



Antelope Business Walk | January 21, 2016

The Sacramento Metropolitan Chamber of Commerce presents the Business Walk, an ongoing economic development program hosted in the six-county Sacramento region. On January 21, 2016, volunteers, business owners and civic leaders, gathered at WinCo Foods on Elverta, and set out to visit 52 Antelope businesses for an interview.

Antelope's survey resulted in a general consensus for most answers. The survey consisted of three general questions, followed by a unique question pertaining to their business:

- 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:

- What changes have you seen in the area?



Summary Results

Antelope's Business Walk concluded that, 75% of businesses were doing well, while only 25% responded that business was fair. Most business' spoke on the longevity of being in the area, like Sterling Asset Management Company who has been at their location since 1994 and Thompson and Brown who have been successful in their business for over 25 years. In addition to being in a good location overall businesses were happy with their loyal clientele. Antelope businesses, however, want to address the looming issues of homelessness and the recent influx of crime and vandalism.

Prior to the business walk, the City of Sacramento in collaboration with local law enforcement had been hosting a series of information meetings to create awareness around putting in a PBID, Property and Business Improvement District. When volunteers surveyed business owners, the general response was favorable for adding such PBID to this area, as businesses expressed a desire to want to improve the overall business climate.

How's Business?

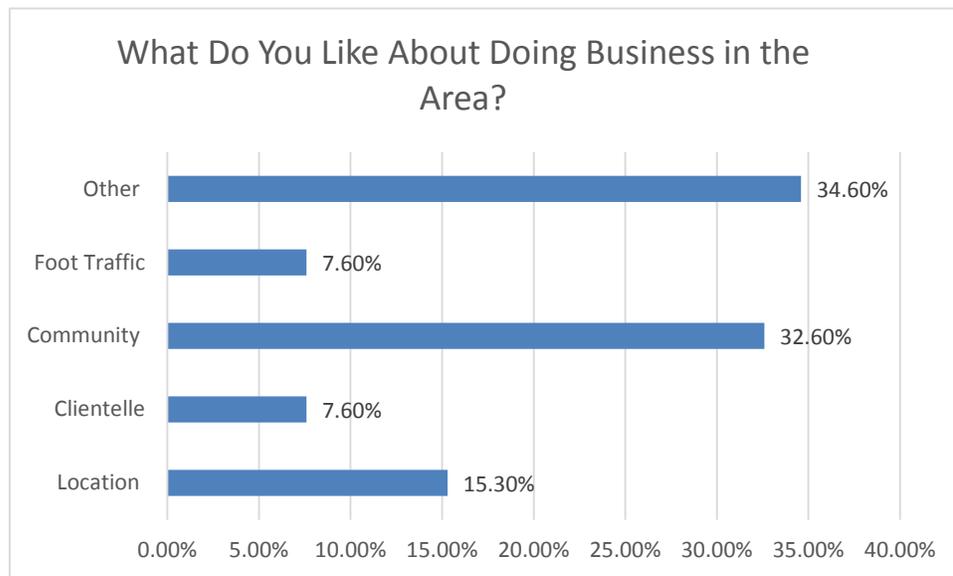
75% of businesses surveyed responded favorably that business was good and they were very thankful for their loyal clientele. Most accredited their success to "people know us, we have been here a long time". Those that responded that business was fair, attributed a decline in business due to being relatively new to the area, and not having built a strong clientele yet. Of the 25% of business respondents that reported business was fair, their main concern was around the safety and security in the area, and the crime and panhandling that was taking place.



Domino's pizza expressed, "there is never a dull moment, just the other day there was a high speed chase in the area". Antelope Food and Gas expressed that they have been very successful in the area, as their location is close to a lot of residential homes, and many customers do not have to commute very far.

What Do You Like About Doing Business In the Area?

Our results concluded that the main reason why businesses stay in the Antelope area is because of their community. Their customers are very loyal and have stayed in the area for years, creating warm connections between business owners and customers.



Location was the second reason for doing business in the area. Sacramento Dental Medicine indicated that they serve many of the local families and are

positioned right next to the high school. Most businesses surveyed loved the regulars that contribute to the business' success while some businesses loved the diversity of the customers.



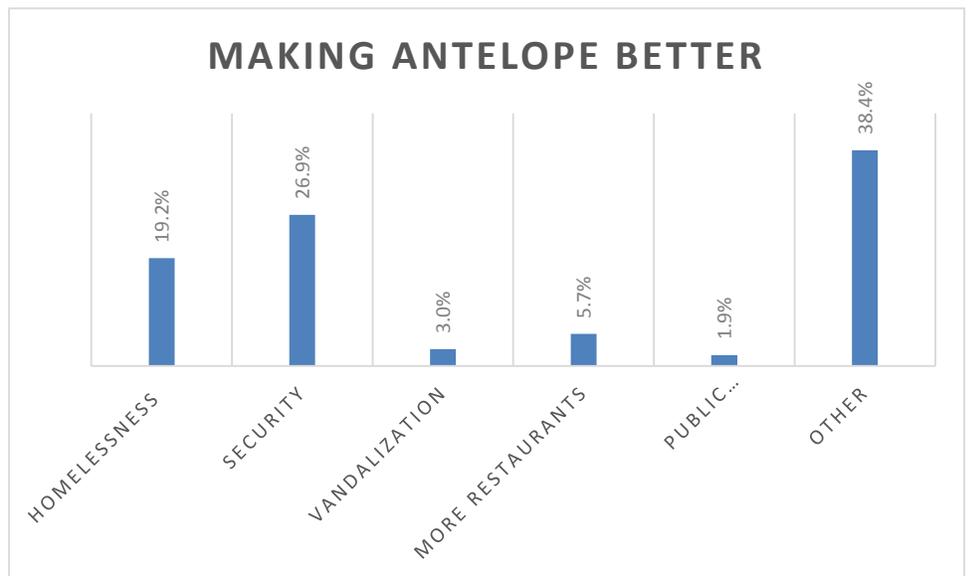
Businesses like Circle K, who have been at their location for 10 years, expressed that it's their high visibility of being on the corner that keeps them successful.

