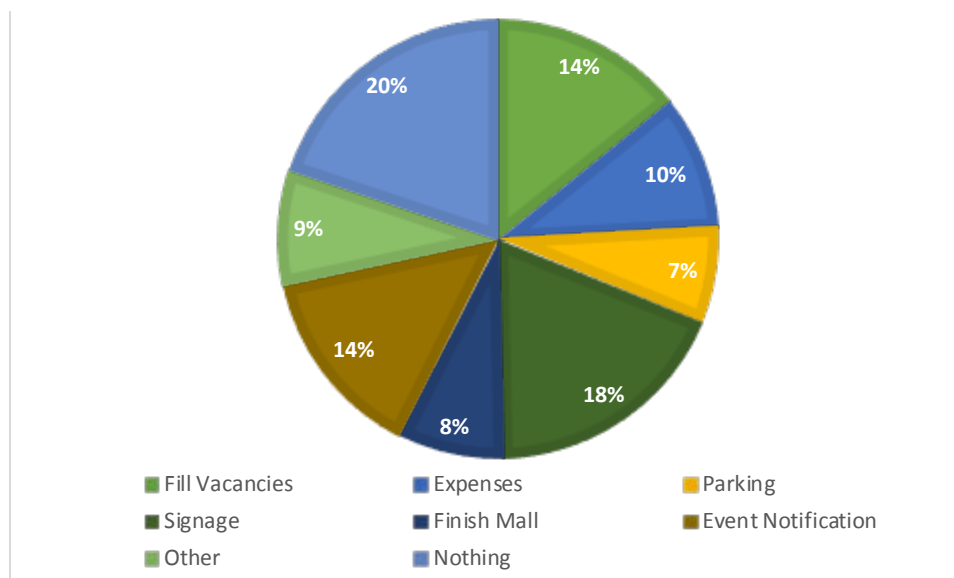
When asked what should be done to improve business 151 Elk Grove businesses answered the question. 21% wanted the city to address the signage problem. Many business owners wanted the city to allow for more signage that could be seen from the freeway to draw non-residents. Many Business owners felt that this was issue was high on the list.

17% of businesses want to see vacancies in Elk Grove filled, too many open lots and vacant buildings have been pulling clients away from their area and in turn the businesses have been seeing a negative impact on their business in turn. Businesses owners recognize that the City of Elk Grove have been actively working on this issue for quite a few years. Businesses owners are split in their preference in businesses size to draw to Elk Grove. Some say that larger businesses are what Elk Grove needs while others are admit that bringing too many large companies to the city would be damaging to their business.

Expenses come next on the priority list. 12% of business owners are concerned about expenses as a businesses in Elk Grove. Between rent, taxes, permits and utilities businesses owners are frustrated at the price of owning in Elk Grove. While this issues is 3<sup>rd</sup> on the list business owners are not considering leaving.

6% of business owners are concerned with parking, this was mainly a concern in Old Elk grove. 8% of business owners wanted to become more active with the community and events. Several businesses were frustrated that they had received notification of an event only 1-6 days prior and was not able to prepare nor participate. Almost all businesses owners expressed interest in becoming more involved with the community if given the opportunity through communication and adequate notification.

Other concerns mentioned include beautification, maintenance, and safety.



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The Sacramento Metro Chamber and Business Bridge would like to thank the City of Elk Grove, Elk Grove Chamber, SMUD, Safe Credit Union, Pacific Gas and Electric, Chick-Fil-A, Kaiser, Mayor Gary Davis, and the participating volunteers for their assistance with the Elk Grove Business Walk

