

# BUSINESS BRIDGE

CONNECTING BUSINESSES TO PROSPERITY

## Power Inn 2016 Series

The Sacramento Metropolitan Chamber of Commerce presents the Business Walk, an ongoing economic development program hosted in the six-county Sacramento region. On June 9<sup>th</sup>, 2016, volunteers, business owners and civic leaders gathered at the Power Inn Alliance and set out to visit 85 Power Inn businesses for interviews.

Power Inn's survey 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 do you know about the Power Inn Alliance?

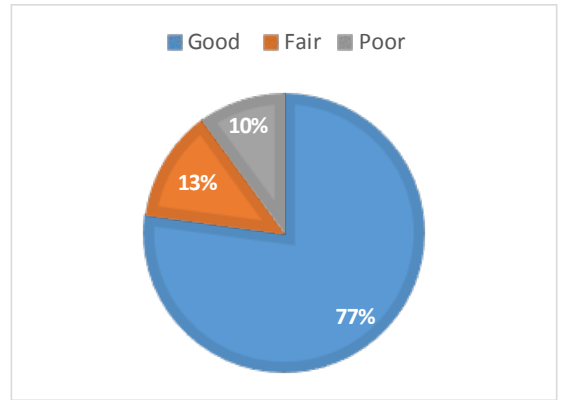


## Summary Results

The Power Inn Business Walk concluded that 77% of businesses were doing well, while only 13% responded that business was fair. Most businesses spoke about the good location and were overall happy with their community. They did, 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. This is, in large part, due to the efforts by the Power Inn Alliance, in collaboration with local law enforcement and the Sacramento IMPACT team, working together to reduce the crime and the effects of homelessness in the area.

# How's Business?

77% of businesses surveyed responded favorably that business was good and they were very happy to be located in the Power Inn area. Most accredited their success to their business being close to freeways, as well as the ease of accessibility. There were several businesses that have been in the Power Inn area for over 25 years.



R3 Renovation Inc. is one of those long standing, successful Power Inn businesses. They stated that they love the location and have been very successful. However, it was not just long time businesses which were happy with the location - almost half of the businesses interviewed had recently located to the Power Inn area and expressed that they were happy they made the choice to open their business there.

Most of the businesses reported that they were busy and that they have seen an increase in sales over the last several years. While some businesses stated they were still struggling slightly, they have seen an increase in customers and were hopeful it will continue to improve.

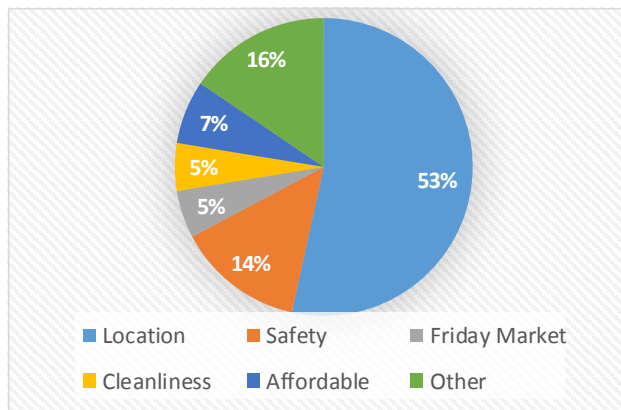
Of the 13% of business respondents that reported business was fair, their main concern was centered on the safety and security in the area.

# What Do You Like About Doing Business In the Area?

Our results concluded that the main reason why businesses stay in the Power Inn area is because of their central location. Most businesses felt safe in the area and were thankful to the local law enforcement for their continued efforts to keep Power Inn a safe place. Almost all of the businesses noticed how crime rates in the area have dropped over the years.

Affordability in the area was also a talking point with many businesses, stating that the rent was cheaper for the amount of space they had. There was more warehouse storage in the area that allowed the businesses to keep a reasonable amount of inventory and stock.

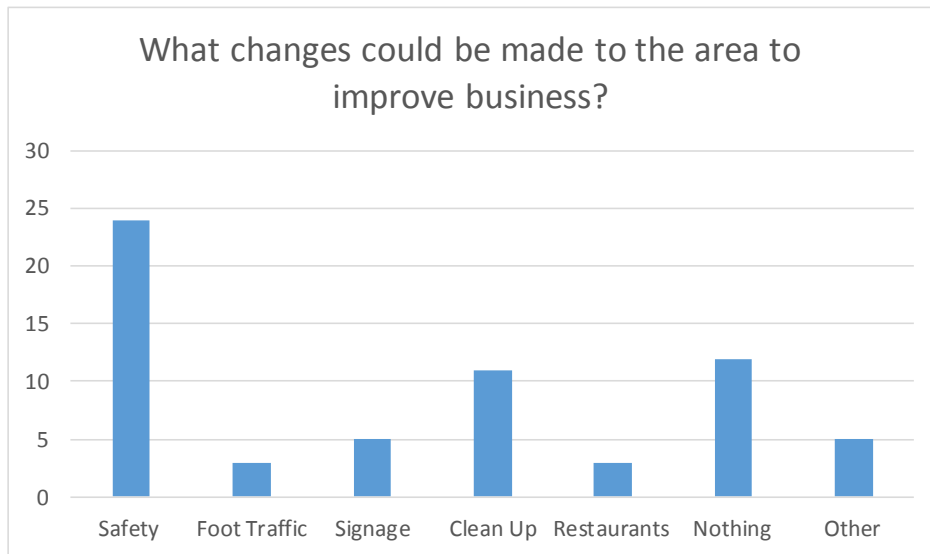
Other positive comments about business in the Power Inn area were that parking was never a problem and the industrial area kept them busy.