What needs to be done to make business in Antelope even better?

Increased Security and homelessness was the main concern for 46.1% of the businesses surveyed. Auto Zone stated that the homeless and transit people outside their business tend to accost their customers and at times their employees do not feel safe while McDonalds express there is a homeless camp behind their facility, that is hidden from private security.

SAFE Credit Union expressed that traffic does tend to bottle neck on Antelope causing major traffic delays and a reluctance for customers to come in.

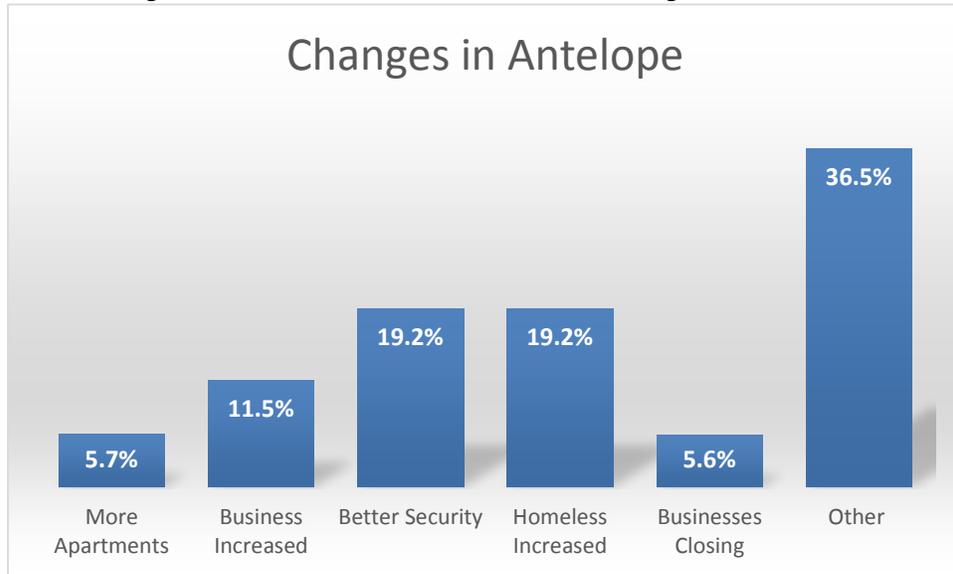
Umpqua Bank stated that the area is in need of more sit down type restaurants in the area to service their clientele. Les Schwab also agreed with wanting to bring in more Restaurants in the area, as it would potentially drive their clientele as well.



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

An astounding 96.1% of businesses surveyed reported that they are not planning on relocating and are wanting to stay in the area. However, the increase of homelessness and inadequate security has caused a major change in business owners feeling safe serving their community.

Although 11.5% of businesses reported that their business has picked up over the last few years, they would like to see more security patrol in the area. Puff Smoke Shop stated there is a real need to have more dumpster security as well, as the dumpsters are not locked at night and draw the attention of the homeless.



PARTICIPATING BUSINESSES

24 Hour Fitness	Just Send It Postal Center	SAFE Credit Union
Antelope Chevron	Les Schwab	Starbucks
Antelope Food and Gas	Leslie's Swimming Pool Supplies	State Wide Self Storage
Antelope Pharmacy	Little Caesars	Sterling Asset Management Company
Autozone	McDonald's	Thompson and Brown
Bel-Air	Metro PCS	Togo's
California Sun	Mountain Mike's Pizza	Top Cuts
Carolina Mexican Food	Northern Sacramento Chamber of Commerce	Tugboat Fish and Chips
Circle K	Orchard	Turbo Shine Carwash
Coffee Hangar	Panda Express	Umpqua Bank
Cricket & Co	Petco	Verizon Wireless
Dollar Up	Precision Orthodontics	Walerga Dental Group
Domino's Pizza	Puff Smoke Shop	Walgreen's
Edward Jones	Rite-Aid Antelope	Walgreen's
Elm Discount Dry Cleaners	Round Table Pizza	Western Landscape, Inc.
Firestone	Sacramento County Sheriff's Department	Wonder Nails and Spa
Goodwill District 2	Sacramento Dental Medicine	Yogurt City
Haircuts and Facial		