Eyebrow threading	My friends daycare	Trojan storage
Xfinity	Trust management services	T ss
Bel air	Timothy alison tucker cpa	Batting cages
Golden donuts	Law office of frieze & paul	Crossfit916
Asian garden	Aim higher adult day care	Dans auto repair
So relax massage	All age dental	T mobile
Peach garden seafood restaurant	Water warehouse	Panda express
Jenny craig	Edible arrangements	Jamba juice
All state	Deliciozo mexican and thai bistro	Envy salon and spa
California sun	Cartridge world	Wax bare llc
Schools credit union	Fresh cleaners	Green nature cleaners
Breining institute	Java time	Cilantros mexican grill
Kabob place	Harbour nails and spa	Pets to go
California family fitness	Royal thai	Chateau de nails
Schools credit union	Yeung city chinese	Subway
Mcdonalds	Hans cleaners	The ups store
Circle k 76	Graces coffee roasters	Sulcas carpets
Laguna guns	Tea rex not in	Usda service center
Shell		Jc automobile refinishing
Wendys	Body by aimee	Centerline striping company inc
Chevron	Shell	Radial tire express lube
Extended stay hotels	Rubios	Feist cabinets and woodworks inc
Harmony family dentist	The joint	Elk grove builders inc
Mier bautista dental corp	Elk grove dental group	Mouer laboratories inc
Farmers insurance group	Les schwab tire center	Lowbidder
Fountain plaza dental	Enterprise rent a car	
Shell	Golden dragon	Lawson drayage inc
Jiffy lube	Brake masters	Crack away engine machine
Kenton kiaser dds	Am pm	Masco sweepers
Bubbles and bones	Elk grove ford	Pereira body shop
Nova care physical therapy	Elk grove kia	Rbi
Skips music	Elk grove dodge and jeep	Grant line veterinary hospital
Red chopstix	Elk grove toyota scion	Sheldon ace hardware
Cornerstone	Kfc and aw 213	Wilton chevron
Sierra pacific	Stampers corner	Golden tack
Pizza guys	Elk grove sports bar and grill	Sheldon liquor
Elk grove dental care	Elk grove computer repair	Pizza bell
James mark salon and spa	Twisted bites	Fat mikes pizza
Bloodsource	Sher khan karate	Berts diner
Chopan kabob house	Embellish	Steele realty and investment
Us post office	Coins currency collectibles	Sheldon feed
Hallmark	Fine arts center	High rise hair lounge
Payless shoes	From the homestead	Fast signs
Aaron brothers	Jilliejacks	El potro taqueria
Verizon wireless	Dreamgirls	Four seasons cleaners
Pink berry	Flowers by fairytales	Laguna bond dental
Noodles and company	Law offices of michael l faber	Teriyaki time
Dsw shoes	Christopers place	Clothing revival
Mr pickles	Hair and nails by dawn lindner	Razor sharp cutz
L and l hawaian bbq	Stanley real estate & investment	The childrens place
Crazy sushi	Elk grove funeral chapel	Annas linens
Panda south	Upholstery tech	Pet club
Baja fresh	Custom fireside shops	Quality cartridge
Ella blue	Love junky	Total nutrition
Osh orchard supply hardware	Camarillo salon and spa	Jennys salon and spa
Prestige portraits	Edward jones	K and s wireless inc
Miller brown	Boot barn	Wells fargo
Lagunas awesome party palace	Intermountain slurry seal inc	Walgreens
Savp sacramento academic and vocational academy	Divergent	Auto zone
	Alpha analytical laboratories	Four seasons cleaners

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Cigarettes plus  
Trinity nails  
Jrs donut  
Camden dental  
Snips hair salon and beauty supplies  
Pizza guys  
Savemart  
Compass bank  
The blowout  
India stop  
Butterfly life  
Sushi house buffet  
Dominos pizza  
Subway  
Golden hair  
Family dentistry  
MCGovern, planesi and walters  
Laguna tire and wheel  
Elk grove honda  
Hampton inn  
Subway  
Starbucks  
Carls jr

Allstate insurance  
Wine liquor shop  
Kindercare  
Jennifer's salon  
Elk grove acupuncture  
The hair lounge  
All data  
Extreme bowling deals  
Gamestop  
1st choice pizza & curry  
Elk grove subaru  
Shooting shack guns  
Pin n strikes  
Super cuts  
Steele reality  
Us bank  
Open door realty  
Test  
City wide maintenance company  
Cue a collision  
Leonard roofing inc  
Muay thai  
Tudor construction

Ca sun  
American cancer  
Mitchell lewis  
Running zone  
Surf extream  
Creators of african origin  
Valley motor parts  
Tea garden  
Capitol city uniforms and equipment  
Cooks collision  
A plus promotions  
Ucd  
Aldrich family chiropractic  
Cotton plus  
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