# What needs to be done to make business in Power Inn even better?

Increased security and homelessness were the main concern for almost 25% of the businesses surveyed. Many feel that there is continued effort to increase safety and they are looking forward to the efforts becoming part of a permanent solution.

Many businesses stated that signage was regulated a bit too harshly. Businesses would like the ability to set out additional eye catchers near the street to draw more traffic toward their business since foot traffic is very low for the area. However, recently several regulations have been put in place to limit additional signage for businesses, and as a result, some have seen a decrease in walk-in customers.



The Power Inn Alliance was recognized repeatedly for their efforts to clean up the streets in the area. However, many businesses still felt that the Power Inn area lacked beautification efforts from the city. While the area has improved over the last 10 years, many businesses would like to see more efforts made toward combating illegal dumping and road improvements made to the area.

Other changes mentioned by businesses were that heavy traffic at peak hours and the effects on both safety and clean up because of it. These businesses mentioned additional lanes or stop lights could mitigate some of these issues. Restaurants in the area were limited and this was another topic that some of the businesses would like to see changed. Many thought that the Power Inn area could benefit from recruiting more restaurants into the area to increase foot traffic.

# What do you know about the Power Inn Alliance?

The Power Inn Alliance was recognized mainly for their street clean up team. While almost all businesses knew about the Friday Market, very few businesses knew it was the Power Inn Alliance that hosted and coordinated the event. Many businesses were not aware of the efforts the program has put into the area nor were they aware of the vast amount of resources the Power Inn Alliance had to offer them. Though, the Friday Market has been a huge success for the Power Inn area and all the businesses were very happy to have it in the community.



## PARTICIPATING BUSINESSES:

Swinerton Builders	European Automotive	N.T. Realty Inc.
Express Donuts	Natural Stone Design gallery	KK Auto Sales
T & D Glass	Sherman-Loehr Custom Tile Works, Inc.	Fastenal
Cutt Creators	Rayna's Gourmet Catering	Bhrum
National Seating & Mobility	Chando's Tacos	Alcolock
City Wide Property Services, Inc.	Artistic Associates	The Home Theater Company
Empire Electric Sales, Inc.	NAPA Auto & Truck Parts	Rivthead
Alpha Architectural Signs & Lighting	Depot Park	Moore Twining Associates, Inc.
Capital Tower and Communications, Inc.	Motion Industries Inc.	John Jackson Masonry
Gorlick's Distribution Center Inc.	Good News Home Improvement	Sub Club
Thrifty Supply	MFC HOMES	Print House
Mobile Pet Hospital of Sacramento	Servpro	B.T. Mancini Co. Inc.
Blue Collar Supply	Adon Communications	B&B Power Equipment & Wholesale
Rare Barbershop	Diamond Auto Body	Sacramento Academic & Vocational Academy
Sacramento Occupational Medical Group	NAPA Genuine Paints	SAC Fitness
Zerorez Carpet & Living Surfaces Care	Ferguson Plumbing and HVAC	Subway - Power Inn
Industrial Ladder & Scaffolding, Inc.	Total Service Logistics	Precision Letterpress Inc.
US Spa, Ltd.	Delta Commercial Electric and Lighting Services	California Diamond Products
NV Painting	Multicultural Radio Broadcasting Inc.	Utility Services
Aramark	California International Marathon	PIRTEK POWER INN
SF Plastic & Sign Supply	Dominion Distribution	Sweet Angels
Asante Catering	Precision Micro Analysis Inc.	Sacramento Youth Symphony
La Bou	Strictly Muscle Hobby Shop	American's Dream Home Works
Metro PCS	Consolidated Facility Services	National Concrete Cutting Co
Destined Design	ABC Supply Co. Inc.	Global Auto Repair & Glass
R3 Renovation Inc.	THM Auto Center	Ricardo's Auto Repair
Charles Chips of Central Calif	AMS, a division of Allied Building Products	BG Motors
Davis Tow Inc.	Fam-Pak of California	Auto Sales & Service
Aqua-Tech Wash Systems		



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The Sacramento Metro Chamber is the largest and oldest voice of business in the greater Sacramento area. Representing nearly 2,000 member businesses and business organizations in the six-county Sacramento region, the Metro Chamber serves as the region's leading proponent of regional cooperation and primary advocate on issues affecting business, strengthening the regional economy and quality of life. As a principal partner in Next Economy Capital Region Prosperity Plan, the Metro Chamber executes the Business Walk Series in cooperation with its local chamber and public sector partners. The Metro Chamber has partnered with 19 other regional jurisdictions and economic development organizations to provide one-on-one support for county businesses and throughout the 6-county Capital region. These organizations, through Business Bridge, are meeting one-on-one with businesses throughout the region to identify and address individual business needs and ensure continued growth and economic prosperity. For additional information concerning Business Bridge, visit [www.metrochamber.org/business-bridg](http://www.metrochamber.org/business-bridg).